CRITICAL ISSUES FOR SUSTAINABLE TOURISM DEVELOPMENT IN SOUTH EAST ASIA

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INTRODUCTION OF THE CONFERENCE PROCEEDINGS

University of Social Sciences and Humanities, Vietnam National University in Hanoi, Hanoi, Vietnam conducted an international conference with the topic *"Critical Issues For Sustainable Tourism Development In South East Asia"* in November 2017 within the frame of the German DAAD-funded project "Sustainable Tourism Development in Vietnam" (conducted during the years 2014-2017), whose partners have been the following:

– Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University, Hanoi (Vietnam)

– Faculty of Hospitality and Tourism, Hue University (Vietnam)

– Chair of Economic and Social Geography, Institute of Geography, University of Greifswald (Germany).

Tourism development not only offers economic benefits, but it also contributes to alleviate poverty, create employment opportunities and facilitate cultural exchange as well as global integration. However, tourism development is also associated with a number of environmental problems, such as increased amount of waste, air pollution and climate change. Also growth of social evils; like prostitution or higher numbers of pickpockets; are often linked to increased numbers of national and international guests. Concern for this degradation of tourism development has led to the focus on more "sustainable tourism development". Especially in South East Asia, the issues of sustainable tourism development have been thoroughly considered, based on the tremendous growth of tourism in all countries within the region.

The International Tourism Research Conference with the subject "Critical issues for sustainable tourism development in South East Asia" has the intention to provide a research platform for international researchers, educators, government officers, industry practitioners and postgraduate students worldwide to discuss, acquire knowledge, share empirical findings, and consult in the field of sustainable tourism development. The focus of this conference is to clarify current situations as well as to discuss critical issues of sustainable tourism in South East Asia, including backgrounds, challenges, limitations, and collaborations among related stakeholders. Solutions, implications and consultancy

activities will also be proposed based on these results. The conference will feature keynote speakers from universities as well as industry leaders from tourism and hospitality.

Although all countries in SEA (South East Asia) are at the moment in very different stages of the tourism-life-cycle (some are just at the beginning and others are already in the decline stage of development), all of them suffer somehow under problems caused by local and/or international tourism.

The following papers shall present very regional or even local views to these growth based problems and will also show ways how local stakeholders act about it. The content of the papers reflects different social, ecological or economic aspects of (sustainable) tourism. E.g. the following topics are presented during the conference by colleagues from Vietnam, the Philippines, Myanmar, Japan, Laos and Malaysia:

– Towards Sustainable Tourism Development In Southern Shan State: Case Study On Kalaw As Tourist Destination

– Cultural Heritage for Sustainable Tourism: A Comparative Study on Luang Prabang Town and Hoi An

– The Emergence of Russian Speaking Tourism Economy in Nha Trang, Vietnam. A Preliminary Study on the Social-Political Contexts

– Service Quality Dimensions of Higher Education Institution-Operated Cafes in Manila; Comparative Analysis

– Sustainable tourism approach and strategy: Community-based rural tourism initiatives.

Already by the above mentioned topics the variety of issues and working areas becomes obvious. Consequently tourism is not only a business, but it is also a social and environmental relevant field of action for many different persons in many different regions worldwide. By holding this conference some of the problems of today's tourism in SEA will be explained, as well as several case studies of successfully implemented sustainability aspects of tourism will be documented.

Many of the papers show problems that are not yet solved – hence tourism has still a long way to go to become more sustainable; worldwide and not just in SEA. We hope this conference proceedings will contribute to a new way of thinking as well as to a new way of acting for all involved persons, because critical issues will always be there to be realized, changed or reduced to a minimum.

The conference is supported by the Asean Tourism Research Association (ATRA).

WHY TOURISM FIRMS BEHAVE IN RESPONSIBLE WAYS? STAKEHOLDER APPROACH OF RESPONSIBLE TOURISM BEHAVIORS

Bui Nhat Quynh*

Abstract: *The paper offers a model to explain responsible tourism behaviors based on the stakeholder approach. It specifies the motives for which firms are likely to behave in responsible ways. It is argued in this paper that stakeholders of tourism firms, including their shareholders, employees, tourists, local destination community, state management agencies, and suppliers, are major factors affecting their intention to engage in responsible tourism behaviors. Moreover, situational factors are considered to affect the level of responsible practice.*

Keywords: *Responsible tourism, responsible behaviors, stakeholder approach*

INTRODUCTION

Studies on the responsibe behaviors in businesses generally and responsible tourism behaviors particularly have increased steadily since the 1980s. The results indicates the definitions, concepts, models, solutions, impact factors, and implementation guides of responsible behaviors in many different countries.

(1) International tourism organizations have presented indicators for assessing the effectiveness of responsible tourism. The Toolkit on Responsible Tourism in Viet Nam, which was developed by the Environmentally and Socially Responsible Tourism Capacity Development Programme funded by the European Union (known as the ESRT Programme) (2013) have pointed out the solutions, policies, and orientation to promote responsible tourism in terms of restaurants, accommodations, management agencies, and tourism destinations. The Global Sustainable Tourism Council (2013) also developed a set of criteria, indicators, and implementation guides for responsible tourism practices regarding destinations, restaurants and tourism businesses, including eight criteria for sustainable destinations development and 9 criteria to enhance the benefits and minimize the negative impacts of tourism on the local community. In addition, the DG Enterprise and Industry (2016) has also given a System of indicators on European Tourism in order

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* Faculty of Tourism Studies, University of Social Sciences and Humanities, VNU, Hanoi, Vietnam

to monitor, manage, and improve sustainable tourism practices in European destinations. With 40 key indicators, this is a guide for sustainable tourism practices for stakeholders at tourism destinations.

Despite the help of the system of indicators for guiding and motivating businesses to take responsible tourism, it still has not pointed out the nature of responsible tourism or the motivations for companies to practice responsible tourism behaviors.

(2) In addition to the approaches considering tourism responsiblity as a means of achieving sustainable development, several authors have mentioned the basic feature that responsible tourism is more focused on attitudes and behaviors of stakeholders (Do Cam Tho, 2012; Zhang and Lei, 2012; Ayazlar and Ayazlar, 2016). Particularly, Pham Truong Hoang (2015) has proposed that the responsible tourism practice includes a process of different stages from attitudes to behaviors of the whole organization. However, Sirakaya (1997) argues that although there still remains conclusions about attitudes leading to behaviors, this relationship is not always true in all cases.

(3) Although studies point out the motivations for organizations to practice responsible tourism, these factors remains ambiguity. Practising responsible tourism brings competitive advantages to businesses, buid relationship between tourism businesses and different stakeholders in the society, provides added value to their tourism products, to tourists, and therefore helps businesses to gain achievements in the marketplace (Krippendorf, 1987; Weeden, 2002; Camellie, 2016). This is one of the reasons for organizations to take responsible tourism. However, this advantage in fact is not as easy to implement as the theory puts forward. The behaviors of tourists are not always consistent with their perceptions of the benefits of responsible tourism (Goodwin and Francis, 2003). Although customers always expect tourism companies to practice responsible tourism, they are not willing to pay the price of responsible products. The consumption behavior of customers depends on their ability to pay. Organizations cannot ignore the desire of cusotmers but on the other hand they cannot grow sustainably without profit. For this reason, businesses are not really engaged in responsible behaviors.

Sheldon and Park (2012) also pointed out that despite the implementation guidelines, organizations still face obstacles in their responsible behaviors practice. The success rate is very low, accounting for only 30% of the total number of enterprises that support responsible tourism behaviors.

(4) Additionally, previous studies also illustrate the factors that affect the responsible behaviors, in which the research subjects are primarily organizations in the tourism sector. However, these are model studies, not generalizations, and the results are usually only relevant to a particular destination.

Chettiparamb and Kokkranikal (2012) identifies the four rules for organizations to practice responsible tourism behaviors, which are (1) coercion, (2) information dissemination, (3) the linkage of the community, and (4) leadership of government. However, the study focuses only on large and dominant organizations in the industry, and ignores small and medium ones. Furthermore, among these elements, the coercion can affect the behavior not being displayed professionally and successfully.

The study by Xin and Chan (2014) has provided four key indicators (interpreted through 17 sub-indices) to assess the issues, risks, motives, and impacts of responsible tourism from the view of organizations in Kinabalu National Park, Malaysia. This study was also modeled, not generalized.

In general, these above studies have shown responsible tourism as a phenomenon, responsible tourism contain different values and benefits from other sustainable concepts, but the nature of responsible tourism, in which the motivation of the stakeholders in practicing responsible tourism behaviors is not apparent. Several studies have identified the factors that influence responsible behavior practices, but those principles are not systematic and generalized.

In the field of tourism, tourism companies are considered as a hub to connect stakeholders, and in responsible tourism practice, businesses are those who contribute to orient tourism and promote tourism. A tourism business that practises responsible tourism behaviors will offer responsible tourism products and services that will attract and motivate tourists to consume the products and display responsible tourism behaviors subsequently. Thus, it helps to raise awareness of local communities as well as contribute to sustainable tourism benefits across the economy, the society, and the environment (Camilleri, 2016; Vu Quoc Tri, 2015). Moreover, businesses know how to reach potential tourists through communication media, thereby they possibly connect sustainable tourism destinations with customers.

Overall, the literature describes that responsibility of tourism companies is a specific manifestation of responsible tourism behaviors. The central role of tourism businesses in the implementation of responsible tourism has been addressed in several statements, including the 2002 Cape Town Declaration, the 2008 Kerala Declaration, and the 2011 Alberta Declaration (Chettiparamb and Kokkranikal, 2012). Therefore, it is necessary to study the factors that promote responsible behaviors practice in the tourism sector.

The above four reasons have shown the essence to study the reasons and motivations that cause tourism businesses to practise responsible behaviors. This paper firstly identifies different concepts related to socially responsible behaviors generally and responsible tourism behaviors particularly, secondly summarizes the literature on responsible behaviors, thirdly explain responsble behaviors in terms of the stakeholder approach,

and finally proposes a model to clarify factors causing tourism businesses to practise responsible behaviors based on the stakeholder approach.

RESPONSIBLE TOURISM BEHAVIORS

First of all, in order to understand the responsible tourism behaviors, it is necessary to clarify the concept of corporate social responsibility because the behaviors of responsible tourism basically stems from from the act of sociallee responsible behaviors. There are different definitions on the corporate social responsible behaviors. The conventional definition of sociallee responsible corporate behaviors, as mentioned in many of these studies, is the actions of firms aiming to provide social welfare, to earn social benefits rather than economic and technical ones (McWilliams and Siegel, 2001). However, this perspective idealizes businesses to some extent, while in fact there really are companies that target profitability. The question is that when an enterprise practices social responsibilities and produce negative effects to the society simultaneously but it is acceptable, then whether or not the enterprise is considered to display social responsibilities.

Another definition of the corporate social responsibility is that enterprises are considered to behave in socially responsible ways if and only if they do two things. Firstly, they must not intentionally cause harm to their stakeholders, namely the investors, employees, customers, suppliers, employees, and local communities in which their business operates. Second, if organizations trigger harm to their stakeholders, they must then overcome the consequences as soon as the damage is noticed. Remedial work must be done voluntarily. These are assessed the minimum behavioral standard with related to corporate social responsibility, under which it is considered as irresponsibility (Campbell, 2007).

Obviously, these two definitions are different in terms of the corporate social responsibility. While the former shows that it is totally essential to (1) do the best for the stakeholders (at the highest level), the later expresses importance of (2) not doing anything that harms the stakeholders (at the lowest level). If being put on a scale of the lowest to the highest level of socially responsible practices, the lowest level was missed from a lot of research papers. Instead, scholars concentrate more on the highest level. In reality, corporations often adopt the traditional viewpoint, and mitigate such behaviors according to the Campbell's study (2007). For example, firms may contribute a lot to the society and do charity work frequently but do harm to the environment (intentionally or not) and remains sexual discrimination in the workplace, thus, whether or not these firms are justified to behave in socially responsible ways. Hence, these two perspectives cannot thoroughly explain the basic idea of corporate social responsibility. Many arguments around defining the viewpoints on socially responsible behaviors have still been addressed in the studies.

Practicing socially responsible behaviors is the way to achieve sustainable development, thus, the concept of corporate social responsibility should encompass three aspects of sustainable development, including economic, social, and environmental aspect. Nowadays, the uncontrolled economic fluctuations and the polluted natural environment are causing more negative impacts on the community, so firms are not just responsible for the society in which it operates, it also needs to contribute to economic stability and minimize threats to the environment. Sexty's (2011) view on corporate social responsibility has shown the full and proper implication of this concept, which is:

"Corporate social responsibility (CSR) is the way a corporation achieves a balance among its economic, social, and environmental responsibilities in its operations so as to address shareholder and other stakeholder expectations"(Sexty, 2011: 139).

According to this point of view, responsible behaviors are the way businesses exhibit their responsibilities to the economy, society, and environment. In terms of tourism field, Sexty's definition (2011) on corporate social responsibility is completely appropriate. Tourism businesses not only ensure profitable target in order to contribute to the economic development at the destinations in particular and the country in which the business operates in general, but also offer benefits of the social community without causing negative impacts on the environment. Therefore, the social responsibilities or tourism responsible behaviors of the tourism companies are to balance the benefits of three aspects, including the economy, social community, and tourism destination environment to meet the demands of various stakeholders in the process of operating tourism activities.

This view is similar to Cape Town's declaration on responsible tourism. The first conference on responsible tourism was held in Cape Town in 2002 just before the Johannesburg Sustainable Tourism Summit. The Responsible Tourism Conference issued the Cape Town Declaration, in which responsible tourism is defined in three aspects: First, tourism development contributes to develop the quality of life of the local community at the tourism destinations; Second, tourism helps create better business opportunities; And third, it brings more experience to visitors during their journey.

THE LITERATURE ON RESPONSIBLE BEHAVIORS

For some people, corporate social responsibility practice does not seem positive since if the ultimate goal of businesses is to maximize profits and ensure the highest possible stock value, they will do anything to achieve this goal – even not to practice social responsibilities if they believe they can ignore it. In fact, studies in economics such as economic principles (eg. Demsetz, 1968), and resource-based view are all based on this hypothesis.

Many examples of firms that pursuing the profitable target and ignoring socially responsible behaviors, such as cheating customers, exploting labor, and destroying the environment (Vogel, 1992). However, there are also cases in which companies practice social responsibilities in a serious way. In fact, some businesses have reached an ideal level to do the opposite, such as an act of charity, community support, loyalty and integrity maintenance (Zadek, 2004).

All these practical examples have set many questions to the researchers which are: why does a business behave in socially responsible ways? Under what conditions are businesses ready to practice their social responsibilities? Recent studies have suggested that the tendency for socially responsible behaviors varies between countries and research need to be conducted explain this difference (Maignan and Ralston, 2002; Hansen and Moosmayer, 2004). Cultural factors, background context, and the level of development of the economy also affect the socially responsible behaviors of businesses.

Studies have shown the motivations and factors that influence the socially responsible behaviors of businesses. These elements are devided into three groups, such as internal factors, macroeconomic factors in the business environment, and the combination of the first and the second group. Firstly, internal factors such as management capacity, business size, business culture, organization norms, product / service diversification, product research and development have direct impacts on socially responsible behaviors of firms (McWilliams and Siegel, 2001; Galaskiewicz, 1991). Furthermore, the financial performance of a firm is positvely related to the practice of social responsibilities. Typically in the study of this problem is the research of Waddock and Graves (1997).

Secondly, the macroeconomic environment elements affect the responsible behavior practice of businesses. Campbell (2007) applied an institutional approach to explain that the socially responsible behaviors of businesses are influenced by legal conditions. In particular, the responsible behavior practice are affected by institutional factors such as public and private sector regulations, the presence of NGOs and other independent organizations monitoring the behaviors of the business, the institutionalized norms that regulate the behaviors of the business, the behaviors of the stakeholders, and the relationship between the business and the stakeholders. However, McWilliams and Siegel (2001) argued that responsible behaviors taken by firms are actions that further social benefits beyond firms' interests and are not legally required. This means that the socially responsible behaviors go beyond following the law. Thus, a company that manages to avoid being sentenced of discriminating women as a result of compulsory regulation is not considered to have practiced responsible behaviors; It only obeys the law. The practice of social responsibility is higher than that; it is not just practicing, but practicing voluntarily.

Finally, there is a school of thought indicates that the corporate socially responsible behaviors are influenced by both internal and external factors. According to Maignan and Ralston'S (2002), there are three factors driving the businesses to practice social responsibilities, including managers who highly appreciate social responsibilities of businesses, managers believe that the practice of social responsibilities will bring more profits to the business, and the stakeholders put pressure on businesses to practice their social responsibilities. Moreover, the corporate socially responsible behaviors of businesses are affected at two dimensions, including organization attitudes toward social responsibilities (1) and the development of the social responsibility concept in the social community (2) (Zadek, 2004) (see Table 1). In addition, Aguilera et al. (2007) interpreted socially responsible behaviors of businesses based on organizational internal motives, on their relationships and interactions with stakeholders, and on the social norms regulating their performance.

Table 1. *Four stages of development of socially responsible behaviors in society*

Stages	Characteristics
Latent	Activist communities and NGOs are aware of the societal issue. • There is weak scientific or other hard evidence. • The issue is largely ignored or dismissed by the business community.
Emerging	There is political and media awareness of the societal issue. • There is an emerging body of research, but data are still weak. • Leading businesses experiment with approaches to dealing with the issue.
Consolidating	• There is an emerging body of business practices around the societal issue. • Sector wide and issue-based voluntary initiatives are established. • There is litigation and an increasing view of the need for legislation. • Voluntary standards are developed, and collective action occurs.
Institutionalized	• Legislation or business norms are established. • The embedded practices become a normal part of a business-excellence model.

(Source: Zadek, 2004)

Thus, the third perspective on the combination of internal and external factors that affect corporate social responsibility clearly explains and demonstrates the nature of responsible behaviors. It is because social responsibilities are a mix of business operation and social community factor (Carroll, 1991; Wood, 1991). An organization in business always plays three major roles, including the role of an institution in society, the role of a business unit in society, and the role of a manager. A stakeholder approach addresses the

position and role of the firm with its stakeholders in the business environment and in the society, so that it can thoroughly explain why firm practice responsible behaviors.

RESPONSIBLE BEHAVIORS AND STAKEHOLDER APPROACH

The Stakeholder Approach was presented by Freeman in 1984. Accordingly, firm must implement policies to satisfy all of its stakeholders in the business. More specifically, business managers need to monitor and balance the relationships and needs of stakeholders (including employees, customers, suppliers, communities, and other groups) in order to ensure the long-term success of the business. The stakeholder approach emphasizes proactively managing /controlling the business environment, relationships, and benefit-sharing (Freeman and Mcvea, 2001).

Freeman's stakeholder approach differs from traditional perspectives. Previously, organizations tend to focus on only major groups it considers important, and satisfied the interests of these group over others. However, this view is consistent with a stable business environment. Given the intensely competitive business environment, this approach reveals a number of limitations in gaining economic achievements. It requires the firm to satisfy the needs of its stakeholders, so that they support the firm in return. The stakeholder approach encourages strategic organizations to actively manage and reconcile stakeholders' interests.

Firms create a set of common values for stakeholders, which are values for the social community. In order to achieve success, it is not always that firm brings benefits to its stakeholders, or further stakeholders' benefits, or even beyond the interests of firm. In reality, all stakeholders do not share the same benefits simultaneously. Instead, firm will both distribute benefits and cause harm to stakeholders. These harms generated at a level that does not trigger significant negative impacts on stakeholders, making sure that stakeholders will still support the firm in the long term.

Social responsibility behavior is actually a business strategy of the firm to achieve the ultimate goal which is profitability and a strategic position in the marketplace. According to Freeman (2004), in order to achieve the ultimate objective, firms need the noticeable support and positive impacts from the stakeholders, hence, firms should respond to these stakeholders, and satisfy their needs and expectations by practicing responsible behaviors. Thus, it can be concluded the factors that influence the firms to practice their responsible behaviors are the stakeholders in the business environment, including shareholders, employees, customers, social communities, government agencies, partners, and suppliers.

However, in different contexts, the application of the theory to explain the responsible behaviors will vary greatly. Social responsibility behavior practice differs from one country to another due to cultural, legal, and economic development factors (Sexty, 2011; Hansen et al., 2004). In addition to economic factors, the legal elements, including

regulations, rules, and standards of responsible behaviors, impose significant impacts on the way firms display their responsibilities to the society (Campell, 2007). In fact, the stakeholder approach also includes legal factor. Specifically, state agencies, government institutions with regulations and policies monitor behaviors of firms.

Carroll (1991) presents a pyramid describing the responsibilities that organizations need to undertake. Accordingly, there are four types of responsibilities, including economic responsibilities (profitable); legal responsibilities; ethical responsibilities; and philanthropic responsibilities (being a good corporate citizen) (see in *Figure 1*). Only when firms fulfill their economic responsibility will the next responsibilities be fulfilled. Thus, economic factors are still considered the most important driving force for firms to behave in responsible ways.

Therefore, the paper will be based on the stakeholder approach to provide a model to explain the responsible behaviors in the tourism field.

PHILANTHROPIC
Responsibilities

Be a good corporate citizen
Contribute resources to
the community;
Improve quality of lie

ETHICAL
Responsibilities

Be ethical. Obligation to do what is
right, just, and fair. Avoid harm.

LEGAL
Responsibilities

Obey the law.
Law is society's codification of right and wrong.
Play by the rules of the game.

ECONOMIC
Responsibitities

Be profitable.
The foudation upon which all others rest.

Figure 1. *The pyramid of corporate social responsibility*

(Source: Carroll, 1991)

MOTIVES ENCOURAGING FIRMS TO PRACTICE RESPONSIBLE TOURISM BEHAVIORS

In the field of tourism, a conventional approach still regards responsible behaviors as a means of sustainable tourism development. Theoretically, studies have shown that responsible tourism is an orientation that stakeholders in the tourism sector need to be aware of, in order to behave accordingly for the purpose of sustainable development (Nguyen Van Luu, 2012; Trang Le, 2013; Duong Que Nhu, 2013; Vu Quoc Tri, 2015). These studies only point out the impact factors, meanwhile the way and the level they create impacts has not been clarified. In practice, studies have described a responsible tourism model, as well as the roles and positions of stakeholders, and proposed specific requirements for stakeholders in terms of the development of responsible tourism.

However, Wheeler (1991) criticized this view that tourism cannot be justified as a solution to attain sustainable development because responsible tourism only offers micro-level solutions, meanwhile sustainable development requires long-term macro-level solutions. Goodwin (2011) also argued that the nature of responsible tourism is not simply a solution to sustainable development. It is a responsibilities recognition and responsible behaviors practice of the stakeholders in tourism activities, in which the major responsibility belongs to tourism firms and tourists – which are key factors in supplying and consuming tourism products. Responsible tourism perspective helps to display the negative effects of mass tourism so as to lessen that impacts and to enhance the positive ones.

Goodwin's approach (2011) to responsible tourism was supported by Leslie (2012) and Mihalic (2016). According to Leslie (2012), responsible tourism should be interpreted as a behavioral trait, which is the responsible behavior for the consequences of tourism productions and consumptions. In addition, Mihalic (2016) presents a three-factor model, including Awareness, Agenda, and Action that explain the process from perception to behaviors in responsible tourism practice.

The nature of the behavior is the decision-making process. According to Jones (1980), organizational behavior should not be justified only through the final decision but the whole decision-making process. Particularly, external behavior is basically a decision-making process, in which input information substantially influences the decision-making step to display final behavior. Regarding corporate social responsible behaviors, the input source is assessed as potential impacts that the organizations may create to their stakeholders. In addition, environmental issues force the organization to examine the effects that may result from such behaviors. Thus, in order to encourage behaviors, individuals / organizations experience the process from perception to behavioral choices and decision making finally, and there remain factors influencing the behaviors practice.

Moreover, Fishbein and Ajzen Theory of reasoned action (1975) was applied to explain the intention to practice responsible tourism behaviors (Budeanu, 2007).

Specifically, behavior is external action resulting from the perception to intention and finally to practice. Here, intention is influenced by the intrinsic element (attitudes towards action), and the outside one (subjective norms, social view towards action). Attitudes and subjective norms are, in turn, also influenced by many different factors. Based on the stakeholder approach to explain responsible behaviors, these factors include the stakeholders in the business operations of firm.

Furthermore, there are other studies approving the above approach. Jones (1980) synthesized factors influencing responsible behaviors of firms based on stakeholder analysis and interaction among stakeholders. Responsible behavior is a broad concept, requiring the firm not only to satisfy the interests of its shareholders, but also to show responsibilities to its customers, employees, suppliers, and local communities. Maas and Reniers (2014) also provide a model illustrating that the perceptions and attitudes of external stakeholders together with the internal organizational staff and managers influence the intention to practice responsible behaviors.

Apart from the analysis of impact factors based on stakeholder characteristics, Hines et al. (1987) referred to situational factors as one of the motivations of responsible behaviors. This is considered a motivational factor that can increase or decrease the act of behaviors, may enhance or reduce the level of impact factors in the model. This factor does not affect the behavioral intention, but to the level of responsible behaviors practice.

Overall, based on the stakeholder approach, the conditions motivating responsible tourism behaviors of firms are described in the model as the following:
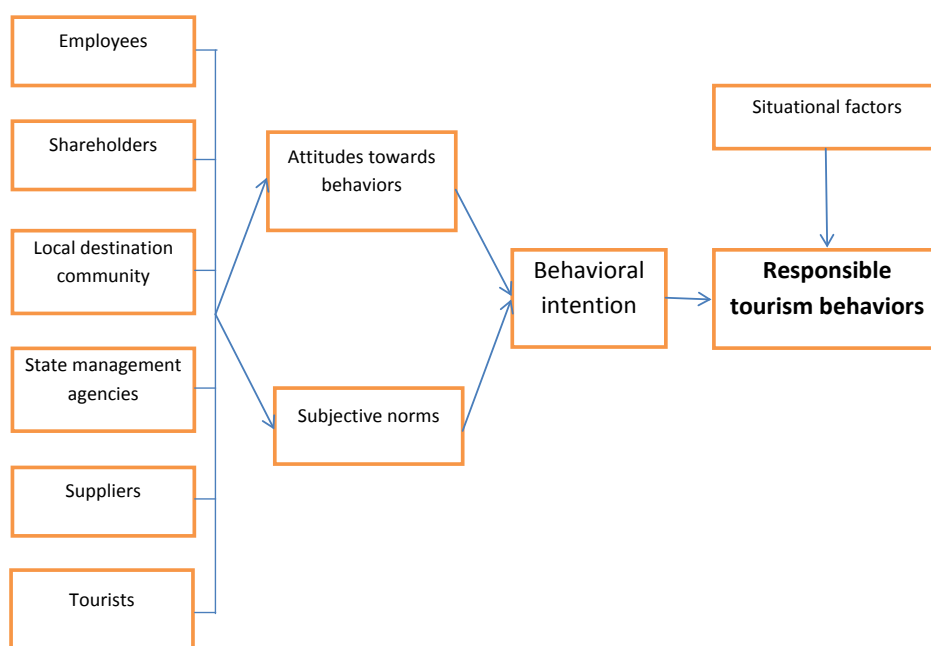
Figure 2. *Model explaining responsible tourism behaviors*

CONCLUSION

The paper contributes to explain responsible tourism behaviors apparently based on the stakeholder approach. The stakeholders in the business operation, including shareholders, employees, tourists, local communities, state agencies, partners, and suppliers, are key factors, noticeable motives encouraging a firm to practice its responsible tourism behaviors. These will affect attitudes and form subjective norms towards responsible behaviors, and then motivating tourism firms to behave in responsible ways.

The paper just proposes a model, while research methods to clarify the relationships expressed in the model are not applied. It is hoped that further studies will continually apply the stakeholder approach in explaining responsible tourism behaviors, and also implement different research methods to comment and complete the model above. In addition, there is an opinion that the responsible behaviors are displayed voluntarily, not under any pressure. It furthers social welfare beyond economic benefits of firms. Therefore, economic factors, specifically the stakeholder approach, are unable to describe the responsible tourism behaviors of firms. Therefore, further research is essential to completely explain this act of responsibility.

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TOURISM DEVELOPMENT IN HOI AN ANCIENT TOWN - THE WORLD HERITAGE (QUANG NAM PROVINCE) INHERENT IN PRESERVATION AND BRINGING INTO PLAY THE HUIGUANS ARCHITECTURE OF THE HOA PEOPLE

Dao Vinh Hop*, **Vo Thi Anh Tuyet****

Abstract: *Hoi An, the land in the central of Vietnam, has its long history. During 17th – 18th centuries, Hoi An has gradually become an urban center and a prosperous trade – port. At that time, a geat number of merchant ships from many countries made their voyages to trade in Hoi An, among them were the Chinese merchants. The Hoa people (Hoa ethnic group) has settled in Hoi An and built five huiguans including of Fujian huiguan (Phuc Kien huiguan), Chinese huiguan (Trung Hoa huiguan), Teochew huiguan (Trieu Chau huiguan), Hainan huiguan (Quynh Phu huiguan) and Guangdong huiguan (Quang Dong huiguan)[1]. The ancient architectures of huiguans in Hoi An are buildings which symbolize to Hoi An and contribute to compose the shape of Hoi An ancient town in the past and present.*

Being a heritage of the world from 1999 to now, tourist trade of the city is more and more prosperous. This land has its improving in the tourism technology and cultural popularizing to become an attractive destination for the tourists from domestic as well as foreign regions. At present, Hoi An is in the time of rapidly developmental process, the ancient buildings including huiguans of the Hoa which needed to be done in researching as well as preserving and bringing into play.

Keywords: *Huiguan, the Hoa people, Hoi An, ancient architectures, sustainable, tourism.*

GENERAL OVERVIEW OF HOI AN AND ITS TOURISM POTENTIAL

Hoi An old Town is located 30km southeast of Da Nang city and about 55km northeast of Tam Ky city. Its coastline stretches from Hoi An to Dien Ngoc beach and connects to the East sea through the Big seaport, it has borders with Dien Ban district in the north and west, with Duy Xuyen district in the south and west (all belongs to Quang Nam province).

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* Saigon University, Vietnam.

** HCM University of Social Science and Humanities, Vietnam.

[1] *Huiguan* 會館, often translated as "Guild hall" in English language.

According to investigation results on April 1st 2009, Hoi An covers area of 6,068 square meters and has a population of 82,850 people. It has 13 administrative units including 9 wards and 4 communes, which are wards of Cam An, Cam Chau, Cam Nam, Cam Pho, Cua Đai, Minh An, Son Phong, Tan An, Thanh Ha and communes of Cam Ha, Cam Kim, Cam Thanh, Tan Hiep (on Cham island) (Office of The statistic of Quang Nam, 2013, p.13).

 Hoi An is a former region with its long history in the middle of Vietnam, so it has special resources to speed up tourism. Fortunately, Hoi An has been awarded a wonderful weather and landscape and priceless cultural heritage. There are architecture buildings of ancient town with quite specific tangible cultural values preserved. Since being recognized as a world heritage site (1999), the tourism activities of Hoi An has thrived quickly, which makes it become specific destination to attract tourists in domestic and abroad.

Hoi An not only has advantage of nature resources, society, population, but also extra especial values of tangible and intangible culture. Relying on advantageous factors in domestic and abroad, the Hoi An trade port was established in the late of 16th century. During the 17th – 18th centuries, Hoi An has become a prosperous trade-port. Merchant ship from many countries to landfall to make their activities. Overcoming changes of history, effected by time elements, but Hoi An has preserved its precious architectural structure primitively along with inestimable spiritual heritage.

The space of Hoi An ancient town architectural structures

The cultural exchanges during hundreds of years from 16th to 19th century, right in the prospering of development of Hoi An trade port, has made Hoi An own all types of ancient architectural structures. Hoi An itself is the model of traditional trade port in southeast Asia preserved specifically with full density of relics gathered that others can't ever be compared to. According to documents of Hoi An Center for Cultural Heritage Management (up to the late of 2011), in all of Hoi An area, there are 1.352 relics, of which 1.268 relics is artist architectural structures that belong to types of civil architecture projects (houses, bridges, wells, market buildings), and of religious projects (temples, pagodas, common halls, house of worship of family, imperial tombs) and so on (Tran Anh, 2005, 44). One kind of relics has its own characteristics to make Hoi An more diversified about cultural aspects. The ancient town architecture is the harmonious compound space, architectural structural arrangement with Vietnamese, Japanese, Chinese, Western architecture styles.

The economic activities and cultural, spiritual life

Hoi An is identified by its cultural values through diversified architectual heritage, besides having kept a specially intangible background. Also, depending on its historical

role and distinct cultural values entrusted from former generations, Hoi An residents have developed a multi – field economic system and are aware of taking full advantage of heritage to improve their tourist business (Hoi An Center for Cultural Heritage Management, 2008, 32). On the contrary, under developing of tourism, Hoi An traditional handicraft villages resuscitate and grow strongly up.

The community culture of Hoi An people has interchanged and harmonized from the elements of Sino – Vietnamese, Vietnamese – Cham with many special festivals. Fishermen have festivals including Nghinh Ong (The Whale worshipping), lucky fishing, traditional boat race; farmer has festivals of Lunar new years, Double five, Night of the fifteenth of the first lunar month, Mid – autumn, Cau Bong, Long Chu (dragon boat parade); traders have festivals Matzu, Quan Gong, the God of Wealth. These festivals have been established for a long time, now it is rehabilitated. Moreover, there are cuisine styles with traditional diversified food, folk cultural treasure, legend, fairy tales, fable stories, overflowing lullaby, a ditty song while working, profound "bai choi" folk – song which is emotive to audiences.

It is more important that Hoi An people with personality, lifestyle, behaviors is both simple and deep, which bear tradition of Viet people with wet rice civilization and village life. Concurrently, over cultural exchanges, Hoi An residents have also expressed their good characteristics, nature, for which it is called "Hoi An – Where the water is to be mixed up, the people to meet together, and the cultures are converging" (Quoc Vuong Tran, 1991, 52).

It was seen that the old architecture structure is "alive museums", Hoi An people over generations still are who "live with, live for, and live by Hoi An ancient town". Day to day, the life is taking place in every alley of the town, each architecture building still reflects about the lifestyles, characteristics of Hoi An people.

HUIGUANS OF THE HOA PEOPLE IN HOI AN AND ITS ROLE IN TOURISM DEVELOPMENT

During the 17th – 19th centuries, when Hoi An was a prospering trade port, the Hoa people have gone there and settled. Huiguans are great achievement built in Vietnam by countrymen who have come from southeast coastal provinces of China and bear traditions of the Chinese merchants from the early of 17th century. Those are places which the Hoa people could give their regards, business experiences or express sentiments toward fellow – countrymen. As the same time, huiguans with function of temples for them to offer their belief to the god or goddess worshiped in folk belief of the Hoa and places to make festivals every year.

The important architectural charactersistics of the Hoa Huiguans in Hoi An

- **Original spaces and landscape**

Hoi An huiguans were built following the style of Chinese traditional architectural structure. Five huiguans all located in the center of the city - an area which is near market, Cau Pagoda (Japanese covered bridge) and it makes advantages for people in trade and religious activities. At the present, all huiguans locate in the north of Tran Phu street – the the main street to the city (with the even - numbered houses), whose fomer name is Cuong De street – the most ancient street in Hoi An (Cheng Ching Ho, 1960, 35). The huiguins were structuralized on the wide, high and dry landground and there is a tendency to move on the depth and the axis of the north – south.

- **Organizing of spaces and function of components**

Generally speaking, huiguans in Hoi An have the medium scale and similar characteristics. They usually are shallow in width (23 – 26,8 m) and large in depth (it comes up to 100m at the Fujian Huiguan).

Layout of historic building of the huiguans is in shape of Han – originated handwriting "Guó 国" (工 inside, 国 outside), also called the shape of seal. The components were settled following the basic layout "front to back, small to large, low to high but close to each other. They were located in an area to ensure that we can distinguish the place for God and the place for people, and to make it hallowed familiar.

Because of the good ways in arranging the components in the huiguans and its function in accordance with the local climate, the huiguans always were conserved relatively well preventing strong wind, severe sun, storm, flood, etc.

Every element has own its function, including: the main gate, front courtyard, intermediate courtyard, front hall, main hall, incense -burning hall and back hall.

- **The composition of the architectural works**

The composition of the huiguans has many components, including: the roof, the main buildings and the base. They are all constructed following the style of ancient temples of Chinese; each building is divided by walls and the wooden – frame structure is the main endurance.

The roof structure:

Hoi An huiguans have fairly grandiose roofs with various structure, including: type of one - storey, two - storeys, gable roof, double roof, combination of two - storeys and gable roof, in which the type of gable roof is most popular. The huiguan traditional roofs are settled by three main tiles include tube – tile and yin – yang tile and fish scale – shaped tile and in which the tube – tiles is used most commonly. The number of blocks of tile may be in odd or even and they are not always odd as are the ancient houses in Hoi An (Anh Tran, 2005, 94). The huiguans are noted for its types of rafter structure such as "trinh chong – tru đoi" type (which is composed by horizontal beams and vertical posts) and it is the most popular in use. Specially, in the structure of roof frame, there is a purlin – "xa

co" (under roof main beam) carved the date that show its constructed or restored time point such as Fujian huiguan with 11 purlins (two among them dated in 1849 and another dated in 1859), Quang Trieu huiguan with two purlins (one dated 1884 and another dated 1970).

The pillar structure:

Hoi An huiguans have a large number of pillars, in which Fujian huiguan has 86 pillars. The pillars are made of wood, stone or the compound of cement and stone, in which the wooden pillars have majority percentage. The wooden pillar has circular, square, rectangular sections, in which the type of square section has large number and in the late buildings. The pillars are not buried to the ground but arranged on small bases of stone to prevent the pillars from contacting to the ground because huiguans are every close the river, which is usually effected by the floods (Showa Women's university, Institute of International Culture, 2000, 214).

The ground floor and the base of buildings:

The ground floor and the base of buildings are constructed relatively high in accordance with the local climate. The space of worshipping is located in the high position to increase solemn context.

The decoration of interior structure:

The main hall is the place of worshipping activities, so it was decorated following the given style as follows: a large altar is placed in the center of the way to go out, on which the people display incense – burners or "tam sự, ngũ sự" (five or three tools for worshipping in the altar, in which there is a large incense – burner). The pair of worshipping tools is set symmetrical.

The huiguans usually make the distinct altar to worship a god or goddess, not for the whole or the some. In the same area (in large context in huiguan), it was made following the stype of "phối tự" (worshipping 3 or some of god or goddess but not same altar), a supreme god in the center and two other gods in two side or type of " Bodhisattva of Mercy in the front, God in the back". Front hall, incense – burning hall, East – Weast houses have a tendency to be simple in structure.

The values of ancient architectural structure of the Hoa in Hoi An

Hoi An Ancient Town - a world cultural heritage in Vietnam, where so far there are five huiguans. It is the kind of typical ancient architecture of Hoi An Ancient Town. The date of establishment of Hoi An huiguans are estimated from 18th to 19th century, according to the previous studies. Chinese (Trung Hoa) huiguan and Fujian (Phuc Kien) huiguan were established earliest in comparison with others. Other huiguan has its own establishment date later, for Teochew (Trieu Chau) huiguan: 1845, Hainan (Quynh Phu)

huiguan: 1875; Cantonese (Quang Trieu) huiguan: the middle of 19th century. Nearly all of the old architecture components in those huiguans were built in that period of time. In the properous time of the Hoa in Hoi An with the making of birth of Cam Pho temple (1818), Nguyen Thai Hoc street (1840), Bach Dang street (1878), restoring Japan Bridge (1874), the huiguans have been restored many times from the late of 19th century to the early of 20th century, when the Hoa is making their success in trade.

The huiguans in Hoi An are the extremely special buildings with the high historic and cultural values, it marks the notable stages of immigrating and settling of the Hoa in Hoi An and reflects the stages "up and down" of Hoi An - Quang Nam in its long history.

Huiguans were built in many different time in the stage of bustling of Hoi An in the 17th and 18th century. In the late of 18th century and specially in 19th century, most of huiguans were restored and some were built in the first time. Almost huiguans we have today were built in this stage of time (Showa Women's university, Institute of International Culture, 2000, 30). The Chinese huiguans is an important component to contribute to exceptional landscape architecture of Hoi An town, which reflected the great and multifarious values such as archaelogical, historical, architectual, artistic and religious respect.

The characteristics of Hoi An ancient architectural structure is dentified by considering historic - arcchitectural context, organizing the space and using function and architectural structure. Huiguans are the special buildings, every building has unique architectural characteristic correspond with characteristics of certain community of the Hoa in Hoi An. For example, Fujian huiguan with distinct two – storey roof and boat – shaped gable, Teochius huiguan with ceramic or glass inlaying art or carving on wooden elements, Quang Trieu huiguan with the combination of wood – brick – stone. In every component, there are high values about artist standard and decoration, especially in the face of front hall and main hall. Quynh Phu huiguan has the special of the double roof in the incense – burning hall. However, Hoi An huiguans have characteristics according to the local climate. All huiguans have the plentiful worship with the main god or goddess such as Thienhou (Matzu), Quangong, 108 deceased persons and Ma Yuan.

The ancient architectural in Hoi An huiguans have made a display of philosophy of human life in several historical stages and showed up the information about the prosperous commercial activities of the Hoa in Hoi An at some stages. The achievements also displayed of excellent talented activities and creative artistic power of Hoi An people about sculpture, architecture sides, which make the high reputation for Hoi An ancient town in particular and medieval – modern urban center of Vietnam in general. The history of huiguans has made the brightness for the time and the means of making life when Chinese people coming to Hoi An for trading and settling and this has clarified the process which Hoi An has gone through

in its way of development as well. The huiguans are not only the places to worship the Chinese god or goodness but also are the center for the Viet and the Hoa people exchanges their culture in this land, which is the biggest trading port in Vietnam that time.

Hoi An Huiguans are great achievement of community activities built by countrymen who come from southeast coastal provinces of China and bearing the traditions of the Chinese merchants. Those are places for Chinese colonies to give their regards to each other and could exchange their business experiences or express their relationship. As the same time, huiguans are places to offer their belief to the god or goddess worshipped in folk belief of the Hoa and to make their festivals every year.

Over the rise and fall of history, the huiguans are still viable up to now and take special value of architecture and relics. Locating at the center of Tran Phu and depending on their roles of history and culture, some huiguans as Fujian huiguan and Guangdong huiguan are exploited to become the destination of the town. Among 21 entrances have selling tickets, there are 3 huiguans including Fujian huiguan, Guangdong huiguan and Teochew huiguan (http://www.Hoi Anworldheritage.org.vn).

The biggest achievement of Hoi An tourism over some years is that it has built prestige and developed trademark "Hoi An – safe and friendly destination". Hoi An has also enhanced its tourism service quality to meet the need of tourists, by which the international organizations continue to vote it ar an attractive city of Asia (Ministry of Culture, Sports and Tourism of Vietnam, 2014). Hoi An city is arranged as the 4th in rank of 10 best well – known canal cities of the world, only after Venice – Italia, Amsterdam – Netherlands and Bruges – Belgium, supplied by the website of tourism "www.touropia. com". (http://vietnamtourism.gov.vn/index.php/items/15518). The political report of the 15th local communist party congress has determined that Service – Tourism – Trade, Industry – Craft – Construction, Fishery – Agriculture are major economic structure, among them is the Service – Tourism – Trade taking the important role and decide the development of the city (Office of Hoi An people committee, 2015).

However, under drastic globalizational process and social – economic circumstances of the city, Hoi An in general and its tourism activities in particular face to countless difficulties and challenges. There are challenges of population pressure, infrastructure system not to meet urbanization speed, overloaded and traffic jam, pollution of environment, flood, termites, climate changes, fire safety. Besides, the relic commercialization state is a question asked to Hoi An everyday.

More specially, that is full of contradictions between social – economic development and preservation of traditional cultural value. In Hoi An, there are now many relics in the old town in state of strictly being downgraded including Cau Pagoda. The others have changed in bad way of renovating, building an extension or rebuilding. From 1999 to

now, there are 181 cases of renting houses from other loca people, and 264 cases of house owners leaving. The relics repair is not following the principle of building, not to infringe regulations, misusing of function of relics. It is seen that many difficulties for Hoi An to deal with are many architectural structures about going into tailspin, which need to urgent repairation. The expenditure of relic preservation is massive, but the local budget is so small. In the end, the city has to invite donation from the public and has urgent solutions to protect the world heritage.

The role of huiguans with Hoi An people's life and city tourism development

- **Huiguans with Hoi An people's life**

The birth of huiguans in Hoi An is more specific in condition than its of other regions, it is closely associated with the stages of Hoi An town - tradeport development. Establishing huiguans cemented by communal function of countrymen gathering to support trading. Early, they have gotten together in Duong Thuong huiguan (that's to say, the huiguan of the Hoa merchants making their oceanic trade). They've also built schools for thier children in private education, or even dormitories for countrymen to stay. Besides, there is a worship custom of gods and ancestors in huiguans. However, in the history of Hoi An huiguans, the function of worshipping is not primary one, but that of economic - activities supporting, which helps create the close – knit relationship in the Hoa community.

No longer does Hoi An tradeport run and the economic activities of the Hoa in Hoi An is not so properous as its former position, but the huiguans are still present as a communal establishment to get attached the Hoa people to each other, a religious place and a destination for tourists. At present, every Bang (the association of fellow – countrymen or of fellow - dialect) gives their minds to improve their own huiguan. Depending on joining forces of all people of Bang, the Hoa communities and oversea Hoa people, huiguans are permanently preserved, everyday there is a keeper in huiguans to service worshipping.

Bangs and huiguans in Hoi An have intimate relationship due to having their public huiguan (Trung Hoa huiguan). This huiguan's affairs is considered as the common business of every bang and Bang truong (the head of bangs) alternately assumes responsibility in term of 2 - year office. Huiguans daily welcome a fairly large number of tourists to visit, worship gods, long for peace, invite good luck, pray for the birth of child. Yearly, the huiguans hold great requiems, festivals on the occasion of the lunar new year, Grave – visiting festival, Lantern festival, Mid – year festival, Mid – autumn festival, Full moon of 10th month, winter solstice Day, New Year's Eve party, birth anniversary of gods or goddesses. Notably, the huiguans organize the especial festival for one own huiguan such as Luc Tanh anniversary (six ancestors who early come this land region), 13th day of 1st

lunar month, Guan Sheng Di Juan anniversary, mid – 6th month hallowed memory of 108 deceased persons of Hainnan huiguan. The huiguans worshiping Tianhou has the same festivals such as Tianhou's birthday anniversary on 23th of 3rd lunar month and the Day of Tianhou becoming a genie: 9th of 9th lunar month. (Hoi An Center for Cultural Heritage Management, 2008, 107 -110)

On the day of anniversary, the management board of huiguans and the young people previously meet and talk together to prepare praying ordnance. During the time of praying, the management board is always present, all peope of bangs have full attendance, and there are also participants of other bangs. In some occasions, as the lunar New Year, the huiguans holds the meeting to welcome oversea Hoa people and the countrymen in Trung Hoa huiguan on 2nd of 1st lunar month. In the grave – visiting festival time, the Hoa worship their ancestors in cemetery beside making ceremony offerings in huiguan. Together with the Hoa people, the Viet people and tourists in domestic and abroad also take part in this anniversary, which presents to be in agreement of spirit life, and concurrently consolidate the solidarity of the communities of Viet – Hoa. In mind inner feeling of Hoi An people, huiguans are typical for the finest values, and therefore Huiguans still are always present in the old town.

- **Huiguans with Hoi An historical process and the tourism developmental activities**

In all the time of migration, trading and settling in Hoi An, the Hoa people have gone through the up and down events, but they have had their much effort to contribute to this land region. Actually, they have made their big hallmarks in the history of Hoi An in particular and in Quang Nam region in general. Hoi An tradeport established and developed owing to different factors, including the important role of the Hoa people. The birth of the Hoa huiguans in Hoi An indicated that the great numbers of Hoa people have centered in Hoi An already and they've come from different locals in China during the 17th – 19th centuries. The Hoa in Hoi An, particularly for merchants, have strong economic potential and the close relationship with Trung Hoa huiguan which is originally five bangs huiguan. At the same time, they have good relationships with the Viet people, the Minh Huong people (Vietnam ese of Chinese descent), the Hoa in other regions and with the relatives in China hometown. Basing oneself on the huiguans present in Hoi An, Tam Ky, Da Nang, we find out the region the Hoa used to live in Quang Nam.

The festivals have gradually become special religious - cultural features and it takes an important role in the spirit life of the Hoa when they settle in Hoi An. The Hoa people's economic background in the historical process have changed some functions of huiguans as well as Ba anniversary festival (Tianhou anniversary). As the result of Hoa – Viet relationship for previous centuries, the Hoa in Hoi An have exchanged and integrated

deeply into Vietnamese society. At first, they've established huiguans for communal meeting target, but now those architectural structure are the common religious places for the Hoa and Viet communities and the place for tourists to visit. The anniversary festival originally appears in the Hoa , but currently it belongs to both Hoa and Viet community, which shows that the Hoa has integrated comprehensively in Vietnam society. Tianhou is at first a goddess saving for people who crossed the ocean, but she latter is goddess for luck trade, bestowing wealth for both the Hoa and the Viet (Ngo Huu Thao, 2006, 39).

SUSTAINABLE TOURISM DEVELOPMENT COMBINED WITH PRESERVATION OF OLD ARCHITECTURAL STRUCTURES OF THE HOA'S HUIGUANS IN HOI AN: THE REAL STATE AND SOLUTIONS

Real situation of tourism development in Hoi An

The biggest achievement of Hoi An in the past years is building and developing the trademark "Hoi An – a safe, friendly destination". Hoi An has concentrated to improve its tourism service quality, relying on that, Hoi An has been highly remarked by tourists and voted again as an attractive city in Asia by some international tourism associations (Vietnam Ministry of culture, sports and tourism, General directorate of tourism, 2014 statistic materials). Hoi An city is 4th in rank among top 10 world well – known canal cities after Venice of Italia, Amsterdam of Netherlands, Bruges of Belgium, rated by the tourism website www.touropia. com. The 15th congress of the city communist party has determined that the main economic structure of the city is Service – Tourism – Trade, Industry – Handicraft, Fishery – Agriculture, in those the field of Service – Tourism – Trade is essential economic branch which plays decisive role in the development of the city (Hoi An people committee office, 2015).

However, the globalization is taking place swiftly which acts on the situation of economy, culture, society of the city. Hoi An city in general and Hoi An tourism in particular are facing difficulties and challenges as high population pressure, low quality state of urban infrastructure, overloaded traffic system, pollution of environment. These appear more and more obvious risk of losing heritages from natural changes as typhoon, flood, worm – eaten by termites, climate changes, fire dangers. Besides, the pressure of commercialization of heritages is asked questions for Hoi An from one moment to another.

More especially above all others, there are contradiction between economic – social development and preservation of traditional values. Hoi An has many relics which are in state of being seriously downgraded including Bridge Pagoda. Other structures are in bad fluctuation of function transform, building an extension, creating new buildings. From 1999 to now, there are 83 cases of house - possession right transfering, 181 cases of house renting for other locals, 264 cases of house owners changing their settle place. The repair of relics does not follow right instructions, break regulations and use building structure in not right function. Difficulties are asked much more questions for Hoi An,

importantly, some old buildings are in danger of collapsing. They need a large finance for conservation, but the budget of nation, province and city is so limited. The city has tried to exploit inner force and call for people's contribution, made much solutions to preserve relics timely to save the world heritage.

The real state of utilizing huiguan values for Hoi An tourism development

The same as other monuments in Hoi An, the huiguans beared large values and had gone through the mill of severe war time, climate and the urbanization process. Up to now and they even bring the full of ancient beauty. Due to present urbanization, the huiguans must face to deteriorated, damaged condition, the wooden structure is weak, decorated mixed – material motifs are broken and so on.

Confronted with situation of deteriorated monuments, there needs a close coordination between authorities, the local people and tourists to keep good conservation state for huiguans. For this reason, every huiguan need to be protected, respected, kept safe by suitable decisions. We have to improve research works to re-examine more fully and exactly about the value of these monuments, propagandize for the local residents about preservation of their heritage. The state organization should invest more finance to repair, save the buildings which are seriously deteriorated as well as support to "Bang" in the process of repairing their huiguan structure.

The huiguans compose the organic parts of the ancient town and the culture of Quang Nam land, so conservation of huiguans is the contribution to preservation of a heritage of the world in Hoi An. Nowadays, the city is the land with full potentiality of tourist trading, in which the historic – cultural buildings take a very important part, so research of huiguans under aspect of archeology, history, culture not only shows up the process of settling of the Hoa in this land but also makes more benefits for local people.

Huiguans of the Hoa in particular and ancient architectural structure in Hoi An in general also give many questions for scientists in fields of relic, artifact, the relationship between archeological relics in other regions or in wider context. The historic researching works or inter – disciplinary works may support more evidences about history of this land and cultural integration of the Hoa to Vietnam society. We hope that in the near future, the researching directions above will be deployed to support to understand completely history of Hoi An and contribute for the field of tourist trade of this city.

At present, some huiguans such as Fujian huiguan and Guan Dong Huiguan have become an attractive destination of the city. Tianhou anniversary and festival, together with architechiral landscape and religious activities is the important communal belief of Hoi An people, attracting people from other locals.

Besides, permanent programs as "Hoi An glistening" on 14th of every lunar month and "Island night" on Saturday of every week, Hoi An opens now much more new tourism

programs and organize events to invite tourists to Hoi An. The Hoa communal festivals, notably as Tianhou festival has taken an important role in the Hoi An peolple's economic and cultural life, especially in tourism. Festivals is not only satisfies the spirit life of locals but is tourism trade to create chances for developing city.

Some proposals to develop sustainably Hoi An closed to preservation of the old architectures of the Hoa people

It needs a long strategy for developing sustainably Vietnam tourism in general and Hoi An tourism in particular. To improve Hoi An tourism corresponding to its potentials, advantages, Hoi An has to carry out and combine with central government, departments and communities as well, which make it a heritage city, dealing harmoniously with the relationship between people's life and cultural conservation. First of all, Hoi An needs to conduct the preservation, bringing into play the cultural sources bequeathed by former generation due to that is the key advantage of Hoi An including the conservation of the Hoa's old architectural buildings.

• **Firstly, preservation and bringing into play the values of huiguans com-bined with state management, local government, relic owners and communities.**

The history of establishment and development of Hoi An land region has been long through up and down stages. The old architectures, antiquities, festivals and religious practices is more or less influences because of subjective and objective causes as destroyed by wars, lost by time, damaged by human. At this place, building components, antiques have been lost, residents' trading works transgressed into the worshiping places. For Tianhou festival, there are some unwholesome spirit practices as superstition, resorting to sortilege, which make it evil images for people and tourists. All of these manifestations, in the long term, they will lose the "sacred nature", smash up the ancient and solemn space of buildings that makes tourists afraid of going there and create disadvantage for tourism promotion. As common thoughts seen, the belief of inviting good luck, good fortune belongs to people's traditional cultural conception, but now it's better if beliver practices in regulation of nation rules and wholesome cultural behaviors. For these reasons, responsibility of saving heritage pertains to both owners and community, namely they have to reconstruct to the landscape architecture and adjust the religious practices, communal festival activities. Preserving and bringing into play old buildings are works of individuals and parties as relic owners, communities, central and local governments, researchers and tourists as well.

In the next time, the departments and management boards of the city should supply concrete guidance to count and propose a full list of relics needed to preserve and submit land – owning records of old buildings. Furthermore, Hoi An must build the preservation policies, especially for the valuable buildings having not condition yet to

list as a heritage. Local government must invest finance to repair the buildings being seriously downgraded, by some different methods, support the Hoa groups to help them save their own old architectures.

- **Preserving and utilizing cultural potentials of huiguans combining with tourism sustainable development of Hoi An.**

History of Hoi An city's development is its history of different communities who have contributed to construct the city by all their moral and economic strength, among them is the Hoa community. The Hoa's huiguans must be preserved and utilized to make good conditions for the Hoa to satisfy their spirit life, cultural and social needs as well as they can continue to join building this region. On the concepts, "cultural tourism" is the one that tourists enjoying every layer of cultural values and history process of a nation through relics, monuments, religious, cultural practices, festivals, customs (Tran Van Thong, 2003, 96 -97). Currently, in Hoi An, tourism trading field is in dynamics and "hot" process of development. And therefore, the religious and cultural activities in huiguans will affect the city, Quang Nam province, adjacent regions or even far outside. Some huiguans are in the fairly good preservation state, they are religious bases of communities and a place for visitors as well. These tangible and intangible heritages bring the city a special type of tourism: the cultural heritage tourism.

The huiguan architectra structures are both the place for important religious practice of community and a sightseeing spot for visitors. However, Hoi An tourism field has not taken its potentials from huiguan values. Under process of speed urbanization as it at present, the old structures must be repaired, upgraded to revive their former beauties, which makes them become priceless properties and especial tourism source of the city.

Hoi An has become a famous tourism attraction and destination chosen by domestic and oversea tourists. According to the 2015 report of Hoi An chamber of industry and commerce, there are 2.15 millions of tourists in total in Hoi An area. Tourists reach to Hoi An not only enjoy local cuisine, entertainment activities, but they are also interested in discovering Hoi An traditional culture values. Huiguans are always located in the core of a downtown, so Hoi An cultural management parties should "bring" huiguans to tourist. Taking an advantage of geographic position, located in the center of the central coastal region, besides developing inner city traffic, Hoi An could deploy tourism lines combining to Da Nang, Thua Thien Hue…and provinces in the Central part including the services to the huiguans which bring interesting feeling to tourists.

A monument was always compounded by elements as architectures, antiques, religious practice, festivals. So, it is essential to rebuild the monument landscape, revive religious activities, types of artistic performance and festivals. In the past years, Tianhou and Guan Gong anniversary festivals have attracted mass people from inner Quang Nam province

and other regions to worship and visit. Hoi An administrations need upgrade their task, especially to culture, sport, tourism management and raise up the people's awareness of heritage values.

Via Ba festival values (Tianhou anniversary festival) is studied, saved and utilized, concerned parties should also revive rituals and special artisti heritage which is formerly created and practised, some unwholesome activities in Tianhou festival. These solutions will not only help to preserve traditional cultural values in the time of modern life, but take an advantage to upgrade the city's tourism. In the near future, the city has specific strategy to preserve all that cultural values and promote festivals to become a kind of especial tourism: festival tourism.

Besides, while utilizing cultural heritage values to develop tourism branch of city, Hoi An should make general plans. Preservation and bringing into play old buildings an insider of researchers and popularizing city images outside as guidebooks, magazines, internet…It is worthwhile giving it more investment for infrastructure, environmental landscape, human – trained sources, tourism marketing programs as a priority.

Clearly, it is necessary to solve the relationship between preservation and development to promote Hoi An sustainable tourism satisfactorily. Development is law of objective change, unavoidable needs of life. Preservation and development is parallel task, but at the same time its high pressure on Hoi An people and local government. The core component to construct the shape of Hoi An ancient town is old architectures themselves and daily life of Hoi An people. Consequently, it is imperative to conserve both ancient and messy beauties of old buildings and friendly, hospitable behaviors, own Hoi An people cultural standards. They have to combine to save the old architectureal structures with maintaining traditional lifestyle of Hoi An residents, meet the need of life and prevent the change the shape of monuments in old town, ensuring the permanent work of preservation. To deal with assignment, the central and local managers take part in it with experts, especially in impulsion self - consciousness of residential communities – the heritage owners. All attempts are to save Hoi An tangible and intangible cultural values and handle the relationship between saving and utilizing heritage values through tourism trading activities.

CONCLUSION

Hoi An trade port has built and prosperously due to different factors including the role of the Hoa. Huiguans of the Hoa in Hoi An are special architectural buildings which mention the periods of settling of the Hoa and history of beginning and developing of the land of Hoi An – Quang Nam. The ancient architecture of the huiguans in Hoi An is the buildings which symbolize to Hoi An and they contribute to compose the shape of Hoi An ancient town in the past and present.

The huiguans are extremely special buildings with the high historic and cultural values, it marks the notable stages of immigrating and settling of the Hoa in Hoi An and reflects the stages "up and down" of this land. Hoi An is in the time of rapid development, the ancient buildings including the huiguans of the Hoa must be done in researching as well as in preserving and bringing into play. Concurrently, we need to exploit these heritage to make plans to develop our economy, culture and tourism in Hoi An, especially, for sustainable tourism of the city. The Hoi An people and government are struggling to preserve and bring into play their cultural heritage and make Hoi An tourist trade be more successful. Carrying out research about huiguans in Hoi An proves the process of settling of the Hoa in Hoi An, the cultural exchanges between Viet people and Hoa people and the history of developmental process of Hoi An trading port. Concurrently, we need to exploit effectively the heritage of ancestor to make plans to develop our economy, culture and tourism in Hoi An.

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APPENDIX

(Source: Dao Vinh Hop, Anh Tuyet VoThi)

Picture 1. Quang Trieu huiguan in Hoian - Vietnam

Picture 2. The face of Front hall of Fujian Huiguan

Picture 3. The main purlin at Teochius huiguan in Hoian, dated in 1885 and 1969

Picture 4: Style of crabshell beams at the main hall in Quang Trieu huiguan

Picture 5: Style of "trính chồng–trụ đội"beams in Teochius huiguan

Picture 6: Roof - base style of "con sơn" and "đấu củng" at Front Hall in Fujian huiguan

Picture 7, 8: Decorated motifs at Front Hall of huiguans in Hoian

Picture 9: A set of wooden door at the left side of Teochius huiguan

Picture 10, 11, 12, 13: Some decorated motifs of stone base at Fujian huiguan

THE MODELLING AND MANAGEMENT MECHANISM FOR THE COMMUNITY-BASED TOURISM (CBT) MODEL OPERATION IN THE NORTHWEST VIETNAM

Do Thuy Mui*

Abstract: *The modelling for community-based tourism (CBT) development - a matter paid much attention in many regions of Vietnam, especially in the Northwest, requires sufficient resources such as attractive tourism resources, technical facilities, infrastructure for tourists, organizational structures, business capacity, convention on tourism activities The deployment of the model must be based on principles including democratic centralism, for the common interests of the community, development - followed to branch planning, planning socio-economic-social planning of the region, harmonious development between economic and social benefits The CBT development model must ensure to: improve the life quality; have experience time of enjoyable tourism activities; and utilize the use of resources in a sustainable way. Based on the potentialities of natural and socio-economics in the Northwest, there are many kinds of CBT models such as the supply-demand operation model, the general model, the structural model for CBT organization, management and operation, the tourist service model and the income distribution model. It is necessary to go through 6 steps to implement the tourism model including: the study of visitor demand, influencing factors, selection of routes, destinations, tour content, testing and commissioning. The development of CBTs models in the Northwest will contribute to the potential exploitation, poverty reduction and poverty reduction of the region.*

Keywords: *management mechanism, community-based tourism (CBT), tourist destination, model, Northwest.*

INTRODUCTION

Community-based tourism (CBT) is a kind of tourism that all activities are closely tied to the residential community. Local people are involved and responsible for making decisions to implement and administer tourism activities. The purpose of CBT is to get all members of the community to participate in tourism, raise the material and spiritual life, and improve the livelihood of the local community.

For CBT development with high economic effeciency, it is necessary to have good development models and proper mechanisms for management and operation. This article

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* Faculty of History and Geography, Tay Bac University.

will mention about the modelling and management mechanism for the community-based tourism (CBT) model operation in the Northwest Vietnam

LITERATURE REVIEWS

Community tourism was first initiated in Europe and America countries in the early 1980s, commonly Canada, Hungary and the Netherlands. "Community-based Tourism for Conservation and Development" by the Mountain Institute, published in 2001, "Community-based tourism, based tourism" (2004), and REST' Tay Bac university "Community-Based Tourism Handbook", which emphasizes the importance of developing the CBT. In 2001, the Institute of Community Development of Thailand published "Community-based tourism in Thailand", proposing models of CBT in Thailand; Dr. Michael J. Hatton also has commented about the CBT in the Asia-Pacific region by the topic "Community-based tourism in the Asia Pacific".

Community tourism has appeared in Viet Nam since 1997 from the foreign tourists' demand to explore and learn culture in Vietnam. Up to now, this model of tourism has spread from the Northwest, Central Highlands, to the Hong Delta, the Mekong Delta. There have been many conferences, workshops on the development of community-based tourism such as: "Sharing the experiences of development for Community-Based Tourism in Vietnam" (2003), "Sharing the experiences of development for Community-Based Tourism in Sapa" (2004), " Public relations on Community-Based Tourism; the International experience and the reality of VietNam "(2006), " Developing the community-based tourism of Huong pagoda - Ha Tay" (2004) of the Institute for Research and Development of Tourism and the theme "The potential for ecotourism and community-based tourism along the Ho Chi Minh Highway in the Central Truong Son landscape", which was researched by SNV. WWF, Faculty of Environment - Hue Sciences University of and Faculty of Tourism of Hue Economic University.

Community-based tourism (CBT) has been just grown in the Northwest since the 2000s, so there are not many CBT studies in the regions. The study works are done mainly in the province and in different aspects. In 2017, the study project on Northwest potential assessment and CBT development situation implemented by the author Do Thuy Mui, assesses the potentiality and analyze the current status of development, and thereby propose solutions for CBT development in the region. In addition, there have been some the projects of other authors, such as the author Nguyen Dinh Phong, in Son La province, on the issue of " Researching and building the community-based ecotourism model in Chieng Yen (Moc Chau) and Muong Do (Phu Yen) communes in Son La province" or the author Nguyen Huy Hoang "Researching and building the community-based tourism model in Doi hamlet and Ang hamlet, Moc Chau district, Son La province" done in 2014. In general, a very few studies on CBT are done. In particular, there is no study on

the modeling and management mechanism for CBT model operation in the Northwest. Therefore, the study on the modeling and management mechanism for CBT model operation in the Northwest has high practical significance.

METHODS

In order to achieve the objectives, the principal research methods are used in the articles including: Analytical methods, materials synthesis, field methods, expert interviewing methods. In these methods, field method is the main method which helps the author to get the results of the article. During the two-year study period, the author visited the tourist sites and communitied the visitors to study and evaluate the potential in order to develop the community-based tourism for a more suitable area.

The abundant documentation resources about the Community-based tourism (CBT) are selected and analyzed information from books, newspapers and research topics by the author. The proposed models are also the result of field trips in the study area. In addition, the opinions of local authorities, CBT households, visitors to interviews and consultations are also significant in building CBT models and operational mechanism applied in the Northwest.

RESULTS & DISCUSSION

The basis for community-based tourism (CBT) modelling

The CBT development and the CBT modelling requires CBT constitutent elements such as tourism resources, social-economic conditions including infrastructure, technical facilities, tourism development policy and the consensus of the local people at the tourist sites. Specifically, the following requirements are satisfied:

- Tourism resources are attractive enough.

- Material facilities, infrastructure and services meet the needs of tourists;

- CBT managerial apparus is elected by community and recognized by competent authorities.

- Ability to self-control business activities, take initiative in business activities and integrate the international trends.

- Eligibility of legal status and other conditions to ensure cooperation with investors, other tourist sites inside region and other provinces.

- Community must have a convention of its tourism activities and be approved by the governmental authorities.

- Programs of activities, business and services satisfy the requirements of tourists, sustainable development and the right direction.

- Community participates in and obtains legitimate interests from tour activities; take responsibility for protecting tourism resources, local cultural identity; maintain security, social order and safety and environmental hygiene to create tourist attraction;

 - Service business activities must be registered and permitted by competent authorities.

- A market which is large enough for quantity and quality for the region ensures income and create stable jobs and employment for regional people.

Principles of model deployment

CBT's sustainable development requires a proper mechanism of management and operation built on certain principles. The key principles for implementing the model are:

- Democratic centralism and community benefits. Members of local communities participate in the implementation and supervision of community-based tourism activities. The economic benefits will thus be shared fairly and widely, not only for the travel companies but also for the community members.

- Tourism development must follow to the sector planning and the local, provincial and national planning of socio-economic development.

- The CBT model contributes to the preservation and promotion of the good cultural values of the local ethnic groups, improvement of people's knowledge, the environmental protection, the cultural reservation and employment for poverty eradication.

- Harmonization between economic benefits and social development.

- The organization and management model is suitable to the conditions and production levels of the community. The model must be applied creatively and flexibly in accordance with local conditions; The division of labor must be in line with the capacity and technical level of the laborers; The sharing of benefits is consistent with the ownership of tourism resources, productive inputs, outputs and labor productivity (production relationship must be appropriate with productive forces).

The CBT model arouses public awareness to recognize their role and position as well as the advantages and disadvantages resulted from the tourism development, thereby contribute to the preservation and promotion of good cultural values of ethnic groups, raise people's knowledge, protect the environment, preserve culture and create jobs to eradicate poverty.

3. The CBT model's objectives

Community-based tourism (CBT) development has a great significance for mountainous provinces, especially in the Northwest. The CBT development in the region must ensure the basic objectives:

- Improving the quality of local communities' life.

- Bringing tourists the quality and impressive travel, a pleasant experiences and maximum satisfaction with the tourism activities.

- Improving the understanding of all members of society about the impacts of tourism activities on the environment and living habits of the community and vice versa.

- Making sure of fair distribution of benefits derived from tourism development; the decision-making power of all sectors of society to the resources which are concurrently used by the tourism and other economic sectors.

- Utilizing and using the resources in the sustainable ways: including natural, social and cultural resources. Sustainable use of resources is the most fundamental cornerstone for a long-standing CBT model.

- The community participation in CBT helps tourists to easily understand the values of the community at their destination.

- The CBT is involved to the protection and replenishment of natural and humanistic tourism resources, including: ecological diversity, custom, cultural and historical relics.

- The CBT contributes to poverty eradication and economic prosperity for local communities by benefiting from infrastructure development, more employment opportunities and raised incomes.

- The CBT provides tourism products with typical cultural, social and environmental characteristics of the local community.

- It also preserves and protects tourist resources, both natural tourist resources and human resources as well as environmental protection in villages and hamlets.

COMMUNITY-BASED TOURISM (CBT) MODELING IN THE NORTHWEST VIETNAM

The basis for Community-based tourism (CBT) modeling in the Northwest Vietnam

There are four Northwestern provinces including Lai Chau, Dien Bien, Son La and Hoa Binh. The natural area of the region is 3.741,6 km2, accounting for 11,3% of the country. The population reported in 2015 is 2.629,3 thousand people, accounting for 2.8% of the national population.

The Northwest region has a powerful potentiality for community-based tourism (CBT) development thanks to geographically convenient connection to regional tourist sites, rich natural resources, beautiful landscapes, vast plateaus, majestic mountains, innumerable caves, beautiful waterfalls and temperate climate. This is a favorable condition for the Northwest to develop the CBT model. Visitors and tourists can visit, admire the scenery, experience the life of highland people such as rice fields, picking tea, planting flowers and harvesting flowers. The region is very famous for a lot of cultural

heritages, historical relics, especially their own culture in the dress, activities, a lot of special dishes, traditional villages and many festivals with specific color and uniqueness of each ethnic, that is a favourite condition for the development of community-based tourism (CBT) and the diversification of tourism products.

The Northwest is very famous for its many specialties and regional unique products, convenient for tourists to buy and enjoy them, such as Sau Chit alcohol (Dien Bien), Hang Chu alcohol (Son La), Muong Chanh stickly rice (Son La), Nuong stick rice (Dien Bien), Cu Cang jam (Son La), black chicken, porcupine, fruits, special vegetables ...

The Northwest has the infrastructure, technical facilities which are gradually improved to serve tourists. Each tour village has five or more households that have enough conditions for guests to rest at home. Many villages have households catering to tourists. Each village has a team of artists always to be ready to serve visitors.

Transportation, electricity and water systems have gradually been improved to serve tourists and meet the needs of the villagers. Fundings for CBT development has increased, and many international organizations have invested, researched and much focused on the development of community-based tourism (CBT) in the Northwest.

Since 2005, many strategies for development of tourism in general and community-based tourism (CBT) in particular have been deployed in the Northwest. Hoa Binh's CBT model has been implemented most effectively and early in the provinces of the region. Son La province, since 2006, has been supported for advosory of CBT modelling by SNV Netherlands organization in Phu Mau village, Chieng commune, Yen Moc (formerly Moc Chau). In 2013 support activities for the construction of four CBT villages have been deployed by the Department of Culture, Sports and Tourism and initially attracted domestic and foreign tourists. In Dien Bien, CBT has been developed in some villages of Dien Bien city, Dien Bien district and Tuan Giao district. Lai Chau province has also exploited many CBT sites, the most effective as Vang Pheo village, Phong Tho district. In general, the region has initially developed some forms of tourism service business with three main forms: individual households, households combined with investment enterprises, cooperatives (gather some households to work together). These forms have the following advantages and disadvantages:

Individual household

Advantages: Local families have favorable conditions for self-investment and welcoming tourists staying at home, scattering services for tourists, even other activities including rental of clothes, vehicles (bicycles, motorbikes, cars, horse carts, pedicabs ...), carriage rent.

Disadvantages: This type is spontaneous and separate so the limitation of this model is that it does not mobilize the community participation in tourism, to cause certain difficulties in the process of welcoming and serving tourists.

Households combined with business investment

Advantages: the tourism company associated with the householders of the tourist destinations has invested in the construction of material facilities, renovated and upgraed the traditional stilt house and equiped the necessary items for welcoming and serving tourists (mainly foreigners) who want to stay and participate in experiential activities, food and cultural exchanges in order to exploit the tourism potentialities of the locality.

Disadvantages: The community participation in tourism development has not been mobilized.

Cooperatives (gathering some households at the destination)

Advantages: this type promotes the strength of the community to work together tourism, promotes the overall investment capital, and facilitates the upgrading of infrastructure and general service conditions in the village.

The limitation of this form is that it is only Community-based tourism (CBT) which provides tourist services according to tourists 'demands and spontaneousity but asynchronous development and association between tour operators and village community organizations, CBT has not yet been fully exploited and ensured sustainable development.

Community-based tourism (CBT) research and development is a process of drawing on practical experience, from specific local activities. The model must show the basic problem is that all of these activities are conducted by local communities at the destination in combination with the exploitation of local tourism resources, which benefits the community. This is an economic model if it is successfully built in combination with other economic models such as the model of small and medium farm economy, new rural model, the homelot, garden, livestock and fishpond for household economy and household economic linkage will contribute effectively to poverty reduction.

The Community-based Tourism (CBT) model works through the implementation of community conventions based on cooperation in the production and service sectors. The benefits are allocated reasonably to the community. This will encourage the community to participate and promote the internal strength of the community. At the same time, the CBT development will contribute to raising awareness and responsibility of the community in preserving and protecting natural resources and reserving and promoting traditional cultural values. It is the premise for Northwest tourism development towards sustainability.

The (CBT) model includes both socio-economic factors associated with environmental protection and the preservation of cultural values and national identity in a sustainable manner. It is only successful when there is consensus and direct participation of the

community in tourism activities, so that the effeciency and sustainable development of tourism activities is decided by the community. For the best opertion of CBT it requires external influences, such as: directions, policies and management tools, state regulation, support for model activity, proper and popular development.

Community-based tourism (CBT) modelling in the Northwest

Community-based tourism (CBT) offers tourists an experience of community identity in which local communities are directly involved in tourism, obtained socio-economic benefits from tour activities and responsible for protecting the resources, environment and cultural identity of the community. In general, the CBT model consists of two basic elements:

- Firstly, the community-based tourism (CBT) production and service development and the community's management apparus (demand, unexploited tourism resources, community consensus for tourism services, absence of tourism revenue, lack of organization - management and public interest).

- Secondly the community-based tourism (CBT) production and service model is suitable for production force (there are tourists, tourism resources being exploited, tourism services, revenue from tourism but lack of organization - management - benefit sharing).
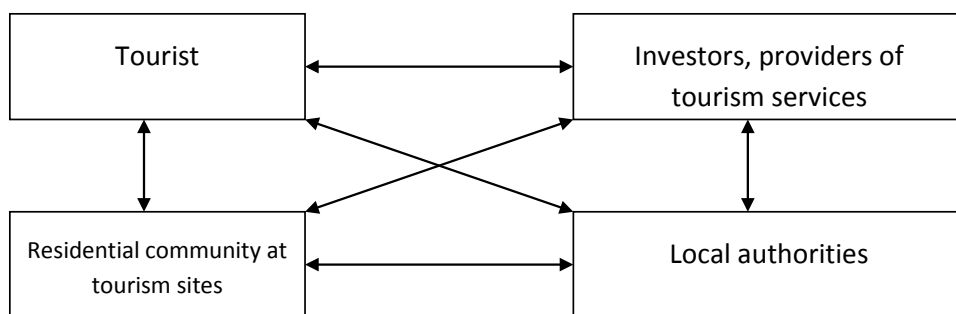
Figure 1. *Operation model according to supply-demand*

CBT model = Community [(1)] + Tourism resources [(2)] + Tourist [(3)] + Environment [(4)] = Benefits (economic benefits - social benefits - environmental protection).

Starting from community (awareness - organization - action), operation from (1) - (2) - (3) - (4) and vice versa; Tourism activities under the market mechanism under the management of the State.

- The operation mechanism of the model through the management regulation of financial revenues and expenditures is agreed to be built by the community via labor and community benefits.

- The operation mechanism of the model, in term of objective factor, is a market mechanism. Tourist activities of the community aim at satisfying the needs of tourists. The competitive elements and attraction of visitors decided by the tourist market, the

competition between the neighborhood tourist destinations is the condition for existence and development of the model.

- The impacts on the model includes but not limited to the mechanisms, policies, and motivation for its operation, mechanisms for management and application of socio-economic policies, proposed appropriate operating mechanisms for business development and infrastructure investment in a manner consistent with the environmental landscape.

- Regulation and direction is in compliance with the principles and regulations of the community and the Law on Tourism of Vietnam. CBT activities are linked to a village management institution in the form of ownership of productive materials and a form of distribution of benefits, interprofessional profits between private and individuals and between collective and community.

- The model tends to develop from simple to complex; from single to compound. Individual household economy is initially deemed as an example and a core of CBT for other's imitation. In the later stage there is the cooperation between households and individuals, forming a cooperative team, a service team organized by the CBT managerial committees or proposed by the communicty. The higher stage is the linkage between regions, sites, villages, routes and economic models, within the commune and region under the direction and management of committees and operational centers in accordance with the development of services and the scale of the market.

Based on the CBT practice in the Northwest, we propose a community-based tourism (CBT) development model as follows:
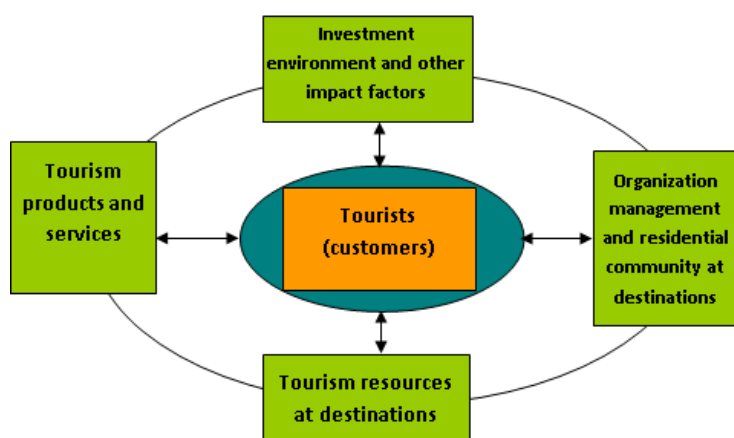
Figure 2. *Overview of Community-based tourism (CBT) model*

Overview of the model by the basic contents

Organizational structure and activities of residential community at CBT destinations

Local governments and tourism regulators play the role of macro-management, facilitating the CBT development including establishment of legal frameworks for tourism,

environmental management, employment, etc., to guide community-based tourism activities in a sustainable manner and maintain the CBT development model in the locality.

Local community acts as the beneficiary of knowledge and support resources to actively participate in tourism activities from planning, management to direct business such as: Assessing the potentialities to make decisions on investment in tourism development, investment in providing tourism services, actively cooperating with partners to organize management and participation in conservation; drafting management regulations, self-management, benefit sharing. Therefore, the community is a factor maintaining the the CBT development after the CBT model has been developed and applied locally.

Management model (organization of the division of labor) organizational structure of the steering committee, self-governing group, service team consisting of those who carry out community service activities in tourism. The map is oriented in the management and tourism activities of a tourist attraction associated with the community. Distribution is reflected in the content of financial management regulations of the community in accordance with the village community conventions and village conventions.
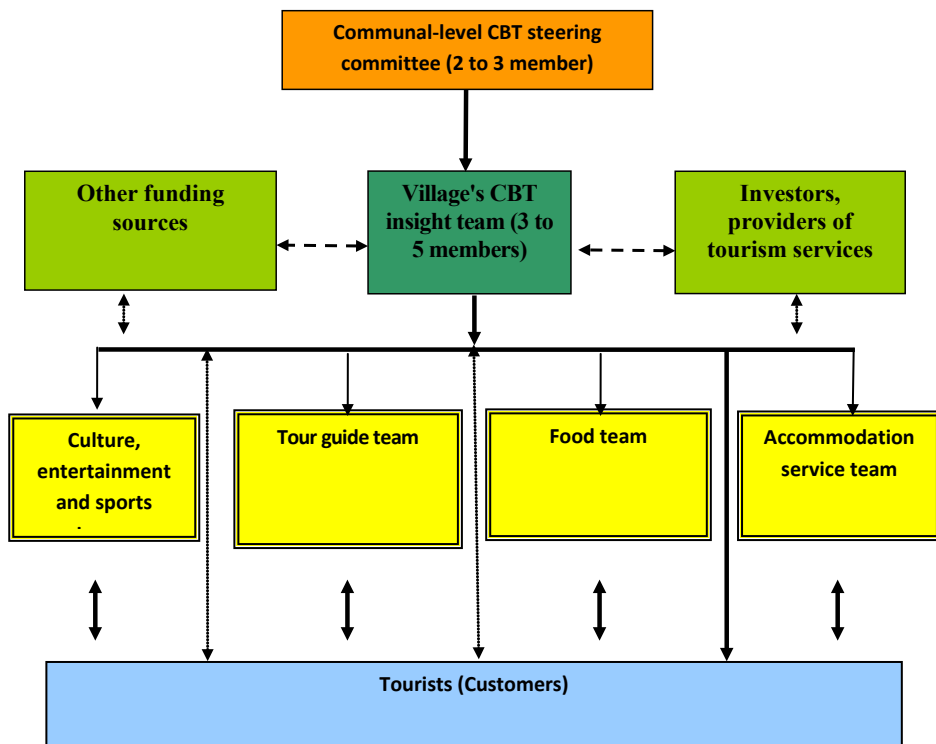
Figure 3: *Organizational structure of management and community activities (Operation mechanism through regulation of conventions)*

Development of community-based tourism (CBT) productive force and service

Regarding productive forces: productive forces are generated for labor resources, labor skills and service teams, who have certain basic technical skills and skills in service of tourist services combined with the natural elements (tourism resources) and humanities (uniqueness, national cultural identity), technical facilities, tools and labor facilities, on the basis of orientation and planning for rational exploitation of inputs to the model (necessary conditions for the operational model). Community productive forces include:

+ Operators and providers of tourism services have skills, techniques, knowledge of indigenous culture, knowledge of foreign languages, expression ability, qualifications of service workers and tourism activities. This is the most important and fundamental of CBT services.

+ Labor resources of the CBT include: Labor instrument are tourism programs, tourism service options, used in combination with the skills and qualifications of the community to serve tourists; Labor means here are the technical infrastructures including roads to tourist attractions, internal roads within the village, electricity, water, houses, irrigation, fields and facilities to provide tourism services and experience activities.

In term of production relationship, the research task of establishing production relation with production force consists of 3 factors: ownership of community (collective ownership) and private ownership of tourism resources (natural resources and human resources) materials and means of labor (tools, housing, labor forces...), which establish ownership and participation of the community for natural resources, traditional local culture in the direction of sustainable tourism development.
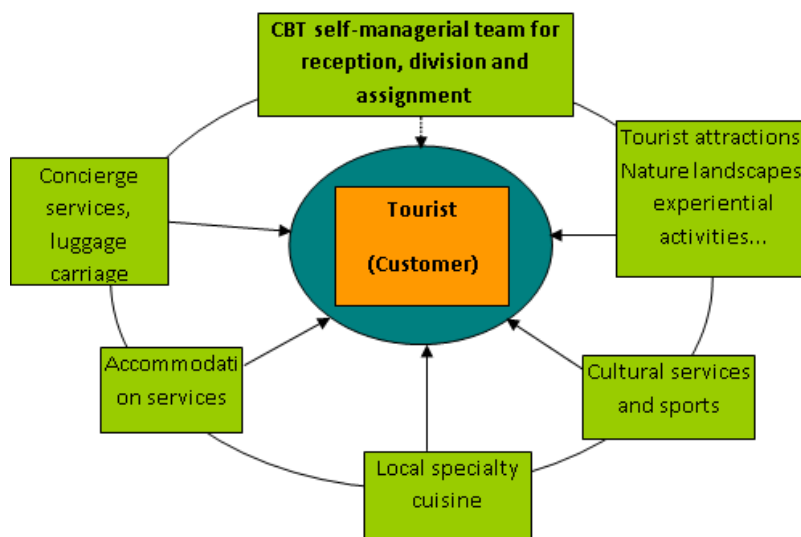
Figure 4. *Serving tourists by community-based tourism (CBT) village*
(Mechanism of operation through the market mechanism and the law of supply - demand)

Sharing of benefits from tourism to the community

Based on rules: The community also gets benefits as other components involved in the business of providing products to tourists. Revenues from tourism activities are equally distributed to all participants and the benefits are also deducted for development in the public interest of the society such as reinvestment of the construction of road, bridges, electricity and health care, education, etc...

The deployment process of CBT model

Step 1- Investigate tourist's demand

With the view of business linked to the market and the rules of supply and demand, this step needs to directly study the specific needs of a tourist group. The tourist flows are organized by the delegation, free visitors, guests of the tour. Specifically for the objects are:

- *Customers and target markets:* For the target market, foreign visitors often have a strong demand for community-based tourism and ability to afford big amounts and a high sense of type of ecotourism associated with the community, but for domestic visitors, the rate of participation in this type of tourism currently is rather low, mainly young and middle-aged subjects like to explore new lands with a unique culture or landscape.

- *Free tourists and self organized tour*: For small group travelers in single groups without tourguide (including inbout and outbound), they have no tourist program and sufficient information of the area where they are coming, it is necessary to have tourism done in a scientific, thorough and careful way to introduce the most clearly about products and services, price for guests to choose and decide.

- *Tourists and tour operators*: Outbound visitors to Vietnam who travel on tours have been sold by international travel companies and have specific travel programs based on tourist destinations and tourist routes which have been identified (they have professional tour-guides, the community can go through the tour-guides to provide services and sell their travel programs).

- When guests have come to the community attractions, tourists should be analyzed in a very meticulous and specific way to have solutions and measures suitable to the delegation and give advice and recommendations for the obstacles when they participate in the program (for example, the elderly, the weak, fear of heights, but determined to tour the many dangerous as climbing waterfall, slope, allergic to some plants like the paint, but tour through this area, it is recommended for tourists and other tours ...). It needs to determine that where the visitor is from, which continent domestic visitors in any province or city; age, health, factors related to the trip.
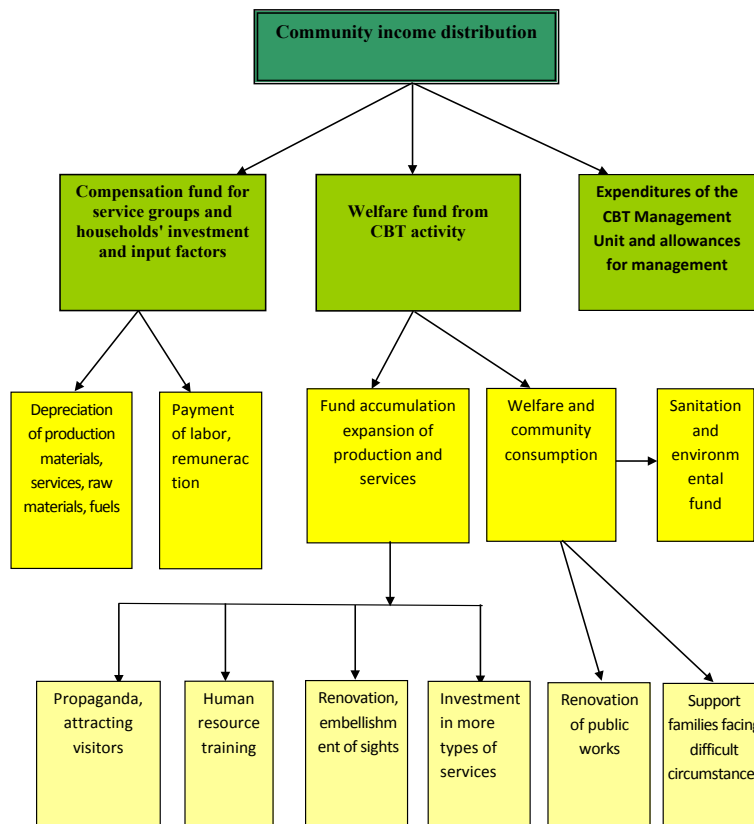
Figure 5. *Distribution of tourism income in the community*

- Composition, characteristics of the delegation should pay attention to three important issues are:

+ *Health, age, gender*. Depending on the health, age, gender of the delegation, the tours are organized suitably to with the delegation to make them feel comfortable and pleasant in the trip.

+ *Activities, eating and drinking;* For example, Europeans, Australians, Americans, how to eat, eat, drink, pay attention to food, decorate, suuounding landscape while eating (eg: enjoy high chairs, table, starch, soup, soup, utensils, dishes, unfamiliar with chopsticks, but very interested in learning how to eat with chopsticks, without tearing the food, or holding food). Drinks: juicers, frozen juicers, or crushed ice, small pellets, do not like to have a bitter taste, spicy, like sour, sweet; I like to drink water made by the people themselves cook but drink very interested in features (tonic, healing, refreshments, heat, blood pressure lowering, cardiovascular benefit, diabetes and very active concern, if any) prefer to drink alcoholic beverages, prefer drinking alcohol but the suction head should be replaced every time they change (pay attention to hygiene, food safety).

+ *Ecotourism interest:* sightseeing, waterfall, hot springs, forest walk and participate in all types of ecotourism associated with the community.

- The cost of the program and the price of some current products and services of the destination area, as the program offering price is usually set at the time of the offer, at the time of the advertisement, propaganda, brochures or the time of signing contracts between community-based tourism (CBT) management and tour operators with a discrepancy in market prices from time to time. First of all, it must comply with the price signed contract with the travel company, or with the guest. For information that has posted prices in propaganda publications, the offer, if there is a change, must be negotiated and agreed upon before the travel program

Step 2: Study the influence factors on the design of the tour program

It is necessary to determine influence factors on the tour program to provide have appropriate solutions, measures and organization to improve the quality of services and reduce the cost of the program, ensure attraction and satisfaction with the quality of services offered to guests.

Transport means: It must be suitable for road grade, terrain and weather conditions. It is possible to organize bicycles in relatively flat terrain areas, which can be hiking, boating in the river, car trips... Especially in the Northwest there are two big lakes. To travel by boat on a hydroelectric lake for visitors to visit the scenery, visit cages, rafts, especially cage sturgeon.

Step 3: Select routes, destinations, other tourism products and supportive services:

The selection of tourist destinations is of primary importance. The selection of correct routes shall give the best satisfaction for the tourists . Each locality has its own unique tourism resources. For the northwestern mountainous landscapes, such as: waterfalls, caves, mountain landscapes, fields, forests and landscapes of ethnic villages (Thai, Muong, Dao), participating in some traditional handicraft production, participating in the experience of activities such as tea picking, cow milking, plum picking, flower growing, rice harvesting, fishing on rivers and lakes, folk games.

Selection of travel products and services must be in match with the tastes of guests. Visitors can walk for a scenic hike, village scenery, bathing, taking pictures, biking on the terrain, visiting, participating in tree planting, producing, participating in cultural festivals and traditional arts. Wine reception, dinner with the people in the village, stay in the house with registered guests to allow overnight in the village.

Guests need to choose a combination of services: accommodation, meals, transportation such as car rental, or xe om. Visitors also choose guides, interpreters services, directions services, hot water services, photography, rent to experience.

Step 4: The content of a tour program

A proper tour program must have a thoughtful content to organize a tourism activity and welcome receive a delegation that ensure the following basic elements:

- *Schedule*: From time of departure to the end; Provide specific time for each point of visit, rest.

- *Form of travel:* walking, transportation at tourist sites, movement channels, direction of travel;

- Stopover, additional services such as performing arts, community cultural activities, festivals, worship (if any);

- Accommodation, food and drink facilities (if required);

- the price of each service, or the package price, the price of the whole package;

Step 5. Trial program

- Invite participants for free-charge, or discounted, or self-organized internships in the community. The purpose is to find the inappropriate points, the advantages and disadvantages of the tourism program evaluate and take remedial and corrective measures.

- There are always upgrades, renovations to improve the quality of the program even when sold to guests.

- A complete program. Acquire the opinions of the visitors to build the perfect program, attract more tourists.

Step 6. Put the program into operation

- Put the program into operation, widely announce the program to tourists on the mass media. It is possible to build a local tourism website, which can be printed in brochures or CDs.

- Collaborate with tour operators to sell tours.

CONCLUSION

The community-based tourism (CBT) is the new economic development direction of many provinces, especially mountainous provinces. Effective and sustainable development of the CBT, models are required to have certain principles such as: the democratic centralism, the community benefit; the tourism development in accordance with sectoral planning and local, provincial and national planing of socio-economic development; The CBT model contributes to preservation and promotion of the good cultural values of local ethnic groups, people's knowledge, environmental protection, cultural reservation and job - creating and poverty eradication; Harmonization between economic benefits and social development. The Community-based Tourism (CBT) models are operated in six steps to better exploitation into the tourism potential of the Northwest.

The Community-based tourism (CBT) model in the Northwest has been developed in a sustainable manner, focusing on maintaining a positive community relationship with the natural and human resources. At the same time, sharing of economic benefits by empowering local communities in organizing and implementing tourism activities in the region satisfies the needs and trends of tourism development in Vietnam in the present period.

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ECONOMIC POTENTIALS OF INDIGENOUS NATURAL RESOURCES IN MASLA, GENERAL NAKAR, QUEZON PROVINCE, PHILIPPINES

Almero-Peña*

Abstract: *Sitio Masla, General Nakar, Quezon is part of Sierra Madre mountain ranges and where one can find several settlements of indigenous people called Dumagat. There are numerous natural resources in the community which can be utilized for their livelihood opportunity. The study is a qualitative research particularly ethnographic participatory approach. Focused group discussion was done among the key leaders in the community. The responses were recorded, transcribed and analyzed. Participant observation was also used which applied direct observation of the people and their daily activities and this was recorded in field notes. The In-depth one-on-one interviews were conducted through structured questions wherein representatives of the community were asked about their knowledge of their natural resources (forest, freshwater and marine), location and importance to their livelihood and daily existence, cases of depletion and conservation efforts and their perspective about sharing these resources to visitors. Secondary data gathering included library and on-line research from several institutions who conducted similar studies. Data validation was conducted by presenting the findings to the key leaders of the community. The study area is composed of three ecosystems namely freshwater, marine and forest ecosystems. The Dumagat are highly dependent to these ecosystems because these are their source of livelihood and economic opportunities. Their culture as a Dumagat is also anchored on these ecosystems. The community is open and willing to share their natural resources to potential visitors in selected areas provided the visitors are aware of conservation and protection. The data and information gathered in this study provided a springboard to take concrete actions in planning and policy formulation design to conserve and protect the Dumagat`s indigenous natural resources for present and future generations to come.*

Key words*: sustainable development, conservation, ecosystems, indigenous peoples, economic potential*

INTRODUCTION

The study provided a documentation of important indigenous natural resources which the Dumagat tribe use in their daily activities. Uses, location and importance

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* College of International Tourism and Hospitality Management, Lyceum of the Philippines University.

of these natural resources were also mentioned and discussed by the Dumagat. The research site is found in the eastern part of Luzon island Philippines. The Dumagat tribe is a community partner of Lyceum of the Philippines University-Manila for several years already. One of the potential livelihood opportunities identified by the community is community-based tourism. Documentation of natural resources and its importance to the community is documented in this study inorder to identify other resources that can be included in community-based tourism and establish conservation and protection efforts.

LITERATURE REVIEWS

The Philippines is rich in terms of biodiversity and in fact ranks 25th among countries with highest number of amphibians, birds, mammals, reptiles and plant species (UNEP-WCMC). Endemic species are also found in forested areas of the country but only seven percent of forests now remain as original habitat for plants and animals. The Philippine forest also belongs to the 10 Most Threatened Forest Hotspots (as cited by Boongaling C, 2012).

Tourism and Natural Resources

Tourism accounts for 9 per cent of the world's gross domestic product and 6 percent of exports and contributes (directly or indirectly) to one in eleven jobs. It is growing rapidly. The UNWTO forecasts that international arrivals will grow at an average of 3.3 percent per annum to 2030, with even faster growth in Africa, Asia/Pacific and Latin America which contain much of the world's natural heritage destinations. A trend observed in more mature source markets, especially in Europe and North America, has been towards soft adventure and authentic, transformative experiences, which often include an element of visits to natural areas and observing wildlife (UNWTO 2014).

The key tourist attractor possessed by many of these emerging economies are natural areas, and tourism to them is booming. It has been estimated that nature tourism has risen from approximately 2% of all tourism in the late 1980s (as cited by Moore & Dowling, 2013 from Ecotourism Society, 1988; Weaver and Oppermann, 2000) to approximately 20% today (as cited by Moore & Dowling, 2013 from Buckley 2009). Thus, natural area tourism is undergoing explosive growth, as such, it has the capability to change both natural areas as well as tourism itself (Moore & Dowling, 2013).

Natural resources have two (2) significant values from the perspective of the users of the resources. According to Francisco and Espiritu (1999), this includes use values and non-use values. Under use values, there are three (3) types namely direct, indirect and option values. Under non-use values, there are two (2) types namely bequest and existence.

Use Values

Direct use value includes uses that are possible with extraction activity or direct interaction with the forest resources and have commercial or subsistence values. These values include the use of the forest resources for timber, non-timber forest products, educational purposes, agricultural cultivation, and recreation and tourism.

Indirect Use Value

The forest as a natural ecosystem serves many ecological functions that when disturbed can create havoc, most particularly to the adjoining ecosystems. Among said functions are the ability of the resource to store and regulate flow of water (watershed function) and the related ability to hold the soil intact inspite of heavy rains (soil retention). Also included is the ability of the forest trees to sequester carbon, thus reducing global warming, and also the system's ability to store a wide diversity of plant and animal species.

Option Value

The option value pertains to one's willingness to pay to keep the option open of being able to avail oneself of the direct and indirect uses of the forest at some future time Actual use mayor may not be realized.

Non-use Value

The non-use value of the resource includes exigency and bequest values. Existence value is the desire to have the resource intact or preserved in its own right. It also includes wanting to have the resource available to mankind for some altruistic or humanitarian reasons. Bequest value measures what one is willing to pay to protect a given area or resource for the benefits of his children and of the generation.

It is important to understand the significant values of the natural resources not only based on the perspective of the outsiders but more importantly the perspective of the host community. But although no prices exists for "a forest", "biodiversity", "pollution", it is clear that many individuals attached a certain values to such non-priced goods and services (Jantzem, 2006).

Inventory of natural resources is very important because of two main reasons 1) provides a picture of the natural environment which can be used as baseline data for evaluating impacts of growth and development in the future 2) identify which resources need more conservation and protection measures (plainfieldnh.org, 2007)

This study focuses on the economic potentials of indigenous natural resources in the study area. The results gathered in this study are inventory of the study area`s natural resources

divided into three (3) ecosystems which include forest, freshwater and marine ecosystems. The economic values of these natural resources were analyzed based on the interviews conducted with the host community. The economic potentials were also based on the interviews taking into consideration the importance in their livelihood or economic activities.

METHODOLOGY

The study used qualitative research particularly Ethnographic Participatory Research. Another method used in the study is focused group discussion which was done among the key leaders in the community. The responses were recorded, transcribed and analyzed. Participant observation was also used which applied direct observation of the people and their daily activities and this was recorded in field notes. The In-depth one-on-one interviews were conducted through structured questions wherein representatives of the community were asked about their knowledge about their natural resources (forest, freshwater and marine), location and importance to their livelihood and daily existence, cases of depletion and conservation efforts and their perspective about sharing these resources to visitors. Secondary data gathering included library and on-line research from several institutions who conducted similar studies. Data validation was conducted by presenting the findings to the key leaders of the community.

RESULTS AND DISCUSSION

Forest Ecosystem

The forest ecosystem is the most important among all ecosystems present in the study area. The Sierra Madre mountain range in the study area has good forest cover because as observed during the reconnaissance, the forest canopy in the upper portion of the forest is still close to each other except for areas with "kaingin" (a type of sustainable agriculture the Dumagat are practicing). Presence of hardwood trees are observed such as Narra, "Antipolo", " Apitong" and "Lawaan." Forest wildlings are also observed during the survey. This is a good indicator that the forest ecosystem is continuously regenerating despite the fact that the area suffered from massive environmental disaster in 2004 where landslide and flooding happened due to strong typhoon.

The Dumagat are practicing sustainable swidden agriculture wherein they use a specific area of land in the forest and use one area to plant their crops which are usually rootcrops, banana, coconut and other fruit-bearing trees. After each harvest season, they will leave the area to fallow the land. This will enable the soil to regain its natural nutrients or humus. The Dumagat does not produce any excess harvest because they only plant and harvest based on what the whole family needs. They have their own system of natural delineation of land as indicator of land ownership. This can be a river, creek or ravine.

The Dumagat respondents identified seventeen (17) herbal medicines and these are cure for different common illnesses. These herbal medicines are found in their forest. Some of these herbal medicines are as follow:

Local name: *Panghigad Dumagat name: Pasibsib Leaves can cure wounds, natural antiseptic*

Local name: *Adat Dumagat name: Adet Can be used for deworming*

Local name: *Pakong Kalabaw Dumagat name: Salapangpang Use as pain reliever*

Local name: *Gabi-gabihan Dumagat name: Tagupos Leaves are use to cure stomach ache*

''Rasa'' (Dumagat term) or Tiger grass (English) is another important grass propagated by selected Dumagat families. This grass is planted in their agriculture area (Kaingin) and harvested yearly. It is used as raw material for broom making. A family of Dumagat makes an enterprise out of this.

The northern part of the Philippines is also propagating tiger grass such as in Bagulan, La Union, Philippines. It has great ecological and economic importance. As hedgerow, the species helps control soil erosion while helping conserve water. As raw material for soft broom production, it provides potential livelihood to upland farmers due to increasing demand for tiger grass made brooms. A 5-ha tiger grass plantation was established with the community-based forest management area in Bagulin. Findings of the project include the following: The plantation produced an initial 44,000 panicles, which was projected to increase by 15% annually until the 6th year. This would ensure the production of at least 15% of the needed raw materials for soft broom making. The tiger grass technology was already considered a matured and tested technology that the need for its adoption and commercialization in a wider scale in the region is highly recommended (PCAFNRRD, 2007).

Rattan is one of the most important forestry resources of the study area. They are highly dependent on this non-timber forestry resource. The role of the community in the rattan industry as a whole is very important because they are the gatherers.

Whether negotiated or bidded, gathering is mostly done by tribal people who are dependent on forest resources for their daily subsistence. Gathered poles are sold to contractors through their agents or traders, at prices usually dictated by the buyer as the gatherers are isolated from formal market transactions and information. As the prices at the gatherers' level are low, their only option is to gather as much as they can, leading to further

undervaluation of the resource and even higher extraction rate (Pabuayon, et.al., 1998).

Rattan raw materials consist of (a) poles and splits that have undergone first stage processing (scraping, drying, splitting) and (b) wicker and core that have passed second stage processing. Both types are of different diameter sizes and produced from different rattan species. Finished products are mainly furniture and handicraft items of numerous types, designs, dimensions, qualities, finish and other attributes. Quality improvement through grading and access to higher markets add value to rattan. Price differentials of poles are between large (> 2 cm) and small (< 2 cm) sizes widen with market level. Gatherers' price averaged 25% and 36% of trader's price for large and small poles, respectively. Within each size category, price differentials are larger for large than for small poles. Prices of core and wicker, which are traded only at the processor's level, also vary by size and class. Split rattan shows lesser price variations across sizes and market levels, with gatherer's price being about 86% of trader's price rate (Pabuayon, et.al., 1998).

It is envisioned that the study area will develop its own rattan furniture production as a long term plan. If this will materialize, they can put value-added to this non-timber forest product which could eventually provide additional income for the community.

Several bird species where identified by the respondents from the pictures shown to them. These are the Philippine Eagle, Philippines Eagle Owl, Golden Crown Babbler, Kingfisher and Luzon Water Redstart (Mallari, 2001). According to the respondents, they regularly sighted these birds in the forest area. Wild boars are also sighted and in fact being catch by them regularly.

Freshwater Ecosystem

Freshwater Ecosystem particularly the Masla River is their source of drinking water. Some of their daily activities are done in the river such as washing and bathing. Fishes ("Ugi" and "Salapat") are catch in the river including freshwater eel ("Palos"). Crustaceans include shrimps and crabs while shells include "Ulabas", "Sihi" and "Kuhol". The people are dependent to these resources because they get their source of protein from the river.

crabs   *center*

shells

cenrer

Marine Ecosystem

Fishing season starts every March to September which is considered "habagat" or southwest monsoon. This is characterized by hot and humid weather and the prevailing wind is coming from the west (Lonely Planet.com).

The Dumagat are using traditional fishing methods which they learned from their ancestors. This includes hook and line and using bow and arrow. Since their fishing area is part of the Pacific Ocean, the sea is harsh during the rainy season which is dominated by trade winds. Some of the marine resources caught in their vicinity are lobster, crabs and high-value and commercially in-demand fishes ("tulingan", "tanigue", "galunggong", "burao" and "saray").

RECOMMENDATION AND CONCLUSION

The following are the recommendations of the researcher:

• Detailed inventory and proper identification of natural resources though mapping before full CBT (community-based tourism) takes place.

• Identification of passive, low impact activities for fruitful visitor experience at the same time minimizing impacts.

• Proper land use planning identifying zones for protection, buffer, etc.

• Strengthening of community organization through capacity building in resources management and protection.

• Close coordination with Local Government Unit, the Department of Environment and Natural Resources and other concerned government organizations for constant implementation of the law.

It is also important to encourage the community to continuously practice their sustainable agriculture to protect the existing forest ecosystem of the study area.

The study provided a clearer community perspective on how the Dumagat protect and conserve their resources. They are open and willing to share these resources to potential visitors in selected areas provided the visitors are aware of conservation and protection. Detailed inventory of resources as a recommendation should be religiously updated.

The data and information gathered in natural resources study provided a springboard to take concrete actions in planning and policy formulation design to conserve and protect the natural resources (Haeckel and Heady, 2014).

Moreover, the Dumagat view their resources both as direct and indirect use value. They are highly dependent to these resources and they survive because of these resources at the same time they also see the importance of these resources in terms of its role in natural processes.

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World Conservation Monitoring Centre of the United Nations Environment Programme (UNEP-WCMC)

SUSTAINABLE TOURISM APPROACH AND STRATEGY: COMMUNITY-BASED RURAL TOURISM INITIATIVES

Kalsom Kayat*

Abstract: *The purpose of this conceptual paper is to discuss the accumulated knowledge in sustainable tourism and community-based tourism in order to propose a framework for community-based rural tourism initiatives that could be used to guide further research and implementation of sustainable community-based rural tourism projects. Sustainable tourism development accentuates the need for those involved in tourism to put care in the used of its resources as to ensure continuous use of these resources at the destination level which in turn requires appropriate planning and implementation of related activities. On the other hand, community-based tourism (CBT) is an alternative to conventional mainstream tourism which necessitates the community to be the main actor in its planning and execution as well as the primary party that benefit from it. Community-based rural tourism (CBRT) is an extension of CBT that takes place in a rural setting and destination. The significance of CBRT is grounded in its potential to change and upgrade the lives of those in the community through the tourism activities. It is said to have the potential to provide opportunities for the local communities to strengthen their economic status, and in some cases, may lead to poverty reduction. In addition, CBRT programmes may become a source of empowerment especially among the youth and women. However, CBRT can also be a source of conflict and can potentially harm the environment as well as create adverse impacts on local communities without careful planning and control. It is crucial for CBRT to adhere to sustainable development principles as well as community-based tourism philosophies. This paper focuses on discussing and summarizing the philosophies and elements through a critical review of existing literature. Finally, the paper put together elements of CBRT and the relationships among them through a framework that can guide the understanding of sustainability of CBRT. The community is the center of any community-based tourism and has been discussed widely in tourism studies namely in the aspects of organizational management, community participation, institutional environment, leadership, capacity and ability, and independence. The components are clustered together because they are closely related to the attitude or behavior of the local community in handling the tourism activities in their place. The community needs to be facilitated for them to be able to participate, collaborate and empowered thus permitting them to be a more able player in the development.*

Keywords*: Community-based rural tourism; Sustainable development; Community participation in tourism*

* Universiti Utara Malaysia - Northern University Malaysia.

INTRODUCTION

Community-based rural tourism, which is said to render the characteristics of sustainable development, is one type of tourism that is considered to be as an alternative to the mainstream tourism. Although some may think that sustainable development is more oxymoronic than practical, sustainable tourism development is championed by its proponents as the way forward that should be followed if the need for environmental and social protection is to be fulfilled. In the next sections, this paper reviews and highlights the concepts of sustainable tourism, community-based tourism and community-based rural tourism as a sub-category of sustainable tourism. The paper concludes by a proposition in the form of a framework to be used towards achieving sustainability through community-based rural tourism.

LITERATURE REVIEW

Sustainable tourism and its conceptual issues

The concept of sustainable tourism as an approach in tourism development has taken center stage during the 90s (Swarbrooke, 1998; Butler 1999). This concept is rooted in a greater concept of sustainable development, which has become the global catch word since the 1987 Bruntland report, more widely known as Our Common Future. During the United Nations Conference on Environment and Development which was held in June 1992, Agenda 21 was crafted and the definition of sustainable development was given as 'a new development path to support human progress for the entire planet for a long future' thus replacing the earlier definition stated in the Brundtland report as 'using resources to meet the needs of contemporary society while ensuring their availability to meet the needs of future generations' (United Nations, 1992). The new definition underlines the fact that our economic, social, and environmental goals are highly interdependent and mutually supportive, thus sustainable development must be concerned not only in taking care of earth's resources, but also with social and ethical issues like equal rights, equal opportunities and equal participation in society, politics and the economy. This has made sustainable development to become the center of every aspect of socio-economic planning including tourism.

As a subset or a form of sustainable development, sustainable tourism development is about applying sustainable development concepts to the tourism industry and related social, environmental and economic aspects of tourism and travel. Sustainable tourism means developing tourism, which is known to cause much degradation of natural and social resources, in ways that do not degrade these resources. This may sound as oxymoronic as the term 'Fun Run'. This is because 'development' is about sustaining economic growth and profit maximizing, which requires using up resources, while 'sustainability' is about avoiding the depletion of resources through environmental stewardship and ecosystem

equilibrium. However, development can actually be managed, and planned well, so that the development does not produce harmful effects to the environment and society. Sustainable tourism involves development with manners and scales that remain viable over an indefinite time period while ensuring that the development does not cause degradation or modification of the present environment. The list of attributes for sustainable tourism includes offering product that has durable quality, using the alternative energy sources as to preserve the nature and ecological balance, safeguarding national heritage, and sponsoring responsive and value-based tourism product (Pakshir and Nair, 2011).

Aside from putting great care on environmental and cultural resources, sustainable tourism is about sustaining tourism businesses, visitors, and resources fairly and equitably. It is about sustaining the tourism economy and avoiding decline in the industry – so that the tourism industry will stay operational for a long time. It is about strengthening tourism role in sustainable development, thus making tourism as a vehicle towards sustainable development to support human progress for the entire planet for a long future. Since the 'entire planet' begin with communities, the focus of sustainable tourism development is on community development. A suitable balance must be established between the pillars mentioned above as well as in the management and community's involvement (Hussin and Kunjuraman, 2014) as to guarantee its long term sustainability. Sustainable tourism development is the only approach that emphasizes on interactions between the needs of visitor, industry, community and environment as well as involvement of all relevant stakeholders in addition to the political leadership (United Nations Development Programme and World Tourism Organization, 2004). Lastly, it is erroneous to discredit the importance of profit in CBRT. Sound financial performance is necessary for CBRT programmes to sustain as financial resources is needed to support the pillars of sustainable development mentioned above. However, profit maximization needs to be balanced with social empowerment as well as resource conservation in order for the programme to be sustainable.

In the context of sustainable development, sustainable *tourism* development implies the need to secure continuous use of tourism's primary resources at the destination level. This is crucial since there is a common agreement that tourism is able to produces significant impacts on natural resources, consumption patterns, pollution and social systems. Thus, sustainable tourism development is a developmental approach as well as an adaptive paradigm (Tosun 2001) which emphasizes keeping tab and taking full account of its current and future economic, social and environmental impacts and at the same time meeting the needs of visitors, the industry, the environment and host communities. The aim of this approach is to avoid the inequality between those who pollute and those who have to endure the outcomes of the pollution.

Tourism development that is planned, managed and participated by the host community is a crucial component in the sustainable tourism approach which strives in reducing economic leakages, and maximizing economic linkages while making careful use of local resources, be it environmental, human or cultural resources. Tourism development must 'develop' the economic capability of the hosts in order to create economic sustainability. Income generated from tourism should ideally be used at the national and local level to support education, improve infrastructure, finance conservation efforts, and to foster more responsible tourism. In that way, tourism is allowed to become a crucial strategy for sustainable development. These positive impacts are to be achieved through respect for local culture and involvement of local community in all stages of its development (Scheyvens, 2002). Thus, sustainable tourism is considered to be more than an approach; it is also a process, as well as the outcome of sustainable tourism development.

Community-based Tourism as an Approach towards and Strategy for Sustainable Tourism

Community - Based tourism (CBT) is the type of tourism which put the community as the main actor in its planning and execution as well as the primary party that benefit from it. This is in accord with Russell (2000) who advocates that a tourism project cannot be termed as a CBT unless it has the support and participation of local people, economically benefits the people living at or near the destination and protects local people's cultural identity and the natural environment. These noticeable similarities with the sustainable development concept lead to an easy conclusion that CBT is a sub-category of sustainable tourism. CBT is often linked to rural tourism as communities in rural areas are usually the ones that have the propensity to work together on community projects such as tourism.

Through their participation, CBT can potentially provide empowerment to the local communities, particularly in developing countries. Empowered community members will then be able to develop a more apt 'grass-roots' form of sustainable tourism than mass tourism that, in turn, will contribute to local economic development and poverty reduction. It is argued that through CBT initiatives, communities can be empowered to take advantage of the opportunities created by the initiatives to raise their self-esteem and status, and to improve cohesion and community development. Community members will also be empowered to create an equitable community political and democratic structure for their communities.

Rhetorically, CBTs must generate individual and collective benefits for community members (Simpson, 2007), which must exceed costs to all involved and counterbalance to tourism impacts produced (Novelli & Gebhardt, 2007). The benefits generated must accrue both to individuals and the whole community, and exceed costs to those involved. Benefits may be financial and/or non-financial, e.g. to include for example social, cultural, environmental and educational opportunities.

However, due to its 'saint-like' nature, several parties use the term 'CBT' like others use the term 'ecotourism' as a marketing gimmick to attract consumers who are then made to believe that they are supporting a good cause – which is to travel responsibly. It is argued that there is little tangible evidence of the benefits produced by initiatives that labelled themselves as 'CBTs' (Goodwin 2008). Previous research has found that many CBT enterprises do not succeed or do not produce intended benefits, or do not sustain. For example, Goodwin & Santilli (2009) surveyed 116 CBT initiatives identified by experts as successful: of 28 responses secured, 15 qualified as CBT enterprises, and only six were economically sustainable. Dixey's research (2008) in Zambia brought similar findings when only three of 25 CBT enterprises surveyed were "generate enough net income per year for tangible development and social welfare in the wider community", all of which had a private sector backing. If the initiative fails, investments and efforts made by the community will make an already vulnerable community worse off (Mitchell and Muckosy, 2008).

Community-based Rural Tourism

Community - based Rural Tourism (CBRT) is an extension of Community-based Tourism (CBT) that takes place in a rural setting. As in other CBTs, a CBRT initiative requires the involvement and participation of community in managing the tourism activities within their community which at the end contributes to their well-being and indirectly promotes their culture to the world. CBRT aims to extend the benefits from tourism activities to the community in the rural areas in return for their participation in the process of development as well as during the sales and delivery of the products and services (Okech, Haghiri and George, 2012). Research from previous studies (see for example Goodwin and Santili, 2009 and Abdul Razzaq et al. 2012) have listed down several CBRT characteristics and involvement of the community and their participation in the activities plan are agreed to be the most important characteristics of CBRT. In other words, the project must be owned, managed and organized by the community itself so that the collective benefits gained from the programme will be enjoyed by the members of the community. The other important characteristic of CBRT programme is that it should aim to allow the visitors to experience the lifestyle of the community as a way for them to learn about the hosts' traditional culture.

Indeed, the significance of CBRT is anchored in its potential to change and upgrade the lives of those in the community through the tourism activities. It opens a window of opportunities for the local communities to strengthen their economic status, and in some cases, may lead to poverty reduction. In addition, CBRT programmes may become a source of empowerment especially among the youth and women. However, although rural tourism can become a tool towards sustainable development, it can also be a source of

conflict and can potentially harm the environment as well as create adverse impacts on local communities (Cawley and Gillmore, 2008; Ertuna and Kirbas 2012) which can be avoided if it is carefully planned and developed. Thus it is safe to consider CBRT as an alternative development approach as well as a strategy towards sustainable development.

PHILOSOPHIES AND ELEMENTS OF SUSTAINABLE COMMUNITY-BASED RURAL TOURISM

CBRT is a type of CBT which is rooted in participatory and empowerment development models which was a new paradigm in development debate in the 70s (Cornelissen, 2005). This new paradigm put weight on empowerment and self-reliance and these then become the focus of studies on specific tourism types such as indigenous tourism, community tourism, CBT, ecotourism and the empowerment of the poor and women through tourism. How can the sustainability of a CBRT product be ensured? What are its philosophies? What elements must it has in order for it to be sustainable? In this section, the knowledge of CBRT is broken down into the discussion of its philosophies and elements.

Philosophies of CBRT

Based on the discussion in the preceding sections, the principles of CBRT are listed as follows:

1. Community based rural tourism is about tourism. It must have all the 'A's of tourism; it must have enticing **a**ttraction, **a**ccess, **a**ccommodation, **a**menities, **a**ctivities, **a**wareness, **a**vid hospitality. The A's can make or break a destination, thus the community members who are involved in the initiative are continuously urged to pay attention to them.

2. It is tourism in a rural destination. Although CBT can be both rural and urban. CBRT is community based tourism that take place in rural areas and among rural communities. Examples of urban CBT is township tourism in Spwetp, Omamda (Dirbam) and Khayelitsha (Cape Town) (Rogerson, 2004). Rural areas in developing countries usually uses CBRT to create income to complement income from traditional sources.

3. It is tourism that is based on rural resources. The unique local resources, be it natural or cultural, are parts of the pull factor to the area thus need to be the attractions.

4. It is tourism that consist of active community participation. Community participate as service providers, experience facilitators, operators, and/or planners. They offer accommodation, food, sales of local product, transportation, guiding and activities. Communities may form cooperatives, committee or even business entities. Community based rural tourism requires the ability for the community to collaborate and work together and solve whatever conflict that arise, and these in turn require leadership and are influenced by the social and political features of the community and the way they react to changes. It is controlled by the local, but facilitated by others in terms of training, education and

infrastructure, although the external parties are not partners (Giampicolli and Kalis, 2012). Provision of infrastructure is crucial as in some rural destinations, the poor has no access to clean water, sanitation, health care and schools. Participation by the community is important because CBRT is often dependent on local knowledge and production system. Alongside participation in CBT is grass root empowerment (Timothy, 2002).

5. It must use sustainable development approach as opposed to conventional mass tourism. The characteristics of sustainable tourism development include small scale; quality tourists, small numbers, more host-guest contact, less dependency and control by the tourism business sectors or the wealthy elite. Small numbers reduce profit; but profit maximization is not the only aim in CBRT. A CBRT initiative should not be seen too much as contributor to national economic performances, such as in terms of foreign exchange; instead its aim is in contributing to community development at village or community level. The focus of 'development' here are personal growth and development, individual's needs can be met through community networks, structures and interactions, rather than through professionalized and packaged services. Not like conventional economic development, community economic development are guided by principles of "economic self-reliance, ecological sustainability, community control, meeting individual needs and building a community culture (Fennel, 2007: 157). The community develop themselves.

Elements in CBRT

In adhering to the above philosophies, several key elements for a CBRT programme can be identified. These elements can be grouped into three patterns of relationships. The first pattern stresses that sustainability of a CBRT depends on good management that enable the community to produce intended benefits, to ensure conservation of the tourism resources and to ensure competitiveness of its offerings. The second pattern is based on the agreement that those management will depend on community participation, collaboration and empowerment. The last pattern represents the fact that community participation, collaboration and empowerment are influenced by the facilitation including capacity building, infrastructure, policy, leadership and communication, which is moderated by the community's local culture.

Management and sustainability of CBRT

A CBRT project is sustainable as long as it produces net positive benefit to the community. As mentioned earlier, the important aim for rural tourism development is to improve the community's level of economic, social and environment through tourism (Sabele, 2010). The benefits enjoyed by the local community usually comes in the form of financial and non-financial gains. Examples of benefits include the creation of community resources such as health services, education and infrastructure. Subsequently, a CBRT

initiative provides the opportunities for social contact and exchange between the local community and the visitors, thus fostering cultural conservation. In addition, it benefit the community as it focuses on the protection and preservation of local nature and heritage (Okech, Haghiri, and George, 2012). Many communities develop CBRT to reduce poverty and enhance livelihoods by providing alternative income sources and creating opportunities to skill-based jobs. These benefits will accrue to the community members that are directly or not directly involved in the CBT venture.

The expected benefits mentioned above do not happen randomly, a CBRT project must be managed to be competitive as to ensure profit is generated to finance its operations and to provide all other economic impacts. Marketing plays an important role towards competitiveness. Efficient marketing strategy needs to be implemented by the CBRTs to enable them to create awareness about their offerings to their potential visitors as well as to expedite the visitors in making the decisions to visit them thus sustaining their business operation. A study by Jamal, Othman and Nik Muhammad (2011) suggested that CBRT marketers should pay attention to the functional, emotional and experiential elements of the product so as to better develop the positioning strategies and promotion of the CBRT product. On the other hand, this niche tourism should be marketed with the venture-segment in mind with the venture visitors as their target segment. This could be done through the advertising and promotional opportunities available online, in tourism-related magazines, and at the state travel information offices where most tourists tend to obtain travel-related information.

Profit-making is not the only purpose of effective management for a CBRT as it also should aim for resource conservation. Visitors come for the uniqueness of experience, so it is crucial to have the conservation of the community natural resources. Conservation of community resources needs to be one of the main characteristic of sustainable tourism development (Goodwin and Santili, 2009). Conservation in this subject area refers to the preservation of the culture of a local community, the heritage in the area, the environment and nature that represents the identity of the tourism place. However, many view this type of tourism as bringing more harm than good in environmental aspect as it has the ability to dilute cultural values, initiate uniformity and produce negative impact on the traditional way of life (Pakshir and Nair, 2011). In order to preserve all the community resources mentioned above, all the parties must have the awareness and efforts of conservation.

Community participation, collaboration, empowerment and management of CBRT

It will be difficult to operate a CBRT without participation from the communities. A CBRT initiative that do not get participation and collaboration from its community, and not empowered to participate may not take off let alone succeed. Members of the

community as a group is the main actor in a CBRT product as the tourism activities offered to the visitors are often initiated by a group of people willing to be involved and participate in the process and operation of rural tourism activities in their community. Active involvement and participation of residents in the tourism development process are prerequisites for achieving the goal of sustainability and thereby improving the overall welfare in the community (Ertina and Kirbas, 2012).

Although the local community should learn to not solely be dependent on the assistance and financial support from the government or NGOs especially in terms of promotion and marketing, they most often need some capital at the initial stage of the programme. The community need to be assisted to enable them to secure financial capital and to manage this resources in the operation of the initiative.

Since the programme is executed in a rural area, the rural community must be empowered in order for them to be involved. This is mostly done through capacity building to enhance their understanding, capability and motivation to develop a CBRT product with sustainability in mind (Abdul Razzaq, 2012). In the case of the Malaysian Homestay Programme, regular trainings are given to the homestay operators and local community to guarantee that the tourism activities are managed well. Bhuiyan suggested that CBRT operators need to be trained and guided on how the process of a CBRT product operates until they can manage their program well independently (Bhuiyan, et al. 2011). The training process and initiatives are usually organized by Government or Non-Government Organization (NGOs) which are closely related to the sustainable development. For instance, most operators of the Homestay programme in Malaysia who are registered under the Ministry of Tourism and Culture of Malaysia are trained by the government. However, there are a few homestay programmes which are trained by NGOs such as the Misowalai Homestay in Sabah.

Facilitation and community participation, collaboration and empowerment

Community participation, collaboration and empowerment require facilitation in the form of capacity building (trainings), infrastructure, policy, leadership and communication. Facilitation here means facilitating the community to own and operate activities in their own homes, facilitate constraints arising from social discontent, to facilitate unsustainable use of resources, to allow community to decide on the type of growth they would want to, allow them to plan, and allow them to implement their plans. Facilitators from public administrators, non-governmental organizations, private institutions closely related to tourism e.g. banks, travel agencies, event managers, etc. and even international agencies especially those who focuses on poverty eradication need to assist in providing them with the resources, opportunities, knowledge and skills to increase their capacity to determine

impacts, make them proactive, do something with their lives instead of passive and wait for subsidies. Nyaupane et al. in Lopez-Guzman, Sanchez- Canizares and Pavon (2011) explain that in implementing CBRT projects, communities are faced with challenges such as lack of financial resources, infrastructure and skills. Areas of training needed are language, hospitality and catering, interpretation, housekeeping, budgeting, to allow them to become service providers. External facilitators should contribute to long term community independence by providing the means for community itself-reliance instead of continued dependence on external sources.

Facilities in the form of policies are also needed to ensure community participation and collaboration. Required policies are required, for example, to reduce pressure on natural resources. Government of Madhya Pradesh, as an example, has created Madhya Pradesh Ecotourism Board in 2005 and this Board has started the initiative of promoting CB Ecotourism in various Forest Divisions of MP. The Board also provided a new structure, policy, guidelines and framework, infrastructure, funds and awareness to promote Ecotourism in Madhya Pradesh (Madhya Pradesh Ecotourism Development Board, 2016).

In addition, leadership and the commitment to achieve the goals of the CBRT is one of the critical factors for a CBRT product as it needs the full commitment from the programme leader or coordinator as well as from the local community involved (Abdul Razzaq et al. (2012). Yusnita, Amin and Muda (2012) argued that the leader should apply the appropriate leadership style so that the follower (members of the community) can be more motivated and inspired to be involved and participate in the tourism activities. On the other hand, organizational management and commitment is crucial as the CBRT success depends on the organization of the program (Ibrahim and Ahmad, 2009).

Communication is also vital in ensuring community participation, collaboration and empowerment. Community development is a process whereby community members work together to elevate themselves from their current situation, and for them to work together, there must be effective communication. No participation among community members can occur without communication, or to be more precise, without participatory communication. Melkote (1991) explains that communication models makes knowledge-sharing as a basis of this participation, and that the knowledge sharing is among the community members instead of a top-down flow of information of persuasion. In participatory communication approach, people who are the subjects of the development are involved in shaping the development process (Yoon 1997). Without effective communication, there would be misgiving and misunderstanding and this would always result in conflict, lack of co-operation and subsequently lead to underdevelopment (Adedokun, Adeyemo and Olorunsola, 2010).

A PROPOSED CONCEPTUAL FRAMEWORK

A conceptual framework of sustainable community-based rural tourism (Figure 1) is proposed based on what is known about it so far. Any initiative in sustaining community-based rural tourism must be managed by focusing on three main objectives namely competitiveness, resource conservation and benefit creation. Competitiveness is crucial to ascertain that the initiative is able to operate with profit in order to enhance the community's in terms of their socio-economic conditions. Resource conservation is also important as it is the basis for the project attractiveness as well as it important for the well-being of the community members and their future generation. Benefits in terms of community development will promise that this initiative will sustain. Next, the achievement of the three objectives depends on community participation, collaboration and empowerment in every stage of its development. They also need to be empowered in order to be involved. Lastly, facilitations in terms of capacity building, infrastructure, policies, leadership and communication provided by different parties are required for community participation, collaboration and empowerment to take place.
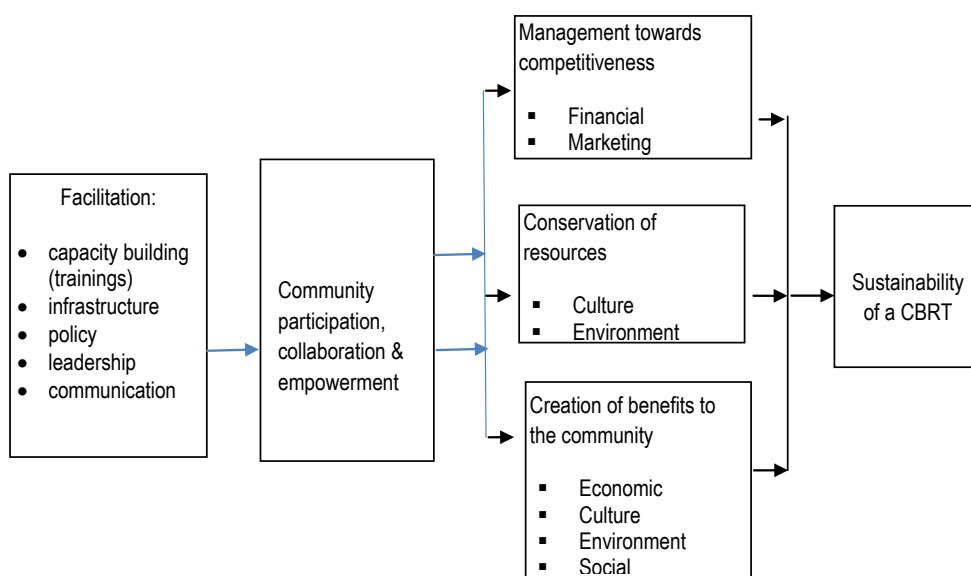
Figure 1. *A framework to understand sustainability of CBRT*

This conceptual framework illuminates the criteria of a sustainable community based rural tourism which is derived from the pillars of sustainable tourism product. The community is the center of any community-based tourism and has been discussed widely in tourism studies namely in the aspects of organizational management, community participation, institutional environment, leadership, capacity and ability, and independence. The components are clustered together because they are closely related to the attitude or behavior of the local community in handling the tourism activities in their place. The community needs to be facilitated for them to be able to participate, collaborate and by empowered to allow them to be a more able player in the development

i.e. to be able to manage, conserve, and to create benefits to themselves and others in the community. Research need to be undertaken to test relationships within the framework and to examine the sustainability of CBRT programmes based on the framework before eventually developing a sustainability model for CBRT.

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TOWARDS SUSTAINABLE TOURISM DEVELOPMENT IN SOUTHERN SHAN STATE: CASE STUDY ON KALAW AS TOURIST DESTINATION

Khin Khin Han*

Abstract: *By surveying 42 domestic and 37 international tourists are within three days survey in early April 2017. The survey reveal that different perceptions between domestic tourists and international tourists. Kalaw as a sustainable tourist destination is needed to cooperate among public administration, the residents, private companies and stakeholders involved in tourist activities.*

Keywords: *different perceptions; sustainable tourist destination; Kalaw*

INTRODUCTION

Kalaw is one of the favorite places in Myanmar. There are many attractive places for travelers to enjoy natural beauty and to engage in variety of outdoor activities (eg: bird watching, trekking and fishing). As it is situated at an altitude of 1327.71 meters; it is cool and a good place for trekking while enjoying the scenery of rugged mountains, bamboo groves and fragrant pine trees. Kalaw still boasts for its colonial-era cottages and villa. The small town is situated within trekking distance of many ethnic minority villages. So, the kalaw area is tried to conduct the case study.

Aim and Objectives

The aim of the study is to analyze the sustainable tourism development in Kalaw area. Following two specific objectives are mentioned. The first objective is to provide an overview of domestic and international tourism demand for Kalaw area, including travel motivations, destinations visited, preferred accommodation and mode of transportation, information sources used, length of stay, as well as satisfaction level of visitors. The second objective is to investigate similarities and differences between international and domestic tourist visiting the Kalaw Region.

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*   Geography Department West Yangon University, Myanmar.

Background

Kalaw is located at the point of cross section of North Latitude 20º 38'42'' and East Longitude 96º33'54''. Kalaw is the center of Tourism area, with an area of 9.71 square kilometers and total population of the town is 47013 people and rural population is 113862 person. It is another peaceful and tranquil summer resort, located 70.81km west of Taunggyi, the capital city of Shan State.

Kalaw is a small town and beautiful hill station set in the mist of rolling hills and pine forests, perched on the western rim of the massive Shan plateau. This charming little town is really one of the favorite places in Myanmar. Cool weather, pine forest, tea plantations and colorfully clad hill tribes make Kalaw natural attraction for tourist. Hotels, Motels and Inns have been created with infrastructure and the environment of the town is very neat and tidy. Products of Kalaw such as various kinds of fruit, vegetable, sunflower seed, and potatoes can be purchased.

Kalaw is situated 70.81 kilometers west of Taunggyi and about 544 kilometers from Yangon. There are regular domestic flights from Yangon to Heho from where one proceeds to Kalaw by car.
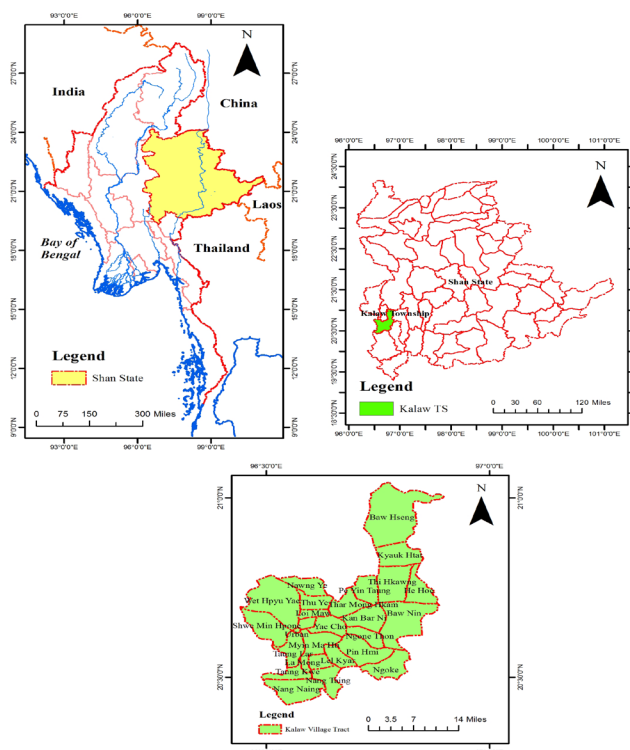
Figure. 1 *Myanmar, Shan State and Kalaw Area*

LITERATURE REVIEW

Previous tourism studies

There have been previous tourism studies in the Southern Shan State. The balance between the availability hotel room and tourists studied in the development of tourism in the Inlay Lake area, Aye Myint (2007). According to the calculation, the hotel rooms are more than enough recently, using by Brent, J.R and Charles R.G (2000). The tourist's industry distribution and tourist flows in Myanmar by means of (TCI) Method and Gravity Model by Khin Ohn mar Htwe (1995). In Southern Shan State, International visitor's arrivals have been observed from North America, Europe, Africa, Middle East, Asia and Oceania by Tint Moe Thuzar (2009).

METHODOLOGY

All survey was conducted in early April 2017. Research site included the view points is very attractive trekking tourist transit, Palaung village famous ethnic site and town of Kalaw has famous pagoda, railway station, market and colonial-era cottages and villa. The number of daily average international tourists and domestic tourist arrived is 30 to 50 and 40 to 90 in April 2017 according to the tourist office in Kalaw. The sample selected was a convenience – based sample. By questioning 42 domestic and 37 international tourists are within three days survey, both tourist of various age groups, profession, country of residence, level of education, type of traveler, transport, accommodation, source of information, activities, visiting other regions and opinions of the destination.

RESULTS

Age Distribution

During three day surveyed 37 questionnaires for international and 42 questionnaires for domestics were obtained. All People answer all questions. Table 1 and 2 shows the age distribution of all respondents, including both international and domestic. These tables illustrate that 48% of the international visitors are age between 25-34 years while 31% of domestic tourist were the same age. According to the survey, development of tourist activities such as trekking can attract younger people to enjoy. So the tourists of younger age are interested to visit Kalaw. Therefore, 48% of the international tourists are age between 25-34 years.

Table 1. *Age Distribution International Tourist*

Age	Percentage
<25 years	27%
25 - 34 years	48%

35 - 44 years	14%
45 - 54 years	3%
55 - 64 years	5%
>65 years	3%

Table 2. *Age Distribution Domestic Tourist*

Age	Percentage
<25 years	48%
25 - 34 years	31%
35 - 44 years	12%
45 - 54 years	5%
55 - 64 years	2%
>65 years	2%

Professions

In the study area Figure 1 shows the profession of international tourists, with some interesting result. According to the questionnaire result, 19% of the international visitors are teachers. The next most stated profession was physiotherapist, hospitality staff and students which are 11% respectively. Other 8% of them are retired persons; soft-ware developers and marketing personals. The rest include other profession such as computer, brand manager, consultant, accountant, school assistant, travel agent and real estate consultant. Figure 2 reveals the profession of domestic tourists, 19% were company staff, 17% were dependent, and 14% were engineer and business man. Students were 9% and 7% were Sailors. Doctors, traders, teachers, farmers and market sellers were 5% respectively.
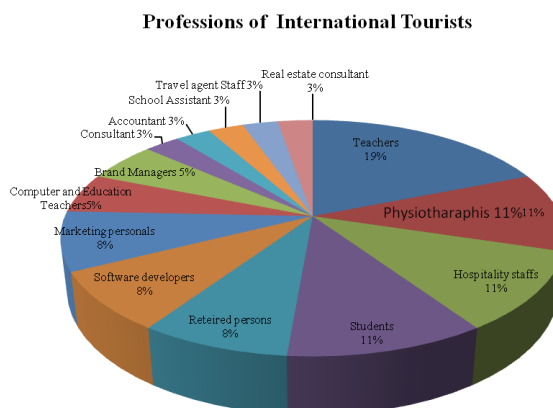
Figure 1. *Professions of International Tourists*
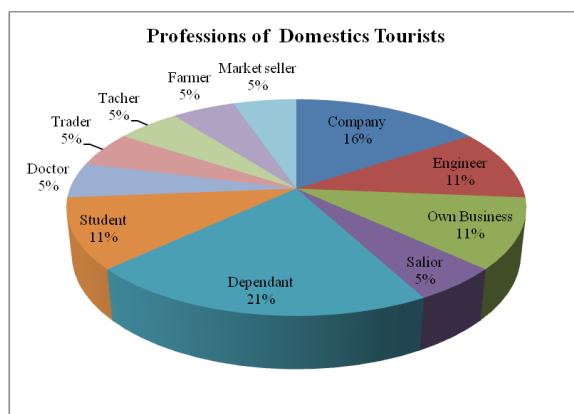
Figure 2. *Professions of Domestic Tourists*

Country of Residence

The largest group of international tourists reside in France (32 %), USA (19%), Australia (16%), Denmark (8%), Germany and New Zealand (5%). Only 3% of all respondents to this survey were residing in Argentina, UK, Finland, Uruguay, Denmark, Switzerland and Netherland as shown in Figure 3.

Figure 4 shows that the largest group of domestic tourists said they resided in Myanmar, while the remainders were more specific in their answers, with 52% of respondents said they resided in Yangon, 33% in Mandalay and 10% from Sagaing and 5% in Naypyidaw.
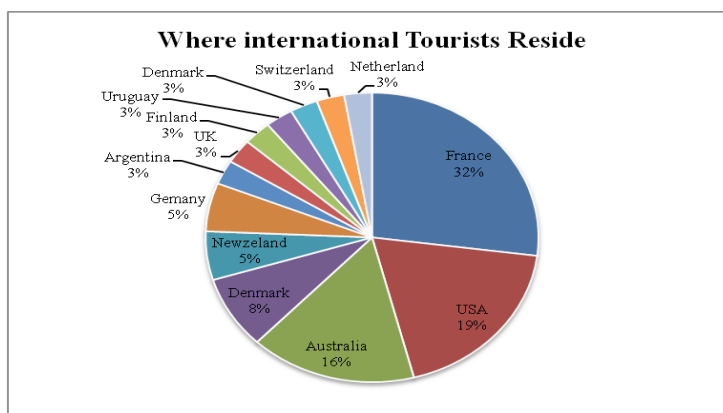
Figure 3. *Residence of International Tourists*
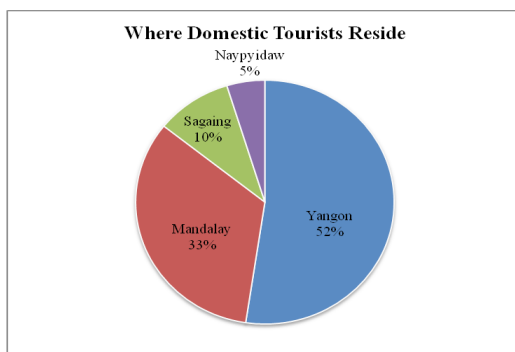
Figure 4. *Residence of Domestic Tourists*

Education Level

Question about education was intended to provide better socio-cultural background about the tourists. The questionnaire also included some questions to give deeper analytical context regarding variables such as transport and accommodation choices and satisfaction level. According to trends and patterns of international tourism, it is clear that better educated visitors more likely require a certain standard of sustainability if they are to enjoy the tourist destination and recommend it to their peers. The data on educational background also reveals whether tourists are an elite group, or whether they represent the wider population. The result of the questing is very interesting. Most of the international tourists visiting Kalaw are highly educated. Over 40% of them are under graduates and over 30% are post graduates. 10% of tourists had completed high school and vocational training as their highest qualification (Figure 5). This could mean that they are experienced travelers, with a willingness to contribute in unique activities. It also means that international tourists are likely to support sustainable tourism development.

In Figure 6, Among the domestic travelers who answered this question, 32% of them stated they hold under graduate degrees, over 6 % had obtained post graduate degree, nearly 15% had completed college, high school, middle school and others. According to the result, Myanmar nationals who travel around Myanmar are likely to represent the best group of graduate people.
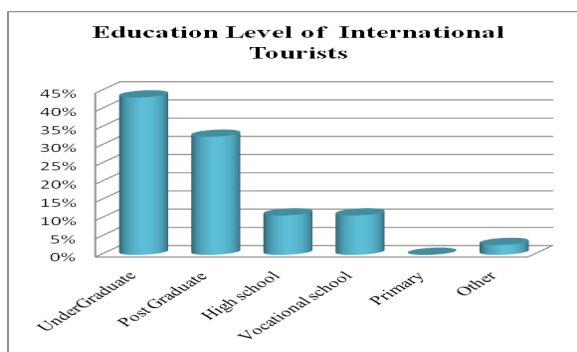
Figure 5. *Education Level of International Tourists*
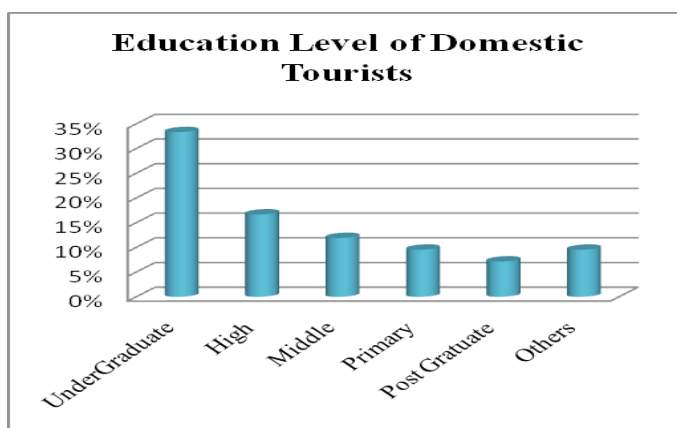
Figure 6. *Education Level of Domestic Tourists*

Ways of Travelling

In the study area, more precisely the focus was on whether the focus was on whether the participants were travelling alone, independently with family, independently as a couple, on a group tour, with friends or others. These questionnaire was aimed to understand what types of traveler was most likely to visit the Kalaw area. Figure 7 shows that domestic tourist rarely travel alone. More than 50% of all domestics tourist visited the region as part of family tour. 20% visited tour fiends. 15% visited nearly the region as couples.

International tourists travel somewhat differently than their Myanmar travelers. Figure 8 shows nearly 60% of foreigners travelled as part of a friend tours and 20% visited the study area as a couple. About 9% of international respondents were traveling along.
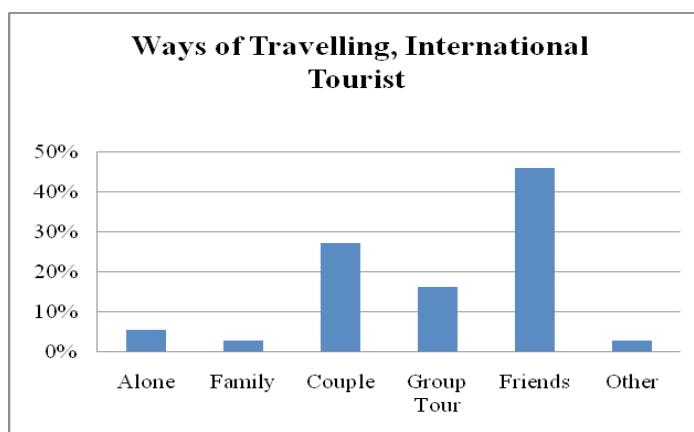
Figure 7. *Ways of Travelling, International Tourist*
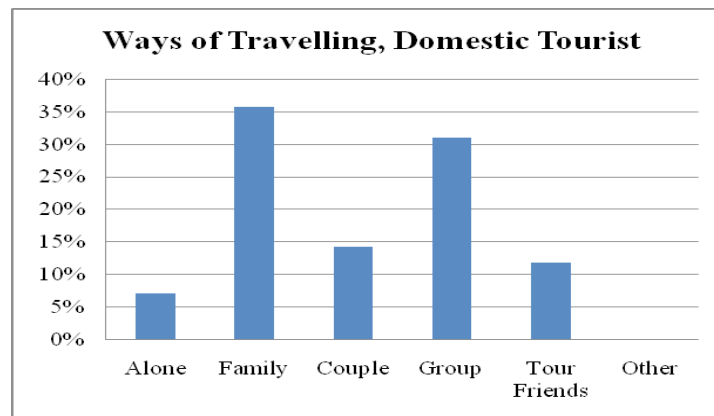
Figure 8. *Ways of Travelling, Domestic Tourist*

Mode of Transport

In the study area, participant's answers indicate the mode of transport which was used to arrive to Kalaw Area. Figure 9 shows that an overwhelming nearly 70% of all foreigners said they had arrived by public bus to Kalaw area. The second most popular mode of transport was tour bus (nearly 30%). Some tourist may not have enough time to visit Myanmar via land, so they simply prefer the plains.

In the study area, domestic tourist used four types of transportation, with nearly 45% arrive in private cars, and over 35% was by public bus. Figure 10 shows only 2% of domestic tourist had come to kalaw by plane. Most other types of transport 6% used by Myanmar nationals were motorbikes. The results clearly illustrate foreigner's preferences, which seem to prefer comfort and short travel time. Most Myanmar citizens prefer to travel by car.
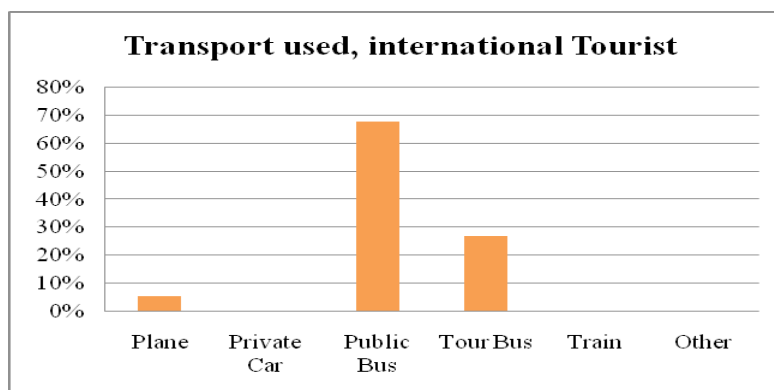
Figure 9. *Transport used, International Tourist*
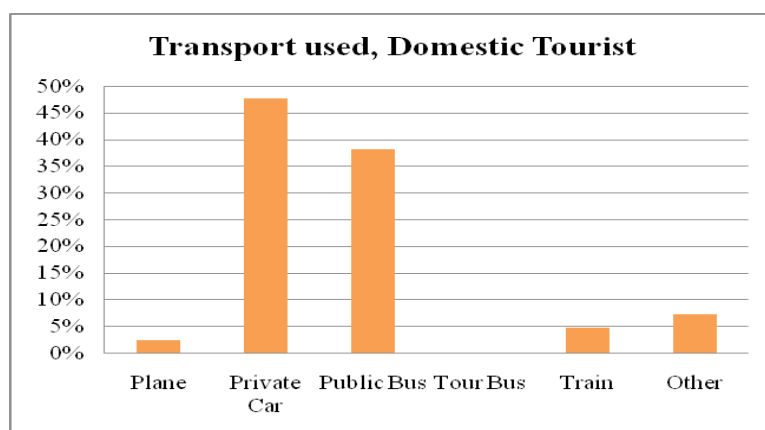
Figure 10. *Transport used, Domestic Tourist*

Types of accommodation

Kalaw is the second largest area where foreigner visitors mostly visit in the study area. It is filled with snowcapped mountain ranges, hilly terrains, fertile plains, dense forests. Kalaw is delightfully cool, and pleasant in all year round. Tourist destination ecotourism combined with environmental conditions. The buildings colonial style houses are renovated. Kalaw has a good range of accommodation for both domestic and international travelers.

High standard hotels are mostly situated in the residential area. Glorious in autumn (lush greenery); winter (perfect blue skies and amazingly starry nights); and spring (flowers, fresh fruits and vegetables); summer starts in late April (Thingyan water festival) with rain between June and September. November to February is the best time to experience Kalaw. November is the period when most of the visitors arrive as Tazaungdaing festival and Inlay Phaung Daw U Pagoda festivals are held celebrated at the time.

Figure 11 shows that about 40% of international respondents preferred to stay in median range hotels. This was followed by nearly 30% staying at guest houses, and 12% of tourist stayed in high - end hotels while only 15% of tourist stayed overnight in village accommodation, presumably as part of a trekking trip.

Among the 42 respondents received to this question from domestic tourists, 40% of domestic travelers stayed in monasteries overnight (Figure 12). About 38 % stayed in guesthouses, 15% in medium range hotels and only less than 5% of Myanmar participants stayed in high - end hotels. The domestic travelers who indicated other give their choice of staying in friend's or relative's houses. Myanmar nationals stayed on average 3 days in the region, while international tourists remained 4 days.
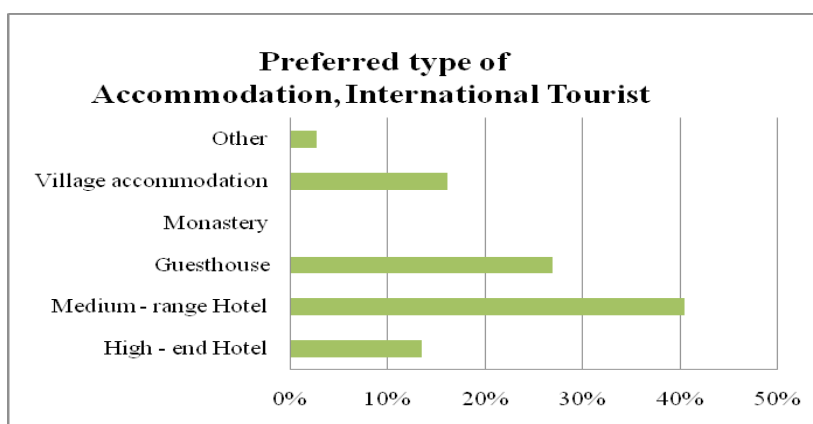
Figure 11. *Accommodation preferred, International Tourist*
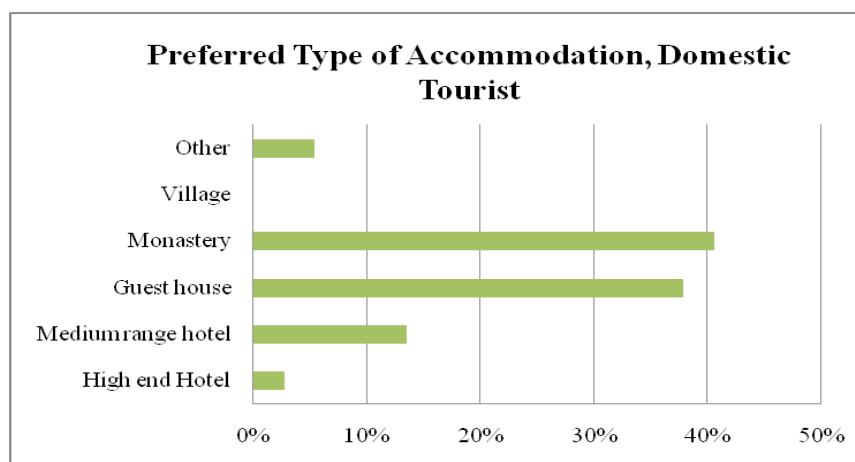
Figure 12. *Accommodation preferred, Domestic Tourist.*

Information source used

Soure of information provide important data about the travellers who are from the image of a tourist destination. Most of Myanmar tourists get the information from public words being one of the most powerful influence factors of tourist. The second most mentioned source was from tour operator with 23% respondence, followed by travel brochures with 17 %, 14% with word of mouth, 4% with TV and newspaper. Only 2% of Myanmar respondents mentioned the internet as a source of information about the region (Figure 13).

In Figure 14 shows that international tourists use guidebooks and tour operators as a crucial source of information about Kalaw, with 40% and 26% response for each. Following from that, word of mouth and the internet are the next important sources of

information as mentioned by 16 % of foreigners. Newspapers are less influential for international tourists than they are for Myanmar.
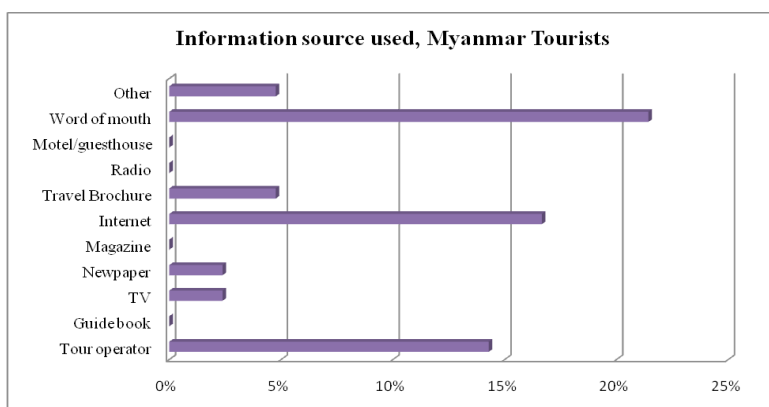
Figure 13. *Information source used, Myanmar tourists*
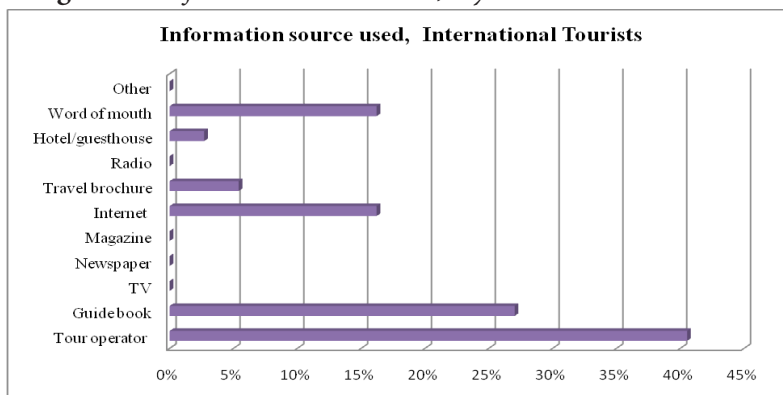
Figure 14. *Information source used, International tourists*

Activities of Tourist

The result of tourist's deeper interests in the destination is shown in Figure 15. Only 45% myanmar visitors visit pagodas when more than 15% of them take part in guided boat tours in Inlay lake. Nearly 20% visit the markets for shopping, 15% go for trekkig and 2% visit ethnic minorities. About 2% take part in bird – watching activities and 2% go for others.

In the study area, the most popular activity is trekking. According to the questionnaire, over 30% of international tourists visit in Kalaw for trekking. The next most popular activities for foreigners were visiting ethnic minorities and visiting pagodas, followed by visiting the markets and doing some shopping. 5% go for cycling around the town as shown in Figure16. In the study area, most of the intrnational tourists go trekking. Comparing both datasets, it seems that foreigners are taking part more in the activities than their Myanmar counterparts. Trekking to Palaung tribe villages is wonderful. Most of the ancient Myanmar

hill tribes such as Palaung, Pa-O and Shan ethnic with their interesting traditional styles are living up there. At some distance from the town, there are ethnic Palaung villages where the ethnic people still living in long house for eight families. Observe tribal village life and the Palaung people-drying cheroot in a specially designed oven.
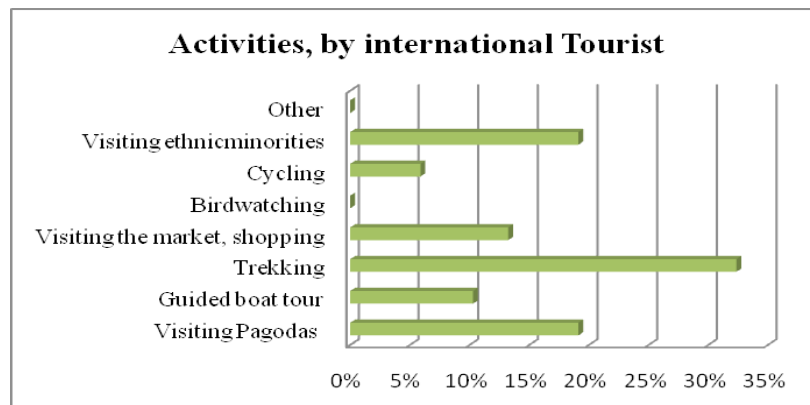
Figure 15. *International Tourist activities in the area*
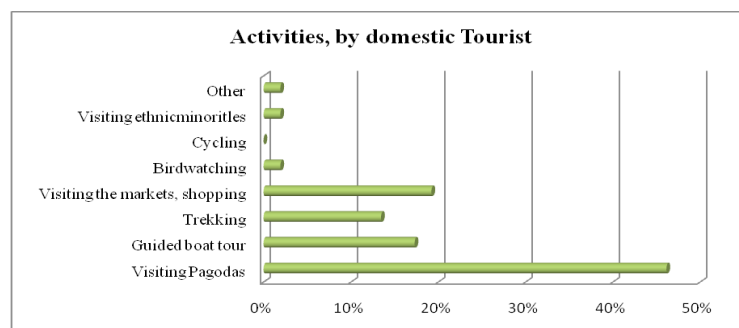
Figure 16. *Domestic Tourist activities in the area*
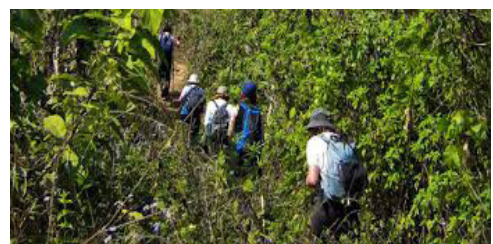
Plate. 1-a and 1-b *Tourist observation and trekking around Kalaw*

Visiting other regions in Myanmar on this trip

In the study area, among the 37 international tourists who visit other regions in Myanmar, mention the surrounding area (Figure 17). Inlay lake, Nyaungshwe and Kalaw were mostly mentioned in their answer.

Pindaya, the naturally beautiful place, old age trees, blossoms, stunning landscapes, wide vistas field and terrace cultivation all make Pindaya a highland of extraordinary environment. The main market with the shops on all four sides of the market is attraction to all visits to Pindaya with their local product but their market is alive with regular customers and visitors on one by five days. The visitors can visit there by bus from Taunggyi and Kalaw. The distance is about 128.75 km long from Taunggyi and 77.25 km far from Kalaw. During the tour to southern Shan State, one should not miss to visit Pindaya. They can enjoy breath taking panoramic mountain views and witness the enchanting hill tribes of the region. Pindaya is one of the important tourism areas in our region. Their culture and history can attract tourists. In Pindya, hotel and motel with reasonable prices are available. Pindaya limestone cave and Shwe U Min Pagoda are interested by artists and scientists .In addition; foreigners who arrive this region mostly visit that places. Of the 42 Myanmar tourist who visit this area, 18% visit Pindaya, the most popular destination for domestic travellars according to Figure 18. Over all, it is observed that pindaya is Danu area, one of the very popular tourist destination for the southern shan state in Myanmar. According to the survey, Inlay lake was the second most popular destination in the area, with nearly 25% or almost all of the domestic tourists visiting there. Inlay Lake is located in Nyaungshwe Township. The Lake is important as a relatively undamaged environment, as a tourism resource, as a productive area for agriculture and fishing and as water storage area for hydroelectricity generation. Many tourist and local visitors are interested in the function of floating market and native people activities in Inlay Lake. The Inlay Lake gives an ideal opportunity for watching birds. The Inlay Lake is not only cultural historical and religious but also one of the designated 15-ecotourism destinations in Myanmar.

Natural explorers should not miss a chance to experience the world famous wetland ecosystem of Inlay Lake Wetland Sanctuary by cycling and trekking on Shan Plateau. The sanctuary covers Inlay Lake and cruising around the hill-rimmed lake, and drifted away with the floating agriculture of the local Inthar people. Tourist can feel relaxed completely. Moreover, Inlay cotton weaving is very popular in this region. Southeast Asian countries are interested in Inlay bags, Inlay blouses and Inlay zinmae patterns of longyi (wearing cloths). Htan San Cave, Kalaw and Kakku are another destination that is that is popular with Myanmar tourist (16%) and (11%). Taunggyi, Kakku and Samkar lake are (7%) respectively. Htan San Cave and Kakku rerly known among internatonal tourist. Besides, International tourists who visit apart from Myanmar on this trip, most travelled Thailand, Vietnam and Cambodia and rest visited Indonesia, Singapore, Nepal India, Australia, Japan, and Korea and went to travel other part of the world.
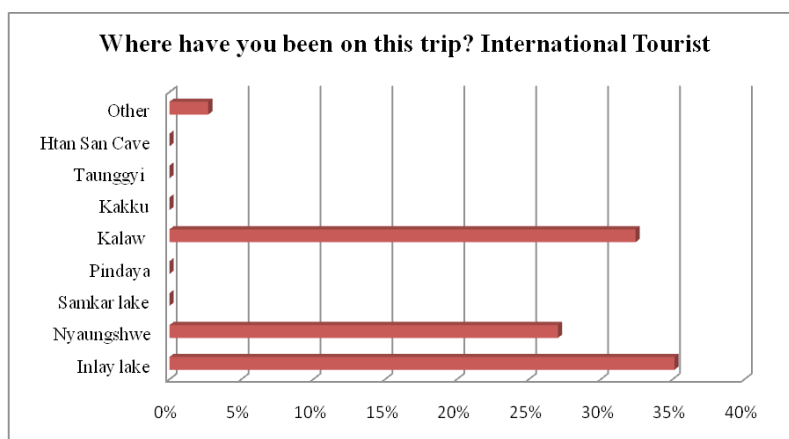
Figure 17. *Other destinations visited in Southern Shan State, International Tourist*
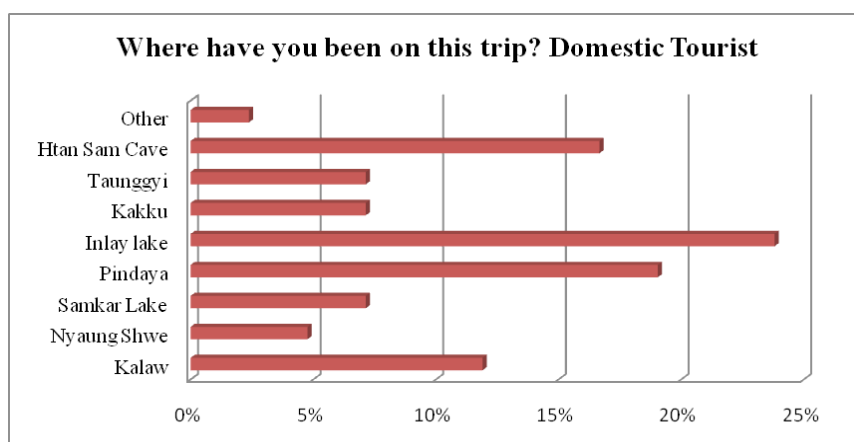
Figure 18. *Other destinations visited in Southern Shan State, Domestic Tourist*

Opinions on Tourist Destination

The statements respondents were asked to agree related to different aspects of the tourism industry in the region: attractions, access, transport, accommodation were included, as well as ethnic minorities, food, and safety. Respondents were asked, about tour guides, engagement opportunities with local people, handicrafts, hiking and trekking, as well as using tourism as a tool for conservation. The final statement which is asked to tourists is indicated whether they would recommend the area to their peers, or not.

The data revealed an overwhelming positive response. All statements were positively weighted by nearly all participants, whether they were Myanmar national or international tourists. In other words, most tourists were quite happy with what are offered in the region. Although many tourism stakeholders publicly limited the price of accommodation in Myanmar, even the statement of 'value for money' received much of a negative response

from the participants. Almost all respondents could answer the question about trekking as they did participate in it, and nearly one third respectively did not know what to think of travel agencies and tour guides as they travelled independently. The most encouraging result is the final statement: 94% of all respondents would like recommend to their friends to visit Kalaw area, thereby increasing positive opinion about the region.

FINDINGS AND DISCUSSION

The findings of the survey reveal that there is some points importance highlighting; Myanmar national tourists were quite young compared with international visitors. Domestic tourists were employed in a wide range of professions. The largest group of foreigners was teacher. Europe, USA, and Australian made up most of all international respondents. Most domestic and international tourists were highly educated. Myanmar people visited the region as part of a group tour, while only one third of foreigners traveled in a public bus. Almost the entire international visited the region as with friends, while most of Myanmar nationals visited the area with family. Moreover, International tourists who visit other countries on this trip, most travelled Thailand, Vietnam and Cambodia.

The development of Kalaw as a sustainable tourist destination is likely only if there is a real cooperation among public administration, the residents, private companies as well as stakeholders involved in tourist activities.

CONCLUSION

The originality and the value of this study consist of identifying the main way of developing sustainable tourism in Kalaw area based upon empirical research conducted with the aid of a survey. The main motivation for visiting from kalaw to Inlay Lake for foreigners was trekking experience and culture experience. Mostly stated relaxation as their main motivation, of domestic tourists were different: nearly most of domestic tourists visited the Inlay region to make spiritual merit, and relaxation was mentioned by only a small proportion of domestic tourists. The average expenditure per day was 23 USD for Myanmar national tourist and 45 USD for international tourist. Most of Myanmar nationals came to study area because of word of mouth, with about two third mentioning the influence of tour operators. International tourists on the other hand considered guidebooks and tour operators as a key source of information. The internet represented a source of information about Kalaw region for international tourists, but was rarely mentioned by Myanmar nationals.

Almost all respondents could answer the questions about trekking activity as they did participate in it, and nearly one third respectively did not know what to think of travel agencies and tour guides as they travelled independently. The most encouraging result is the final statement: 94% of all respondents will recommend to their friends to visit Kalaw area, thereby increasing positive word-of mouth about the region.

International tourists 'rubbish' and 'high prices' were the two most problematic aspects of this region, while for domestic visitors the two most disliked aspects were transportation and rubbish. Transportation is the most and essential factor for tourist industry and good internet and email communications are also needed to available in these regions.

The tourism potentials of the study would remain high in the future, because of its excellent beauty natural scene, potential trekking opportunity, culture experience, renovated colonial style houses and religious structure. Generally, the finding of the research would provide systematic and desirable guidelines for the sustainable development of tourism in the expected future.

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THE EMERGENCE OF RUSSIAN SPEAKING TOURISM ECONOMY
IN NHA TRANG, VIETNAM
-A Preliminary Study on the Social-Political Contexts-

Kenichi Ohashi*

Abstract: *The purpose of this study is to understand the process of the emergence of Russian speaking tourism economy in Nha Trang, Vietnam from the social and political contexts. The sharp increase of tourist arrivals from Russia has been one of the remarkable tourism trends in Vietnam in the last decade. Especially the concentration of Russian tourists in Nha Trang is noticeable, and the emergence of Russian speaking tourism economy and the development of Russian tourist enclave can be observed in Nha Trang. Behind these tourism phenomena, there exist complex social and political contexts that have been generated historically from the relationships between Vietnam and Russia or the former USSR. Based upon the field observations and interviews, along with the investigations of secondary data sources, this study tried to understand the phenomena in much broader social and political contexts, and proposed the importance of "socialist mobilities" to understand the phenomena.*

Keywords: *Russian speaking tourism economy, Russian tourists, "socialist mobilities", Nha Trang, Vietnam*

INTRODUCTION

Tourism phenomena are not the simple results from pure economic activities. Tourism marketing does not simply bring the sustainable development of tourism. Needless to say, tourism is extremely complex social, political, economic and cultural multiple phenomena. Especially the social and political situations, namely the historical contexts, which exist behind greatly influence tourism phenomena, and it is impossible for us to understand tourism phenomena without investigations and examinations of them.

This paper aims to understand the process of the emergence of Russian speaking tourism economy in Nha Trang, Vietnam, which has been rapidly developed in the last decade, from the social and political contexts.

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* Rikkyo University, Japan.

Vietnam has been attracting many foreign tourists and experiencing the development of tourism sector in the past few decades. The sharp increase of tourist arrivals from Russia has been one of the remarkable tourism trends in Vietnam in the last decade. Especially the concentration of Russian tourists in Nha Trang is noticeable, and the emergence of Russian speaking tourism economy, namely tourism based economic mechanism or organization mediated by the people from multiple countries who speak Russian language, not only the Russian citizens, and the development of Russian tourist enclave can be observed in Nha Trang.

The above-mentioned trend is not simple results from tourism marketing mechanism alone. More complex social and political contexts that have been generated historically by the relationships between Vietnam and Russia or the former USSR are deeply involved into the phenomena.

Based upon the importance of social-political contexts to understand tourism phenomena, the emergence of Russian speaking tourism economy in Nha Trang, Vietnam is analyzed and contextualized.

LITERATURE REVIEWS

The social and political contexts of tourism phenomena are taken as one of the factors that affect the decision-making and destination choice of tourists in the previous tourism studies. For example, Matheson and Wall included the political, social and economic situations as a part of destination resources and characteristics, which is one of four factors that affect the decision-making process of tourists, along with tourist profile, travel awareness and trip features (Matheson and Wall, 1982). However, these studies are mainly approached by psychological and marketing viewpoints, and they tend to focus on tourist individuals and point to model the whole process of the decision-making and destination choice of tourists. In such circumstances, the social and political contexts of tourism phenomena are tend to be taken as one of many external and peripheral factors, despite the facts that the social and political contexts surround all of tourists, tourism industries and destinations, and affect each of them.

The researches on tourism in Vietnam have been increased and diversified along with the development of tourism itself in Vietnam. However, as tourism is taken as one of the most important sectors for national economic development, tourism studies tend to be based upon macroscopic frameworks (e.g. Var, 1994). Or, case studies in microscopic level tend to focus much upon each individual problem-solving for the development of tourism (e.g. Tran, 2014). Some of the case studies are based upon qualitative and ethnographic approach, but this type of studies are mainly conducted by traditional anthropological interests and tend to deal with the cases on ethnic tourism (e.g. Michaud and Turner, 2017). Sociological case studies focusing on social and political contexts of tourism phenomena are not yet well developed in the studies on tourism in Vietnam.

Concerning about the studies on Russian tourists, certain amount of studies are accumulated. However, more studies tend to deal with the cases of popular destinations among Russian tourists such as Finland (e.g. Suvilehto and Borg 2001, Jakosuo 2011), Turkey (e.g. Aktas, Cevirgen and Toker 2009) and Thailand (e.g. Lertputtarak, Lobo and Yingyong 2014). Russian tourists in Vietnam have not yet much discussed internationally despite the great interests and concerns about this topic in Vietnam.

The study on the social and political contexts of Russian tourism in Vietnam is one of the areas of research to be discussed more and this study is a preliminary attempt to discuss on this topic.

METHOD

This study is a preliminary investigation to comprehend the general situation of the phenomena and to discover research problems for the further studies in future. Because of this nature of the study, it is based upon the qualitative data collected from the field observations and interviews, along with the investigations of secondary data and information obtained mainly from government offices, travel companies and news reports.

The field observations were conducted in Nha Trang intermittently between December 2015 and May 2017 for about one month in total. The informal interviews based on snowball sampling in the field were made with tourists, business persons involving tourists such as travel agents, restaurants, souvenir shops and tour guides.

Additionally, the interview with a travel company in Russia was made in Moscow in June 2017, and the interviews with several Russian tourists at home were made in Vladivostok in August 2017.

RESULTS

The increase of Russian tourists in Nha Trang

Nha Trang, the capital city of Khanh Hoa province located in southern Vietnam, has been seen as one of the best beach resorts in Vietnam since its first development as a resort for colonial officials during the French colonial period. After the Vietnam War, Nha Trang also served as a resort for high-level officials of the socialist government. Since the introduction of economic reforms known as "Doi Moi" in 1986, tourism development has been accelerated in Nha Trang.

Nha Trang is now a major tourism destination in Khanh Hoa province, and the province received more than 4.5 million tourists, both domestic and international, in 2016, up more than 11 percent from the previous year.

Since around 2010, the number of tourist arrivals from Russia to Nha Trang gradually started to increase, and the sharp increase has been observed especially after 2012. According

to the statistical data prepared by the Department of Tourism, Khanh Hoa Province People's Committee, the number of tourist arrivals from Russia to the province reached 273,809 in 2016, and this number accounts for more than 60% of the total number of tourist arrivals from Russia to Vietnam in the same year (433,987). The number of tourist arrivals from Russia to the province in 2016 remarkably increased more than 9 times of the number counted in 2010 when the increase of tourists from Russia started. The increase of Russian tourists to Khanh Hoa province is presented in Table 1.

Table 1. *Tourist Arrivals from Russia*

Year	Khanh Hoa Province*	Vietnam**
2009	19,958	
2010	29,663	
2011	34,317	
2012	82,992	174,287
2013	148,932	298,334
2014	238,334	364,873
2015	229,210	338,843
2016	273,809	433,987

* Source: Department of Tourism, Khanh Hoa Province People's Committee.

** Source: Vietnam National Administration of Tourism.

The primary factor of the rapid increase of Russian tourists in Nha Trang

The primary and direct factor of this rapid increase of Russian tourists in Nha Trang is new business policies adopted by major travel companies in Russia in the early-2010s.

Since the mid-2000s, one of the major travel companies in Russia established their business base in Thailand and they started some studies to develop their market in the region (Mishukova n.d.). However, more direct factor for Russian travel companies to adopt new business policies to send their clients to Nha Trang was related to international political situations. Between 2010 and 2012, a series of anti-government protests, uprisings and armed rebellions spread across North Africa and the Middle East. This so-called " the Arab Spring" made difficult for Russian travel companies to send their clients to the popular holiday destinations among the Russians such as Tunisia and Egypt. Those companies discovered Nha Trang as an alternative destination with good beaches, which is one of the most important attractions for Russian holidaymakers, and started to send their clients by direct charter flights from several Russian cities to Nha Trang. For example, one of the major travel companies in Russia, Pegas Touristik, operated 4 charter

flights daily to Nha Trang Cam Ranh airport in high season (Pouille, 2014). There are another 2 major Russian travel companies that send their clients on a massive scale in the same way to Nha Trang.

The rapid increase of Russian tourists in Nha Trang has been mainly brought by this mass tourism system based upon charter flights introduced by Russian major travel companies since "the Arab Spring".

Historical factors

There exist some other indirect factors to develop Russian tourism in Nha Trang. Those factors are related to the historical development of diplomatic relationship between Vietnam and Russia or the former USSR. Since the first establishment of diplomatic relationship in the time of the Soviet Union, Vietnam and Russia have maintained a close and strong diplomatic relationship. This special relationship has created some unique conditions and environments that support the recent development of Russian tourism in Nha Trang.

One of the conditions that helped the development of Russian tourism in Nha Trang well in very practical level is the Vietnam government's immigration policy to exempt Russian tourists from visa requirement for a short-term stay within 15 days. After the introduction of this policy in 2009, the number of Russian tourist arrivals to Vietnam clearly increased.

Concerning about the historical environment which was the underlying cause of the familiarity or interests of Nha Trang among the Russians, it is worth for us to remember that the naval port of Cam Ranh near Nha Trang was leased and used by the Pacific Fleet of the Soviet and the Russian Navy between 1979 and 2002 as the largest naval base outside of the country, and many Soviet and Russian naval personnel frequented to and stationed in Cam Ranh. This helped for Russians to be familiar with the name of Cam Ranh or Nha Trang and created their interests for travel to Nha Trang to some extent.

The travel style of Russian tourists in Nha Trang

The vast majority of the Russian tourists visiting Nha Trang purchase and participate to the packaged tours organized by major travel companies in Russia. These packaged tours are basically the free and easy tours that only include flights, hotel accommodation with breakfast and transportation between airport and hotel. The average tour departing from Vladivostok, a city in Russian Far East, for example, costs from about US$1,200 in off season to about US$2,200 in high season for 11days and 10 nights with 3 star hotel accommodation for 2 persons in 2017. Because of this affordability in tour price, these tours to Nha Trang are popular among young couples and family tourists.

During their stay in Nha Trang, most of the Russian tourists spend their much of the time on the beach for swimming and sun-bathing, and occasionally they purchase and

participate to some optional one-day excursion tours to nearby islands, Dalat and so on. Because majority of the tourists from Russia are on the free and easy tour, there are many local tour agents which specializing in selling excursion tours to those Russian tourists.

The formation of Russian tourist enclave in Nha Trang

The rapid and massive increase of Russian tourists in Nha Trang brought the accumulation of businesses and services for Russian tourists in the central part of Nha Trang city, and this forms a tourist enclave for the Russians.

In the central part of Nha trang city, at the small area of about 0.12 square kilometers, surrounded by Tran Phu Street, the city's main street facing to the beach, Hung Vuong Street and Nguyen Thien That Street, we can observe the accumulation of many hotels, guest houses, restaurants, cafes, tour agents, souvenir shops and other service facilities. Most of them are doing their business mainly for Russian tourists. Within this area, the special environment that makes possible to stay mostly only speaking in Russian is available. Many shops display signs in Russian and many restaurants prepare their menus in Russian. There are many store staffs, waiters and waitresses who speak Russian working in this enclave.

Some of the shops, restaurants, cafes and tour agents in the enclave are owned and managed by the Russians or other people from Russian speaking countries. The rapid and massive growth of Russian tourism in Nha Trang has prepared many business chances for both locals and foreigners. The Russians are not only situated in tourist side, but also in service supplier side in the enclave.

The emergence of Russian speaking tourism economy in Nha Trang

The backgrounds of the store and restaurant staffs that speak Russian are diverse. There are some local Vietnamese who try to learn and use Russian language to do business with Russian tourists, but there are also many people who came to Nha Trang to do business for Russian tourists from the countries that constituted the former USSR such as Ukraine, Armenia, Uzbekistan and Kazakhstan. What they have in common is their abilities to speak Russian language. The rapid increase of Russian mass tourists in Nha Trang has generated demand for communication amenity in Russian language, and this demand has created demands and opportunities for employment and inauguration of business for Russian speakers from many countries.

It is also very important to point out that there exists another type of people who are doing business and providing services to Russian tourists by speaking Russian language. They are the returnees who migrated from Vietnam to the former USSR and Russia as contract workers. In the 1980s, more than 100,000 Vietnamese workers in total were sent to the then USSR because of the labor shortage in the USSR, the surplus of labor in

Vietnam after the war and Vietnam's trade deficit accumulation with the USSR (Lukyanetz et al. 2014:14). Some of those workers continued to stay and work in Russia after the collapse of the Soviet Union, and they have been playing important roles in the social and economic link between Vietnam and Russia since then. Some of these Vietnamese returnees from Russia are also active in the Russian tourist enclave in Nha Trang by mobilizing their Russian language skills as cultural capital. For example, a middle aged Vietnamese woman from Hai Phong, met during the field studies in Nha Trang, used to manage 3 shops at the bazaar in a city of western Siberia came back from Russia by her brother's request to be the manager of the restaurant opened by him in the center of the enclave. She utilizes her Russian language skill and business communication skill developed in her business in Russia to manage her restaurant. Her restaurant is thriving and bustling with many Russian tourists everyday because of her excellent skills to communicate with Russian customers.

As mentioned above, the vast majority of Russian tourists to Nha Trang are so-called mass tourists who purchase packaged tours organized by major travel companies. They spend their holidays in Nha Trang as long as the period of visa exemptions allows, but the length of their stay is relatively short and they are basically temporary visitors. However, there exist other types of Russians who repeat the trips to Nha Trang many times, or change short trips to long-term stay. The prime attraction of Nha Trang for the majority of Russian tourists is cheap winter resort. There are some Russians who stay for long-term in Nha Trang during whole winter season to escape from the severe cold of Russia and return to Russia for summer season. In such cases, it is difficult to distinguish tourism from migration clearly and we have to identify very mobile and contiguous form of travel and sojourn. Additionally, among the Russian speakers who work for the tourism sector to support the Russian tourism in Nha Trang, there are some people who take Nha Trang as just a waypoint of their journey of career development, and wander many different resorts for the Russians all over the world. In Nha Trang, we can identify the formation of loose community with high mobility created by the Russian speakers, who have mobile and contiguous form of travel and sojourn, around the Russian tourist enclave formed by the increase of Russian mass tourists, and such community occupies in the integral part of the Russian speaking tourism economy in Nha Trang.

CONCLUSION

This paper aimed to explore and understand the social and political contexts of the rapid and massive increase of Russian tourists in the last decade and the emergence of Russian speaking tourism economy in Nha Trang.

Behind the phenomena, we could identify several different social and political factors, such as international political situations and special characteristics of the diplomatic and

socioeconomic relationship between Vietnam and Russia or the former USSR, besides tourism marketing in narrow sense. Especially, various socioeconomic conditions and environments generated by the special relationship historically developed by Vietnam and Russia since the time of the Soviet Union have been closely related to the emergence of Russian speaking tourism economy in Nha Trang.

The "socialist mobilities" and their legacies are important factors here to understand the phenomena. According to Schwenkel, "socialist mobilities" means "circulation of people, goods, knowledge, and capital between communist states before the collapse of the Soviet Union"(Schwenkel 2014:236). Although Schwenkel conditioned this concept historically as "before the collapse of the Soviet Union", the implication of this concept might be extended to apply to the analyses of the continuities or the impacts of such mobilities in contemporary situations. The rapid and massive increase of Russian tourists and the emergence of Russian speaking tourism economy can be understood deeply by the interpretation of the social and political contexts, namely the contemporary development of "socialist mobilities" and their legacies.

The social and political contexts of tourism phenomena are the structural and environmental factors that surround all of tourists, tourism industries and destinations and affect all of them. Not only the formation of images, emotions and information on tourist destinations, but government policies and business strategies are also affected much by the social and political situations. The social and political contexts are the major factors that affect the tourism phenomena rather than mere background.

It goes without saying that this study is a preliminary study to comprehend the general situation of the phenomena and to discover research problems for the further studies in future, and it has certain limitations. It is the forthcoming task for this study to verify and prove some findings discovered in this study from the secondary sources and the informal interviews by statistical data from questionnaire survey and so on.

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SOCIO-ECOLOGICAL ASSESSMENT OF TOURISM IN VIETNAM
A comparative study between Vietnamese students and international tourists

Kristin Ramthun[*]

Abstract: *Tourism is a multifaceted economy and based on existing nature, as well as on culture in a geographical space to become a successful destination for tourism. The topic of this survey is how tourism in the transitioning country of Vietnam influences culture and nature or vice versa. The empirical part of this study deals with existing thoughts, according to the topic of transition, in relation to tourism development and respectively to environmental understanding, by analyzing the positions of 569 international tourists as well as 710 Vietnamese students. By doing so the ideas of international guests and Vietnamese citizens about tourism development and the environmental situation in the country became observable. While tourism is rated as a mostly positive development, the current environmental situation has mostly been criticized by all survey participants. Still the rating of the country is very diverse in terms of particular aspects; e.g. Vietnam is often rated by international tourists as cheap, but also as poor. Also it is rated the same time as happy, as well as interesting. The following paper will explain what is going on in tourism business at the moment and how these views on the same situation differ in terms of international tourists and local students.*

Keywords: *Vietnam, Tourism, International Tourists, Environment, Ecology.*

INTRODUCTION

Vietnam is under massive social-ecological threat, caused by high human population density of 296 people per km² in 2015. But the problem is not the number, but the constant growth of population density of nearly 300% during the last 55 years (in 1961 it was only 109 people per km²). In combination with a fast growing economy of 6.7% in 2015 both issues are significant for the transformation of nature within the country: on the one hand more people need more resources and on the other hand more goods are available to consume. Still, many persons cannot be part of this development due to lack of income, skills and knowledge. Illegal wildlife trade, logging, common use of

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[*] University of Greifswald, Germany

pesticides and fertilizers as well as overuse of natural resources are some results of these developments. Also the tourism sector increases every year, rated officially by the politics as one main economic sector of the country, with new facilities and offers to promote the natural resources, rich history and long established culture of Vietnam. In the case of Vietnam, tourism has shown its economic power in the last decade. Since Vietnam's ruling Communist Party started the renovation policy, usually known as 'doi moi', in 1986, the country's tourism size and scale has developed extremely well.

Even if the intentions might be good the results from tourism often are not. E.g. BUCKLEY states that: "[…] it is clear that mainstream tourism, like other industry sectors and the human economy as a whole, is far from sustainable. Most tourism enterprises adopt only those practices that improve profits or public relations" (BUCKLEY 2012:534).

But although the potential for tourism development is rated as very high, in reality Vietnam faces several problems in dealing with it. The most pronounced threat by tourism is land clearance and degradation resulting from tourism development. Investors in natural areas are clearing out forests, ripping up mangrove stands, dredging through sea grass beds, and filling in wetlands for tourism infrastructure and developments. The main issue is not the lack of knowledge within the field of sustainable tourism development, but the lack of willingness to put long term benefits over short term profits. Adequate capacity building for the new generation is already going on, but policy makers and the high level of corruption act against it. Many young persons and also long time professionals wish for more tourists to visit their country and for more jobs and income to be generated by tourism. But all this growth shall be done in a sustainable, well planned way which does contribute to infrastructure development, reduces the gap between city and village life and shares benefits with a number of different local stakeholders; like hotel managers, staff in restaurants, shop owners, tour operators and all other persons who gain some benefits out of tourism, e.g. souvenir sellers. Until now the central planning and actions are mostly contrary to the current demands of tourists and to the wishes of local suppliers.

LITERATURE REVIEW

Main Theoretical Framework - Definitions

This article is based on three central terms; namely 'social ecology', 'tourism' and 'Vietnam'. The following definitions and further explanations are given to improve the understanding of the topic, because for all three relevant terms exist several different definitions and interpretations.

The word 'Social' originates from the Latin word 'socii' which means allies or companionship. The word 'eco' derives from the Greek word 'oikos' and has the meaning

of house. 'Logos' is also of Greek origin and means rationality or teaching lesson. If all these three aspects are combined into one term it would be 'the alliance between household and sanity'. Or, if seen in another sense, it would be the following: rational behavior to have a good companionship with our house (as a metaphor for the whole earth as a planet). As this short analysis of the words already suggests, the term 'social ecology' is very complex and can be defined very differently.

One of the oldest academic definitions of ecology is the following one: "The whole science of the relations of the organism to the environment including, in the broad sense, all the conditions of existence" (HAECKEL 1866 IN BECKER 2003:176). Apart from this biological view the term 'human ecology' added mankind as one factor for all positive as well as negative developments and in conclusion the focus of the relationship and influences humankind and nature have on each other was being introduced to all sciences operating with these issues.

During the 1920ies the topic became very famous as one research focus of the Chicago School of Urban Sociology which defined Social Ecology the following way: "While the field of ecology focuses on the relationships between organism and their environments, social ecology is concerned with the relationships between human populations and their environment" (BECKER 2003:167). That makes quite clear; social ecology is connected to a single person's relation to the whole society as well as the relationship between society and natural environment (SEE: HUBER 2011). Some scientist state very clear, that they see a strong connection between social (e.g. governance, property rights, access to resources, knowledge acquisition) and ecological systems (e.g. interacting of organisms and environmental self-regulating). BERKES, COLDING AND FOLKE for example "hold the view that social and ecological systems are in fact linked, and that the delineation between social and natural systems is artificial and arbitrary" (BERKES; COLDING; FOLKE 2003:3).

Even through the different spelling of the word; namely 'socialecology' or 'social-ecology', the different views on the subject become clearer. Some scientists see both disciplines strongly linked and influencing each other and other scientists clearly distinguish between these both spheres. Furthermore the old dichotomous view of society and ecology shall be changes to a trichotomies' view including nature, human being and culture, because all human beings have biological patterns, which connects them to nature (e.g. they need food and a warm surrounding to survive) and also cultural patterns by education like language etc. But, in general all research approaches within this topic have the following similarities:

   – They are based on complex, strongly non-linear problems related to ecology or sustainability within modern societies, which are not only seen as environmental problems.

− And these existing problems cannot be solved by single sciences, like nature or social sciences,

− But only by transdisciplinary approaches of science, policy, economy and society

− With the aim to gain new knowledge to solve them in an applied way and show different options of action.

Additional to these aspects BECKER AND JAHN (2006) suggest the following: whenever it comes to social-ecological topics there is a strong methodological focus on relation, differences and processes needed and not, as often done in social science, on substance, identity and structure.

The word 'tourism' can be divided into two parts: tour and the suffix-ism. 'Tour' comes from the French word 'le tour' and had the meaning of 'round trip' which changed until today's common use for journey. Also 'Tourism' has the meaning of well-known constant mobility based on the Greek word 'tornos' (=circle tool). The suffix '…ism' forms abstract nouns of action, state, condition, doctrine which are based on verbs. Also this suffix is used to form names of a tendency of behavior, action or opinion belonging to a class or group of persons; like in the words sexism, racism, terrorism, feminism, alcoholism, criticism etc. Today 'tourism' implies mostly negative connotations like paid, planned or simple. On the contrary 'travel' still is seen mostly positive by attributes like adventurous, authentic or individual. This gap is often used to distinguish between 'tourism' as an organized form of journeys and 'travel' as an individual form (SEE: MUNDT 1998 IN KOLLAND 2006). The UNWTO combines all the above given characteristics and defines tourism since 1993 very briefly by saying "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from the place visited." In conclusion tourism has been described as "a multidimensional, multifaceted activity which touches many lives and many different economic activities" (COOPER ET AL. 1998:8 IN ROBINSON ET AL. 2013:27).

Perceptions of Nature – Asia and Europe

Still interdisciplinary studies on relations between man and nature are widespread all over the world. One reason for this in the western countries is "the growing awareness of the inadequacies of the Cartesian world-view, in which an intensified dichotomy of reality separated subject from object, culture from nature, and cultural science from natural science. […] With the challenged […] western paradigms, an entirely new ecological paradigm is frequently called for, a paradigm where 'man' and 'environment' no longer are seen as separate and opposite entities but where 'organisms and environment form part of another'" (BRUUN; KALLAND 1995:1 F.).

In conclusion Christianity is seen as the most destructive religion and Buddhism, with its reputation of respect for all life-forms on the other scale (SEE: BRUUN; KALLAND 1995). Eastern world views with man as an integral part of nature as a symbiotic unit, based mainly on perceptions of nature found among tribes and traditional societies as part of their cultural identity. Traditional societies are embedded in terms of time and space, e.g. by localism, face-to-face communication, importance of degree of relationship and social positions according to age, gender and birth (SEE: WERLEN 1995). In conclusion "a key teaching of Taoism is of the 'unity of man and Heaven', and Confucian pragmatism suggests either 'obey nature and to protect it, or to transform nature and utilise it' […]. In western cultures […] the traditional Judeo-Christian perspective and 'the Bible's most persistent environmental message is that God confers human dominion over nature'" (XU; FOX 2014:143). Asian perceptions of nature as well and human-ecology thoughts are also very often linked to religion and beliefs, so in conclusion they are based on natural science on the one hand and eastern philosophies on the other hand.

"However many anthropologists, geographers, sociologist and others doing field work in Asia have noticed that Asian philosophies and cosmologies seem to have had little effect in preventing overexploitation of soils, over-gazing, erosion, deforestation, pollution of waters and other environmental disasters" (BRUUN; KALLAND 1995:2 F.). Mostly this is answered by the value-action-gap saying that high sensitivity to nature does not directly lead to harmony, love and respect for nature. Values and norms don't directly determine actions and behaviors, as people who don't harm the environment are not necessarily strong conservationists. Nevertheless the attitude towards nature is not static, but influenced by change in society; like change in government or any forms of transformation. Local power relation and living in specific geographical areas also can directly affect behavior relating to nature. Today mostly societies in Asia are changing by industrialization, rationalization, urbanization and other forms of modernization leading to conflicts about land use issues, e.g. between agriculture and industry or center and periphery. Apart from the economic system also the political systems are changing and societies gain more power by processes of democratization. Still both processes influence the environmental awareness and the relation to the physical environment is changing as well as the traditional nature-culture linkage gets weaker, as the globalization gets stronger. Traditionally the culture-nature relationship is contextualized with oppositions, symbolic boundaries or distinctions like wild/domestic, village/forest, sky/earth, male/female, humans/gods, pure/impure, good/evil etc. All of them are forming a moral union e.g. "farming from a Buddhist perspective […] implies linking changes in the physical environment to changes in society, and vice versa. Inadequate rainfall and poor harvest may result from bad behavior, for instance felling the forest or neglect of rituals. Nature is therefore affected positively by the observations of rituals" (BRUUN; KALLAND 1995:12). Parts of nature are regarded as sacred, while other natural resources are only

seen as a resource to be converted into something valuable like power and/or money. This can be seen in the wet-rice cultivation or forms of shifting cultivation all over Asia. Clearly environmental values, religion and social norms do not work directly on actions at the individual level, but as rhetorical device. Eastern ideals and realities are clearly not the same as Western ideals and realties and also both have differences within themselves. Nevertheless, historic reality is that low population density and availability of resources led to nature conservation and high population density with a high level of economic development and changed power relations led to nature exploitation. All ancient societies were based on use of natural surroundings and wealth of states was based on long distance trade of products like silk, gold, ivory and spices between their rulers and chiefs. Access and usage of resources was a legitimation and safeguarding of power. Until the 19th century e.g. ivory and cinnamon from Vietnamese highlands was send south to more powerful states as gifts for patronage and security by cementing loyalty networks (SEE: BRUUN; KALLAND 1995). "As late as 1807, the Vietnamese court in Hue fixed the triennial tribute from Cambodia at fifty cau or kilograms each of nutmegs, yellow wax, purple dye, cardamom, twenty jars of black lacquer, three rhinoceros horns, a pair of elephant tusks and two male elephants" (THEAM 1981:29 IN BRUUN; KALLAND 1995:32).

Traditions, philosophy, development of cash crops with commercial expansion in combination with technical improvements and politics with general fragility of power led to nature exploitation during this century. Economic success can be linked to cultural traditions; as already is explained by WEBER'S protestant ethic in parts of Europe within the 19th century. In SEA and also in Vietnam Confucianism with aspects like respect for elders and higher positions, focus on education, ambitiousness for success, and readiness to make sacrifices today for a better living tomorrow can be seen as one factor for economic development, because they lead to loyalty in business and hard work for success. Today capitalism with the goal of a maximized productivity or in terms of natural resources with a maximum carrying capacity and environmentalism with a strict limit of natural resources are seen as contradictory, resulting in ecosystem misuse and domination of nature, instead of adapted usage.

Country Profile Vietnam

If someone is asked in Germany to give his first ideas about Vietnam it would be probably the following ones: some country in South-East-Asia, maybe close to Thailand, war with the United States during the 70ies, Ho Chi Minh, Socialism, cheap clothes come from there, rice terraces in the mountains, some movies like 'Good Morning Vietnam', old Saigon city and the Mekong River. The same ideas or images are often included in touristic guide books and are also relevant in terms of international marketing. At the world map Vietnam is only a small country with a size of 331.700km² (SEE: THAO 1997:7),

which means smaller than e.g. Thailand (513.115 km²) and nearly the size of Germany (357.340 km²). The country its length is four times its width, with the narrowest part less than 50 km wide in the central part of the country, near the border to Laos in Quang Binh Province. In relation to that its population is rather huge with nearly 95 million citizens in 2015 and a population density of 282 people per km² (SEE: WORLDBANK).

The climate is subtropical with a strong maritime influence with high humidity all over the land, except in the mountains of the North where a continental character is present (SEE: THAO 1997:8). The annual average rainfall in deltas is about 1500 mm and in mountainous areas around 2000-3000 mm with dry and rainy season based on Monsoon influence (SEE: CAO VAN 1995:7).

Map of Vietnam   (*Source: Lonely Planet*)

Nearly two third of the country is covered by hills and mountains which are pre-mountain hills in the center and middle (e.g. Viet Bac) to medium high mountain hills (e.g. Fansipan Mountain with 3.143 m) in the North. Large and fertile deltas of the Red River in the North and the Mekong River in the South are characteristic for the country. The coastline, especially in the central region from Thanh Hoa to Phan Thiet province, is dominated by a series of plains of different size. Apart from the mainland Vietnam has several islands and archipelagos of different size.

Tourism in Vietnam

Tourism officially is rated as one of the leading economies of the country generating 14 % of the GDP in 2016 (SEE: WTTC 2016) and more than 1.5 million jobs (direct

and indirect) in the tourism sector. According to the WTTC classification of tourism contribution to the GDP of a country Vietnam ranked 17 out of 181 countries in 2011 (SEE: TSENG; CHIU; NGUYEN 2011). In Vietnam in 1989 about 8.000 persons and in 1992 around 70.000 persons have been working in tourism business; most of them in state owned enterprises (SOE). In 1995 the number of tourism employees nearly doubled with around 150.000 employees and in 2006 already approximately 250.000 persons had direct jobs in tourism. Today nearly 400.000 persons work directly in the tourism sector and about 1.3 millions of jobs are indirectly linked to it in the country (SEE: GSO). Increased numbers of tourists lead to a higher demand of hotels. According to SUNTIKUL; BUTLER; AIREY (2008) the development of tourism accommodation sector in Vietnam after 'doi moi' can be divided in five stages and reflects the general development of tourism in VN:

– 1986-1990: Period of state dominance and the first joint ventures

– 1990-1994: Rise of joint venture hotels

– 1995-1996: Reaction of state hotels (with new sales and marketing department)

– 1996-1999: Oversupply and falling demand (fall of occupancy rates and prices)

– 1999-today: Rise in visitor numbers, more privatization and increase of quality.

Within the new 'Master Plan on Vietnam Tourism Development 2011-2020' valid for one decade with orientation to 2030 the country sets the following main goals:

– Develop tourism as key sector, strongly contributing to GDP

– Develop tourism toward professionalism, with priority and strong focus on in deep growth, ensuring quality, effectiveness, marketed brand and competitiveness

– Develop both international and domestic tourism; priority on inbound and better control outbound tourism

– Develop sustainable tourism with emphasis on preservation and exploration of own national culture value; protect nature beauty and environment

– Fostering public participation, mobilizing all resources (both in country and foreign resources) investing for tourism development (SEE: SIEU 2012).

METHODS

Two methods have been used for this study; namely a paper based questionnaire for international tourists and a web-based questionnaire for Vietnamese students.

A paper based standardized questionnaire has the aim to gain answers about a detailed research question by characteristic features or variables. The advantage is to gather answers which can be compared and analyzed with several statistical methods and "self-completion questionnaires are widely regarded as generating the most reliable responses,

since respondents have the opportunity to review the completed questionnaire or revisit questions that were not answered initially" (TRUONG; KING 2010:25). The paper based English questionnaire was tested with 7 tourists in Hanoi during the journey of the author to Vietnam in April 2015 to test meaningfulness, style and clarity and assess reliability as well as validity of the questionnaire. Afterwards slightly adaptations in context and wording have been made in contribution to the given situation in the country. The final questionnaire was a little bit shortened and included 16 questions on 2 pages with mostly closed categories (e.g. multiple choice options) dealing with the following four topics:

– The current trip to Vietnam with travel characteristics

– The rating of the general situation of tourism in Vietnam

– Evaluation of the environmental conditions in Vietnam

– Sociodemographic information about the respondent.

The questionnaires were mostly answered by using self-completion after providing the respondents with information about content and intention of the survey. A direct face to face survey method was also used, because of the relatively high response rate of this method based on communication and relation between interviewer and respondent during the interactional process of questioning. All respondents were assured of the anonymous and confidential handling of the given data. Altogether 569 persons completed the questionnaire by interviews of about 10 minutes, with the help of 17 German field interviewers or by self-completion, during September and October 2015, at 17 different locations. The data was analyzed by SPSS software with several evaluation tools.

The finalized Vietnamese version of the web-based questionnaire for Vietnamese students included an introductory note about the nature of the research and 15 questions (mostly with single or multiple choice options, but also with dropdown choice or matrix options) about tourism and environment in Vietnam as well as sociodemographic questions. It was programmed as online-survey by the open source software 'SoSciSurvey'. As surveys can only be conducted with the help and approval of local partners the online survey was done at five partner universities in the northern and central part of Vietnam (in Hue, Hanoi, Thanh Hoa, Xuan Mai and Thai Nguyen).

One link was generated by the software for each of the participating universities and this link was send by e-mail or by Facebook to the students of the five partner universities in April and October 2015 (May to August are summer holidays) by the Vietnamese project partners; sometimes after informing the students in lectures about the survey. The questionnaire was open to answer from 14th of April 2015 to 29th of Nov 2015. According to this long timeframe there have been no problems with low return rates. Nearly half of all students who got the link (2312) answered the questions (1103). A total number of 710 students (64.4%) answered all questions (until page 13), additional 321 (29.1%) students finished nearly half of the questions (until page 7) and only 72 students

(6.5%) dropped out at page 8 to 12. The answers of the Vietnamese online questionnaire were generated automatically by the SoSci-Survey software as SPSS and Excel file and in conclusion analyzed with these software as well.

RESULTS

General rating of Vietnam

Additionally a further analysis was conducted between international tourists and Vietnamese students by having a closer look on their personal opinions about Vietnam compiled by the same Likert scale within both surveys. There was nearly no difference found within the following answer options: rich/poor, crowded/empty, modern/old fashioned, happy/sad and clean/dirty. The answers within these options have been: Vietnam is rather poor, rather crowded, rather happy, slightly dirty and slightly old fashioned. The existing differences occurred within the remaining pairs: urban/rural, interesting/boring, big/small, expensive/cheap and comfortable/rude. Students rate the country as more rural, more boring, much smaller, more expensive and rude as the international tourists. The most significant differences can be noticed within the following decision pairs: big/small (difference of 1.28), expensive/cheap (difference of 0.80) and comfortable/rude (difference of 0.69). The Vietnamese students rate their own country therefore more negative by the attributes small, expensive and rude. This trend of the students to rate Vietnam more negative is valid in all ten cases and might be a result of their own experiences and far deeper knowledge about developments in the country considering all these listed fields. In contrast tourist's opinions have a mean value of 2.82 and therefore tourists tend to have a more positive view regarding the country. Within the whole conducted survey, this very positive view on tourism and the more negative view on the situation or the developments within the country, made by Vietnamese students, can be found.
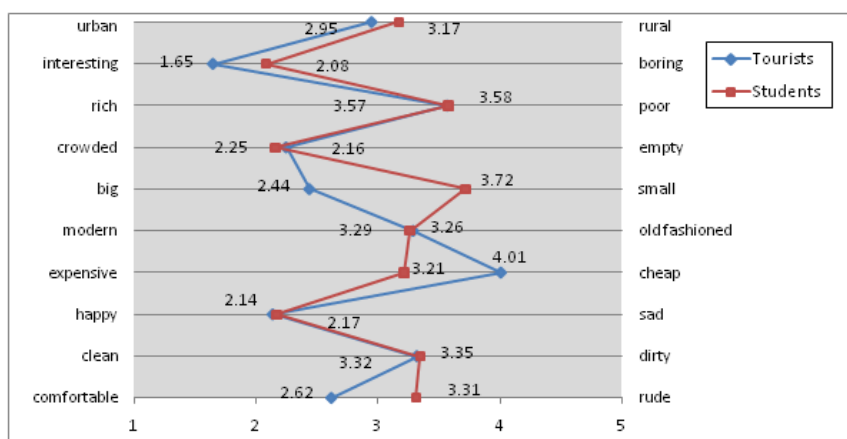
Figure: *Personal opinions about Vietnam – comparison tourists and students*

(Source: OWN SURVEY*)*

Evaluation of tourism in Vietnam

First of all, the recommendations of students and tourists in terms of region to visit for holiday in the country shall be compared. In both sample groups the tendencies have been very similar: the coastline with cities like Nha Trang was the most recommended area to visit, but still proportional more students (45.2%/30.8%) would recommend this area. As second best place to visit both survey groups (19.1%) mentioned the center region with Hue etc. As the third best place to visit have been recommended the mountainous areas of Sa Pa or Da Lat by both groups. The main difference occurred within the additional ranks: international tourists would recommend big cities and the Mekong Delta first, followed by forests and own recommendations. On the contrary the students gave own recommendation first; especially such ones connected to their own places of living or home provinces; followed by forests, big cities and the Mekong Delta.

Recommendation	International Tourists			Vietnamese Students		
	Frequency	*Valid Percent*	*Rank*	*Frequency*	*Valid Percent*	*Rank*
Coastline	165	30.8	1	442	45.2	1
Mountains	98	18.3	3	157	16.1	3
Center	102	19.1	2	187	19.1	2
Forests	31	5.8	6	55	5.6	5
Mekong Delta	35	6.5	5	32	3.3	7
Big Cities	83	15.5	4	46	4.7	6
Other	21	3.9	7	58	5.9	4
Total	**535**	**100,0**		**977**	**100.0**	

Table: Recommendation to visit in Vietnam – comparison tourists and students

(Source: OWN SURVEY*)*

Secondly the statements about tourism development in the country shall be analyzed in terms of similarities or differences between international tourists and Vietnamese students. As can be seen in the table the grey highlighted numbers of the answers given by Vietnamese students (1103 persons) are in all four cases slightly different than in the answers given by international tourists (569 persons). Quantity and quality of the touristic offers is rated more negative by Vietnamese students. As in total 70.7% of all tourists rate the quantity of all offers as satisfying or mostly satisfying, only 31.1% of the students do so. Additionally 74.8% of all tourists rate the demand of tourists to fit to the given offers as totally or mostly given.

Statement	Totally	Mostly	Slightly	Not at all	No answer	Total
Number of tourists, fits to number of restaurants & hotels in the country/city (Quantity)	133 *23,4%*	**269** *47,3%*	93 *16,3%*	50 *8,8%*	24 *4,2%*	569 *100%*
	38 (3.4%)	305 (27.7%)	**371 (33.6%)**	224 (20.3%)	*165 (15.0%)*	*1103 (100%)*
Demands of tourists fit to offers of restaurant, hotels & tour operator (Quality)	127 *22,3%*	**299** *52,5%*	101 *17,8%*	14 *2,5%*	28 *4,9%*	569 *100%*
	42 (3.8%)	301 (27.3%)	**374 (33.9%)**	215 (19.5%)	*171 (15.5%)*	*1103 (100%)*
We need more foreign tourists in Vietnam	86 *15,1%*	158 *27,8%*	**192** *33,7%*	106 *18,6%*	27 *4,7%*	569 *100%*
	591 (53.6%)	300 (27.2%)	54 (4.9%)	7 (0.7%)	*151 (13.7%)*	*1103 (100%)*
Tourism development is good for the country	192 *33,7%*	**260** *45,7%*	83 *14,6%*	14 *2,5%*	20 *3,5%*	569 *100%*
	740 (67.1%)	189 (17.1)	28 (2.5%)	3 (0.3%)	*143 (13.0%)*	*1103 (100%)*

**Table: Statements about tourism development in Vietnam
– comparison tourists and students**

(Source: OWN SURVEY*, *white=tourists, grey=students)*

On the contrary only 31.1% of the students would agree to that. However the majority of students (80.8%) would agree mostly or totally to the statement: "more foreign students are needed in Vietnam" and only 42.9% of tourists would agree totally or mostly to this statement. Also the role of tourism for the development of the country is seen more positive by the Vietnamese with 67.1% of all students agreeing totally to the statement "tourism development is good for the country". On the contrary only 33.7% of the tourists think so. Still, the majority of both sample groups think positive about tourism development in Vietnam (79.4% tourists; 84.2% students) by agreeing to the statement "tourism development is good for the country" mostly or totally.

Evaluation of the environmental awareness and ecological attitude

First of all the visits of both survey groups to protected areas in Vietnam shall be compared. Around one half of all students (50.3%) already visited a PA in Vietnam and on the contrary only 39.3% of all international tourists have been there. These tours are most of all private visits with 44.8% or 59.0% of all visitors going there on their own. The reasons for the tourists not the visit have been: "lack of interest" (29 persons), "time restrictions" (88 persons) and 108 persons said they "just haven't it done yet". Of 158 students who

made additional comments why they haven't been to a PA yet, the majority of 118 students said they "don't have a chance to go". For additional 10 students "lack of money" is the critical issue and for 7 students "time restrictions" are the reasons, as PAs are far away from big cities and not easy to reach by public transport. The remaining 23 students are "not interested to go there" and rate PAs as not interesting, not amazing, not convenient, not special or not attractive at all. So the majority of both surveys might visit a PA in the future, if money and time restrictions don't occur and a better way to go there is developed in the future. Of course, in both samples persons with a lack of interest might never visit a PA. Probably new forms of offers and new ways of marketing also won't help in these cases.

	International Tourists	Vietnamese Students
Sample size	569	1103
Answers to this question	557	910
Already visit to PA	219 = 39.3%	458 = 50.3%
No visit to PA	338 = 60.7%	216 = 23.7%
Visit was private/self-organized	98 = 17.6% 44.8% (valid answer)	270 = 24.5% 59.0% (valid answer)

Table: Visits to PAs of international tourists and Vietnamese students

(Source: OWN SURVEY)

Of all 227 students who answered the additional question "What do you remember was special there?" the majority was amazed by the pure air/fresh climate (30.0%), the high biodiversity of flora and fauna (21.1%), and the beauty of the landscape (18.5%) or by the clean environment with unspoiled nature (15.0%). Off all 127 tourists, who made statements about what they thought was special in PAs the answers have been the following: nature (27), caves (16), (rain-) forest (8), stunning views of the landscape (6), waterfalls (5), typical landscapes like rice fields (8), hikes (4), gibbons (3) and butterflies (2). In conclusion the attractive natural landscapes, the high biodiversity with a high variety of endemic species, and Vietnamese characteristics like caves are the most important facts to visit a PA in the country. Additionally Vietnamese seem to enjoy being outside the city, surrounded by intact nature and foreigners seem to enjoy the SEA specifics in nature, like a rainforest and waterfalls, because they might hardly find such places at home.

Apart from visits to PAs the students (839 persons; 2505 answers) and tourists (542 persons; 1707 answers) also had to answer a question about the main environmental problem in Vietnam. The following summarizes the answers. Of similar relevance for both groups have been the issues: waste, traffic and industrial pollution, as all of them are quite obvious to recognize. The problem of land consumption was of minor interest within both sets with the ranking as the seventh important problem. Vietnamese students rate climate change, illegal logging and overuse/extinction of wild species as more important as the tourists. The reason might be the presence of these three aspects in public and in the media in Vietnam.

Answer Rank	Students		Tourists	
	% of students	Rank	% of tourists	
Waste	1	51,6%	2	59,9%
Industrial pollution, like water pollution by factories	2	50,1%	4	27,2%
Traffic	3	40,4%	1	64,7%
Climate change e.g. changing weather & more natural disasters	4	40,0%	8	9,3%
Air pollution	5	37,2%	3	52,7%
Logging	6	34,9%	10	3,5%
Land consumption for new buildings	7	14,1%	7	12,5%
Overuse and extinction of wild species like Saola	8	11,0%	9	6,0%
Damage caused by former wars, e.g. hidden mines/ bombs	9	9,8%	5	16,0%
Water consumption / lack of water supply	10	9,5%	6	12,8%
Total		298,6%		264,6%

Table: Main environmental problems in Vietnam – comparison tourists and students

(Source: OWN SURVEY*)*

On the contrary, of higher importance to international tourists have been the following aspects: air pollution, damage caused by former wars, e.g. hidden mines/bombs, and water consumption/lack of water supply. All these aspects are more obvious for foreigners, e.g. as air pollution can easily be recognized by arriving in the big cities. Damage caused by former wars in Vietnam is often a topic in foreign media and also in guide books about the country. Water consumption and water supply might be seen more critical by tourists, as water is used often for cleaning of streets/sidewalks and the quality of water in Vietnam is constantly bad and consequently it can never be used as tap water for drinking.

As the view on existing environmental problems is kind of different, the next analysis is on the responsibilities to care for the environment. Both samples rate "all citizens" as the most important part to care or the environment. Also "the industry" is on rank 3 in both surveys.

Answer	TOURISTS				STUDENTS			
	N	% of answer	% of tourists	Rank	N	% of answer	%of students	Rank
(No answer)	*185*	*10,8%*	*32,5%*		*0*	*0*	*0*	
Scientists	30	1,8%	5,3%	8	80	3,2%	9,5%	7
Protected area staff	34	2,0%	6,0%	7	90	3,6%	10,7%	6
Farmers	45	2,6%	7,9%	6	29	1,2%	3,5%	8
Companies	161	9,4%	28,3%	5	271	11,0%	32,3%	4
Local district politicians	170	10,0%	29,9%	4	566	22,9%	67,4%	2
Industry	259	15,2%	45,5%	3	375	15,2%	44,6%	3
Central government	367	21,5%	64,5%	2	235	9,5%	28,0%	5
All Citizens	456	26,7%	80,1%	1	827	33,4%	98,5%	1
Total	1707	100,0%	300,0%		2473	100,0%	294,4%	

Table: Responsibilities to care for the environment - comparison tourists & students

(Source: OWN SURVEY*)*

Furthermore the answer options "scientists", "protected area staff" and "farmers" are within rank 6, 7 or 8 of similar unimportance within both groups. The differences between both surveys are only marginal; namely: tourists would rate the responsibility of the central government (rank 2) as much higher as the students (rank 5). In contrast students rate the responsibility of local district politicians and private companies as more important as done by the tourists. The differences occur probably by a better understanding of the Vietnamese students considering the political power structures and already existing rules/regulations for companies in terms of environmental matters.

DISCUSSION

In general Vietnam could offer a counterpoint to the existing 4 S (sun, sea, sand, sex) tourism structure in Thailand or other neighboring countries to reach a more socially and environmentally friendly level of tourism. But to reach this goal urgent action is required to address the tourist sector and to work on a better tourism in VN. The following aspects would be recommendation for the future:

Within the tourism economy a more specific approach to quality instead of quantity would be highly appreciated. As international tourists don't want to increase the number of tourists and the Vietnamese survey participants would like to attract more tourists to gain more money the compromise would be the following: to get more income by the same amount of tourists by higher quality and in conclusion by higher prices.

The touristic offers can be and should be more sustainable, diversified and professional to fit to the demands of international tourists. Vietnam should offer more explicitly its own culture and nature with its very specifics, instead of copying offers which already exists in other countries with a better quality. A diversity of offers by offering and selling touristic sites within the whole country would be possible, as the landscapes and cultures differ in each province and the visitors have different wishes, e.g. Russians prefer beach holidays in Nha Trang and Chinese visit the Northern Regions directly by cross-border tourism for trade and shopping.

Marketing must therefore be based on existing target groups and not vice versa. It must be the aim to get visitors to stay in a specific region of interest for the whole period of time of their holiday instead of most tourists travelling from north to south of the country or vice versa in a rush. Still, the transport system needs to be improved for this goal.

As the tourists would like to have more sustainable offers, problems like too much waste and traffic should be solved. According to their wishes, the focus of the tourism economy stakeholders should also be on these environmental issues and their behavior should reflect the international criticized issues, especially if they focus on international

guest. Tour operators, travel agents, hoteliers etc. can use a more sustainable development as an opportunity to improve their competitive advantage. For tourism offices etc. working mostly with national tourists the approaches would be different; namely reducing the negative impacts caused in connection with local tourism; like selling and consumption of bush meat as well as other damages to nature done by tourists due to the lack of information, control and guiding.

These aspects need to be improved within the whole tourism business the aspects of sustainable behavior could only be implemented by more topics related to social and environmental aspects, integrated within training programs at tourism faculties, colleges or universities. There is an urgent need in Vietnam to develop its own human capital and touristic capacity to reinforce the institutions to implement sustainable tourism.

CONCLUSION

Tourism is rated in Vietnam as a major economic sector by the government, which is a common practice during transformation processes because of job and income creation. Therefore the country has improved a lot within this field during the last 20 years. Problematic is the gap between image and reality of the country: according to the image tourists would expect an 'unspoiled, natural, rural environment with people in traditional clothes going by bicycle to the next rice field' and in reality the 'environment is highly effected by industry and people go on motorbikes dressed in jeans and t-shirt to the next fast food restaurant'. The tourist gaze is not realized and visitors needs remain unsatisfied. The gap between marketing and reality should be reduced to confirm the tourists gaze and increase the number of visitors who return to the country. This gap might be one reason for the low return rates of tourist and especially the international marketing of the country should focus more on this gap.

Although big cultural differences exist between travelers and residents in Vietnam still exist, the gaps between international tourists and Vietnamese students are not very big. Important to note here is the similar rating of different countryside's to be attractive to visit, by tourists and local students. In conclusion landscape aesthetics are globally rated in a similar way. Likewise the intrinsic value of nature was similar rated in all surveys. These results could draw the conclusion that cultural gaps are not very relevant, if the focus is on similar sample groups from different nationalities, e.g. in this case, if young students are asked. Instead of cultural diversity, values and thoughts seem to be much globalized between similar groups from developed countries of the global North and developing countries of the global South. Differences in perceptions and actions are more results of social imprint than of cultural imprint. In one sense: attitudes become globalized and constituted within certain groups.

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GLOBAL TRENDS AND ISSUES FOR RESERVOIR TOURISM DEVELOPMENT: A LESSON LEARNT FOR SUSTAINABLE TOURISM DEVELOPMENT AROUND HOA BINH LAKE

Hoang Thi Thu Huong*, Vu Kim Chi**

Abstract: *This is a review paper on the global trends and issues for reservoir tourism development. In which, different research papers on reservoir tourism development have been reviewed and grouped in the five main trends including (i) sustainable development of reservoir tourism; (ii) evaluation of tourism resources for reservoir tourism development; (iii) conservation and promotion of heritage values for sustainable development of tourism in reservoir areas; (iv) territory organization for reservoir development and (v) experiences of sustainable development of reservoir tourism in the world. Upon on the global trends and issues for reservoir tourism development, a lesson learnt for sustainable tourism development on the area of Hoa Binh reservoir has been discussed. This paper has also discussed on the unique heritage values of natural and cultural potential resources of the Hoa Binh lake and its roles for food, water and energy securities and also its functions on national protection and environmental risk management. Thus, based on the global trends, issues and local situation in Hoa Binh lake, an interdisciplinary research to propose scientific results and technological solutions for the tourism development based on preserving and promoting the natural and humanitarian values of the Hoa Binh reservoir is proposed.*

Keywords: *reservoir, sustainable tourism development, Hoa Binh*

INTRODUCTION

The issues on comprehensive and effective use of tourist resources for economic development on the areas around hydropower plant reservoirs have been paid attention by many stakeholders including academics, authorities, business sectors and local inhabitants in many countries and regions around the world.

To assess the current state of the research and to extract baseline studies, the review of research papers and development programs has been carried out through different dimensions: (i) sustainable development of reservoir tourism; (ii) evaluation of tourism resources for reservoir tourism development; (iii) conservation and promotion of heritage

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*   VNU – Hanoi University of Science, Vietnam.

** VNU – Institute of Vietnamese studies and Development Science, Vietnam.

values for sustainable development of tourism in reservoir areas; (iv) territory organization for reservoir development and (v) experiences of sustainable development of reservoir tourism in the world.

In Vietnam, hydropower is favourable thanks to the high annual rainfall of about 1,800-2,000 mm and the dense river system with over 3,450 systems. In addition to providing electricity, hydropower plants also have the functions in reducing flood risk at downstream in the rainy season, while also providing water for production and livelihoods during the dry season. Furthermore, the tourism development around the hydropower plant reservoirs might bring some added values for local economic development. However, it is essential to ensure tourism development around the reservoir should follow the regulations for sustainability.

Hoa Binh reservoir was formed after the construction of the Hoa Binh hydropower plant in 1979. It is considered as one of the most important area in term of national protection, food and energy securities and environmental risk management.

The aims of this paper are (i) to figure out the gaps and the tendencies in global research on sustainable development of reservoir tourism, then (ii) to extract lessons learnt and future research for sustainable tourism development in Hoa Binh lake with preserving and promoting the natural and humanitarian values of the Hoa Binh reservoir.

METHODOLOGY

The aim of this paper is to review on the global trends and issues for reservoir tourism development. Upon on the global trends and issues for reservoir tourism development, a lesson learnt for sustainable tourism development on the area of Hoa Binh reservoir has been discussed. We recognize several caveats to generating global/regional knowledge from local case studies (Messerli, Heinimann, & Epprecht, 2009; Nathalie van Vliet, Ole Mertz, Andreas Heiniman, & Tobias Langanke et all, 2012). We searched the scientific web of knowledge using the following key words: reservoir tourism, sustainable tourism development, evaluation of tourism resources for reservoir tourism, territory organization for reservoir tourism development, and experiences of reservoir tourism development on the world. We selected case studies published in the last ten years (2007–2017). We also asked for the contribution of several experts on the subject to provide a list of publications that could not be retrieved via ISI and that should be considered in this study. Only data published in peer reviewed journals, Ph.D. dissertations and specialized books were selected. The case of observation in our analysis is the geographical site: Issues and lessons related to reservoir tourism were collected from studies that represent for Asia, Euprope, Africa, America, Australia. A total of 43 publications were analyzed with information on 27 sites: 10 in Asia and Pacific, 10 in Europe, 5 in America, 2 in Autralia.

We divided the different research papers on reservoir tourism development into five main trends including (i) sustainable development of reservoir tourism; (ii) evaluation of

tourism resources for reservoir tourism development; (iii) conservation and promotion of heritage values for sustainable development of tourism in reservoir areas; (iv) territory organization for reservoir development and (v) experiences of sustainable development of reservoir tourism in the world.

RESULTS AND DISCUSSION

Sustainable development of reservoir tourism

Hydropower is considered to be the world's first renewable electricity source. In 2013, it accounts for 16% of the total electricity generated worldwide, or 76% of all electricity renewables (Emmanuel BRANCHE, 2015). The potential for additional hydropower remains considerable, especially in Africa, Asia and Latin America. According to the International Energy Agency (IEA, 2012), hydropower has many advantages than other power sources. In addition to its main function of electricity generation, hydropower reservoirs are also designed and/or operated for various purposes such as water supply, flood and drought management, irrigation, navigation, fisheries, environmental services and recreational activities, etc (Figure 1). While these objectives can conflict at times, they are also often complementary.

Water conservancy tourism is different from some tourism of other forms, and it has its particularity. It must guarantee the safe operation and normal management of hydraulic engineering, and no impact on water quality when there are tourist activities (Essential Economics, 2016; Zhihai, 2011). In other words, tourism development must be on the premise of project safety and environmental protection (Zhihai, 2011). When using the abundant water resources to develop water conservancy tourism, the settings of tourism projects that are about relations among human, nature and social economic sustainable development is very important. The settings of tourism projects should consider local conditions and hightlight its own characteristics, should not blindly follow other examples and undermine the natural beauty spots just for the artificial spots , or it may backfire (Liu Jialin, 2006; Zhihai, 2011; ZHU Jianwei, 2006). Beside, the settings of the tourism projects should be based on different requirements of tourists. Specifically, we can arrange some large, medium and small boats to shuttle slowly in the lake among the islands and during the tour we can add some games, e.g, record the number of the islands, name the islands based on their features, which will increase tourists' interests (Zhihai, 2011).

Although hydropower does not directly consume water, hydro generation may be in competition with other uses, because its release schedule does not always correspond to the timing of water use by other activities but it may involve river diversions negatively affecting downstream uses (Emmanuel BRANCHE, 2015; Raimo Kaikkonen, Niels Nielsen, & Lori Nielsen, 2010). That could lead to conflicts in the use of water among

stakeholders. Therefore, it is necessary an integrated management of hydropower reservoirs according to the sharing rule: "Shared vision, Shared resource, Shared responsibilities, Shared rights and risks, Shared costs and benefits" (Emmanuel BRANCHE, 2015). Research of Voda (2015) has emphasized the role of communities in sustainable tourism development in the reservoir areas. Local communities should have a consensus in the action and protection of reservoir resources.

Some studies focus on the negative effects of tourism activities on reservoirs and propose sustainable management strategies for reservoirs. Małgorzata Kurleto (2013) has indicated the risk that tourism brings to the sensitivity of the lake ecosystem should be noted, especially by: motor boats, intensive recreational fishing, throwing fuel and sewage into the waters of lakes and campsites, which are located too close to the shores of lakes. This research also recommended the solutions for sustainable management of reservoirs such as:

– Develop and implement a comprehensive strategy for rehabilitation of lakes, which include strict measures to protect the environment and promote sustainable development of tourism in order to reduce the pollution of lakes ecosystems;

– Finding new and innovative financial instruments to provide financial resources necessary to maintain the natural ecosystems of lakes;

– Promote cooperation with governments, communities, the tourism indus-try and NGOs, and promote the participation of the local population as the basis for joint action-oriented regulatory approach to the common goals of environmental protection of lakes and sustain ecosystem services.

- Encouraging innovation in the implementation of new management con-cepts lakes in the zoning of tourism, promotion of integrated lake basin management and implementation of multi-disciplinary technology to enhance the ecological restoration of lakes.
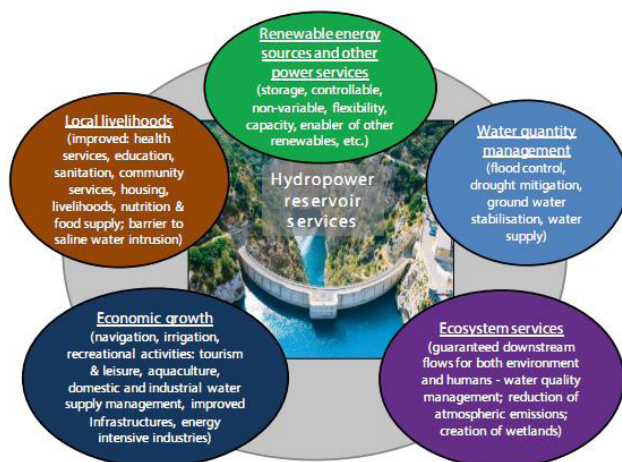
Figure 1. *Multipurpose water uses of hydropower reservoirs (Emmanuel BRANCHE, 2015)*

Evaluation of tourism resources for reservoir tourism development

Related to hydropower reservoir tourism, there are a number of studies that focus on the evaluation of tourism resources of this tourism type (Ana Isabel Rodrigues, Antónia Correia, & Metin Kozak, 2013; Katarzyna Duda-Gromada, 2012; Kunpeng, 2011; Rzetala, 2016; Songling Xu, Yu Liu, Yihong Qian, & Qiuju Wang, 2017). These studies were conducted in some countries in the world such as in Poland (Katarzyna Duda-Gromada, 2012; Katarzyna DUDA-GROMADA, Zoltán BUJDOSÓ, & Lorant DAVID, 2010), Hungary (Katarzyna Duda-Gromada, 2012; Katarzyna DUDA-GROMADA et al., 2010), China (LAI Bin, YANG Lijuan, & SHENG Huixian, 2010; Zhihai, 2011; Zoubida QSAIR, Laurent TOUCHART, & Pascal BARTOUT, 2014), Oxtralia and New Zeland (Małgorzata Kurleto, 2013). The potential of reservoir tourism development is assessed based on multi-criteria such as natural environment, cultural factors and tourism infrastructure (Ana Isabel Rodrigues et al., 2013; Rzetala, 2016). The natural factors that are valuable for the development of reservoir tourism are the endemic species and landscapes of reservoirs, biodiversity and geological diversity. In addition, the aesthetic values of the water body and its surroundings, water quality, the accessibility of the shores and water also affect the atractions of reservoirs (Rzetala, 2016). The cultural factors that are valuable for reservoir tourism are the cultural identity of local resident around the lake and the change of communities under the impact of hydropower dam construction. Resettled villages are also considered as potential reservoir tours. In order to recall the past, a memory building' can be built to show the location and activities of the villages before dam construction (Ana Isabel Rodrigues et al., 2013).

LAI Bin et al (2010) has pointed out the tourism values of reservoirs include: Sightseeing and recreation value; Historical, cultural, scientific and artistic; Rare degree; Scale abundance and distribution; Integrity; Popularity and influence; Availability and application; Environment conservation and security (Figure 2). The results of tourism resource development are tourism products. There are 9 possible alternatives for developing tourism resources into tourism products in reservoirs such as (LAI Bin et al., 2010): Sightseeing tour (Natural sightseeing/ Historic spots and interest places sightseeing), Update sightseeing tour (Micro-landscape/ Archaistic village/ Theme park), Cultural tour (Historical tour/custom tour/ art appreciation tour/nostalgic tour/ historical sites tour/ religious tour), Business tour (Conference tour/ FSE Tourism), Vacation (Rural Tourism/ resort/ Recreational belts around metropolis tour/ water conservancy projects/ Reservoir tour/Camping tour), Fitness tour (Sport tour/Medical care tour), Affair tour (Education tour/ Industrial tourism/ Scientific Expedition and geological tourism), Luxurious tour (Leisure tour/gourmet tour), Rising tour (Ecotourism/national park/forest park/photography tour/ community tour/ excursion).
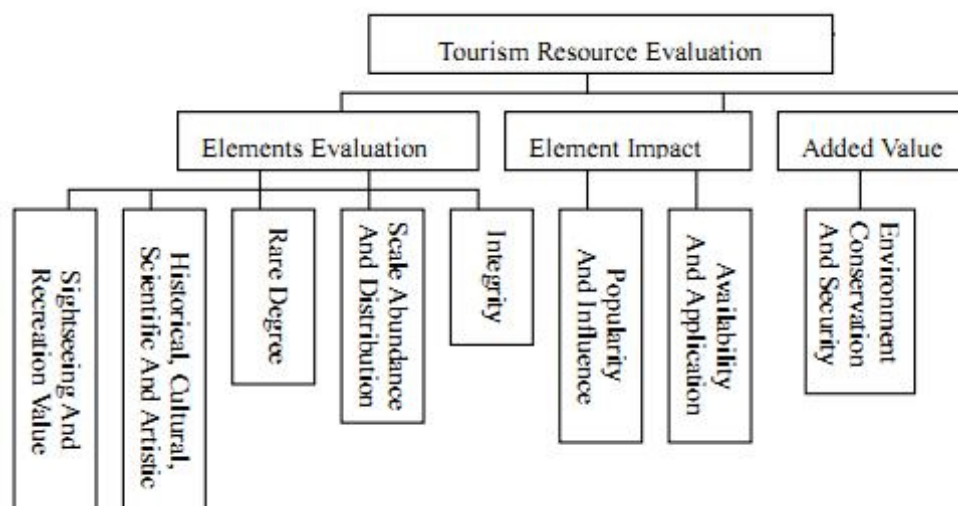
Figure 2. *Tourism values of hydropower reservoirs (LAI Bin et al., 2010)*

At present, there are two main methods for evaluating tourism resources, the assessment of each type of resource and the overall assessment of tourism resources. The component evaluation and comprehensive evaluation. The component evaluation focused on each individual tourism resources such as topography, climate, water, creatures… The component evaluation is needed. However, as the synthesized feature of tourism resources, it requires a comprehensive evaluation because only this method can indicate the true value as well as the solutions for sustainable exploitation of tourism resources. A major problem posed by the assessment of the tourism potential is its clearly multidimensional character. There are many aspects that must be considered to assess the tourism potential of a territory. This feature makes the comprehensive assessment considerably difficult, since it requires collecting a lot of information. The set of resources, products and services offered by a tourism destination may be considered the most important question in the level of its tourism attraction (Rivero, Martín, & Gallego, 2014). Dwyer and Kim (2003) and Rivero, Martín et al (2014) have classified tourism potential into the internal tourism potential (intrinsic resources) and the external tourism potential (infrastructure and additional services). This conceptual distinction is basic for this research because the tourism potential of a destination depends not only on the endowed resources, but also on the created resources.

Another problem that should not be overlooked is the weighting of the different components that determine tourism potential. In this sense, it is necessary to determine whether all these components have the same weighting in the assessment of that potential or, on the contrary, they should be given weighting coefficients different to one another (Rivero et al., 2014). Among the research studies on tourism resources assessment considering a weighting system thereof, it is worth mentioning the work of Lospez (2001), which established

a weighted value for each resource according to the preferences of the demand. In this way, based on the information drawn from different opinion polls and surveys on visitors' tastes and preferences, a weighting coefficient is set for each of categories of tourism resources. Similarly, Cerezo and Galacho (2011), in their study on the assessment of the potential of the territory for the development of ecotourism and adventure tourism also define a tourism potential index as the weighted sum of the tourism resources (50%), the accessibility (30%) and the tourism facilities (20%). Reyes and Sánchez (2005), in the assessment of the potential of the natural tourism resources of the Mexican State of Oaxaca, set a weighting for geomorphological resources (20%), plant resources (30%) and distinctive elements (50%). The Peruvian Ministry of Foreign Trade and Tourism (MINCETUR, 2006) sets also different weighting for each of the assessment criteria (quality 30%, accessibility 15%, type of tourism demand 15%, infrastructure 20% and uniqueness of the tourist attraction 20%).

The multicriteria evaluation technique in combination with Geographic Information Systems (GIS) has now become a geographical research tool widely used in the comprehensive evaluation of tourism potential such as research of Chengcai, Linsheng et al (2012); Yu Tao-fang (2002); You-jun and Zheng-xin (2009); Rivero, Martín et al (2014); Luque (2003); Franco, Osorio et al (2009). This technique allows making the best possible decision as it is based on a certain number of alternatives, and considering multiple criteria and conflicting objectives (Rivero et al., 2014).

Conservation and promotion of heritage values for sustainable development of tourism in reservoir areas

Conservation of heritage is often conducted in conjunction with the exploitation of the resources gained from this conservation work such as set up national parks, nature reserves, or world heritage. At the present, there is still lack of research on conservation of heritages for lake tourism in general and hydropower reservoir tourism in particular. Some studies focus on evaluation of reservoir values for sustainable tourism development (Ismael Abedin Ingelmo, 2013; Mariana I. Zilio, M. Belen Alfonso, Federico Ferrelli, Gerardo M.E. Perillo, & M. Cintia Piccolo, 2017; Songling Xu et al., 2017). A few studies focus on the assessment of archaeological values for the development of reservoir tourism (Idalina Dias -Sardinha, David Ross, & Sandra Maria Correia Loureiro, 2014; Paola Demattè, 2012). Research of Idalina Dias –Sardinha et al (2014) aims to determine how the knowledge obtained from the study of prehistoric heritage found during the construction of the Alqueva dam and irrigation system (Portugal) can enhance the current tourist experience of the destination. Paola Demattè (2012) has shown the impact of hydropower dam construction on local communities and archaeological sites. The construction of the Three Gorges Dam not only displaced over a million people, the project resulted in extensive cultural heritage destruction of more than 1300 archaeological sites dating back to the 5th century B.C.E. China made 2 strategic responses to internal and

external criticism. First, was to embrace and legitimize the project and essential to national pride and public well-being. Both international tourists and Chinese citizen were provided on-site venues for engaging in a participatory process of viewing the construction in order to celebrate and commenorate the project's multiple stages. The second official response was to make the city of Chongqing, an autonomous, direct-controlled municipality. Chongqing municipality became the world's largest single metropolitan area as well as home to the China Three Gorges Museum. The large state-of-the-art museum built in the center of Chongqing created a cultural landmark to house excavated artifacts celebrating the Three Gorges culture and to historicize the heroic people who willingly left their villages for the "greater good" (Paola Demattè, 2012).

Territory organization for reservoir tourism development

At present, there are abundance of research on management and territory organization of water resources in reservoirs (Chin-Hong SUN, Shih-Chien CHAN, & Ming-Chu YANG, 2011; Edna Cabecinha, Martinho Lourenço, João Paulo Moura, Miguel Ângelo Pardal, & João Alexandre Cabral, 2009; Gunkel, 2007) or on management of fish population in reservoirs (David R, Stewart, James M. Long, & Shoup, 2014) as well as on evaluation of sediment properties within reservoirs (Brett T. Lucas, Karsten Liber, & Lorne E. Doig, 2015; T.J. Tse et al., 2015). However, there are few research on spatial organization for the development of reservoir tourism. A rare case study of Huang Bin et al (2012) did a comprehensive qualitative research and forecasted the trend of spatial development of the Three Gorges Reservoir Area. It is found that the changes of tourism resources and the spatial accessibility which is caused by the raised water level, as well as the regional spatial differentiation would lead to the reconstruction of the Three Gorges Reservoir Area tourism space. It is also found that the Three Gorges Reservoir Area tourism spatial alteration and reconstruction would present four modes; "One axis" paradigm shift to "dual core" (Chongqing, Yichang) mode, amphibious differentiation mode, space plunder and the "back edge" mode, and the space expansion mode. The subsequent studies further conclude the structure as " dual core, three-axis, three regions, and four development areas" (Huang Bin et al., 2012).

Experiences of sustainable development of reservoir tourism in the world

Water plays an important role in leisure and recreation. In addition to sea tourism, there are many lakes and reservoir in the world that are favorable for tourism development.

On the world, there is association „Living Lakes", a worldwide lake partnership created and co-ordinated by the Global Nature Fund (GNF). GNF is a non-profit, private, independent international foundation for the protection of environment and nature, registered by the Senate Administration for Justice in Berlin. A principal task of the

foundation is to further and promote sustainable development objectives at international level. The Living Lakes network was launched in 1998. Within the global lake network more than 50 organisations and institutions from currently 42 lake regions strive for the protection and sustainable development of lakes and wetlands (GNF, 2006). This association has shown some experiences of lake tourism development in some areas of the world (GNF, 2006).

a. Example from Europe (Norfolk and Suffolk Broads)

The Broads Authority is the first English national park authority to have been awarded the European Charter for *Sustainable Tourism in Protected Areas* by the Europarc Federation. This award honours the yearlong innovative approach of the Broads Authority to promote sustainable tourism without doing harm to nature and the environment. The Broads Authority developed a sustainable tourism strategy in close collaboration with the Broads Tourism Forum. In the process - intensively involving the local tourism industry, councils and communities – a detailed action plan was set-up including the development of offers such as boat hire, trekking, canoeing, cycling and electric boating. Through a number of excellent publications and events, the Broads Authority from the beginning aimed at sharing the secrets of its success in promoting sustainable tourism with other tourism professionals, planners, NGOs and local governments (GNF, 2006).

b. Example from Asia (Lake Baikal)

After the collapse of the Soviet Union, by then predominantly domestic tourism at Lake Baikal decreased significantly. In 1995 the People's Parliament of the Republic of Buryatia adopted a law on tourism and in 1996 the government started to realise the Republican special program "The development of tourism in Buryatia in 1997 to 2005". In GNF's survey the two partner organisations rated the potential for eco-tourism at lake Baikal as very high. Nonetheless, only few successful and transferable examples of Eco-tourism can be found by now (GNF, 2006).

In the late 90s, the Living Lakes partner organisation FIRN has started to promote eco-trekking in various regions at Lake Baikal. In the year 2000, a brochure was published containing information on self-guided trails as well as the environment, flora and fauna. Today FIRN is involved in an activity that aims at establishing trails surrounding the whole Lake Baikal. This is not a new idea, but nobody started to realise it by now. The objective is to set-up of environmentally friendly trails for hikers of all ages. In order to build those trails, two-week summer camps are carried out. This project called **Baikal Trails** is coordinated by GBT (Great Baikal Trail). GBT is an international non-profit organization promoting the sustainable development of Lake Baikal through low-impact ecotourism.

Another similar approach to involve foreigners in the development of eco-tourism infrastructure at Lake Baikal shows the **Nature Summer Camps** project, carried out by Global Nature Fund in collaboration with the environmental organisations FIRN and GRAN in Ulan-Ude. In the frame of this project started in 2003, young employees of German and Swiss companies spend a three to four-week vacation working together with local people on conservation and eco-tourism projects. The highly motivated participants maintained and signposted nature trails and repaired campgrounds in the Zaibalsky National Park, installed an Eco-park and cleaned mountain rivers. Accommodation for the volunteers is provided by local families (GNF, 2006).

c. Example from Africa (South Africa)

Aim of the project **Nature Guide**, which was started in March 2004, is the improvement of the living conditions for the rural population through the promotion of the awareness of Lake St. Lucia, its estuaries and the corresponding ecosystems. Due to the increasing tourism and the land use pressure there is a huge demand on qualified nature guides in this area. Eco-tourism is a chance to employ local people. Thus education was focused on knowledge about birds, mammals, and the whole ecosystem. Increased understanding of the biodiversity at Lake St. Lucia and its surroundings was part of the training since all nature guides will be employed by the Greater St. Lucia Wetland Park. The programme is implemented through the Wildlands Conservation Trust. Many of the educated nature guides have already found a permanent appointment (GNF, 2006).

Many more successful examples of how environmental NGOs from all over the world got involved in sustainable tourism activities in lake and wetland areas can by found in the Living Lakes network, for instance at Lake Constance, Germany (i.e. eco-camping), at Lake Vörtsjärv in Estonia (i.e.) and many other lakes.

A LESSON LEARNT FOR SUSTAINABLE TOURISM DEVELOPMENT IN HOA BINH RESERVOIR

Hoa Binh reservoir was formed as the river was dammed in 1979. It has played many different important roles such as flood controlling for the Red river delta including Ha Noi capital and the low land area; the Hoa Binh hydropower plant has acted as the main electrical supplier for the entire area of Vietnam since 1984, when it first operated; the lake also provides domestic water use for Hanoi citizens and water for irrigation toward downstream. Thus, the Hoa Binh reservoir is considered as one of the most important area in term of national protection, food and energy securities and environmental risk management.

Due to the rich diversity of natural and cultural resources in the Hoa Binh reservoir, it has foreseen that this area has huge potential for tourism development. The reservoir itself can be seen as a natural museum of the ancient ocean since more than 300 million

years ago, which created a beautiful karstic landscape. There was an existing "Hoa Binh culture", which was discovered by a French archaeologist named Madelain Colani. Many ancient artefacts of 30 000 years ago were found in different archeological sites in the area of Hoa Binh such as Lac Son, La Thuy, Tan Lac, Cao Phong and Kim Boi. This is an evident to prove that this area is a core area of Hoa Binh culture. Added value to geological, karstic landscape and the value of ancient Hoabinhnian, the local inhabitants who nowadays live around Hoa Binh lake also have their unique and rich cultural characteristics. Many of them belong to Muong ethnic group, who has their own cultural background and traditional custom, which create a rich value for tourism development.

Tourism development around Hoa Binh lake was planned at the National and local strategies. Especially, in the Decision number 201/QĐ-TTg dated 22 January 2013 from the Prime Minister, the Plan for tourism development to 2020, vision toward 2030 has determined the area of Hoa Binh lake is a potential area for national tourism site. Recently, on the 1st August 2016, the Prime Minister signed the Decision number 1528//QĐ-TTg on the Development plan for the National tourism area of Hoa Binh lake to 2030. This development plan has focused on development tendency of the Hoa Binh lake to 2020 with suitable criteria for becoming a National tourism area; and to 2030, the Hoa Binh lake will become the most attractive tourism centre in Hoa Binh province. This will be one of the 12 National tourism areas in the North mountain of Vietnam with diversity of typical tourism products including Muong culture, cultural experience and reservoir ecosystem.

In the coming years, different tourism programs and investment projects aimed at economic development through the exploitation of tourism potential of the Hoa Binh reservoir will be implemented in accordance with the tourism development planning at the National tourism area in Hoa Binh Lake to 2030 approved by the government. In order to ensure on the principles of sustainable development as well as to protect national security, it is essential to have comprehensive research from scientists with interdisciplinary to propose scientific results and technological solutions for the tourism development based on preserving and promoting the natural and humanitarian values of the Hoa Binh reservoir. This study must take lessons learnt from relevant scientific and development investigation above and specified in particularly for the case of the Hoa Binh reservoir. Based on the above review and the tourism development situation Hoa Binh lake, we have proposed 8 different research topics should be further carried out for the sustainable tourism development around the Hoa Binh reservoir such as: (1) assessment of natural and human tourism resources of Hoa Binh lake, which including the location, geological heritage, karst geomorphological characteristics, biodiversity, hydrology, climatology, ethnicity, local inhabitants, cultural characteristics; (2) assessment of current and future trends of tourism development in Hoa Binh reservoir; (3) Environmental Impact Assessment of

tourism activities; (4) constructing the regulation for sustainable tourism development around the reservoir; (5) proposing solutions for sustainable tourism development under safety for environment and security; (6) developing sustainable tourism products such as community tourism and recreations; (7) proposing different museums for preserving and promoting the heritage values for sustainable tourism development; (8) application of remote sensing and WebGIS for tourism advertising and management.

CONCLUSION AND FUTURE RESEARCH

Reservoirs for hydropower plants could be a multifunctional artificial facility in which it is considered as an attractive tourist resource. The attraction of the tourism resources at the reservoir is not only natural heritage values but also the human values around the lake. The difference of tourism around the hydro-power lake with other types of tourism is the safety of dams and the protection of water environment must be considered as one of the most concerning issues. Some above studies have shown a multidisciplinary approach and watershed approach to ensure the sustainable development of the reservoir.

At present, there are many researches on the tourism potential in hydro-power reservoir. However, the research on the preservation of heritage tourism values for hydro-electric reservoir is still not popular. There have been some studies in the world about spatial organization of water resources development or fish resources management in hydropower reservoirs, but there is very little research on spatial organization for the tourism development around hydropower reservoirs. Moreover, studies have not shown specific models for sustainable tourism development on hydro-power reservoirs.

There are a number of studies on preserving and promoting heritage values for tourism development. However, many of them have only focused on the geological, geomorphological and linguistic aspects of limestone areas, and there has not been much research on the natural heritage of landscapes and biodiversity. On the other hand, most of the recent research only focused on the evaluation for general tourism purposes and not on a specific type of tourism. In Hoa Binh, baseline studies on the natural conditions of the Hoa Binh reservoir area have been carried out for general purposes not specifying for tourism. Further studies with methods and approaches for assessing natural conditions for tourism in the Hoa Binh reservoir should be conducted.

Some direct studies on human tourism in Hoa Binh have been carried out. However, most of research on tourism were done in Mai Chau area, near Hoa Binh lake. The number of researches on tourism in the reservoir is still modest. Clearly, research on human tourism in the area of Hoa Binh and surrounding areas should be promoted

Although there are existing a overall tourism plan at Hoa Binh provincial level and overall plan for National tourism sites of Hoa Binh reservoir to 2030 in particular.

However, sub-zoning for tourism, tours and destinations have been put on the overall planning remains general, it is needed to be detailed and concretized through research and in-depth evaluation of the value of each tourist resource associated with each specific tourism territory.

The issue of sustainable tourism development in the dam area, particularly in hydroelectric reservoirs, remains of limited interest in Vietnam. Some studies on environmental impact assessment in hydropower dams have focused on environmental issues before and after hydropower reservoirs have been operated. But there is a lack of research on the interaction between tourism development around reservoirs to the economy, environment and society. Therefore, it is necessary to base on the criteria for sustainable tourism development to provide a comprehensive assessment of the interrelationships between tourism and economic, environmental and social activities. Base on the results from such kind of studies, a regulation for tourism development on the reservoir can be formed along with the models and development of sustainable tourism products.

A multi-disciplinary research is carrying out to find different scientific and technological solutions for preserving and promoting the heritage values for sustainable tourism development in the Hoa Binh lake. It specifically aims to (i) assess general and unique values of ecological and cultural resources in the Hoa Binh reservoir and surrounded areas; (ii) to build unique models and productions from tourism resources (culture, history, landscape geologic landscapes, landscape ecology, and the environment ...) in the area of Hoa Binh and (iii) to propose solutions (policy, technology and resources, etc.) involving the participation from different stakeholders including local community, local authorities and tourism businesses in order to develop a sustainable tourism in the region.

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SUSTAINABLE TOURISM DEVELOPMENT IN QUANG NAM PROVINCE - REALITY AND SOLUTIONS

Hoang Thi Lan*

Abstract: *Sustainable tourism development is one of the key trends in the development of tourism, contributing to the balance for the tourism industry of the country on all three aspects which are environment, society and economy. In Quang Nam province, sustainable tourism has raised the total social income from tourism up to more than 5,100 billion each year. However, tourism development results have not matched with the potential of the province. Objectives of the paper on the basis of systematizing some basic theoretical issues on sustainable tourism development and analyzing the status of sustainable tourism development in Quang Nam, the author proposes some prizes to develop sustainable tourism in the province.*

Keywords: *tourism, sustainable tourism, Quang Nam.*

SOME PROBLEMS WITH THE BASIC THEORY OF DEVELOPING SUSTAINABLE TOURISM

Perspective on sustainable tourism, sustainable tourism development

Perspective on sustainable tourism

Currently, sustainable tourism development is considered as the orientation of tourism development of many countries, including Vietnam. Regarding sustainable tourism, there are many points of view, some of which is mentioned in this research.

According to the United Nations World Tourism Organization (UNWTO) at the United Nations Conference on Environment and Development in Rio de Janeiro in 1992: "Sustainable tourism is the development of activities to cope with current demands of tourists and local peoples while preserving and embellishing resources for future tourism development. Sustainable tourism have a plan to manage resources to meet the economic, social and aesthetic needs of people while maintaining cultural integrity, the development of the ecosystem and support for human life".

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* Faculty of Hospitality and Tourism, Thuongmai University.

According to Article 4, Chapter 1, Vietnam Tourism Law 2005: "Sustainable tourism is a development of tourism that meets current needs without compromising the ability to meet the needs of tourism in the future" [6, 6-7].

In the research, the author used the perspective on sustainable tourism in accordance with Vietnam Tourism Law 2015.

Perspective on sustainable tourism development

In 1996, the Tourism Agenda 21 Towards Sustainable Development of the World Tourism Travel Council (WTTC), the World Tourism Organization (WTO) and the Earth Council has set out ten key perspectives for the sector to ensure sustainable tourism development, including: Tourism must support the people to live in a healthy, productive and harmonious way with nature; Tourism contributes to the preservation, protection and restoration of the Earth's ecology; Tourism must be based on sustainability of production and consumption; Travel protection services must be removed or restricted; Environmental protection is inseparable from the development of tourism; Local community participation and careful study of indigenous identity and culture are needed when making decisions related to tourism development; Tourism must make every effort to create jobs for women and indigenous peoples; Tourism development must be linked to the recognition and support of cultural identity and the needs of indigenous peoples; Respect for international environmental protection laws; Countries should inform each other of disasters that may have a negative impact on visitors or destinations.

In our country, the perspectives on sustainable tourism development are reflected in the 2005 Vietnam Tourism Law in the items of Article 5 and the Vietnam Tourism Development Strategy and Strategy up to 2020, 2030 includes a number of key points such as: Tourism development becomes a spearhead economic sector; Tourism occupies an increasing share of the GDP structure, creating momentum for socio-economic development; To develop tourism in the direction of professionalism, modernity and focus on deep development, ensuring quality and efficiency, affirming the brand name and competitiveness; To develop sustainable tourism according to planning, ensuring the harmony between the economy, society and the environment; To develop the center of gravity along the direction of cultural and historical tourism and historical relics; Preserve, embellish and promote the value of tourism resources; Ensuring national sovereignty, national defense, security, social order and safety; Ensuring national interests, community interests, legitimate interests and security and safety for tourists, and the legitimate rights and interests of organizations and individuals engaged in tourism business; To ensure the participation of all economic sectors and all classes of the population in tourist development; Contribute to the expansion of external relations and international exchange to promote the image of the country and people of Vietnam; To develop at

the same time domestic tourism and international tourism, to attract more and more foreign tourists to Vietnam; Sustainable tourism development is closely linked with the preservation and promotion of national cultural values; To preserve the landscape and protect the environment; Ensuring security, defense, social order and safety; To step up the socialization and mobilize all resources at home and abroad for investment in tourist development; To maximize the potential and national advantages of natural and cultural factors, the specific strengths of regions and regions throughout the country, to strengthen the linkage for tourism development.

These views on tourism development contribute to local economic growth, ensuring the interests of the actors involved in tourism activities. Besides, preserving the cultural values of the nation as well as contributing to the protection of natural resources and the tourist environment; Limiting the negative impact of nature on the tourism industry while ensuring that the tourism industry can control the potential dangers of future tourism development [2, 63-64].

Through research, synthesis of the opinion of scientists, we can provide the viewpoint of sustainable tourism development as follows: sustainable tourism development is the act of exploiting, which is managed in an effective manner, the natural and human values in order to satisfy the needs of tourists , ensure economic development goals both in the short and long term; ensure the contribution to conservation and embellishment of tourist resources, conservation and promotion of cultural values; contribute to environmental protection and improve the standard of living of local communities.

Some key contents of sustainable tourism development

Sustainable tourism development has many relevant contents. In this article, I would like to mention some main contents of sustainable tourism development such as identifying the target tourist market. To develop products and types of tourism according to the local tourism development planning, human resources for sustainable tourism development, promotion and advertisement activities to attract tourists..

Determine the target visitor market

In order to determine the target visitor market of a locality, the destination should first study the culture, tastes, preferences and characteristics of tourist consumption; study visitor travel trends; research on the needs and expectations of tourists. Subsequently, it is possible to use geographic segments of the tourist market, according to demographics, by purpose of trip, by product, by distribution channel. Finally, local executives will select the target market. The target market can be understood as a segment of the market chosen by the locality to focus its efforts on effective business marketing; achieving sustainable tourism development goals [5, 135-136].

Develop products and types of tourism according to the planning of tourism development of the locality

A tourism development plan of a locality is designed to concretize guidelines and orientations for sustainable tourism development, enhance the position and competitiveness of the locality, increase efficiency and create the basis of unity in the management, exploitation of tourism potential and business of the locality.

The development of tourism products and forms in accordance with the sustainable tourism development plan of the locality consists of three phases: First, identify the attractiveness and potential of local tourism; Second, adjust facilities near local attractions and services to become tourist products; Third, promote, inform current and potential visitors [5, 189-190].

Human resources for sustainable tourism development

Man is an important factor in the tourism sector, which is the component of the tourism product. Most of the labor in the tourism industry is directly involved in the process of serving visitors, so any errors in the service are detected by visitors. Therefore, the strengthening of training and retraining to continuously improve the level of local tourism human resources, providing adequate conditions and means of working for them, especially the guidance staff at the tourist destination is very necessary, contributing to improve the quality of tourism products and services and develop sustainable tourism [5, 328-329].

Promotional activities to attract tourists

A locality needs to develop a consistent narrative and introduction so it is necessary to organize intercontinental promotion activities to help avoid tourist attractions. Promotion activities must provide a lot of information for visitors, with easy access to the tools that promotional activities use and to create favorable conditions for potential customers to know the destination. There are many tools that can be used to promote tourism and these tools are used simultaneously to create integrated promotion. The development of promotion strategies depends on local characteristics, target groups, goals, competitors' strategies and budgets. Local promotion tools for sustainable tourism development include advertising, direct marketing, promotion (sales promotion), public relations and direct sales [5, 290-292].

The role of sustainable tourism development for the economy, culture - society and the environment

From the point of view of many countries and world cultural and economic organizations, basically, to assess the sustainable development of an economy in general or tourism in particular, people often base on the impact of sustainable tourism on the economy, culture - society and the environment.

Economic: The economic standard is reflected by the increase in GNP or GDP of the tourism industry. The role for the economy of sustainable tourism development represents the GDP growth of the sector, the average GDP of the enterprise, the efficiency of the use of tourism resources, and investment in tourism and income. Average travel labor... In the field of tourism, sustainable development shows the relationship between investment capital, the rate of exploitation of tourism potential, the embellishment and conservation of tourism products, improve the efficiency of the use of accommodation and restaurants, increase the attractiveness of the tourism business environment..., increase social revenue. Sustainable development of tourism is often expressed through the following criteria: gross sales and social turnover of organizations and individuals engaged in tourism business (hotels, restaurants, accommodation, individuals and groups). Travel agencies, travel agents, production and business establishments for souvenirs or other tourism products such as healing, conferences...); Social benefits such as the level of satisfaction of tourist needs, the ratio of income between tourist business units to national income, the income correlation between types of tourism; To protect, preserve and embellish environmental landscapes, historical and cultural heritages (objects and intangible objects), landscapes, traditional craft villages and beauty of each people; The quantity and quality of technical and social infrastructure in service of tourist business shall be renovated and invested in new construction; Diversification and quality of tourism products, quality of tourism services.

The economic indicators reflect the investment in sustainable tourism development is also reflected in the system of technical facilities directly serving tourists such as accommodation facilities, restaurants and equipment. Ensure comfortable living for guests; the quantity and quality of technical and social infrastructure for tourism business such as a combination of transportation, communication and energy supply systems will be upgraded, upgraded and constructed. Solvent; The management and practice of serving customers of travel companies, travel agencies, travel agencie quality, prestigious and interested customers..

Social-culture: Tourism development is not only purely about the increase in the number of tourists but also requires the balance between the flow of customers such as guests to visitors, origin from visitors. Which region, which country? The protection, conservation, embellishment of the landscape, maintenance of ethnic identity and maintenance of traditional craft villages are a very necessary requirement; It is not only costly in terms of time, money and effort, it also requires the perseverance and understanding of everyone, not just the leaders, the tourism but the whole society. The diversification and quality of tourism products, the quality of tourism services, the stability

of social politics and security, the level of culture and awareness of the social community, friendliness of indigenous peoples are very important factors to create favorable social environment to attract tourists and improve the competitiveness of the tourism industry.

Respect for the cultural and social honesty of local communities, the preservation of cultural heritage and traditional values have been built and are alive, contributing to mutual understanding and sharing. cultural. Sustainable tourism development also ensures social issues such as reducing social evils by providing jobs for people in the area. Sustainable tourism helps to harness the resources in a conscious and scientific way, ensuring that these resources grow and develop for the next generation, future generations can be continued and utilized.

Environment: The environment is the direct factor that affects tourism because the environment is the product of tourism (natural landscape, wilderness of resources) or an integral part of the composition. Tourism products (air, water, food hygiene), especially tourist types of historical relics and places of interest. The sustainable development of tourism must be exploited and used as much as possible while calculating the scale and conditions of optimal natural utilization. One of the purposes of travel is to rest, have fun, to be in harmony with nature so that visitors will not choose or cancel their trip when they do not meet the above objectives..

In addition, a role of sustainable tourism development that is currently of interest to many countries, including Vietnam, is to ensure national security and defense, to contribute to the protection and preservation of national borders and seas. Sustainable development encompasses stability, security, and stability to develop. Both theory and practice prove that stability is the premise, the conditions for development. Ensuring national security and defense of national borders (including land and sea islands) in order to preserve national values and culture as tourist resources without it. Activities and tourism business. A colonial or political instability will not have sovereignty or difficulty in developing a tourism development strategy because there is little or no tourism demand.

METHOD

In the article, the author uses secondary data collected from curriculum books, monographs, references, scientific reports, articles, plannings and annual reports of Tourism, typical as: The sustainable tourism curriculum by Nguyen Dinh Hoe; Travel Marketing Textbook by Bui Xuan Nhan; State-level scientific research project Scientific basis and solutions for sustainable tourism development in Vietnam by Pham Trung Luong; Decision No. 175 /QD-UBND Promulgating the action plan for tourism development of Quang Nam province up to 2015 by the People's Committee of Quang Nam province; Planning the development of Vietnam's tourism up to 2020, 2030.

In addition, the author collected primary data through the investigation of tourists to Quang Nam. According to the statistics of the Quang Nam Department of Culture, Sports and Tourism, in recent years, the average number of visitors in Quang Nam is about 3,900,000 visitors per year. The author defines the sample size of tourists surveyed in Quang Nam by the following formula: n = N / 1+ N.e^2 (According to Yamane in Statistics - An Introductory Analysis, New York, Harper and Row). Where *n* is the sample size, *N* is the total, *e²* is the probability of error. With N = 3,900,000, e = 5% (95% confidence), the minimum sample size for the survey was 400 visitors. Based on the minimum sample size, the author decided to investigate 420 tourists to Quang Nam. Questions in the questionnaire related to sustainable tourism development such as the attractiveness of Quang Nam tourism resources, destination planning, product development policies and types of tourism, Price of tourists on the quality of products and services of Quang Nam, the quality of tourism workers in Quang Nam. There were 420 votes, 370 votes (88%).

RESULTS SITUATION OF SUSTAINABLE TOURISM DEVELOPMENT IN QUANG NAM PROVINCE

Quang Nam owns two world cultural heritages Hoi An ancient town and My Son ruins and Cu Lao Cham biosphere reserve. With its strong sea, culture, people and cuisine, Quang Nam has become an attractive destination. On the basis of cultural tourism known by many tourists, Quang Nam has early advocated the development of community tourism is considered as a tool to help reduce poverty in potential places. Quang Nam defines sustainable tourism as a top priority. Sustainable tourism development is an indispensable trend, suitable for visitors' tastes, in order to turn the values of material, intangible and natural heritage into economic value. Capital conservation heritage help to reduce poverty for local people.

Contents of sustainable tourism development in Quang Nam province

The development of sustainable tourism in Quang Nam is illustrated by some specific contents as follows:

About the tourist market

Quang Nam province has always been active in offering solutions to find new tourist markets from Japan, South Korea, USA, EU ... Therefore, the number of tourists to Quang Nam is relatively stable and continues to Development. In 2015, although the number of tourists to the provinces and cities in the region decreased, the number of visitors to Quang Nam still increased slightly. The number of tourists to Quang Nam in the period 2015-2016 is shown in Table 1 (see Table 1)..

Table 1. Number of tourists to Quang Nam from 2015 to 2016

Year	Number of visitors	Including			
		International visitors		Domestic visitors	
		Total (visitors)	*proportion (%)*	*Total (visitors)*	*proportion (%)*
2015	3.860.000	1.900.000	49,22	1.960.000	50,78
2016	3.999.000	1.949.500	48,75	2.049.500	51,25

(Source: Quang Nam Department of Culture, Sports and Tourism)

Table 1 shows that in 2016, total visitor arrivals in Quang Nam reached 3,999 million, an increase of 3.6% compared to 2015; Of which, international visitors reached 1.9495 million, up 2.6%; Domestic visitors reached 2.0495 million, up 4.56% over the same period last year. It can be said, the tourist market to Quang Nam province is quite reasonable structure, relatively equal between domestic and international guests. Among them, the main foreign tourists market is Western Europe (46%), Australia (17%), Northeast Asia (10%) and North America (8%).

About sustainable tourism products

Due to the advantages of human and natural heritage resources and the support of international organizations such as UNESCO, ILO, FIDR ... Quang Nam is a locality that develops sustainable tourism forms sesame. Among them, the tourist village of Bhutong and Dhroi (Dong Giang) belongs to the project "Strengthening tourism activities in inland districts of Quang Nam Province" sponsored by the Government of Luxembourg. The same province Quang Nam has been implemented since June 2011 or community tourism projects in My Son (Duy Xuyen), Triem Tay by Dien Ban Town People's Committee in coordination with ILO and UNESCO.

In addition, Quang Nam also focuses on developing handicraft products, traditional craft villages, becoming one of the first provinces to build and deploy the "Crafted in Quang Nam" seal for the products. Handicraft products produced locally. The birth of authentic stamp to prove the origin of souvenirs helps tourists choose the right products made in Quang Nam. This is very important to introduce and promote handicraft products in the province to tourists, thereby promoting the arts and crafts Quang Nam is growing and creating more jobs. People is contributing positively to local economic development.

In recent years, Hoi An has opened many surveys, explored the needs of tourists, then boldly investing, more tourist destinations and launching many new tourism products. On the occasion of welcoming the New Year 2016, Hoi An organized a series of 15 tourist products made from copper maize grown in Cu Lao Cham. Typical foods include copper cornflakes, cornflakes, copper corn seeds, copper corn oil, and souvenir items including hammocks, bags, swings and cornflakes to be welcomed by visitors. In addition

to coordinate with enterprises in the area to launch promotional packages, stimulating tourism, Hoi An also organized many cultural activities; honor the travel agencies that make a great contribution to the development of tourism in the city. In 2017, the city deployed many solutions to promote comprehensive tourism development. The tourist space will extend beyond the Old Quarter to the rural areas such as Cam Thanh, Cam Chau, Thanh Ha ... to develop tourism towards community living. In addition, the types of sea tourism, river tours, water puppetry will be put into service tourists.

However, tourism products of Quang Nam also duplicate, not attract tourists because the business has not shaking hands together to create a unique tourist products, attractive which is so difficult to attract tourists again. In order to develop tourism in a sustainable manner, in the coming time, Quang Nam province should focus investment to create attractive tourist products and promote comparative advantages of the province.

Through a survey of tourists to Quang Nam: many tourists expressed their satisfaction with the quality of tourism products in Quang Nam with the following results: 7.5% of tourists rate at a very good level; 41.2% rated good. The average rate of tourists was 40.8% and 10.5% was rated as poor quality. The assessment of tourists about the quality of tourism products in Quang Nam is shown in Figure 1 (see Figure 1).
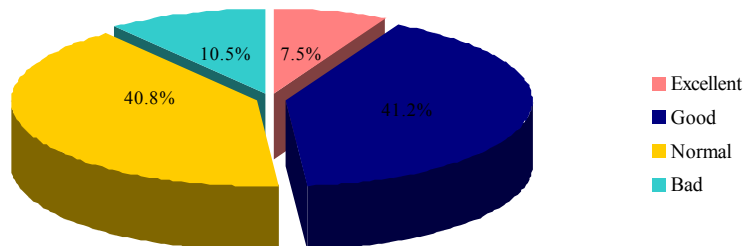
Figure 1. *Visitor's assessment of the quality of tourism products in Quang Nam*

(Source: Author's actual investigation)

About human resources for sustainable tourism development

In 2016, together with many synchronous solutions from all levels, related industries, Quang Nam tourism continues to have prosper and achieved many positive results. Tourism development has created a major shift in employment with about 11,000 people working directly or indirectly related to tourism, providing a stable source of income, especially for rural workers and alongside the legacy.

Labour quality in Quang Nam tourism industry who has high professional qualifications are very lack, labor quality in management and business has not met the requirements. Postgraduate, university and college degrees in specialties are not much higher than the total labor force (35.82%). Popular labor in the tourism industry is being

used, accounting for a relatively high proportion (64.18%). Unprofitable labor resources are commensurate with the tourism potential, the number of laborers specializing in tourism is low, the majority of workers have primary level, intermediate level and short-term training. The tour guide team is inexperienced, foreign languages are weak, lack of Japanese, Korean, German guides. To develop sustainable tourism, Quang Nam needs to increase investment in developing human resources. Traveling force in both quantity and quality to contribute to create high quality tourist products attractive to domestic and foreign tourists.

Quang Nam Province has issued a mechanism to encourage and attract projects to establish tourism vocational training schools in the form of cooperation between the state and enterprises or 100% of enterprises. To continue implementing the Government's Decree No. 69/2008 / ND-CP of May 30, 2008, on policies to encourage the socialization of activities in the fields of education, healthcare, culture and sport. , environment. Linking with universities, colleges, vocational schools in the province to organize vocational training in various forms, short-term refresher courses on tourism. Encourage businesses to carry out on-the-job training workforce who are professionally qualified to serve visitors. Regular planning of tourism awareness raising for the community, strengthening the linkages and cooperation of all levels and sectors for the development of tourism, and coordinating with vocational training schools. Organize training professional tourism from basic to advanced.

The results of the survey of tourists to Quang Nam province on the quality of tourism workers: 8.4% of customers rate very good; 30.9% rated good; The average rating of the customers was 34.2% and 22.2% were rated at poor quality, 4.3% rated at very poor quality..

The assessment of tourists on the quality of tourism workers in Quang Nam is shown in Figure 2 (see Figure 2).
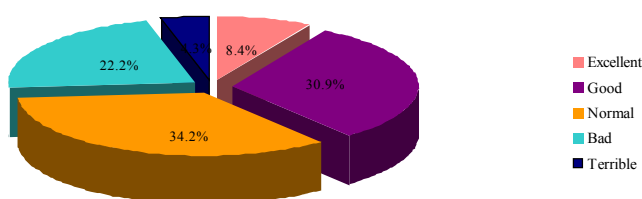
Figure 2. *Traveler's rating for quality Tourism workers in Quang Nam*

(Source: Author's actual investigation)

About the promotion and promotion of tourism to develop durable tourism

The forms of promotion and marketing of tourism images in Quang Nam are always associated with the slogan and symbol "Quang Nam - a destination, two world cultural

heritages. Publicity and tourism promotion activities are closely linked to market research and tourism product development strategies in accordance with visitor demand and tourism development trends of the world. Building a new tourism image of Quang Nam is a cultural tourism associated with eco-tourism, beach resorts, high-grade islands and organizing national and international cultural and tourist events. In the past time, Quang Nam province has implemented the form of promotion tourism mainly as:

Participating in fairs, exhibitions, seminars and roadshows: Quang Nam province participates in fairs, exhibitions, domestic and foreign tourism events in key tourist markets; Organizing local tourism events to promote images and attract visitors to Quang Nam. Cooperate with professional partners and economic organizations in foreign countries to organize events promoting and promoting tourism in the province..

Famtrip, Presstrip activities: Each year, actively coordinate with the Vietnam National Administration of Tourism, localities, tourism businesses to organize and receive 3 to 4 press groups, travel in the country and from 4 - 5 international travel groups and newspapers visited Quang Nam tourism survey. The participants of the famtrip delegation, the expanded presstrip are economic researchers, specialized research.

Intuitive visualization: Invest in new construction and increase the number of panels (large type) to promote tourism at traffic hubs, main routes such as building signs at important traffic hubs. The world cultural heritages Hoi An, My Son. Build a promotional banner for Quang Nam tourism in some cities and resorts such as Danang, Hue, Phan Thiet, Ha Long, Hanoi, Ho Chi Minh City, Lang Son, airports and houses. At the border gates, such as Lao Bao (Quang Tri), Moc Bai (Tay Ninh), etc., the Quang Nam Tourism Panels will be built in Thailand, Cambodia and Laos.…

Advertising on the media: Every year propaganda campaigns in the media on the occasion of the cultural and tourism events of the province, commemorates the travel of Vietnam and the world. Open the specialized pages, culture and tourism in Quang Nam on a number of major newspapers and on Vietnam Television, Radio Voice of Vietnam.

Production and distribution of quality publications introducing tourism Quang Nam in various languages: English, Russian, French, Japanese, Chinese, Spanish in the form of folding, maps, travel guides, tapes, postcards... Tourism businesses release DVDs, folding books and other publications to promote their units.

Other forms: All hotels, resorts from 3 stars or more build their own website and connect to the tourism website Quang Nam and connect to the national website specialized. Strengthening cooperation with provinces, cities and major tourist centers of the country to organize tourism promotion activities.

Thanks to the promotion and promotion of tourism, many tourism events of Quang Nam have made a good resonance with domestic and foreign tourists, typical "Hoi An - journey from the past" and festival "Hoi An ancient town full moon".

The role of sustainable tourism development in the economy, culture - society and environment of Quang Nam province

Economic: The rapid development of tourism has contributed positively to the socio-economic development of Quang Nam province in general and many localities in particular, including Co Tu people in Tay Giang, Dong Giang and Nam Giang districts. In addition, tourism has contributed to the improvement of infrastructure and social services for the locality (health, information, recreation), together with tourism development activities. In addition, tourism contributes to conservation, enhancement and restoration of architectural, artistic, material and non-material heritage, culture, handicrafts, costumes, craft villages, customs and traditions beauty of the national tradition such as weaving brocade, weaving, specialties of medicinal ginseng such as bajoc, ginseng by sources of income directly from tourism activities. Turnover from tourist activities in Quang Nam province in 2015 is 2.570 billion, up 16% over 2014. Social income from tourism reached over 6 trillion. Thanks to the growing tourism network, the number of visitors has increased, contributing to employment, increasing budget revenues and creating a dramatic shift in the economic structure. In Hoi An, the benefits from the trade, tourism and services sectors have played a huge role in the total economic structure of the city, accounting for nearly 65% (2014), with over VND 4.44 trillion make direct employment for thousands of local workers.

Social-cultural: Tourism activities of Quang Nam have contributed to increasing biodiversity, preserving the landscape, promoting activities to protect the renovation of historical and cultural relics. Cultural property, festival activities, traditional craft villages create more jobs and increase income for a part of the local community and ethnic minorities. Tourism contributes positively to preserving and promoting traditional values, world heritages. However, the massive development of tourism is placing the preservation and development of cultural identity and customs of local people before many challenges. The development of tourism in the mountainous districts of Quang Nam has created a precondition for the restoration of traditional cultural activities of the already degraded community, especially craft villages, festivals of ethnic minority. Many traditional festivals of a single locality have been upgraded to tourist festivals, attracting a large number of visitors from other regions such as the New Rice Festival of Tan Tung Ya Dance Festival Yá celebrates the new annual rice of the Co Tu people, the festival "Tet holiday" of the Co To people. In addition to the positive aspects of the tourism industry brings also negative aspects, if during the planning, lack of management, lack of long-term strategic vision between harmony, balance and sustainability with the benefits it brings.

Environment: In terms of the social environment, in order to create a stable number of tourists and keep tourists in long term, Quang Nam is developing solutions to create a friendly and professional tourist environment. Quang Nam has applied to famous tourist destinations such as Hoi An, My Son, Cu Lao Cham and get the results as expected.

Professional trainings for drivers and tourists on the car for tourists transported by the Provincial Center for Information and Tourism Promotion have attracted a large number of participants who contributed to the construction. Knowledge and behavior for the driver and service staff that the trainees also recognize the responsibility and the need for service attitude towards the development of the tourism industry. Besides opening training courses, Quang Nam has also opened a 24/24 tourist support center, which contributes to the belief of tourists. In terms of the natural environment, the impact of tourism activities in Cu Lao Cham and other places of community, mountainous and rural tourism in Quang Nam are also of concern. The exploitation of natural resources and human resources for tourism has led to negative impacts on the environment as well as the reaction of people, especially those who do not directly benefit from tourism. Due to the speed of developing too fast in the lack of environmentally-conscious means of environmental treatment, awareness and tools for environmental management is still limited and has increased the pressure on the environment. In many areas, due to the rapid pace of development of tourism activities beyond the capacity and awareness of management, there has been a great pressure on the response of resources and the environment, causing local pollution. And the risk of environmental degradation in the long run, leaving unpredictable consequences for the locality itself and the nearby community; water, waste, reception of foreign cultures lack selection.

SOME SOLUTIONS TO SUSTAINABLE TOURISM DEVELOPMENT IN QUANG NAM PROVINCE

Improve the work of the selecting the target tourist market

By analyzing the structure of visitors to Quang Nam over the past few years, Europe and North America accounted for the majority of Southeast Asian tourists. Domestic customers are lower than other provinces in the region. Based on the advantages of the Quang Nam tourism product, the tourism market is expected to be developing in the coming time. There should be positive measures to maintain the traditional market, expand new markets, boost the market and exploit the domestic market. Regarding the market orientation, Quang Nam tourists should continue to exploit the visitor market from Europe and North America, develop potential markets such as Russia, Australia, New Zealand, ASEAN countries, China, Korea and Japan, with the focus on exploiting the market of domestic tourists.

In the coming time, Quang Nam should actively expand cooperation in tourism development between provinces and cities in the Central Highlands (Hue, Da Nang, Nha Trang and Da Lat) and two centers of major tourism are Hanoi and Ho Chi Minh City. In addition, Quang Nam should take full advantage of the international border gate and East West corridor tourist route to develop international tourists from Thailand, Myanmar and international markets from other countries through Thailand to tour Vietnam.

Develop tourism products according to the planning of tourism development of the locality

In the near future, the tourism development of Quang Nam province should focus on exploiting the available potentials of the province. Quang Nam is a province with a long history, good cultural traditions and natural conditions, which are well suited for tourism development. Tourism development planning Quang Nam continues to supplement and improve the quality of tourism products, diversify tourism products to enhance the competitiveness of tourism Quang Nam The development of tourism focus on the expansion of investment, calling for investment cooperation with enterprises and organizations at home and abroad. In particular, in the development of tourism, more attention should be paid to the protection of the natural and social environment to develop tourism in Quang Nam in a sustainable way From the tourism development orientation of the province, making detailed plans for tourism activities suitable to local conditions to effectively exploit the potential of the locality.

Quang Nam continues to study the coupling of tourism planning with development planning of related branches and localities and in line with the master plan for socio-economic development of the province. The master plan must be linked with the full development of existing tourist resources, paying attention to the values of local cultural identities, developing plans for exploitation, preservation and embellishment of such values, market research. To make a project calling for investment, do not proceed planning simply by imposing resources solely without considering the factors involved in the system. Adjust existing planning and research and select some key areas for planning. The concept of planning implementation is synchronous, scientific, can hire foreign consultants help to make a number of key tourism planning. Simultaneously with the elaboration and adjustment of the master plan, serious implementation of post-planning management through appraisal, inspection, supervision and strict sanctioning regulations.

Quang Nam should continue to exploit the potential of cultural tourism and ecotourism to improve the quality of existing tours. In addition, Quang Nam needs to build new products of diverse and rich nature associated with many types of culture, sea islands and the western region of the province. In addition, the province needs to develop village tourism products and build an international brand name for handicraft villages such as lanterns, garments, carpentry and copper products to generate revenues for sale and export souvenirs. To attract tourists, Quang Nam needs to diversify tourism products, create special tourist products. It is necessary to investigate and evaluate the current status and potentials of Quang Nam tourism products, and then plan to build products that are specific and of high quality to meet the market requirements.

To develop tourism products on the basis of exploiting and promoting the potentials of Quang Nam, it is necessary to invest in the development of tourism products such as encouraging all economic sectors to invest in the development of Tourism types and products in the direction of diversifying and improving the quality of tourist products to

meet the increasing demands of tourists, especially priority for improving the quality of products; To invest in the development of tourist products along the direction of exploiting the cultural advantages of localities with two world heritages to attract a large number of domestic and foreign tourists to visit and learn; Investment in the development of tourism forms should be ensured in the direction of balancing investment in the development of cultural tourism and ecotourism, of which cultural tourism is given top priority Cultural tourism based on the culture of the province is highly attractive. It requires a focus on investment and development, it should focus on the restoration of cultural and historical monuments, training to improve the level of guides.

Develop the human resource for sustainable tourism

In order to develop Quang Nam tourism in a sustainable manner, the human factor plays an especially important role, so in the coming time, the State management agencies in charge of tourism and tourist business enterprises should pay attention more to human policy:

Firstly, it is necessary to conduct surveys and assess the actual status of tourism resources of the province in terms of quantity, quality, structure and professional level. Based on the results of the survey and based on the Master Plan for Tourism Development of Quang Nam Province up to 2002 with a vision to 2030, the People's Committee of Quang Nam Province assigns the Department of Culture, Sports and Tourism Quang Nam calendar coordinates with departments, sectors and enterprises to plan, review, arrange, improve professional skills for staffs..

Secondly, standardization and implementation of provincial tourism manpower. The People's Committee of Quang Nam province shall coordinate with the Ministry of Culture, Sports and Tourism, the Ministry of Education and Training, agencies, units and enterprises in building the standard system of titles and grades. Tourism industry, pilot application, adjustment and replication of this standard system throughout the country; Integrate vocational standards in the region and the world, take the initiative to implement the occupational standards of ASEAN countries and the world's first countries.

Thirdly, continuously enhance the training and fostering of tourism knowledge. The state management agencies in tourism in Quang Nam province should prioritize investment in specialized tourism training institutions; Consider other training institutions that provide tourism training, capacity building of other tourism training schools, especially cultural and art schools, associating arts and cultural training with tourism training; To diversify tourist training establishments, encourage the opening of tourist training establishments in enterprises, non-public training establishments and foreign-invested establishments according to the provision of Vietnamese law; To develop suitable teachers, trainers and trainers to meet the demand of training in various forms at home and abroad, attracting managers, qualified scientists and businessmen.

People, artisans, experts, technical workers and skilled workers to participate in training In addition, tourism business enterprises need to take the initiative in training the tourism workforce of the application. I have a policy to attract and treat the right personnel.

Fourthly, promote the propaganda and education on tourism. The Department of Culture, Sports and Tourism of Quang Nam should direct the content of information dissemination widely to the people in the province in various forms of role, position and effectiveness of tourism, development responsibility for travel, behavior in tourism The propaganda and education on tourism should be integrated with the program to build cultural streets, programs for new rural development. In fact, the tourist is very interesting to participate in the events, so the experience of travel business enterprises, local authorities, especially the population at tourist destinations in Quang Nam province should facilitate guests to engage in activities.

Increase promotion and marketing to attract tourists to develop sustainable tourism

Quang Nam should continue to carry out tourism promotion activities such as participation in fairs, exhibitions in the country, internationally. Special attention should be paid to organize road shows in some new markets such as Korea, ASEAN, Western Europe, USA. In the coming time, it is necessary to strive to establish official or informal representatives of tourism. Quang Nam in key markets in the country and abroad.

Promote publicity on mass media and other forms such as publications (leaflets and catalogs ...) on visual media (billboards and banners). Build a roadside station to serve, run visitors, organize market launch campaigns. Through the activities of cultural festivals, sports, through domestic and international conferences in Quang Nam through tourism fairs. Continuing to study and organize cultural and tourist events through festivals and other cultural activities as this is a form of propaganda and effective promotion.

Strengthen the promotion of tourism images of Quang Nam to domestic and foreign friends through various channels, print and distribute of quality tourism publications such as books to introduce Quang Nam tourism. Build and release the documentary film introducing cultural history, architectural works, relics, scenic places, accommodation and attractions. To do that, the province needs to increase funding support for tourism promotion and promotion. Strengthen the coordination of tourism promotion and promotion activities with investment promotion activities. Strengthen cooperation and cooperate with provinces and cities to promote tourism development, regularly organizing or participating in domestic and international conferences and fairs to create market opportunities for tourism and Quang Nam tourism products.

In order to promote the promotion of tourism in Quang Nam province, it is necessary to strengthen the capacity of tourism promotion such as establishment and flexible operation mechanism for tourism representative offices of Quang Nam alongside Vietnam tourism

in key markets. Provincial People's Committees shall allocate appropriate budget funds to meet the requirements on promotion of Quang Nam tourism promotion to build the image and brand name of the province. In addition, it is necessary to carry out promotion activities in the direction of professionalism from provincial to local level with focus on and competitiveness. Developing strategies and plans for product development, Market, promotion, branding with long-term vision. The Quang Nam Department of Culture, Sports and Tourism provide professional guidance and how to implement tourism promotion plans for regions and localities; To formulate mechanisms for cooperation within and outside the sector of tourism promotion and participation and mobilization of agencies, units and enterprises engaged in national tourism promotion and advertisement; To socialize activities promoting tourism, mobilize capital at home and abroad, collectives and individuals in the organization and implementation of activities promoting tourism Quang Nam tourism; Organize communication campaigns and raise awareness of tourism in the community on tourism development, especially sustainable tourism development.

CONCLUSION

In recent years, Quang Nam province has exploited the potential and strengths of nature, preferential investment and development of tourism, initially creating a bold mark in the hearts of tourists and on the tourist map of the area of Southeast Asia. However, sustainable tourism development is a difficult journey that requires more efforts by the government, tourism businesses and local people.

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EXPERIENCE IN IMPLEMENTING SOCIAL RESPONSIBILITY OF LUXURY HOTELS ACCORDING TO SUBSTAINABLE DEVELOPMEMT GOALS

Nguyen Ngoc Dung*

Abstract: *Although social responsibility is a new concept introduced into Vietnam just over a decade ago, Vietnamese enterprises and businessmen are developing a deep awareness of this issue, and most consider it an essential and objective requirement for the process of globalization. However, in reality there are still enterprises for whom the concept of social responsibility is not much of a concern when they almost exclusively focus on optimizing production and turning a higher profit, and pay almost no attention to other important concerns like creating a mutually beneficial employer-employee relationship, contributing to humanitarian and charity activities, or protecting the environment… Operating in the service sector, in the recent years luxury hotels in Vietnam have made considerable efforts in exercising their social responsibility toward all participants of the enterprise's business activities, including investors, employees, customers, partners, local communities and the environment. These hotels' success can be taken as valuable lessons for implementing social responsibility in the hospitality industry according to sustainable development goals.*

Keywords: *Social Responsibility, Social Responsibility of Hotels, Hotel's Social Responsibility*

STUDY'S OBJECTIVE

The study concentrated on the policies and actions that some luxury hotels in Hanoi have done to creat the harmony among all participants of the hotel business. From that, we hoped to find experiences for creating social responsibility in the hospitality industry. It meant that these valuable lessons could be applied in other hotels in Vietnam with different levels.

STUDY'S SCOPE

Scope of the study's content

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* Faculty of Tourism Studies, University of Social Sciences and Humanities, VNU, Hanoi, Vietnam

Scope of the study was social responsibility of luxury hotels in Hanoi, included hotels' responsibilities with investors, employees, customers, partners, local communities and the environment.

Scope of study's sample

We surveyed 4 luxury hotels (5 star) in some districts in Hanoi. Those were Hoan Kiem, Hai Ba Trung and Nam Tu Liem. The reason for choosing samples was hotel's style management of different hotel corporations. The 4 chosen luxury hotels were belong to 4 famous hotel corporations of the world: AccorHotels (France); Jal Hotels (Japan); Marriott International (United States) and InterContinental Hotels Group (United Kingdom).

Scope of the study's time

The study have implemented within 4 years from 2012 to 2016.

STUDY'S METHODOLOGY

Approach: We combined different approaches for interdisciplinary perspectives. For example, we used a cultural approach to study the cultural environment in luxury hotels; economic approach to analyze, assess the condition, the effectiveness of management in hotels; psychological approach to learn more deeply the attitudes, thoughts, emotions and aspirations of the participants and those who directly affected by the culture of hotel business as staffs, managers, customers, partners ...

Study materials

We gathered and studied secondary materials including books, legal documents, hotel's books, references, researchs, journals, reports, that have been printed, published and stored in libraries, bookstores and hotels.

Participatory observation

This method was used at four luxury hotels in Hanoi. We have been working as employees at the hotels; acting as guests directly using the hotel's services; acting as partners to establish business relations with hotels; appear under the participation of the researchers... to observe, record all the activities of social responsibility in four luxury hotels in Hanoi. With this approach, we had favorable condition to comprehensive research on social responsibility of these hotels.

In-depth interviews

In order to obtain the data and information for the study, we conducted many in-depth interviews at 4 sample hotels. The respondents are selected carefully to ensure the representativeness and effectiveness of the study. Those are investors, managers, employees, clients, travel agents, partners, service providers, representatives of state management agencies and communities around hotels.

All the materials collected from in-depth interviews and participatory observation were noted and recorded carefully in order to best serve for the study.

LITERATURE REVIEW

The concept of a *corporate social responsibility* is attached to several academic keywords, chief among them Corporate Social Responsibility – CSR, which is used by most of the scholars; Social Responsibility of Business (Manisha Paliwal 2006); Corporate Responsibility of Business (Marianne M.Jennings 2009) or Business for Social Resposibility (Wayne Visser & Dirk Matten 2010)... CSR is, by far, the most popular keyword.

Although this is a relatively new concept for the Vietnamese society, global interest in the social and environmental impact of businesses has existed for quite a long time. Toward the end the first half of the 20th century, American authors started to construct the initial framework for the concept of corporate social responsibility based on contemporary moral and religious ideology. With the development of modern economy, where environmental threats have become increasingly prominent and the process of globalization and financialization are getting stronger, social responsibility, now constructed based on concepts of business ethics and sustainable developments, is fast becoming one of the top concerns for enterprises, especially those operating on a large scale.

In the first years of the 21st Century, a series of US and European authors like Carroll (1998); Wood & Logsdon (2001); Enron (2002); Elisabet Garriga & Domenec Mele (2004); Munshi (2004); Matten & Crane (2005); Subhabrata (2007); Ataur Rahman Belal (2008); Samuel O.Idowu & Walter Leal Fiho (2009); Wayne Visser & Dirk Matten (2010) have published new researches on corporate social responsibility. Among them, Samuel Idowu and Walter Leal Fiho are some of the earliest European scholars to have initiated the study of social responsibility alongside the Americans. In 2009, they co-published the book *Global Practices of Corporate Social Responsibility* in Germany. This publication is basically a comprehensive review of lessons learnt from implementing CSR all over the world, particularly in 4 areas: Europe, West Asia, the Middle East & Africa and the Australia. According to them, there exist a symbiotic relationship between social responsibility and a enterprise' substainable development: "In Germany, it is fair to say that CRS is largely congruent with corporate sustainability, which can be - in simple words - interpreted as an enterprise's sustainability management" [6, p.66]. This can be expressed via the following diagram:
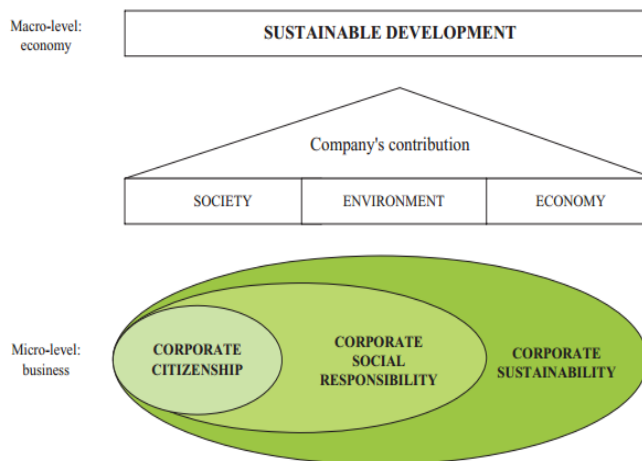
Figure: *Corporate Citizenship, Corporate Social Responsibility, and Corporate Sustainability and their relationship to sustainable development [4, p.66]*

Accordingly, an enterprise's responsibility needs to be comprehensively expressed in relationship with the society, the environment and the economy, to ensure the relationship between human rights, social responsibility and a enterprise's substainable development. A corporate social responsibility is becoming the concern of every country, of the global community and of this era. According to the World Business Council for Sustainable Development, *"A corporate social responsibility is its commitment to contribute to substainable development by abiding to environmental protection standards, gender equality, workplace safety, worker's right, fair compensation, employee's education and development, community development.... in such a way that is beneficial for both the enterprise and the society."*

Exercising a corporate social responsibility in today's environment requires implementing it upon all participants of business activities, including investors, employees, customers, partners, local communities and the enviroment. Social responsibility not only helps the enterprise expand its business and improve productivity, but it also contributes in maintaining a collaborative workforce, creating a competitive advantage for the enterprise on the global market.

DENIFITION OF HOTEL'S SOCIAL RESPONSIBILITY

First and foremost, we need to recognize the considerable impact unsustainable activities within the hospitality industry have on the environment, the society and the economy.

In particular:

- Excessive use of energy leading to global noise pollution
- Excessive use of water leading to strain on the local water supplies
- Untreated waste water might affect the environment and people's health

- Ground-clearing activities in tourism areas might lead to natural disasters
- Large scale developments might limit local access to tourism resources
- Economic leakage might increase poverty
- Unfair employment conditions can inhibit economical and social development

Operating in the service sector, hospitality business in Vietnam cannot ignore social responsibility in their development strategies. This is especially important for hotels under the management of global corporations. Here, social responsibility is expressed through the hotel's business practice, and is considered one of the hotel's duties in minimizing the negative impacts and maximizing positive impact upon the environment, the society and other stakeholders.

Social responsibility generates benefit for both the hotel and the social communities. For hotels, social responsibility helps facilitate the enterprise's business activities, creating cooperation and cohesiveness within its workforce and improve its reputation in the market. For the country, social responsibility helps reduce poverty, create equality, save energy, protect the environment and contribute to improving the country's image and credibility in the world stage. Thus, it is always considered a correct and necessary consideration.

To simplify, ***a hotel's social responsibilities are duties the hotel needs to deliver toward its employees, the local community, the environment, customers and other stakeholders, in order to maximize positive impacts and minimize negative impacts on the environment and the society.***

Hotel's Social Resposibility Framework

For large-scale hotels, CSR is not an unfamiliar keywork. It represents the hotel's commitment through building and implementing a system of regulations on management via appropriate and transparent management methods based on complying with local laws and regulation, demonstrating behaviors within its relationship with employees in order to harmonically combine the benefit of the business, the employees, customers, the environment, social communities… toward sustainable development goals.

FINDINGS AND EXPERIENCES IN IMPLEMETING SOCIAL RESPONSIBILITY IN LUXURY HOTELS

Social responsibilities of luxury hotels (4,5 stars) are mainly developed from the hotels and their holding cooperation's core values and long standing business ethics. Through practical observation, I have come to the conclusion that social responsibility in these enterprises is implemented quite comprehensively, fully meeting their basic duties toward their employees, customers, the environment, social communities, investors and other stakeholders. Particularly, many hotels have prioritized the human factor in the business philosophy, aiming toward developing the enterprise according to sustainable goals. This is the basis for the formation and implementation of plans and strategies concerning social responsibility in each hotel.

Responsibilities toward employees

Benefits and compensation create motivation within employees. In order to ignite to the highest level the employees' creativity and contribution, luxury hotels are always concerned with satisfying reasonable benefits of their workforce. With the belief that human is the enterprise's most valuable resource; hotels are carrying out many activities that satisfy the material and spiritual benefits of their employees.

Compensation Scheme: Hotels usually employ a regular compensation schedule. The employee's compensation is paid on a monthly basis, usually at the end of the month, via bank transfer. Compensation components at these hotels are quite transparent and comprehensive, including basic salary, service charge and special allowances for particular positions.

Particularly, basic salary is determined through the level and position of the employee. This basic salary tends not to fluctuate much, provided the employees complete their monthly work schedules.

In some hotels such as JW Marriott Hanoi, receptionist and restaurant staffs also receive upselling incentives. Or in Sofitel Legend Metropole Hanoi, beside basic aalary and incentives, the employees also receive an extra compensation proportional to their basic salary. In addition, most hotels employ an annual compensation raise scheme, with an average increase of 5-10% of basic salary.

Benefits: In luxury hotels, alongside compensation, benefits represent the enterprises' care toward their employee's life, including:

- Insurance: Employees are entitled to receive social insurance, medical insurances, unemployment insurances according to Article 186, Chapter XII of the 2012 Labor Code. In addition, most hotels also buy accident insurances for their employees

- Rest time: Employees are entitled to 12 paid leave days and 10 paid holidays within the year according to Article 111, Section 2, Chapter VII and Article 115, Section 3, Chapter VII of the Labor Code.

- Employees' meals: Employees are entitled to 1-2 meals/ day depending on their shift, including breakfast, lunch, dinner and supper.

- Medical health check: once a year

- Annual Corporate holiday: corporate holidays and enterprise trips are customarily organized every summer with a lot of community activities. Employees are encouraged to invite their family to these trips.

- Team-building activities: activities such as birthdays, sport activities, music and dance, competitions, end of year feasts…are regularly organized.

- Special benefits and discounts for employees using the corporation or hotel's services.

- Organizing visits, gifts… on occasions such as weddings, funerals or long sick leaves.

Most luxury hotels maintain Trade Unions in order to care for and protect employees' rights within the enterprise.

Creating a professional work environment: Large corporation and luxury hotels always aim toward building a professional and civilized work environment, as well as creating an open, friendly and supportive work community. At these hotels, the managers always pay attention to community activities, striving to create an active and creative work environment with loyal individuals and willing to "sacrifice" for the brand. Suggestions from each section and demands of individual workers related to the work environment are always paid the highest attention from management team, and fulfilled whenever possible. This brings many particular benefits to the business, and in part is exhibited through the high proportion of long-term employees in hotels such as Sofitel Legend Metropole Hanoi, Hanoi Daewoo, Melia Hanoi, Nikko Hanoi and Hilton Hanoi Opera.

Ensuring security, sanitation and workplace safety: Hospitality is a part of the service industry, with employees performing both manual and mental labour with the assistance of modern machineries and equipments. With the goal of ensuring workplace safety, luxury hotels are pioneer businesses in implementing hygienic and workplace safety best practices into their workplace regulation and standard operation procedures in order to minimize

dangerous elements and prevent workplace accidents from happening. This contributes to minimizing the negative impacts the environment and equipments which might have on the employees, especially those who work in positions that frequently come in contact with cleaning chemicals or machinery like housekeeping, cooks, stewards, technical staffs... , or those who work in hazardous environments like laundry and security staffs…

There are also many training classes to raise employees' awareness and proficiency in workplace safety and hygiene, including security, workplace safety, food safety and hygiene, fire prevention, first aid….These classes help ensure maximum safety for the customers, staffs, and the community.

Responsibilities toward local communities

Create more job opportunities for locals: The development of the tourism - hospitality industry has attracted a considerable workforce, mostly from the local population. Presently, each luxury hotel in Vietnam on average employ 400-500 full-time employees, excluding outsourced labor force, casuals, seasonal employees and those working in other sectors that directly benefit from this industry's nationwide activities.

With the average salary of 7-8 million VND a month, these employees of Vietnam's luxury hotels are guaranteed a reasonable livelihood. Those who have worked 1-2 years with positive attitudes and enough occupational proficiency to meet the requirement of higher positions have many chances for promotion to ranks like shift leader or supervisor, which can earn over 10 million VND / month. Moreover, there are many mid to high-level management positions with monthly income amounting to tens of millions VND.

Prominent hotel groups like AccorHotels, Marriott International InterContinental Hotels Group (IHG), who own thousands of hotels all over the world always consider job creation, poverty reduction and local economic development as parts of their global mission to benefit the countries they are presented in. With 4200 hotels in 93 countries, AccorHotel Group is always proud of employing over 240,000 full time workers. Their website, www.accorjobs.com constantly lists over 20,000 vacancies for Accor Hotels all over the word.

Community development through education and training: Aside developing their internal workforce, luxury hotels are also interested in providing the local workforce with skillsets related to the tourism - hospitality industry, to fulfill their duty with the community. They do this through several activities, the most popular of which are: providing hotel tours and trainings for students of tourism - hospitality centric institutions (universities, colleges, vocational school…); providing internships at their hotels that give student practical training according to their majors; employing students as full-time, part-time or seasonal workers; sponsoring scholarships or other educational activities; collaborating with educational institutions to create and update educational programs related to the

tourism - hospitality field; participating in teaching and training programs for students at their hotels; providing career guidance for students at educational institutions...

A point of note in these hotels' community training programs is the implementation of Leadership Development Program to further develop the local workforce and recruit personals for higher management position in their properties. Most of the big hotel groups and hotels operating in Vietnam are very interested in this activity, and among them one of the most notable programs is Marriott International's Voyage Global Leadership Development Program.

Community development through charitable, cultural, social and sport activities: Big hotel groups are often very active in organizing humanistic activities to help people of unfortunate circumstances like the homeless, orphans, the disabled…. They are also leading enterprises to actively participate in cultural, social and sport activities initiated by the local authority and social organizations. These activities are often handled by the hotels' HR and CSR departments.

These hotels are very active in participating in local charitable activities to assist disabled children, orphan, isolated elderlies, people with hard to cure diseases… Some hotels like InterContinental Hanoi Westlake and Crowne Plaza West Hanoi are major contributors to global disasters through the "Shelter in a Storm" program, a part of IHG's "Shelter in a Storm" Fund.

On the cultural - sport front, a lot of luxury hotels in Hanoi are major participants in the "Hanoi Run for Children". This is an annual event jointly organized by the Canadian Chamber of Commerce in Vietnam (CanCham), the Canadian Embassy in Hanoi, the Vietnam Canada Friendship Association (VCFA), the Hanoi Union of Friendship Organizations (HAUFO) and Manulife Vietnam in order to raise fund to help poor children in receiving treatment at the Central Heart Hospital and the Hanoi Heart Hospital.

We can clearly see the luxury hotels' contributions in implementing social responsibility, which are similar in nature but diverse in form. Most hotels are primarily concerned with cultural, social and charitable activities, to display the humanistic nicety side of their business and reaffirm their brands & corporate cultures.

Responsibilities toward the environment

Several hotel managers think that a hotel's social responsibilities are to participate in programs to assist people with unfortunate circumstances like the disabled and orphans orto build charitable housing, provide material assistance to remote communities or communities affected by natural disasters...This attitude is correct, yet inadequate. Although social activities play an important role in a hotel's upholding its commitments to contribute in a sustainably developed economy, collaborating with employees, their family, the local community and society at large in improving quality of life, the more important issue is predicting and measuring the hotels' impact on the environment, and

thereafter implementing solutions and policies to minimize negative impact of their business activities on the environment.

Recognizing the importance of protecting the environment, many luxury hotel groups has incorporated environmental responsibility into their core values and official documentations, while also organizing educational activities to raise the awareness of their staffs and customers toward environmental issues. This focus on awareness is significant, since only with sufficient awareness and the correct mindset can we produce the correct actions. On the other hand, each individual action, however small, represents a significant contribution to forming a business mindset that includes responsibility toward the environment.

In general, luxury hotels are implementing a diverse set of environmental programs. Aside from popular activities like observing "Earth Hour", applying ISO standard in conserving water and energy; using environmentally friendly products, educating staffs and customers in environmental protection, each hotel has its' own particular program to display their unique attitude and culture toward environmental protection.

Responsibility toward customers

With the aim to pursue sustainable development, many hotel groups has expended a great amount of time, effort and capital to build a customer centric business culture. In details, this attitude considers the customers, and especially the experiences of customers during their stay, the absolute center of the hotel's business activities. Accordingly, every policy and regulation employed in the hotel need to stem from the desire and benefit of the customer, rooted firmly in respecting the customer's individuality and peculiar culture.

Determining targeted market segment and devising their needs and purchasing habits: Luxury hotels are generally well versed in market researches to devise their target and potential customers' needs and purchasing habits. On the basis of these researches, they constantly update and renew themselves to create increasingly better services.

Using customer satisfaction survey to perfect services: With a view to optimize customer satisfaction, luxury hotels constantly conduct customer surveys to understand their opinions and thoughts on the hotel's service quality.

Ensuring Customer safety: Hotels always put customer safety on their top priority. This is expressed through "indisputable" policies in their workplace regulations such as ensuring security for customers and their belongings; ensuring hygiene and security in every area of the hotel; constantly provide comprehensive documentations for recognizing, providing warning and dealing with potential hazards inside and outside the hotel; strictly implementing emergency protocols for explosive, fire prevention and first-aid preparation; using products that are safe for customer's health while fulfilling their "green consumption" needs; maintaining strict confidentiality regarding the customer's' identity and related information…

An important point to note is that, on the highest standard, the hotels have strictly implemented regulations for storing food samples after preparation and most have specialist to exclusively handle food safety issues.

Responsibilities toward other stakeholders

In general all big hotel groups operating in Vietnam respect the local law, adhering quite closely to government regulations and policies. This is evident in their behaviors: they participate in efforts to prevent social issues, comply fully with providing residential registration reports, hand in regular reports according to guidelines from related authorities, comply with tax regulations and other government policies like the 2000 Decree on Accommodation, the 2000 Ordinance on the entrance, exit and residence of foreign persons in the country, among other related articles of law.

Each hotel regularly has hundreds of partners and suppliers. In their relationship with partners, they are credible and trustworthy businesses, always represent their cooperation in writing in the form of contracts, and are fully committed to carrying out agreed terms.

The experiences in implementing social responsibility of luxury hotels according to sustainable development goals are summarized in the following table:

Employees	Customers	Environment	Local Communities	Investor	Partners
- Equal opportunity employment - Reasonable allocation of Human Resources - Professional training - Fair Compensation - Full benefits - Fair assessments - Timely rewards - Attention toward health and work condition - Organization of community activities…	- Satisfy all demands according to needs and consumption habits - Ensure safety and security - Ensure food hygiene and safety - Green marketing - Green consumption - Confidentiality of customer information	- Implement ISO standard in saving water and energy - Implement green technology and ensure environmental cleanliness - Appropriate management and processing of waste products - Use environment friendly products - Educate customer in environmental protection	- Create jobs and income - Support in training and education for the tourism - hospitality industry - Participate in charitable events, helping orphans, poor people with sickness, isolated elderlies, people who are disabled - Participate in cultural, social and sport activities - Help in the prevention of social issues	- Appropriate use of funding - Conservation and protection of capital - Increase income and profit - Ensure transparency in financial transactions	- Ensure Credibility - Build trustworthiness - Uphold all commitments and agreements

For an enterprise operating in the hospitality industry to reach the world stage, it can't afford not to care about social responsibility issues. Implementing a hotel's social responsibility is a totally voluntary behavior conducted in such a way that is beneficial for the sustainable development of the hotel and the development of society at large. Alongside creating and maintaining good service, building loyal customer base, creating credibility and brand image... Social responsibility is an essential factor in creating and maintaining a hotel's strong brand image. Thus, more big hotel groups have tied their growth strategy with upholding and implementing social responsibility upon the communities and countries they operate on.

Thus, with a view toward deep, broad and sustainable development, social responsibility needs to be diversely and comprehensively expressed in enterprises operating in the hospitality industry. We need a lot of practical methods aiming to improve the treatment of employees, support the local communities, protect the environment, and serve the customers and respect customers and partners. Improving social responsibility is a leap forward in creating a positive corporate culture among hospitality enterprises in the face of our globalized and sustainable development culture.

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SUSTAINABLE TOURISM DEVELOPMENT IN YEN TU MOUNTAIN: WARNINGS FROM THE CABLE CARS!

Nguyen Pham Hung*

Abtract: *Yen Tu moutain is considered the most unique Buddhist cultural landscape in Vietnam, located in the Heritage Sites of Yen Tu which is listed in UNESCO World Heritage Site nominations. This site attracts thousands of tourists to visit every year. In order to attract more and more visitors, people were, are and will make many cable car routes to the top of Yen Tu which has seriously affected the environment, tourism, and violated the basic principles of cultural preservation and tourism development. The article outlines the warnings, assessments, and directions for this issue to contribute to preserving cultural heritage and developing sustainable tourism.*

Key words: *Yen Tu mountain; Truc Lam Buddhism; sustainable tourism; cable car routes*

INTRODUCTION

Vietnam has been known as an ancient Buddhist country. Buddhism has a history of over 2000 years and plays a very important role in the Vietnamese people's life (Nguyen Lang, 1994). Buddhism has created a valuable cultural heritage for the development of Buddhist tourism. Buddhist tourism belongs to religious tourism, also known as spiritual tourism, is the enjoyment, experience, and discoveries of the difference and uniqueness related to the religious or spiritual life. It requires the religious tourism products to perform the most outstanding characteristics of its religion and beliefs. In order to have a standard religious tourism product, travelers must have a deep understanding of the subject which is being explored. Improper understanding of the exploited subjects may lead to inappropriate or poor quality tourism products. It causes the inaccurate reflection of the nature of the explored subjects, and even seriously negative impacts on the preservation of cultural heritages and national cultural identity as well as on the sustainable tourism development (Nguyen Pham Hung, 1999). A typical example of this is Buddhist tourism at the Yen Tu Son tourism site, Quang Ninh province.

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* Faculty of Tourism Studies, University of Social Sciences and Humanities, VNU, Hanoi, Vietnam

TOURISM IN YEN TU MOUNTAIN

Yen Tu mountain is 1068m high, lying in the border between Bac Giang and Quang Ninh provinces, with diverse flora and fauna system which has been recognized as a natural reservation area. Moreover, it contains a system of cutural historical relics associated with the beginning and development of Truc Lam Buddhist sect - a religion indicating the Tran dynasty apparently. The Yen Tu Mountain peak is located in Thuong Yen Cong commune, Uong Bi city, Quang Ninh Province, is a spectacular natural attraction. This place is called "Buddhist land in Vietnam". The road to the top of Yen Tu (Dong Pagoda) is about 6000m long surrounded by thousands of dangerous and winding stone pathways, cliffs, etc. Yen Tu owns numerous attractive historical relics from the down to the top of the mountain, such as Truc Lam Tran Nhan Tong Monastery, Suoi Giai Oan Pagoda, Phap Loa and Huyen Quang Pagoda, Hoa Yen Pagoda (or Van Yen Pagoda), Mot Mai Pagoda, Bao Sai Pagoda, Ngoa Van temple, Yen Ky Sinh stone statue, the chessboard, Van Tieu pagoda, and Dong pagoda located at the top of Yen Tu mountain. The Yen Tu scenic site is being nominated as a World Heritage Site by UNESCO (Pham Ke, 1995; Tran Truong 1996 ; Quang Ninh's management of the key sites, 2011).

The Yen Tu Mountain has become famous since the 13th century as the motherland of Truc Lam Buddhism sect founded by King Tran Nhan Tong (1258 - 1308). Tran Nhan Tong's real name is Tran Kham, who is the eldest son of King Tran Thanh Tong and Queen Tran Thi Thieu, born in 11th November, Mau Ngo Year (which is 7th December 1258 in Lunar Calendar), called Thieu Long the first year. He ruled the country for 15 years (1278 - 1293), then yielded the throne to his son and started to lead a monastic life at Vu Lam, Ninh Binh province, then moved to Yen Tu (Quang Ninh) and founded Truc Lam Yen Tu Buddhism sect, used Dieu Ngu Giac Hoang (or Truc Lam momentum) as his religious name. He died on January 3 (in lunar calendar), Mau Than year (1308) at the Ngoa Van temple of Yen Tu mountain. The Sarira is stored in the stupa of Ngoa Van temple. He is praised as one of the most intelligent kings during the Vietnamese history with outstanding martial arts and literature, and being a prestige Buddhist cardinal. Later he was revered as the Emperor Buddha, the title in Vietnam only used for King Tran Nhan Tong. King Tran Nhan Tong is considered a unique phenomenon, which can also be said to be the most uniqueness in the Buddhist world. It is because he is the only Emperor becoming the Cardinal, and the only Emperor – Cardinal unifing Religious Power and Secular Power. Furthermore, he made great contributions to the development of Vietnamese culture and ideas (Nguyen Pham Hung, 2015: 363-364). Spirituality of Tran Nhan Tong is praised by all Buddhist followers. Even when he was deciding where should be the ancestral land for Truc Lam Meditation, the king also wanted it to be at somewhere that could be useful for the country. Hai Luong Zen master, who is also literary Ngo Thi Nham, in

the eighteenth century, stated in the famous book "Truc Lam tong chi nguyen thanh": "The King considered the country as something public", our country was peaceful on the inside but our neighbor on the North was a powerful country, which was a concern to him. His idea was not easy to be spoken out because people might be oscillated. Thus, when realizing Yen Tu mountain as the highest mountain, in which the East overlooks Yen Quang and the North overlooks Lang province, he built a temple for both sightseeing and following the neighbor country's activities with the aims to prevent the invasion of the enemy. What a transcendent wisdom and power Budha" (Vô Lượng Đại lực Thế Chí Bồ Tát) (Ngo Thi Nham 1978: 101).

Nowadays, Yen Tu mountain is an important Buddhist tourist attraction which attracts thousands of visitors each year (Phan Hang, 2017). Truc Lam Yen Tu Buddhist tourism is a specialized type in terms of tourism products and requirements for tourists. Not everyone can participate in these trips, or participate in an arbitrary way (Nguyen Pham Hung, 2007). Whether they are religious or not, they must prepare not only themselves for the trip but also the necessary and appropriate luggage to enjoy and experience the landscapes and attractions of Buddhism, to enjoy the majestic, mysterious and sacred Truc Lam Buddhist space, surrounded by the spetacular nature, with traces of old mysterious architecture hidden in the mist or in the woods , under the wild cliffs, etc. And especially, visitors must be able to walk on the path of "experience the religion" (nghiệm đạo) from the down to the top of the mountain, to set foot on the footprints of the masters who "found this religion and built the road leading to mountain" (khai đạo và tạo đường) in the past.

The Truc Lam's most famous tourist experience is considered as the "pilgrimage road" (con đường hành hương), a path of "experience the religion" of 6,000 meters long. Containing full of difficulties and from the down to the top of Yen Tu mountain, this road was intentionally created by Buddhist Emperor Tran Nhan Tong. The Buddha himself intended to open a path of "walking alone" (only one person can walk each time), which is bumpy and rugged as a "seft-torment" (hành xác), " experience the religion " for the purpose of "attaining the religion" (đạt đạo) for himself and for other people. The most vunerable Thich Thanh Tu, a profound learner of Truc Lam Buddhism, in his book on King Buddha Tran Nhan Tong, "The two lives of Truc Lam's Master", stated that: "The Master did not ride horse, just walk. ... This is a tiny road, only one person can walk, that is the reason why not any palanquins or stretchers can go through. The path represents his wish: to lead a religious life is to "attain to the religion" (đạt đạo) (Thich Thanh Tu, 2002). This path is the spiritual product of Truc Lam Buddhism which was directly created by the Buddha. It is also one of the most important cultural heritage that he left. Therefore, every step of visitors today must be a step on the path of "experiencing the religion",

surrounded by the entire cultural landscape Truc Lam Yen Tu. It expresses that the "self - reliant, fearless and independent spirit" (tinh thần vô úy và phi cứu cánh) of the spiritual life still remains.

WARNINGS FROM THE CABLE CARS

However, the Truc Lam Yen Tu Buddhist tourism is now facing an option, a severve challenge, which is the preservation of the differences and unique characteristics of tourism products, the tourism safety issues, and the preservation of cultural heritages in sustainable tourism development.

In order to attract many tourists to the top of Yen Tu mountain, people have built and are going to build many cable cars to the mountain (Minh Cuong, 2016). Yen Tu's cable cars construction has received much applause from local authorities, investment enterprises as well as the "mass tourists". This shows the "transportation" utility of this means. But the construction of cable cars to Yen Tu mountain peak has violated the basic principles of tourism development associated with cultural preservation (Nguyen Pham Hung, 2012a), which is regulated in two major laws: The Law on Cultural Heritage (National Assembly of Socialist Republic of Vietnam, 2001) and the Law on Tourism (National Assembly of Socialist Republic of Vietnam, 2017). Through direct practical surveys, public opinions and information on the mass media, it is apparent that the construction of cable cars to the top of Yen Tu mountain has revealed the following inadequacies:

First, it ruins the religious landscape here. The unique nature painting of the religious relic which is considered as the solemn and mysterious Buddhist capital of Truc Lam Zen, has been and will be torn by modern cable cars.

Second, it greatly influences the natural and cultural environment. The natural environment is harmed by the mechanical impact of humans, the natural ecological degradation, and the domestic waste of thousands of visitors everyday. The cultural environment is also harmed by the chaos, confusion, noises, and uncontrolled usability of visitors which have violated the sacred factor of this religious heritage.

Third, it affects the capacity of tourism. The overcrowding of the festival season, thousands of people arriving in an hour, covering the narrow Yen Tu mountain peak has created an overload of capacity (and has caused) the risk of insecurity related to tourism activities (An Nhi, 2016; Hien Vu, 2016).

Fourth, it affects the core cultural value of the "land of the Buddhist Truc Lam" in its integrity. The Truc Lam Yen Tu Buddhist Center was made up of all natural majestic, rugged spaces, ancient religious buildings, sanctuaries, and especially the 6,000 meters rough pathway from the down of the mountain which has over 700 years of history. This is the "religious" pathway, an integral part of the Buddhist cultural space of Truc Lam

Yen Tu, the path that Master Tran Nhan Tong and other monks have "seft-tormented" and "experienced the religion", without the common "traffic road". It is not a coincidence that King Buddha Tran Nhan Tong and his followers did not undertake a leisurely horse riding or palanquin path, and opened this "walking alone" path to the peak of Yen Tu mountain. This path carries the thought of Truc Lam Buddhism, contributing to the value of world-class cultural heritage. Constructing cable cars is considered to forget and step by step erase this path of "experience the religion", or remove a significant value of this heritage.

Fifth, it violates the principles of religious tourism. Cable car constructors have not understood the value of the Truc Lam Yen Tu Buddhist heritage as well as Truc Lam Yen Tu Buddhist tourism. The value of the Truc Lam Buddhist heritage is the "originality" of the ancient works and the sacredness of Truc Lam ancestral land. The most important characteristic realted to Truc Lam Yen Tu Buddhist tourism is the enjoyment, experience, and discovery of the difference and novelty of the Buddhist Truc Lam ancestral land. The different and unique element is the sacredness of Yen Tu moutain. This sacredness is partly due to the religious mysticism of the ancient relics, and partly because of the way in which the transportation of daily life has been displaced by the most unique "experience the religion" pathway inVietnam.

ASSESSMENT AND SUGGESTIONS

Nowadays, people have seen the 6000 meters path to Yen Tu mountain as a difficult "traffic" road, and decided to ride by cable cars for convenience. They do not know that the more challeging the road is, the more "self-reliant, fearless and independent spirit" of Truc Lam Buddhism reflects. This pathway has created the novelty and difference, causing curiosity for visitors to enjoy, experience and discover. The cable cars have eliminated the "experience the religion" pathway by the secular "traffic" road. People will easily use the cable cars to reach the sacred mountain peak. And that leisure will "kill" the "sacred peak" in their soul.

Yen Tu mountain was seen as just another view of Buddhist sites, even as many other tourist attractions, that is the reason why there is a lack of prudence towards this special tourist destination. Moreover, due to the growing demand of "mass tourists" and of investors, people are preparing to build a cable car route to Yen Tu mountain from the territory of Bac Giang province (Van Duc, 2017). A huge number of visitors will come here at the same time and the Yen Tu sacred mountain will be heavily affected. If that happens, in the future, we will hardly be able to contemplate the "original" vestige of the "Truc Lam Buddhist capital" as it was. And there is nothing to make sure that Yen Tu mountain will still remain a sacred and attractive tourist destination. Preserving the "originality" of culture is not only for culture, but also for tourism itself, because "the originality" of culture leads to the difference, novelty, and the tourism attractiveness.

Preserving the "originality" of culture must be seen as a sustainable tourism development activity (Nguyen Pham Hung, 2012b).

It is not always possible to popularize tourism, or to develop "mass tourism," especially for destinations of special heritage that need preservation, such as Son Doong cave in Phong National Park. Nha - Ke Bang in Quang Binh, or Yen Tu mountain in the scenic relics of Yen Tu in Quang Ninh. In order to protect the Son Doong Cave, people did not construct "convenient transportation" to the cave, and not all visitors could enter it. Only a limited number of visitors who can adapt to the requirements of professionality, readiness, and financial conditions can approach it. This is the most expensive tour in Vietnam, but it is always sold out. There was a time when visitors pay 3,000 USD for a 6-day cave tour to discover Son Doong cave (Quoc Nam, 2014). Yen Tu mountain is also of such type. Only a certain quantity of visitors who satisfy the requirements in terms of knowledge, mind, and behaviors, not the money, will be able to walk on the special pathway to Yen Tu mountain peak. Cable cars should not be constructed at this sacred mountain. The bumpy 6000 meters road is an invaluable pathway, it is a cultural heritage itself. It does not only help visitors to experience the dharma, experience Truc Lam culture, but it is also the "natural" regulator of the number of visitors discovering the top of Yen Tu mountain. In Son Doong cave, the very high ticket price and professional requirements play the role of "regulating" the number of visitors. Meanwhile, in Yen Tu mountain, the 6000 meters pathway from the down to the top of the mountain will play the role of "regulating" those of visitors. This is a destination for "elite visitors" rather than "mass tourism" although the religious heritage is of the mass, such as the Son Doong cave, but doing so helps to preserve this heritage, or this special tourism product, for "the eternal populace" (đại chúng muôn đời). And if the present populace want to travel to Yen Tu mountain, please "quintessencing" yourself, "quintessencing" the soul, body, willpower, determination, and behaviors, not just money and leisure.

On the day of festival, there are loads of people in the Hung Temple in Phu Tho, loads of people in Phu Giay or Tran Temple in Nam Dinh, loads of people visiting Huong temple in Hanoi, leading to concerns of tourism safety and heritage protection. This concern will be more significant when a noticeable number of people covering the small Yen Tu mountain peak. It may be argued that, in comparison with the Ramadan religious celebration at Mecca in Saudi Arabia, where there are millions of Mohammedans gathering each year, the number of tourists coming to Yen Tu mountain is not substantial. People do not know that, in the month of Ramadan, Mecca is a mandatory point according to the religious rules of approximately one billion of Mohammedans all over the world (Vu Hoang, 2015). And even though it is a peaceful place, with serious management activities, there still happens severve problems when people were stepping on each other in the Mecca Sanctuary. This causes the deaths of

hundreds of people (Minh Anh and Hong Duy, 2015). In case of Yen Tu mountain, how many people there are actually being Buddhists of Truc Lam Zen? Nor did any of the Truc Lam Buddhist sects require its faithful to come to this place (Nguyen Pham Hung, 2015). King Tran Nhan Tong used to teach that we should enjoy Buddhism in our life (Cư trần lạc đạo thả tùy duyên)!

The type of Truc Lam Yen Tu Buddhist tourism not only offers tourists different, unique, and special tourism products, but also adapt to the requirements of preserving the "originality" of this invaluable cultural heritage. That is the preservation of the cultural heritage value in the past, and the development of that for today and further generation. The construction of cable car routes to the top of Yen Tu Son should be seriously examined in order to preserve it as a World Heritage site as well as to develop sustainable tourism here.

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THE REDUCTION POVERTY RESPONSIBILITY OF VIETNAMESE TOURISM ENTERPRISES

Nguyen Thi Nguyen Hong*

Abstract: *Sustainable tourism for the poor is mainly established in rural and mountainous areas, where people's incomes are low and living conditions are limited. The Northwest, the Central Highlands and the Mekong River Delta are the main areas for poverty reduction tourism development in Vietnam. However, these results are confined to small markets and get only a small percentage of the tourist market. Therefore, the tourism industry and enterprises need to define clearly the responsibility for the local people's poverty reduction, find appropriate direction and support for the potential local craft villages, provide opportunities for the local people to provide goods and services for tourism, create employment opportunities for local people through vocational training and recruitment of employees working in tourist facilities, indirectly supporting consumption of products for the local people, etc. Raising social responsibility of tourism enterprises in poverty reduction is a key issue and should be carried out synchronously with the attention of the State, the relevant departments and localities.*

ISSUE

Businesses were less concerned about the social responsibility before the 1960s, and it caused the society to doubt companies' purposes, whether they had to take responsibility of creating products to maximum their profits or not. There has been a lot of different opinions about businesses social responsibility until now, but almost everyone admits the bebefits of raising the living standard of people. The travel companies' social responsibility includes constraints with the purposes of protecting and improving social and public welfare as well as ensuring the benefits of travel companies. Enclosing the economic efficiency with the social efficiency is a necessity not only for travel companies but also for businesses.

Tourism has been the key industry in many countries because of its contribution to the GDP and income and job creation. In Vietnam, tourism has been oriented to be

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* Faculty of Hospitality and Tourism, Thuongmai University.

an essential industry, and travel companies are expected to take both the economic and social roles in the industry and develop sustainable tourism. Flourishing sustainable tourism is the tourism development which brings benefits at present and does not harm future benefits. Sustainable programs for the poor are using tourism as a tool to develop and support in eliminating-hunger-and-reducing-poverty-comprehensive strategies, and taking part in creating jobs for the local people. However, the small market has mainly taken this approach while only a low percentage of the tourism market has.

Sustainable programs for the poor provide services for many purposes such as creating jobs and improving the poor incomes, managing natural and cultural resources sustainably, improving the local management system, raising people's perception about the environment and gender equality. Eliminating-hunger-and-reducing-poverty tourism can be considered at two aspects: supply and demand. At supply aspect, the local people take part in producing services to the tourists. At demand aspect, the tourists themselves have the demand of travelling, therefore, the local people receive benefits from tourism. Back to reality, Vietnamese travel companies are now attaching special importance to social responsibility in the supply aspect, many kinds of tourism such as ecotourism, green tourism, cultural tourism, urban tourism, etc. are more and more developed. A lot of projects are turning local people's products into tourism products, improving the economy-society role of the destination.

There are a lot of countries with top developing tourism such as France, the USA, Spain and Italy. The enlargement of their tourism has cemented the local people's incomes and jobs. In ASEAN, Thailand, Malaysia and Indonesia, etc. have always encourage their local people to participate in tourism projects. For instance, in the tourism project of Kiriwong (Thailand) or hiking tourism in Everest (Nepal), the local people work as tour guides and tourists stay as their houses in a kind of homestay. In general, the development of these countries is almost based on the approval of the local people by bringing them the benefits through participating in and providing tourism service activities, etc. Additionally, travel companies in these countries have a lot of advertising campaigns to promote the benefits of sustainable tourism to local people. These are all valuable ideas for Vietnam, especially the North West region to develop tourism to eliminate hunger and reduce poverty.

National research has systematized theories of sustainable development and the influence of the economic, social and environmental components in sustainable development, having a high appreciation for the role of the community in tourism. Many projects have studied the necessary conditions to develop sustainable tourism, assessed the tourism development potential of some localities such as Lao Cai, Binh Thuan, Quang Binh, etc. Based on those, the author shows some opinions to explore the potential of tourism, using

local labor resource to reduce poverty, especially in regions with low economic growth. Conferences for sustainable tourism development were held at the national level and in many provinces such as Hanoi, Hue, Ho Chi Minh city, Son La, Vinh Long, etc. with the involvement of many scientists, tourism managers, enterprises and local communities as Nguyen Dinh Hoe and Nguyen Ngoc Sinh (VACNE) (2010); Nguyen Dinh Hoe, Vu Van Hieu (2001); Vu Tuan Canh and ham Trung Luong (2004); Tran Tien Dung (2006); Vu Thi Hanh (2012) Nguyen Van Duc (2013); Duong Ba Phuong (2010); Pham Ngoc Thang (2010); La Nang Van (2012); Truong Quang Hoc (2013); In overseas, research projects were focused on the sustainable tourism development, ecotourism, responsible tourism and community-based tourism such as by Peter Robinson (2009); Trevor H. B. Sofield (2003); Tomas Gustafsson (2004); Rob Harris, Peter William, Tony Griffin (2012); Rachel Dodds, Sonya Graci (2012); Patrizia Modica (2016); Andrea Krauz (2016) etc. The World Summit on Sustainable Development in Johannesburg in 2002 was refered to the sustainable tourism development - poverty reduction, which was called ST-EP.

THE POTENTIAL OF DEVELOPING SUSTAINABLE TOURISM PROGRAMS AREAS IN VIETNAM

Using tourism to eliminate hunger and reduce poverty is an effective solution to flourish low-proportion-of-development areas. Sustainable tourism for the poor is mainly established in rural and mountainous areas, where people's incomes are low and living conditions are limited. The Northwest, the Central Highlands and the Mekong River Delta are the main areas for poverty reduction tourism development in Vietnam. These areas have unique tourism potential, a modern and traditional culture combination, and create a cannot-be-mixed identity. However, the life of the local people, especially the ethnic groups, are still hard, therefore; the capacity of appealing tourists is still limited.

The North West of Vietnam includes: Hoa Binh, Dien Bien, Lai Chau, Son La, Lao Cai and Yen Bai with total the population of over 3.5 million people. It has an important position in the security and defence as it has the same frontier with China and Laos. The North West is close to the densely populated areas, with great potential in science, technology, minerals and human resources which are prime conditions to develop the region's economy. The North West of Vietnam has a lot of potential to develop tourism with the majestic and pristine beauty of nature, the bumpy mountainous terrain such as Thac Bo cave, Ret cave, Pu Nooc protoplasmic tropical forest, Pu Sa Leng ben with height of 3.096m, Pa Khoang lake, the dense Son La stream system, and they can offer many adventure tours like hiking and hunting. The North West is also famous for various cultural resources; ranked historical relics and the cultures of 30 ethnic groups, etc. Coming to the North West, tourists can participate in the culture, taste many special local food such as Lam rice, special BBQ with Can alcohol, participate in Xoe night party,

and sleep in stilt houses. The North West, always closely-knit and hard-working, has a plentiful labor force to develop the local economy and society.

The Central Highlands is the plateau next to the South of Laos and the North East of Cambodia. It includes 5 provinces Kon Tum, Gia Lai, Dak Lak, Dak Nong, Lam Dong with a population of over 5 million people. The Central Highlands has a lot of benefits to develop tourism. First and foremost, it has plenty of natural resources, appealing terrains and various animals. A lot of tourism programs combining the Central Highlands with other tourism destinations such as "Color of the Sea – Thousands Flowers" program, exploring the Silver stream, Yok Don forest, riding elephants at Don village, etc. are more and more attractive to tourists from both Vietnam and foreign countries. Secondly, the Central Highlands is rich in cultural resources, including high value historical relics, unique cultural traditional activities of ethnic groups in the Central Highlands. Space of Gong Culture, ancient laws, the architectures of stilt houses and communal houses. Thirdly, compared to other mountainous provinces, the Central Highlands has a convenient airport and highway systems to develop air-communication and overland. Finally, the facility systems are flourishing step by step with plenty of services formed to serve customers, especially in accommodations and transportation. Lots of big programs such as Buon Ma Thuot Coffee Festival, Space of Gong Culture Festival often take place to introduce the images, strong points and appeal to more investment for tourism in the Central Highlands.

The Mekong River Delta, known as the South West of Vietnam, has 12 provinces and 1 city, including An Giang, Ben Tre, Bac Lieu, Ca Mau, Can Tho city, Dong Thap, Hau Giang, Kien Giang, Long An, Soc Trang, Tien Giang, Tra Vinh and Vinh Long with the population of over 17 million people. It is known as a romantic river system, with a plenty of special food and an attractive destination to many tourists. The program "Only one trip, you could meet 5 civilizations: the agricultural civilization of Kinh people, water culture with floating markets in Tien Giang, Can Tho, the Muslim culture of Champa's in An Giang, Khmer's in Soc Trang, Tra Vinh, the unique fineness of temples and food of Chinese in Vinh Long and Bac Lieu, etc." has a strong appeal. Unconventional Garden tourism only exists in this area. Using homestays, living with the local people and listening to traditional music, etc. will help tourists enjoy the true life of people in the Mekong River Delta.

However, the North West, the Central Highlands and the Mekong River Delta also have a lot of difficulties in developing procedure. Terrain in the North West is a high mountainous and big slopes, strong divison, costly investment in infractructure but low efficiency and hard to travel from one place to another. Additionally, the economy starting point is low, the GDP for each person was only 61% on the average of Vietnam, the economic structure moves slowly, the perception is low and inhomogeneous among ethnic groups.

The Central Highlands is in the tourism developing process. However, this development is still slower than other areas, being inadequate with the region potential and the number of tourists has only increased slowly and unevenly. The phenomenon "Everyone does the tourism" brings an increasing amount of services but does not ensure the quality of them. The investment projects lacked of the participation of the local people because of setting aside the benefits of local people and only caring about the benefits of investors. The tourism infrastructure has not met the demand of traveling of tourists and local people. The quality of the labor force is still low. The division and investment for hotel system were not suitable when they were only built in cities such as Pleiku, Buon Ma Thuot and Da Lat, etc. The hotel quality was not high and uneven and could not ensure for the tourism development in the Central Highlands.

Within the Mekong River Delta, the perception of a lot of tourists is that tourism is too poor and simple, and Garden tourism is the only developed tourism form. There have been no high-class hotels, restaurants or conferences and meeting rooms etc. The infrastructure is too simple and has not appealed to foreign investments. The labor force is unprofessional and the satisfaction level of tourists is still low.

SOME PROBLEMS AND THEIR SOLUTIONS FOR VIETNAMESE TRAVEL COMPANIES

In front of opportunities and challenges in less developed economies and societies, travel companies need to raise awareness about social responsibility and make clear their responsibility of eliminating hunger and reducing poverty for the local people. The problems and the opportunities for the North West, the Central Highlands and the Mekong River Delta are: increasing the use of facilities, bringing into play the potential of natural and cultural resources, developing stronger hiking, fishing, hunting, camping, horses racing, boats racing, going for sightseeing and historical relics, encouraging the local people's participation into tourism projects such as providing ideas, providing labor force, providing products, etc., creating campaigns to promote the benefits of sustainable tourism to local people, and combining tourism in various provinces to create a special tourism route.

SOME DETAILED SOLUTIONS

- Suitable orientation and supporting potential trade villages are an important solution to eliminate hunger and reduce poverty in various location. These are problems for not only travel companies but also local government and other companies. Trade villages have been taking an important role in creating jobs and raising income for the local people and preserving the cultural identity of each location from time to time. Nowadays, the more tourism has developed, the more special products have been attractive to tourists. Project "One trade village – One product" in the period 2006 – 2015 has had good results, however;

it needs to expand to all over the country to develop the benefits and potential of the location, widen the consumption market inside and outside the country, and appeal to and create close connections between government, businesses, scientists and artists, etc. The relationship between trade villages, factories and travel companies is the most important.

- Creating opportunities for local people provides tourism goods and services. Travel companies need a close connection with the destination to ensure the production activities are in order, create agriculture and forestry areas separately, and make clear the places of producing handicrafts such as tapestries and bamboo crafts, etc. These bring higher and more stable incomes to the local people. They also feel prouder of their traditional handicrafts and will take part in preserving local traditions. Furthermore, the use of good quality farm products helps companies to save on transportation cost and control the quality of goods easily as well.

- Creating various types of tourism to atract tourists, which includes life of the local people, and by new ways, preserves and brings into play all the traditional identities. Tourists can participate directly in eating and enjoying cultural activities, interacting with ethnic groups such as walking in the forest, bathing under the waterfall, visiting gardens and working with the farmers, etc. Building resorts and eco-tourism areas, not only in the cities but also in the rural areas. Making plans to preserve historical and cultural relics, supporting establishing high-quality-cultural activities, encouraging local people to develop project "Farmers – Do tourism from gardens". Homestay accommodation helps to increase the ethnic groups' incomes and create relationship between tourists and local people.

- Creating jobs for local people by training and recruiting the labor force for tourism destinations. Developing tourism for the poor programs can help the ethnic groups become the tourism labor force, by training them how to welcome customers, how to cook, teaching them foreign languages and helping them to plan their future and caring about the equality between man and woman. At the end of the training, local people can be recruited to tourism destinations and escape from their poor situations. Therefore, this synthetic economy not only encloses with different kinds of services such as hotels, restaurants and entertainment but also works with the local people. In addition, training centers can support local people by fees, time, places and suitable training programs to capitalize on the location's tourism potential.

Additionally, travel companies need to encourage well-trained employees to design and build more new models for the traditional local handicrafts and solve local people's job problems and improve their cultural – social life.

- Finding solutions to indirectly support local people to create products. The tourism developing trend and the rising demand of high quality tourism services lead

to tourism enclave developments, tourists live in their own living conditions. However, these destinations can create places for the local people to sell their handicrafts and have management solutions for these areas. By the way, tourism destinations can teach them effective sale skills. These solutions will help local people to consume more goods and create more jobs.

- Increasing in coordinating activities between travel companies and commercial companies, cultural – information companies, etc. with the purpose of capitalizing effectively the culture diversity of ethnic groups to serve to enjoying cultural activities, including tourism activities, taking part in preserving identities and cultural heritages of ethnic groups, as well as satisfying the demand of cultural exchanges with tourists, improving living standards, creating jobs and advertising the uniqueness of destinations. To exploit sustainably, companies and the public need solutions to erase isolation in production and daily life, help them to produce high quality goods and help them to become a tourism labor force.

- Moreover, other solutions can be used to improve incomes and create more jobs for local people. Educational propaganda to raising awareness in using income from providing goods and services to tourists will help to advance living standards and amend the local economical – social face. Companies need to reinforce advertising, coordinate tourism between destinations, and create constant tourism programs with the benefits of locations. It is also beneficial to build the same brands for local products to increase the products competitiveness. Travel companies also need to encourage the public to advertise local tourism goods, capitalize on them and build bridge between the local people and tourists.

CONCLUSION

The North West, the Central Highlands and the Mekong River Delta are the ideal places for tourists to explore theirs nature, mysterious culture and blend in cultural activities. Exploiting available resources will improve the economical – social life of the local people and take part in eliminating hunger and reducing poverty positively. Raising social responsibility of travel companies in eliminating hunger and reducing poverty is the main problem which needs to be carried out synchronously with the caring of the government and location administration. Enhancing the tourism products' attractiveness will secure sustainable tourism development and become our country's key industry.

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SUSTAINABLE TOURISM PRACTICES BY BUDAPEST ZOO AND BOTANICAL GARDEN (HUNGARY)

Nguyen Thi Thanh Nga*

Abstract: *This paper investigates tourist's perception of responsible practices by Budapest Zoo and Botanical Garden (Hungary). It will explore the concepts of sustainable tourism and examine tourism demand of responsible oriented program of the zoo. It was a hypothesis that tourists who were more strongly motivated by the oriented program would perceive responsible practices as more valuable than tourists less motivated by the oriented program. The study is based on a survey of individuals who visited the Budapest Zoo and Botanical Garden in Hungary. As expected, visitors with a stronger orientation had more positive views of responsible practices by tourism businesses than tourists non-oriented. They felt such innovations are important and valuable. Lack of tourism package is a weakness of the Budapest Zoo and Botanical Garden. Therefore, it is essential to create a number of packages to implement sustainable and responsible practices.*

Keywords: *Sustainable tourism; responsible business practices; tourism packages; visitor attitudes; nature-based tourism.*

INTRODUCTION

Since the 1980s, the international community has become aware of the negative effects produced by mass tourism and has started to concentrate on developing sustainable tourism in the National Tourism Development Strategy. Therefore, the theme of World Tourism Day in 2017 will be "Sustainable Tourism – A tool for development". To introduce the concept of sustainable development in tourism, Budapest Zoo and Botanical has implemented their corporate social responsibility.

According to the UNWTO's definition: "Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee

*   Faculty of Hospitality and Tourism, Hue University (Vietnam)

its long-term sustainability". Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

This paper examines a fairly successful case study of planning and implementation of "responsible tourism" in the Budapest Zoo and Botanical Garden which is the oldest zoo park in Hungary and one of the oldest in the world. It has 1,072 animal species and is located within Városliget Park, unusually for a zoo, it is in the centre of the city. As we previously reported, the Budapest Zoo and Botanical Garden is now 150 years old, and looking to the future, it's planning to implement a number of innovations in the coming years, inspired by a motivation to improve the experience of visitors while also improving their *corporate social responsibility*. Though the case study itself is interesting for the practice of sustainable/responsible tourism, it also presents an opportunity to critically evaluate the conceptual and practical contribution that the concept of 'responsible tourism' might make in tourism studies.

LITERATURE REVIEWS

Sustainable tourism

The concept of "sustainable development" was represented the first time by the World Tourism Conference held in Manila in 1980. According to the UNWTO (United Nations' World Tourism Organization), sustainable tourism development can be defined as the tourism that "meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (Tesone 2004; Responsible Travel Handbook 2006). By doing so, sustainable tourism maximizes the positive contribution of tourism to biodiversity conservation and thus to poverty reduction and the achievement of common goals towards sustainable development.

The United Nations World Tourism Organisation defines sustainable tourism as tourism that meets the needs of present tourists and host regions while protecting and enhancing the opportunity for the future. Rather than being a type of product, it is an ethos that underpins all tourism activities. As such, it is integral to all aspects of tourism development and management rather than being an add-on component. The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or

mitigating any undesirable impacts on the natural, historic, cultural or social environment. This is achieved by balancing the needs of tourists with those of the destination.

Responsible Tourism

We can implement responsible tourism to access to sustainable development. "Responsible tourism is not a tourism product or brand. It represents a way of doing tourism planning, policy and development to ensure that benefits are optimally distributed among impacted populations, governments, tourists, and investors" (Husbands & Harrison, 1996). Specifically, it could be argued that the vision of a more responsible form of tourism became relevant with the emergent concept of sustainable tourism in the early 1980s (Bramwell, Lane, McCabe, Mosedale, & Scarles, 2008). Responsible tourism has been considered as a framework and a set of practices (Husbands & Harrison, 1996). Moreover, Responsible tourism describes a set of tourist practices that people embrace in order to discover the authenticity of the places they visit (Kim & Jamal, 2007; Mowforth & Munt, 2003; Munt, 1994), preserving their scenic, natural, socio-cultural, economic, and environmental inheritance (Budeanu, 2007; Clifton & Benson, 2006; Medina, 2005; Reichel, Uriely, & Shani, 2008). Husbands and Harrison (1996) argue that responsible tourism identifies "a framework and a set of practices that chart a sensible course between the fuzziness of ecotourism and the well-known negative externalities associated with conventional mass tourism." According to Leslie (2013b), responsible tourism implies that all those involved in tourism are responsible for the consequences of their behaviors: tourism businesses, local institutions, and communities, destination management organizations (DMO), investors, consumers, etc. (Jenkins & Schröder, 2013). As a consequence, responsible tourism can be investigated adopting a supply-side and/or a demand-side perspective (Frey & George, 2008). Based on some of the definitions, **sustainable tourism** can be defined as: *"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"*

Nature-based tourism

Nature-based tourism is prevalent in the tourism industry and continues to grow. The Budapest Zoo and Botanical have been developed based on natural. There are many definitions of nature-based tourism. Valentine (1992) offers a definition suggesting that nature-based tourism is primarily concerned with enjoying nature in a fairly undisturbed setting. He further elaborates on his definition by indicating that nature tourism can encompass experiences that depend on a natural setting, experiences that are enhanced by nature and experiences for which nature is simply a backdrop. This broad treatment of nature tourism is criticized by Mehmetoglu (2007) who notes that nature tourists are not a homogenous group.

Comparing definitions

Differentiating the concept of sustainable tourism from responsible tourism is not an easy task. Because of the high number of definitions were given over the time and with similar and ambiguous meanings. Sustainable has a broader meaning. Because it refers to the planning of a development policy and a management strategy for the destination respecting the interests of all stakeholders involved. Responsible tourism would mean the adoption by tourists of a travel behavior that push them to respect the places they visit and the people they meeting during the holiday and to promote the well-being of the host community. In other words, responsible tourism is a broad concept that includes different conscious and respectful ways of traveling, which bring people to take responsibility for their actions. Sustainable tourism represents the natural reply that tourist operators give in order to fulfill the needs and wishes of responsible tourists.

There is a wide range of tourism forms related to responsible tourism. It is consists of Rural tourism, Agro-tourism, Conscientious tourism, Heritage tourism, Reality tourism, Pro-poor tourism, Ecotourism and Nature-based tourism. The list can be longer if other tourism practices that share some of the principles of responsible tourism have been taken into account. However, we only mention about nature-based tourism because Budapest Zoo and Botanical have been developed based on natural.

Nature-based tourism should meet three criteria:

- It provides for environmental conservation;
- It includes meaningful community participation;
- It is profitable and can sustain itself.

These three contributions share the same principles of responsible tourism (the focus on the environmental and cultural preservation and on the profitability for the local community). Even though they express the concept in a different way, it seems to consider nature-based tourism as a form of responsible tourism.

METHOD

According to the literature on mixed methods research, for the purpose of our study, a double-stage methodology in which qualitative research acts as preparation for a quantitative study was adopted. The qualitative and quantitative research was carried out.

Based on the findings from the qualitative phase and an extensive literature review (Budeanu, 2007; Chafe, 2005; Choi et al., 2009) a questionnaire was designed to be used in the quantitative phase of the study. This study is based on a survey of individuals who visited the Budapest Zoo and Botanical Garden in Hungary. Especially, the qualitative study, the message explained the purpose of the research and asked individuals to provide a detailed description of their best experiences as responsible tourists. After this introductory grand tour question, we asked them to write about their motivations and how are they satisfy with the Budapest Zoo and Botanical Garden. In total, 200 descriptions were collected in

two weeks. We choose random sampling method to collect our questionnaire because they are convenient. A total of 182 people responded, who were predominantly female (56.67%). The age of the respondents ranged from 18 to 85 (M = 32.47, SD = 10.2); 137 were married (74.5%) and 47 single (25.5%). Most of the respondents reported being a student and pupils (34.67%) and having a high school education (56.67%).

RESULTS

The SWOT analysis is an understanding of the total result of the current position of the business. It defines the strength, weakness, opportunities and the threats of the organization matching the external opportunities with the internal strengths. The company or the organization involving the SWOT analysis has to order the strategies and strengths to hold in control the weaknesses and eliminate the threats in any from the external sources. We know nowadays SWOT analyses are important for all business activity.

Table 1. *SWOT analysis*

Strengths	Weaknesses
S1: Location (capital, city center)	W1: Price is higher than other zoo
S2: Accessibility	W2: Lack of entertainment activities
S4: Biological diversity	W3: Some empty houses
S3: Some owned special products (insert coin machine, some products in gift shop…)	W4: Some place is duty
S4: Adopt animal	
Opportunities	**Threats**
O1: There are more tourists travel to Budapest than other cities in Hungary.	T1: Our competitors has a cheaper ticket's price
O2: The duration of stayed is longer than other cities in Hungary.	T2: The number of Animal death will be increase.
O3: The zoo is near by some well-known place then we can co-operate with them to offer a package tour between our attractions.	T3: Climate change impact
O4: Opportunity to cooperate with Tour operator or Travel Agency.	T4: Polution
O5: There are a lot of people want to adopt animal so we can adopt animals.	T5: Sercurity problem

Strengths

As strengths accessibility, biological diversity, special products should be good examples. The location is been chosen as the best-suited place for the construction of the Zoo and it's the perfect place for the process chosen by the organization. The organization built has various ideas such as competition ideas indoor or outdoor events. Zoo locates in the near of one of the main square in Budapest, so it can be considered as a touristic place. They also become a part of other organizations such as the zoos and wildlife conservation within the country. The animal encounters and rides, feeding times, animal photography, zoo shop plays an important role in the pride of being unique among the other attractions. In another hand, locating in a capital city is also the advantage for attracting many locals and tourist as well. From any points of the city, you can access with public transportation (metro, bus, train) to the zoo. But attracting more visitors we can offer to purchase for the zoo 1-2 comfortable buses for organizing regular visits from the city center to the zoo with a fixed schedule. When boarding the bus, visitors immediately pay a visit to the zoo and a return ticket to the city on the same bus.

Budapest Zoo is not placed just for observing animals. It is also a botanical garden with different types of plants. Probably in every zoo in Europe, we can easily find souvenirs or some gifts related to animals, in Budapest zoo as well. But in Budapest zoo, there are some coin machines which you can get memory coins with date Budapest zoo logo and some other information and we think that it is another difference of this zoo from others. The animals adopt an open concept of living in the landscape and spread across the vivid and spacious environment separated for the curious spectators with wet and dry moats. Sponsorship and adoption also remain as a part of the team along with small donation initiating the success of protection and conservation of wildlife. The promotions of the organization comprise of the animal photography, guided tours, Animal Encounters and rides, feeding times, foods and beverages, shops in the zoo, friendly facilities for the disabled and show organized according to the periods of the season. Education and conservation are part of the promotional scheme for the visitors to get involved with the social space.

Weaknesses

Customer Quality satisfaction has been the main issue in the zoo. There have been a number of issues with visitors which includes poor operations and Planning, Empty Cages, Low Food Quality, Queues Everywhere, Lack of Seating, Baby facility. As a result of our observation we can mentioned ticket prices, Entertainment activities, Empty cages, Pollution, Information language are a weakness of Budapest zoo. There are just few entertainment activities which are not really interesting for young or older people.

The cost of the entry should be considered expensive. The price is 10 euro per adult and 6 euro for the Child aged within 6 -12. Student concession and group allowances are available when booked as a whole and have to be contacted the organization. They have some plans for the disabled and authorized visitors allowing a free entry for the DDR card holders. But one of the main problems was surely pollution, lack of cans and probably the few numbers of cleaning staff influence this problem. Air pollution levels inside the Zoo Park are dangerously high, according to data available with the Telangana State Pollution Control Board (TSPCB). Classified as a 'sensitive' zone with a permissible Air Quality Index (AQI) of under 100, the zoo recorded an AQI of 241 in November last year. According to standards set by the Central Pollution Control Board (CPCB), an AQI between 201 and 300 is classified as 'poor' and can cause "breathing discomfort to people upon prolonged exposure". One of the major problems which can be easily identified is the lack of strategy operation plan for Budapest Zoo. Operation strategy involved keeping the routine operations in place despite the number of visits to the Zoo.

In this competitive era of entertainment, customer satisfaction is considered a key to success, which Budapest Zoo has failed to provide effectively over the period of time. Budapest Zoo has failed to delight its customer by not providing quality of service for customer processing which involved managing parking areas, queues, information desk, customer handling and information processing. Fail to achieve can lead to customer unhappiness, can create chaos and seriously damage the Zoo image. Other problem can be related to Society attitude and behavior towards the animals, today people are well more aware of animal warfare, rights, and conservation. There has been questions and debate concerning "What is the role of a Zoo in society", "Should an animal be kept in captivity or used for human entertainment". People have become much more educated and are questioning the role of Zoo in the society. Attracting a number of visitors and applying capacity management operation to keep them organize have been crucial problems of Budapest Zoo for a long time. It has harmed company potentially as it has lead to various problems which included cut down in development projects; a number of large animals have been a move to sister Zoo to cut down the cost, services quality has affected due to lack of funds. This may lead to people not returning to Zoo for next 3 to 6 years unless there has been major development or new attraction in Zoo to drag them back to Zoo.

Opportunities

As we mentioned that Budapest Zoo locates in the city center, there are some possibilities like offering tour packages which include Heroes square, Schechenyi furdo tours combined. Cooperating with some tour agencies or hop on hop off offices can make more easily this kind of tours. Discounted membership during Off-season, but increase the regular cost of membership, a partnership with museums, outdoor opportunity both for children (attractions, rides, feeding animals) and their guardians, technological advancement.

The Budapest Zoo is said to be an organized theme with shows, events, and attractions. They tend to have increased in their growth along with the years. Now they have become a part of the wildlife protection and conservation creating awareness in the social media. The e-business plays an important role in the marketing roles for this organization. The website is specially designed to contribute all the efficiency and entertainment lively probing the customer to participate in the visit. The design of the website enhances the quality and governance of contribution in a specialized way. It also shows complete data of the zoo and further to the facts present it also allows a chance for the participation of the visitor along with the excitement offers.

Due to an increase in people wanting to be eco-friendly, the zoo can start adding programs which help the environment such as planting trees, using eco-friendly material since people are becoming more aware of for exhibits, etc. animal rights and how they're treated, the zoo can adjust its exhibits in order to create a more natural environment for the animals. Since people are becoming more aware of animal rights and how they're treated, the zoo can adjust its exhibits in order to create a more natural environment for the animals. The cost of animal care is increasing and revenue is decreasing. Serve as educational options for all grade levels with experts teaching and demonstrating with real animals, a way to get out of the house experience nature and family fun, everyone knows what a zoo is so they have good brand learn about real life animals in natural habitats.

Threats

Being some others zoo in the country is considered as the main threat, and if their prices are lower than Budapest zoo so it makes the competition possible. Budapest Zoo is outdoor activity and of course, climate change also affects the service. Especially protecting lots of type animals can be really hard. People use caution with their discretionary money and don't want to spend it on the zoo. Animals aren't always out and about- no one wants to see trees only. Another point that is really hard to cater to everyone at times but the movies about all the nature and animal habitats and life can increase interest in coming to the zoo and seeing it in person. The new generation is becoming greener and wanting to protect the environment. The weather one comes in rain or snow and finally of course competitors. The major problems of Budapest Zoo as identified previously have come to know from various sources. The source has been various reviews, feedbacks and various studies have been conducted on Budapest Zoo to identify these problems.

From past experience of the zoo, we have seen the whole operations crashed when more than expected visitor's attendance. As previously found the customer satisfaction and quality of service score were low. Furthermore, the finding of a review of the different customer at various review sites shows that Budapest Zoo operations have poor performance which includes poor operations and planning, empty cages, low quality

food and queues everywhere. This shows there is a gap between customer perception and service provided. There has been greater decline towards the visitor's attendance due to lack of attraction and facility provided by Budapest Zoo. The new developments by the Budapest Zoo were encouraging and right steps towards creating more attractions. As the analysis shows it only manages to increase visitors on a smaller scale and reviews show customer did not satisfy with the new attractions. One of the major concerns by animal rights and welfare society were to address the issues related to animal facility and welfare in society. Budapest Zoo management should work towards the captivity and happiness of animals. Budapest Zoo should work to provide a natural environment for animals so their happiness is confirmed with the entertaining of the visitors.

Demand analysis

We conducted a questionnaire survey. The size of a sample is 150 visitors because of limited of time and resources. We designed a questionnaire which is included 19 questions about visitor's information, demand and satisfaction of visitors when they visit Budapest zoo.

As a result of our survey in the zoo, we can conclude that roundly 36 percent of visitors have traveled to Hungary for the first time. Approximately 50 percent of visitors visited the zoo once time a year and 12 percent of them visited the zoo up to 4 times a year. Average spending time for observing animals and the botanic garden is between 3 and 4 hours.

Table 2. *The main purposes of visit*

	Percentage (%)
To see the animals/ botanical	72
To see this awesome training exercise	34
There will be plenty of great puns	11
The zoo is an amazing place	53
Get some exercise walking around the park	41

During our observation on the side, we also made questionnaire about the purpose of visit. It was predicted that too see animals and visit botanical gardens will be a favorite choice for visitors. Some of the visitors spent their time for getting some exercises or just walked in the park area.

Table 3. *The level of visitors' satisfaction towards quality of staff performances*

	Very disappointed	Disappointed	Nomal	Satisfied	Very Satisfied
Apparel employee/ neat and polite employee	0	0	16.0	56.0	28.0
Available to assit the visistors	0	0	56.0	28.0	16.0

Answer the question correctly and clearly	0	0	36.0	40.0	24.0
Language speaking ability	0	28.0	16.0	32.0	24.0
Professional staff	0	0	12.0	60.0	28.0

According to visitors, they are satisfied with the quality of staff performances in general. They are mostly satisfied with the uniform of staffs which there were 56 percent of visitors satisfied and 28 percent people very satisfied. In the other hand, 64 percent of visitors were satisfied and very satisfied when the staffs answered their questions correctly and clearly. However, 28 percent of visitors disappointed about the language speaking skill of staffs so the human resources department of the zoo should train staffs about the languages skill.

Table 4. *Visitors' satisfaction with Budapest Zoo and Botanical Garden*

	Very disappointed	Disappointed	Nomal	Satisfied	Very Satisfied
Convenient location	0	0	16.0	56.0	28.0
Unique architecture/ natural	0	0	16.0	52.0	32.0
Biological diversity	0	0	12.0	40.0	48.0
Quality of Food and Beverage services	0	0	24.0	24.0	52.0
Reasonable price	0	0	12.0	60.0	28.0
Information desk	0	0	32.0	48.0	20.0
Convenience facilities	0	0	20.0	56.0	24.0
Gift shops	0	0	12.0	48.0	40.0
Restroom is clean	0	0	12.0	76.0	12.0
Luggage storage	0	0	12.0	72.0	16.0
Safety on site	0	0	12.0	48.0	40.0

Most of the visitors were satisfied when they visited the zoo. The Zoo is located in the city center and nearby Heroes Square. It is easy for visitors to get here. Visitors were highly satisfied with the biological diversity and natural view of the zoo. Moreover, the facilities are convenient. They were satisfied with the gift shops, restaurant, luggage storage, and restroom. This is one gift shop which is located in a reasonable place, near the exit. The goods and souvenirs are diversity and get the customer's demands. It is remarkable that the goods have logo, brand or images about the zoo to remind visitors about it. Restaurant services Hungarian cuisine seft-services. It is the reason why most of the visitors were satisfied.

The price of ticket and product was not highly satisfied because it is cheap with the foreigner but it quite expensive with the local people. We can brand the price to be more reasonable for the local people.

It is important to know that they are satisfied with these facilities and services to improve the level of visitors' satisfaction. However, we want to know the visitor's behaviors. Whether visitors revisit the zoo?
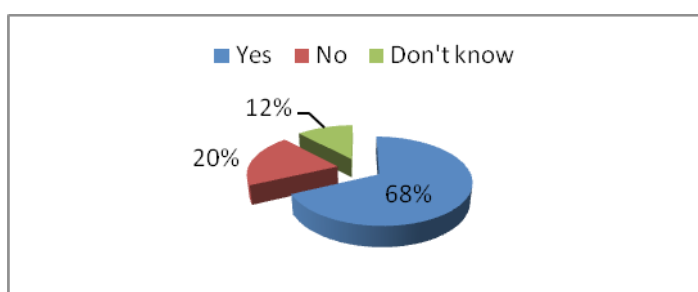
Figure 1. *The number of visitors wants to revisit the zoo*

There was 68 percent of visitor want to revisit the zoo, 12 percent of visitors do not revisit and 12 percentage visitors have no ideas. It means that most of the visitors satisfied and they would like to revisit the zoo. 12 percent of visitors do not revisit the zoo because they just want to visit one time to know about this attraction, others people do not have opportunities to travel to Hungary frequently so they do not revisit the zoo. They want to visit other destinations or attractions.

Table 5. *The practices of responsible tourism: Mean value of importance and consistency.*

Practices	Importance rating	Consistency rating
Respecting the natural resources of the Zoo	4.3	3.9
Limiting the production of garbage	4.5	4.0
Respecting people and their local traditions	4.7	4.3
Preserving the authenticity of the Zoo	4.6	4.1
Being interested in the several aspects and characteristics of the local community	4.0	4.3
Buying from local and typical merchants	4.4	3.5
Using transport that minimizes the impact on the environment	4.2	3.9
Buying authentic and locally produced goods	4.1	3.7
Denouncing improper and damaging behaviors to the zoo	4.8	4.2
Restaurants offering a typical menu with local food	4.7	4.5

The respondents' ratings of how disciplined they are in behaving responsibly are significantly lower than their own ratings of how important these issues are (Table 5). The most significant gaps between the ratings of importance and those of consistency was in the areas of limiting the production of garbage; buying authentic and locally produced goods; denouncing improper and damaging behaviors to the zoo and sing transport that minimizes the impact on the environment. Visitors have a high awareness of their actions to protect the environment but their behaving responsibly was lower than the important rating. Especially, visitors don't appreciate the importance of being interested in the

several aspects and characteristics of the local community. Their consistency rating is higher than that in 0.3 points. It shows that visitors are impressive by the several aspects and characteristics of the local community.

Thus, the main reasons that explain why so often tourists do not adopt the practices of responsible tourism seem to be basically related to inappropriate and not widespread communication and promotion activities. Tourists have difficulties in finding out information on responsible tourist products and services, on the proper procedures to adopt in order to denounce irresponsible behavior in the visited place, and/or, finally, of the "real" local nature of the small businesses there.

CONCLUSION

The aim of the study was to contribute to a deep understanding of the responsible tourism phenomenon using a demand-side approach. Adopting a mixed-methods approach, whereby a qualitative study acts as an entry for a quantitative study, the findings revealed that responsible tourists do not behave in the same way and with the same degree of responsibility. Every responsible tourist is in general keen to be involved with the environment. Further, the research found a positive relationship between the degree of adoption of responsible tourism practices and the behavioral changes needed. The more subjects want to adopt the responsible tourist approach, the more behavioral changes are needed compared with the "standard" tourist. These conclusions are significant for both researchers and hospitality managers. On one hand, they provide further insights into the scientific debate on responsible tourism, revealing that it is not possible to say that an "ideal" tourist exists, even when responsible tourists are considered. Meanwhile, it seems that a moderate level of change is required in order to adopt responsible tourist behavior.

On the other hand, these findings offer suggestions to their own operators that are involved and interested in fostering the development of responsible tourist behavior. We recommend some of the tour packages which are implemented responsible tourism to raise tourist actions.

Family Farm

The slogan of tourism package: Come and join us and "Become a Farmer for one Day".

Description of program:

• Capacity: Min 10 – Max 20 participants

• Target group: Family.

• Price: 15000ft for a family (2 adults with 2 children) includes full lunch and Hands-on lesson. Discount ticket for additional children: 3000 HUF.

• Duration: 10 a.m-4 p.m

• Dress comfortably: working shoes, strollers, gloves other tools

We will visit and work at Budapest zoo & botanical garden. You'll experience when you're a farmer. "Sustainable Farming" is implemented in this program then you will learn the practical skills and see what it takes to protect the environment. First, you'll dress like a farmer. You can join the farmers in preparing the soil, watering or picking vegetables and many other gardening activities. It is important to set up a sustainable farming with biological farming methods. What is biological farming? Biological Farming is an approach to food and fiber production that respects the natural processes in the farm or garden ecosystem in order to yield top quality products, provide a viable living for the producer, and sustain long-term productivity. Practitioners use ecologically sound methods of agriculture, horticulture, aquaculture, and livestock husbandry to provide food that is as nutritious and free from toxic residues as possible, and which preserves the balance found in natural ecosystems. It is a highlight that the zoo takes responsibility for social and environment. In the middle of the heat of the day, you have a break for lunch. Lunch will be in a garden. You will also see many flocks of ducks. Do you know how they help on farming? Let us tell you. Ducks not only provide food but also fertilize the plant with their droppings. You will practice how to take care ducks:

- Give them hay or straw to sleep on

- Clean out their house

- Feeding the ducks

 - Activities for the ducks

Program Outcomes for Participants completing the program:

- Understand about the biological diversity.

- A general idea and working knowledge of farm production.

- Understand the principles and practices of biological (non-toxic) farming

- Raise awareness of protecting biological diversity

- Experience and get fun.

Finally, every family will receive a certificate of "Sustainable Farming" with a family picture.

So You Want To Be A Veterinarian?

Based on the demand of kids which they want to be a veterinarian in the future. We create this tour packages for them.

Description of program

• Tourism package: So you want to be a Veterinarian?

• Slogan: "Let's catch your dream"

• Capacity: Min 10 – max 20 participants

- Target group: children, pupils.

- Price: 4000ft includes a hands-on lesson.

- Duration: 8 a.m - 11a.m

- Dress comfortably: white blouse

The Veterinarian will take children on the tour and introduce about the animals in the zoo. After that, the Veterinarian will teach them how to take care your pets and other animals.

- Listening to the children needs and encourage them to catch their dream.

- Encourage them to love animals and protect them

- Practicing take care animals and pets

- Divide 3 or 5 groups, organize small games between them

- Offer memorable gift: "Dreamcatcher" to every participant. This gift reminds and encourages children to catch their dreams. Moreover, the gift is fit with the slogan.

Treasure Adventure Game

The soft skills take an essential role for growing of a child. The demand of practicing soft skill is increasing. Therefore, we create a tour package to meet their wants and needs.

- Theme: Treasure of Mother Nature

- Capacity: Min 10 – max 20 participants, divide into from 3 to 5 groups.

- Target group: children, pupils, students.

- Price: 4500ft includes Hands-on the game

- Duration: 14.00 a.m – 17.00 p.m

- Dress comfortable: T-shirt for every group in different colors.

- This package based on team building activities.

- Final round: Treasure of Mother Nature will be creative by every group

- Plans out the locations and tasks that the racers will go to.

Graph 2. *The map of Budapest Zoo and Botanical Garden*

Japanese Garden is the start point of our game. Players have to name their groups based on animals or plant. Japanese Garden has a large place so we can organize a team building game to challenge every group. Every group must plant a small tree in a pot. Our staff will give you a red flag if your group is the first group complete the task; a yellow flag for the second position and a blue flag for the third group.

When your group is complete, you can get another task in the Great Lake. Our staff will guide you visit American Tropicana then we have a question which is related to what we introduce about the American Tropicana. The next attraction is Australia. Our staff will guide you visit this place and have a small game. They give you papers which are the name of animals and other paper described the feature of them. You have to match it correctly. For example, Koalas - have special physical characteristics that complement their tree-dwelling lifestyle. The tough textured skin on the soles of their feet along with long sharp claws provides traction and strong thigh muscles aid in climbing. When you are complete it, you'll go to Rock Garden. In here, you'll play a team building game to help all member of your group are solidarity. In Monkey world, you'll observe monkeys and make a short introduction about them then we'll vote for top 3 groups and we share more information about Monkey world. Let's move to Great rock (Magic Mountain) where has a big room for watching a short movie about animal and plant. We'll show you a voice of animals and you guest. Then you go to Savanna. We hide treasures for every group so you have to find your treasures based on our directions. The other treasures are hidden in Great Ape house. You have to collect all your treasures. It includes paper, a carton, pencils, scissor, plastic bottle and a tree. Let's create your treasure from this materials and present it for us. We'll calculate the results and give the first prize, second and third prize. The other groups still receive a gift from us. But your experience from the game is the best prize for you.

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SUSTAINABLE STATE MANAGEMENT OVER TOURISM ACCOMMODATION SUPPLIERS IN CAT BA, HAI PHONG

Nguyen Thi Tam*

Abstract: *State management of sustainable tourism business has been the orientation in many provinces. In Hai Phong, Cat Ba island is cosidered as the most important tourism area of Hai Phong and showing the speciallities in term of tourism products. In 2016, Cat Ba attacted over 1.6 million visitors, including 165 tourism accommodation wich is about over 40% amout of tourism accommodation in Hai Phong. The issues to tourism department or related ofices is need of suitable policies for Cat Ba tourism and accomodation in order to get rid of the disadvantage to both natural enviroment and business enviroment. The research used survey questionaires basing on Likert scale. Surveillance was conducted with 110 questionaires distributed to tourist accommodation establishments in Cat Ba. 86 retrieved questionaires are eligible for futher analysis. Results showed that most of items, such as planning, plan, policies and contents of human resources training and education for tourist accommodation business were evaluated at average and not good. In term of inspection over tourist accommodation business in Cat Ba, most of tourist accommodation establishments evaluated this content as rather good. In the other hand, by doing that is to motivate the accomodation business in Cat Ba island this article is showing the detail analisys of state management in term of tourism accomodation in Cat Ba island and willing to propose the solutions to improve state management of tourism accomodation follwing sustainable way. In order to evaluate the current situations to develop tourism accomodation in Cat Ba in the future.*

Keywords: *sustainable tourism, State management agencies, tourism accommodation, Cat Ba island*

INTRODUCTION

About travel accommodation business in Cat Ba, Hai Phong

Hai Phong is among the national tourist destinations which were already formed. It plays the motive role as well as important position in the national and regional tourism development strategy. Located in the Northeastern part of the city of Haiphong, Cat Ba

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* Department of Tourism, Hai Phong University.

archipelago comprises of 388 big and small islands with the total area of 334.1 kilometers. It has stunning beaches, original and diversified ecosystem. Cat Ba archipelago was recognized by UNESCO as the world's biosphere reserve. It is also a national park in Vietnam which has marine preservation zone. Cat Ba topography is diversified, mainly limestone mountains with a number of fascinating caves such as Trung Trang, Hung Son, Thien Long. It can be said that Cat Ba is gathering sufficient conditions for tourism development, particularly sea and eco - tourism.

However, tourism in general and travel accommodation in particular have its fallouts on ecological environment. Therefore, developing tourism in a sustainable way is an indispensable trend to minimize bad effects of tourism on the environment. To do this, the State management holds an important role in giving orientation to developing the travel accommodation business in Cat Ba in sustainable direction.

Accordingly, by the end of 2016, the number of tourists to Cat Ba was over 1.6 million. International visitors hit over 368.4 thousand. The remaining were local ones. Cat Ba's total revenue from tourism in 2016 was over VND 798 billion, greatly contributing to the budget of the city's tourism sector. Now in Cat Ba there are more than 165 travel accommodation establishments with 3,215 rooms. The number of high-end accommodations is limited; most of them are small scaled. Therefore, an issue posed for the state management over tourist accommodation business in Cat Ba in sustainable and environmental friendly direction is an inevitable trend. State management agencies play an important part in this work.

LITERATURE REVIEWS

Sustainable tourism

Sustainable tourism is environmentally responsible travel and visittation to natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features, both past and present) in a way that promotes conservation, has a low visitor impact, and provides for beneficially active socio-economic invoivement of local peoples (World Conservation Union, 1996).

According to UNEP and UNWTO, sustainable tourism is the tourism which miminizes expense and maximizes tourism's benefits on natural landscapes and local community. Sustainable tourism can exist a long time without badly affecting ecological sources that it depends on (UNEP and UNWTO, 2005). Sustainable tourism means its development can meet the current demands without affecting its ability to fulfill tourism demands in the future (Vietnam Law of Tourism , 2005). Therefore, concepts of sustainable tourism all target at preserving tourism resources, minimizing bad effects of tourism activities on the environment and tourism development must benefit local community.

Role of local state management of tourist accommodation business

In the relation among entities engaged in tourism activities, the state management agencies of local tourism have the key role in establishing the relations between state management agencies of local tourism and tourists, tourism businesses and local community.

In the state management of tourism, local authority is responsible for participating in, making plans and detailed planning within the framework of national legislation and regarding to local tourism development. (Brokaij, 2014). Furthermore, local authority is recognized as an important force which affects the management of tourist destination (Bramwell and Lane, 2010; Ruhanen, 2013). The role of local state management agencies in tourism development is to make tourism sector develop robustly and sustainably. Besides providing infrastructure and public conveniences, the local state management agencies also undertake the work of local social-economic development as well as promote the deployment and mobilization of public resources to the production and consumption of commercial tourism. (Dredge và Jenkins, 2007).

In Vietnam, the state management of tourism includes: 1.building and organizing the implementation of strategies, planning, plans and policies for tourism development; 2. Building, issuing and organizing the implementation of legal documents, technical-economic standards of tourism activities; 3. Propagating, disseminating and educating law and information of tourism; 4. Organizing and managing human resources training and fostering; studying and applying science and technology; 5. Inspecting and evaluating tourism resources to set up planning for tourism development..; 6. Implementing international cooperation in tourism, promoting tourism at home and abroad; 7. Regulating the structure of state management agencies of tourism and the collaboration of state management agencies in state management of tourism; 8. Granting, revoking license, certificate of tourism; 9. Inspecting, dealing with complaints and violations of the Tourism Law (article 10 – Tourism Law).

Eventually, the local state management agencies have leading role in sustainable tourism development by making tourism development planning and plans; training tourism workers, checking, supervising tourism activities of related sides in terms of responsibility assignment and benefit sharing; encouraing local community to take part in tourism activities, raising public awareness of protecting and improving tourism resources and tourism environment.

METHOD

The research used qualitative method, in details

- Studies (from scientific articles, seminar books, thesis...) involved state management of tourism and tourist accommodation in line with sustainability. It also got information

of tourism, tourist accommodation business from specialized domestic and international websites, information and documents of tourism, tourist accommodation of the Ministry of Culture, Sport and Tourism, Hotel Department- Vietnam National Administration of Tourism, Institute of Tourism development- Haiphong Department of Tourism, State management agencies's regulations, sanctions... on the state management of tourist accommodation business.

- Surveying tourist accommodation businesses' satisfaction over state management of tourist accommodation business in Cat Ba, Haiphong in line with sustainability. Survey questionaires were based on the Likert Scale with 5 rating levels and were directly sent to 110 tourist accommodation establishments in Cat Ba and collected 86. After collecting feedbacks, survey questionnaires were collected, classified and processed on Excel.

- Detailed interviews with experts, leaders of tourism associations and State management agencies about Haiphong tourism, focusing on such contents as State management of tourist accommodation business in Cat Ba to have a general and overall outlook of the state management of tourist accommodation business in Cat Ba.

- General method: Basing on available data, researcher collected, classified to make a general view of state management of travel accommodation business in Cat Ba in line with sustainability.

- Analysis & comparison: Basing on classified data, researcher analyzed and compared figures to point out strong points and shortcomings of researched contents.

RESULTS STATUS AND SOLUTIONS FOR STATE MANAGEMENT OF TRAVEL ACCCOMMODATION BUSINESS IN CAT BA IN LINE WITH SUSTAINABILITY

Making and implementing planning, plans and policies for travel accommodation business in Cat Ba

The making and implementation of planning, plans and policies related to travel accommodation business in Cat Ba have been deployed and closely followed Haiphong's general planning, plans and policies for tourist accommodation services. With the target of developing Cat Ba tourism in sustainable direction, in December 5th, 2014, Haiphong People's committee issued decision No. 2732/QĐ which approved "*the general planning for sustainable tourism development of Cat Ba archipelago to 2025, vision to 2050".* The planning clarified the goals of building diversified and sustainable travel accommodations, mainly at Cat Ba township – Cai Gia and can meet different needs of visitors. In detail, it set a target of 7,800 rooms in 2020, 11,000 rooms in 2025 and 32,600 rooms in 2050. In terms of planning, State management agencies are making effort to have detailed strategies as well as targets to orientate the development of tourism activities in Cat Ba. The planning has received special attention with specific targets and orientations related to the sustainable travel accommodation business in Cat Ba. This

is an important information channel which contributes to giving orientations to tourist accommodation establishements in Cat Ba in having specific targets to attract tourists and improve capacity of rooms.

In terms of the suitability of the planning and plan making with the actual development of Cat Ba tourism, tourist accommodation establishments which were rated over 3 points accounted for 23%. 48% were rated as normal. Therefore we can see that the number of establishments being rated as suitable for the actual planning is not high. 29% of establishments were avaluated as not suitable. Travel accommodation businesses highly appreciated the clarity of the planning content. 87% of them rated it as normal or good and other 13% rated it under 3 points. Over 20% of tourist accommodation establishments said that the planning had facilitated them to better identify business goals, 56% evaluated the planning as normal and 23% thought the contents of planning, plans and policies for Haiphong tourism were not effective in supporting businesses to identify their business targets.

Chart 1: Assessment of tourist accommodation establishments of the planning, plans, policies for travel accommodation business in Cat Ba in line with sustainability

No.	Evaluation content	Above 3 points		3 points		Below 3 points	
		Number of travel accommodation establishments (TAE)	Rate %	Number of TAE	Rate %	Number of TAE	Rate %
1	Suitable with actual development of tourism	20	23	41	48	25	29
2	Planning contents are specific & clear	29	34	46	53	11	13
3	Facilitating TAE to identify business targets	18	21	48	56	20	23

(Source: Survey data of the author)

Based on practical researches of Cat Ba planning, evaluation of travel accommodation establishments and ideas of tourism researchers, experts and scientists, the planning of Cat Ba is still limited. This is also the main reason that made Cat Ba scenery and environment badly affected, not suitaable with the city's tourism development reality. The planning forecast is not effective; Natural landscapes in tourist sites are at risk of breaking. The planning did not catch up with time schedule to fulfill the development targets in line with sustainability.

Most of the problems of Cat Ba Tourism development planning and plans are due to the limitation in expense. Professional skill and ability of several consultant units in planning work is weak. verification and submission still take long time.

Evaluation of the actual planning, plan and policies making related to travel accommodation business in Cat Ba showed that we need to suppplement, update planning

for travel accommodation in Cat Ba in line with sustainability so as it could be more suitable with reality, best exploit efficiency and benefits. Therefore, to have an effective planning for tourist accommodation in Cat Ba in line with sustainability, we need to focus on the following points:

First of all, the planning contents must be in line with the national tourism development strategy and specific features of Cat Ba. To do this, on the one hand, the tourism sector needs to be strategically planned at national and regional levels. On the other hand, the basis for developing and implementing the planning, plans and policies related to the tourist accommodation business in the locality must take account of requirements and criteria of social –economic development of the city and national tourism sector to 2025, Vietnam tourism development strategy to 2020, vision to 2030. The approval and management of the planning scheme must ensure the harmonious and synchronous development between the goals of sustainable tourism development of the city and the country.

Planning, plans and policies related to the travel accommodationn business must be suitable with the actual development of the city's tourism. To achieve this goal, the planning must access scientifically and fully the achieved successes as well as point out limitations and difficulties of the development of Haiphong tourist accommodation business in each period. From that, we adjust the goals of planning, plans and policies related to the development of tourist accommodation business in accordance with the development of the city and country. To effectively implement the planning, plans and policies for the development of tourist accommodation business, we need to base on the mandatory principles of predictability, consistency, diversity, inheritance, preference, selection and feasibility...

It is necessary to invite experienced experts at home and abroad in the field of tourism planning to give advices in making sustainable tourism planning. Furthermore, there should be a council of leading experts in tourism planning at home and abroad to evaluate the planning, avoid leaving non-expert panel members to make inaccurate assessment conclusions that affect the effectiveness of planning.

Ensure the inter-sectoral and inter-regional system in the planning of tourism in general and travel accommodation business in Cat Ba in particular. Tourism planning should be linked to other sectors such as construction, transportation, natural resources and environment... In addition, systematic planning should be ensured through thorough scrutiny of higher level planners as well as other localities to determine the focus of planning, create the synchronization of tourism development while still developing key and specific tourism products and services of the city.

It is necessary to ensure a reasonable source of capital for the construction and deployment of planning. Haiphong has now identified the tourism industry as a key

economic sector, so it also needs to make more appropriate investment in the city's tourism activities, especially in planning, plan, policies making for the tourism development of Cat Ba.

Training, nurturing and developing human resources for tourist accommodation business in Cat Ba

In period 2012-2016, Haiphong department of tourism associated with tourist accommodation businesses and the people's committee of Cat Hai district to open some training classes on basic skills to serve tourist accommodation and the sustainable development of tourist accommodation business. However, the survey of tourist accommodation establishments in Cat Ba about the state management of training , nurturing and developing human resouces for tourist accommodation has low assessment results. Most of the tourist accommodation establishments were dissatisfied with the training and development of human resources for tourist accommodation, 74% said that training for human resources in this field was not organized regularly, 49% of respondents said that the plan for human resources training was not carried out specifically, 50% assessed the state management agencies over tourism did not have policies to support training for enterprises, 67% of respondents commented that the training method was not suitable for enterprises.

Chart 2. *Evaluation of tourist accommodation businesses about training and development of human resources for this field in Cat Ba in line with sustainablity*

No.	Evaluation content	Above 3 points		3 points		Below 3 points	
		Number of travel accommodation establishments (TAE)	rate %	Number of TAE	rate %	Number of TAE	rate %
1	Human resources training is held regularly	0	0	22	26	64	74
2	Training plan is deployed quickly, specifically	3	3	41	48	42	49
3	Have policies to support enterprises	5	6	38	44	43	50
4	Suitable training method	3	3	25	30	58	67

(Source: Survey data of the author)

The state management of training and development of human resources for tourist accommodation business in Cat Ba in line with sustainability is still limited due to subjective and objective reasons, therefore it has not been effective, leading to the dissatisfaction of tourist accommodation establishments.

There should be specific documents to guide tourist accommodation establishments to develop sustainable business activites, serving as the basis for the training of human resources for tourists accommodation establishments. In addition, state management agencies of tourism in Cat Ba should support the training and nurturing of human resources, give equal attention to small and large scaled accommodation facilities so that there is no great disparity in professionals skills.

To improve the effectiveness of state management over training, nurturing and development of human resources for tourism business in Cat Ba, sustainable development should focus on the following solutions:

Have policies to support the training and development of human resources of tourist accommodation establishments in Cat Ba towards sustainability.

Develop a plan to train and develop human resources for tourist accommodation based on the local situation.. To have appropriate plan for training, fostering and developing human resources for tourist accommodation, the state management agencies of tourist accommodation should conduct statistics and review human resources to serve tourist accommmodation business in the city, then screen and classify the actual number of human resources required for training and development based on the criteria of type, levels of accommodation, ages, groups, professional skills, foreign language skills... to work out apppropriate training plans, avoid waste, bring real efficiency to tourist accommodation establishments.

Instruct tourist accommodation establishments to give training in the form of preparatory training to avoid the personnel shortage in case of human resources fluatuations.

Have plans and policies to improve the rate of good and experienced managers and operators in the field of tourist accommodation in Cat Ba by sending them to get gurther training in developed countries which are successful in tourist accommodation management such as Singapore, Thailand, Japan...

Haiphong Department of Tourism should promote its role in the organization, management, support and guidance for tourist accommodation establishments by training and developing human resources for these facilities, opening training cources following VTOS standards to train tourism accommodation establishments in the city.

Raising the awareness of tourist accommodation establishments about training, forstering and development of human resources in a sustainable manner. Besides, they should actively cooperate with state management agencies in the field of tourist accommodation to work out plans for training and developing human resources appropriate with businesses' condition as well as the process of regional and international integration.

Have appropriate plans for human resources to overcome the seasonality of tourism.

Inspecing, supervising tourist accommodation business activities, discover and handle violations in this business

Inspections of tourist accommodation establishments in Cat Ba are often planned from the beginning of the year. Inspection content mainly focused on the observation of the law regulations in the business of accommodation and related legal procedures in accordance with the Tourism law, decree 92, circular 88, consolidated circular document 2642/ VBHN of the Ministry of Culture, sport and tourism dated July 8th, 2016, instruction for implementing the Government's decree No.92/2007 NĐ-CP which regulates the detailed enforcement of some articles of the Tourism law on tourist accommodation. In the inspection process, most of tourist accommodation establishments have not complied with regulations, such as:

Not notifying state mangement agencies about their business operation, not properly reporting business results to state management agencies, not fully complying with internal regulations on business activities of tourist accommodation. Many tourist accommodation establishments have not well complied with regulations on fire prevention and fighting, not seriously performed the price posting and selling at the listed price, especially prices often skyrocketed at peak tourism season. Many establishments have not complied with regulations and standards for environment protection.

Inspections of Haiphong tourism department are conducted according to specific plan of each year. In inspection process, the department has issued administrative sanctioning decisions with corresponding fine, made decision to lower stars for non-standard tourist accommodation establishments. These move showed the resoluteness of functional agencies in inspecting tourist accommodation establishments in a bid to manage hotels according to the regulations on residence and improve the quality of tourist accommodation business in Cat Ba.

In addition, the inspection chamber also has interdisciplinary coordination in inspection. The interdisciplinary coordination in inspection is implemented following resolution No.35/NQ-CP in order to reduce the number of inspections, avoid causing troublesome harassment that affects business operation of enterprises.

The inspection and supervision of tourist accommodation business activities in Cat Ba has been basically acknowledged by tourist accommodation establishments. In detail, over 64% of tourist accommodation establishments assessed inspections as regular and periodical; 76% said it was carried out in right process; 71% assessed that inspection ensured time and 64% evaluated the inspection as objective and reasonable.

Chart 3. *Evaluation of tourist accommodation establishments about inspection, supervision of tourist accommodation business in Cat Ba*

No.	Evaluation content	Above 3 points		3 points		Below 3 points	
		Number of travel accommodation establishments (TAE)	Rate %	Number of TAE	Rate %	Number of TAE	Rate %
1	Being carried out regularly, periodically	55	64	26	30	5	6
2	Complied with process	65	76	15	17	6	7
3	Ensured set time	61	71	22	26	3	3
4	Objective and reasonable	55	64	21	24	10	12

(Source: Survey data of the author)

In parallel with the achieved results, inspection and supervision of tourist accommodation business activities, discovery and handling of violations in this business in Cat Ba still have limitations.

Firstly, inspection often involves many procedures and contents, making it difficult for inspectors as well as enterprises.

Secondly, the lack in number of inspectors, experience and professional skills is a major problem. Now, the inspection chamber of Haiphong tourism department has only 4 people who are in charge of the entire inspection activities in the field of tourism business. Few people with huge amount of work will greaty affect the performance of the inspection chamber.

Based on the analysis of the actual status of inspection activities as well as the city's orientation for tourism development, it is necessary to have practical solutions to enhance the efficiency of the inspection over tourist accommodation business in Cat Ba as follows:

One is to review and improve the legal system on procedures for inspection and supervision of tourist accommodation business. Inspection of tourist accommodation business activities, in the one hand, aims to promote tourist accommodation establishments to do business in a transparent and legal manner. On the other hand it facilitates state management agencies to detect shortcomings of tourist accommodation establishments to take timely measures, ensure the observance of law to avoid violations in business activities. Besides, it is necessary to review and improve the legal system on inspection and supervision of tourist accommodation business activities, particularly improve the system of regulations on fine sanctions against violated tourist accommodation businesses, ensure the strictness of the law and benefits of tourists. Furthermore, inspection

procedures and contents need to be innovated and simplified to avoid causing harassment for accommodation establishments as well as inspectors from state management agencies. The contents of inspection should not only concentrate on legal administrative procedures for tourist accommodation establishments, but also pay attention to business operation condition of these establishments. In detail, it is necessary to focus on inspecting the main contents such as condition of technical infrastructure, human resources, food safety and hygiene, fire prevention and fighting, compliance of environment regulations... of tourist accommodation establishments.

Secondly, in the spirit of resolution No. 35/NQ – CP which mentioned intersectoral cooperation, it is necessary to strengthen interdisciplinary inspections for travel accommodation establishments in line with minimizing inconvenience for them, reducing the number of inspections of tourist accommodation businesses.

Thirdly, it is essential to step by step build and perfect a specialized inspectorate for checking, examining and supervising tourist accommodation business activities in Haiphong. It is necessary to assign tasks and responsibility for each inspector, ensure professionalization and rationality, avoid the case one person in charge of inspections in many fields.

Fourthly, it is important to strengthen sanctions and measures to handle violations for inspectors who did not comply with law's regulations on inspections for tourist accommodation establishments.

Fifthly, raising the efficiency in receiving and resolving complaints and reflections of involved parties in tourism activities. Now, the inspection chamber has a permanent section to support the department's leaders in resolving complaints, reflections and petitions related to tourist accommodation business activities. However, to raise the effectiveness of receiving and resolving complaints, it is important to widely disseminate and publicize a hotline on such information channels as websites related to the city's tourism, tourist accommodation businesses, Haiphong Tourism Association and tourism sites in the city.

CONCLUSION

The research has been analyzed using primary and secondary data. Research results are objective and scientific. The research selected 110 tourist accommodation establishments for surveillance about contents related to the State management of tourist accommodation business in Cat Ba in line with sustainability. Number of votes collected is 86. The detailed information is classified and analyzed in the main contents of this article.

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VIETNAM DESTINATION BRANDING – SOME IDEAS FOR SUSTAINABLE DEVELOPMENT ORIENTATION

Nguyen Thu Thuy*, Nguyen Thi Minh Thao**

Abstract: *Destination branding, is regarded as an important component with respect to tourism promotion and sustainable development in general, which is about identifying and implementing the destination's strongest and most competitive attractiveness in the eyes of prospective tourists. Believing that, building a strong brand will make the destination stand out from its competitors and keep growing up.*

The brand of destination is a distinctive image, which impact much of the customer's behavior, including tourists, investors and media communicators. Destination branding is a very important to positioning country's image in the public's mind. In case of Vietnam, it cannot be denied that the advantages taken from tourism are highlighted more clearly in recent year when the number of tourists increased gradually. However, regarding to brand market and the image of Vietnam in international perspective is not really considered. The purpose of this work is to determine the importance of the tourism brand corresponding to sustainable development and some suggestion to re-imaging of a destination. It focuses particularly on the processes involved in achieving a brand new image which contains the successful brand building and identifies key directions.

First and foremost, we need a new campaign to attract more tourists, consisting the theme of an original and different, sustainable and believable brand. Moreover, Vietnam's branding also connect tourist with the destination. Secondly, it is essential to start with a specific goal and a right target for long-term development. We must illustrate what is the unique selling point that represent national identity and easy to recognize. It depends on product types, travel regions and markets, including domestic and international market. Destination branding, is regarded as an important component with respect to tourism promotion, which is about identifying the destination's strongest and most competitive attractiveness in the eyes of prospective tourists. Believing that, building a strong brand will make the destination stand out from its competitors.

Key words: *Vietnam, destination branding, brand management, tourism promotion, sustainable*

INTRODUCTION

According to Vietnam Tourism Annual Report (VNAT, 2017, pp. 10-12), in 2016, Vietnam received 10.012 million foreign tourists. This was an increase 26% from the 2015

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* Faculty of Tourism Studies, University of Social Sciences and Humanities, VNU, Hanoi, Vietnam
** University of Social Sciences and Humanities, VNU, Hanoi, Vietnam

figure of 7.943 international tourists. The number of international visitors coming from the Asia region accounted for 72.5%, of which East North Asia accounted for 55.2%, Asian countries accounted for 14.6%. Visitors from Europe accounted for 16.2% (of which 5 western countries, including England, France, Germany, Italy and Spain accounted for 7.8%). Visitors from America accounted for 7.3% (of which North America included US and Canada accounted for 6.7%). Visitors from the Australia for 3.7%. Visitors from the African region account for at least 0.3%. These numbers are important figure for targeting main markets of Vietnam tourism.

The direct contribution of Travel & Tourism to GDP was VND 207,798.0 billion (USD 9.3 billion), 4.6% of total GDP in 2016 and is forecast to rise by 7.5% in 2017, and to rise by 6.0% per annum, from 2017-2027, to VND 398,329.0 billion (USD17.9 billion), 4.7% of total GDP in 2027. The total contribution of Travel & Tourism to GDP was VND 410,008.0 billion (USD 18.4 billion), 9.1% of GDP in 2016, and is forecast to rise by 7.4% in 2017, and to rise by 5.8% per annum to VND 770,786.0 billion (USD 34.6 billion), 9.2% of GDP in 2027 (WTTC, 2017, p. 1).

The result of tourism industry seems to increased so rapidly but the Vietnam brand is not received the good identified in tourist's mind especially international tourists. Country Brand Index 2012-2013 demonstrated that Vietnam only stands on the 15th of Future Brand list (pp. 43, 58). In fact that Vietnam isn't recommended in any top 15 for criteria such as art and culture, authenticity, history, the value of money, attractions, food, shopping, and nightlife, etc. Thailand, Singapore, Malaysia or Cambodia are all appeared in the top 15 of some value (Future Brand, 2013, pp. 84-91). In Country Brand Index 2014-2015, Vietnam listed 64th over 75 destination brands, meanwhile Japan is in the 1st place, followed by Singapore in 14th, South Korea in the 20th, Thailand in the 38th and Malaysia in the 48th (Future Brand, 2015, p. 53).

All the evidence above would make us consider on how to build a successful Vietnam's branding for sustainable development. This study will divided to into 3 main parts: Identify destination branding; the position of Vietnam tourism over the world, especially in tourist's mind; and some suggestions for brand development toward the sustainability based on three core values, including long term strategy, selling point selection and focus on the internal marketing.

LITERATURE REVIEW

There are many studies about branding in general and especially in destination branding on over the world and can be classified into the following groups: Firstly, some researches on branding shown brand represents as "a name, term, sign, symbol or design, or combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler, 2000, p. 404).

Moreover, how those names, term, symbol… impressed in the consumer's mind (Ries & Trout, 2000), or "the act of designing the company's offering and image to occupy a distinctive place in the target market's mind" (Kotler, 2000, p. 246) are name positioning.

Secondly, in the context of destination branding research, the definition of destination image, destination brand and challenges of destination branding is given. For a closer look, in terms of the destination image, it is considered as all the impressions that a person has about place image (Crompton, 1979) or "the visual or mental impression of a place, a product, or an experience held by general public" (Milman & Pizan, 1995, p. 21). Place images in the traveler's mind help differentiate tourist destinations and play an important role in choosing destination process (Baloglu & Brinberg, 1997). According to Gunn, destination image was identified two components: is organic images formed by individuals with their own experience to the destinations, and through unbiased sources such as news reports, movies, newspaper, etc. and induced images created through information received from external sources, including destination advertising and promotion (Gunn, 1972).

Destination branding is described by tourism professors as an act to selecting a consistent brand element mix in order to identify and distinguish a destination through positive image building (Cai, 2002) and it is considered as a strong marketing tool to bring value to contemporary destination marketers (Morgan, Pritchard, & Pride, 2004). Destination brading includes four main activities such as: (1) Supporting the creation of names, symbols, logos, text or graphic signs designed to identify and differentiate the destination; (2) Consistently transfering a unique connection to the destination; (3) Reducing the search costs and perceived risks of consumers; these activities work together to create a positive impact of the tourism experience; (4) Intergrating and strengthen the emotional connections between tourists and destinations (Blain, Levy, & Ritchie, 2005). For that reason, a destination brand is describing as (1) A way to deliver a destination's unique identity to visitors and travelers; (2) A means of differientiating a destination from its comptetitors; (3) A uniform "look" that all destination partners can systematically use; (4) A symbol, name, term of design, or combination of these elements. The brand of destination is a distinctive image, which impact much on the customer's behavior, including tourists, investors and media communicators. Destination branding is a very important to positioning country's image in the public's mind.

However, there are significant limitations facing destination branding as (1) it is a complex product and require involvement of a mix of different components, such as toursism sites, accommodation, transport, entertainment, food and beverage services, restaurants, environment, etc.; (2) Destination marketers have little control over the destination mix they are branding; (3) There is a diverse range of organizations and partners involved in creating and delivering on the brand; (4) There is a lack of enough money for branding effort; (5) Political impact may be missed. All these challenges

caused a concern for branding a destination. Therefor it is essential to conduct specific stages of destination branding, including (1) Market investigation, analysis and strategic recommendations; (2) Brand identity development; (3) Brand launch and introduction – communicating the vision; (4) Brand implementation; (5) Monitoring, evaluation and review (Morgan, Pritchard, & Pride, 2004). This research has follow 3 main stages, the other 2 steps is the implementation and evaluation will be conducted later after the first one have a chance to be taken into reality.

Last but not least, the researchers also discussed about some successful case studies in this field such as Destination Branding: The Case of Spain; Wales – golf as it should be; Shanghai – harnessing the inner force of people and place; New Zealand and The Lord of the rings; Louisiana – capitalizing on music and cuisine; Singapore – the hub of "New Asia"; Philadenphia – the power of spotlight events; Australia – examining the role of events (Morgan, Pritchard, & Pride, 2004). This report also uses the result of country brand analyzing by Future brand companies to compare Vietnam destination brand with other countries (Future Brand, 2013, p. 106), (Future Brand, 2015, p. 53).

In Vietnam, branding and destination branding is a new research direction. There are several works about this field in general as well as some case studies such as: 1) Steps for company branding (Van D. T., 2014) or destination branding for city (Dung, 2009); 2) Some studies mentioning about Vietnam destination branding such as the solution for developing (Tho, Do Cam and partners, 2013), building local tourism brand in Vietnam (Hoang, 2016), increasing the attractiveness of tourist destination by improving the authenticity of transportation (Thuy & Thuy, 2012), promoting the tourism brand with involvement of tourism human resource (Thuy, 2014), Vietnam tourism image building (Thuy, 2014), and Vietnames cuisine – from media trend to country brand building opportunity (Thuy, 2016); 3) Some articles and reports research on a local destination branding such as Hanoi (Thuy & Hong, 2006), (Thuy, 2016), Da Nang (Nhi, 2011), Bac Giang (Thuy, 2013) Son Doong (Thuy, 2014), etc.

METHODS

This research applies multiple methods, which are interdisciplinary and multi-disciplinary approach such as marketing, brand, destination management, destination branding to identify the fundamental issues of research. Particularly in interdisciplinary elementary, the approach of destination branding by creating the unique destination proposition (Morgan, Pritchard, & Pride, 2004) that help the research problem to be addressed in the right direction, effectively and comprehensively.

Documents and data from secondary sources are divided into clusters and analyzed, compared, collated, and synthesized in order to formulate the arguments. This research aslo uses the primary data from the report about solutions of Vietnam destination branding (Tho,

Do Cam and partners, 2013). The author is one of the researcher members of this report. The questionnaire is used by convenience sampling with 400 international tourists, 400 domestic tourists, 140 local residents. The interview method has been applied to 30 departments of Culture, Sports and Tourism, 30 tourist companies and hotels in Hanoi and Ho Chi Minh city.

RESULTS AND DISCUSSION

According to the five stages of destination branding as mention above, the main findings of the research will be briefly introduced as follows.

Market investigation, analysis and strategic recommendation

Firstly, we must compare the position of Vietnam to other competitors. Moreover, we must understand the current status of Vietnam image and Vietnam brand in public's mind. From the author's opinion, these two explorations will be given out in reference to Culture and Tourism aspect which all correlated with sustainable development. Starting from that examination, this part will suggest a suitable positioning strategy for Vietnam as a sustainable tourism destination.

Intrinsically linked to tourism, the culture measurement reflects a country's commitment to responsible infrastructure projects that support sustainable travel and tourism, while protecting the legacy on which their societies and way of life have been built. The 2012-13 Country Brand Index ranking for Heritage and Culture includes History, Art and Culture, Authenticity and Natural Beauty. Through this table below, we can find Vietnam should choose which criteria for positioning.

Table 1: Top 15 country brands in the Culture dimension, Vietnam not show in the list

	Art and culture	Authenticity	History	Nature Beauty
1	Italy	Japan	Italy	Switzerland
2	France	Norway	Egypt	Mauritius
3	Japan	Switzerland	Israel	Finland
4	Spain	Sweden	France	Maldives
5	United Kingdom	New Zealand	United Kingdom	New Zealand
6	Germany	Finland	Greece	Canada
7	Egypt	Germany	Germany	Sweden
8	Peru	Israel	Japan	Norway
9	Israel	Fiji	Peru	Australia
10	Switzerland	Maldives	Turkey	Fiji
11	Greece	Iceland	Spain	Italy
12	Austria	Canada	Austria	Bermuda
13	Netherlands	Australia	Ireland	Austria
14	Sweden	Peru	China	Iceland
15	Canada	France	Cambodia	Dominican Republic

Source: (Future Brand, 2013, pp. 84-86)

Based on four criteria above and the analyzing of Vietnam tourism resources, the first conclusion of market investigation pays attention to Art and Culture or Nature Beauty aimed to develop the position of Vietnam tourism brand in tourist's mind.

In addition, closely linked to the Art and Culture and Natural Beauty dimension, the 2012-13 Country brand index also measures Tourism brand successful by the Resort and Lodging Options, Food, Attractions, Value for Money, Beaches, Nightlife and Shopping. We can see this comparison between 15 countries's brands in the table below.

Table 2: Top 15 country brands in the Tourism dimension, Vietnam not show in the list

	Value for money	Attractions	Resort and Lodging Options	Food	Shopping	Beach	Nightlife
1	Thailand	Japan	Mauritius	Italy	United States	Australia	United States
2	Malaysia	United States	Switzerland	France	France	Bahamas	Brazil
3	Germany	Italy	Maldives	Japan	Italy	Maldives	France
4	Canada	France	Fiji	Singapore	United Kingdom	Brazil	United Kingdom
5	United States	Switzerland	United Arab Emirates	Austria	Japan	United States	Australia
6	Japan	Canada	Dominican Republic	Spain	China	Fiji	Spain
7	Australia	United Kingdom	Australia	Switzerland	Germany	Barbados	Germany
8	New Zealand	New Zealand	United States	Germany	United Arab Emirates	Greece	Italy
9	Fiji	Egypt	Bahamas	Taiwan	Australia	Mauritius	Thailand
10	Switzerland	Australia	Canada	Thailand	Singapore	Thailand	Japan
11	United Arab Emirates	Fiji	Germany	Canada	Thailand	Mexico	Argentina
12	Belize	Germany	Sweden	Sweden	Canada	Italy	Canada
13	Mauritius	United Arab Emirates	New Zealand	Mauritius	South Korea	France	Netherlands
14	Costa Rica	Israel	France	Estonia	India	Spain	China
15	Sweden	Spain	Italy	Argentina	Spain	Turkey	Singapore

Source: (Future Brand, 2013, pp. 87-91)

Vietnam is not listed in the above tables, but it takes place in the top 15 Future Leading Country Brands shown in following figure. From the side of destination branding, this research will propose a second conclusion for a market study which is the connection of three criteria suitable for Vietnam's branding at this time, named Value for Money, Food and Beach.

In comparison with the competitors and related to the first criteria Value of Money, the cost leadership as one of three primary ways to achieve advantage is recognized. Cost leadership is the first common strategy that can easily impress visitors. The most significant destinations in the area use this strategy is Laos and Cambodia that have the cost advantage over Vietnam. However, maintaining a low-cost strategy in the long term can lead to losses due to low profit margins that do not guarantee sustainable economic development.

Making product differentiation is a second strategy. Refer to this strategy, the destination must clarify the unique ways in which the majority of customers value, such as brand image, service quality, security and safety... The destination image offers some protection against competitors due to loyalty and less sensitive

Figure 1. Meet the Future 15 *(Future Brand, 2013, p. 43)*

to the price of the customer. For example, Malaysia makes a difference with the message "Truly Asia" and the image of Petronas Twin Towers and 5 girls in five main ethnic groups in Asia, while Singapore selects "Uniquely Singapore" as a distinct focal point. Stepping up with the message "Uniquely Singapore" is the message "What will you bring home" implies that each visitor back home will bring the Singapore's distinctive as perceived by everyone. In case of Vietnam, the message "Vietnam, timeless charm" and the image of lotus flower has been chosen. The question is how does this image need to be detailed to create a clear and dramatic public perception?

Otherwise, the image of timeless charm should be concretized to a particular target market. For instance, refer to the Russian's market, it will be the image of charming long coast and the delicious of the seafood; to the American, it will be a natural beauty with adventure and explore activities.

Concentration strategy or intensive strategy is the third general strategy. Here, the destination focuses on a certain group of buyers, a market segment or a type of travel. In other words, the scope will be narrowed down. Actually, there are two types: focus on product differentiation and focus on cost. With an intensive strategy, a destination can become "a big fish in a small pond". Malaysia has done this very specifically with two separate messages for the two target markets. If "Truly Asia" is the message of the international market, "Cuti Cuti" is the message of the domestic market. The international market itself is also marketed as the Middle East, ASEAN and some specialized markets such as Singapore, Indonesia, Australia, Japan, Germany, etc. or by products such as cultural tourism, cuisine, festival, sea, shopping, etc.

Lastly, to finalize two conclusions in keeping both Natural Beauty and Beach, this research discovers Ha Long Bay as a first selection. More than that, with the intention of saving and spreading Vietnamese diversity Culture, including People and Culinary, the image of minority ethnic integrated with local features are preferred. The following part will analyze in more detail the process of identifying, positioning and creating images for Vietnamese brand.

Brand identity development

a. Brand Identity

Initially, defining destination branding is to be aware of brand identity - the visible elements of brand such as symbol, image and distinguish the brand in the customers' mind. From this concept, a definition for "destination branding" could then be developed. Pike defines a brand as: "… a distinguishing name/or symbol (such as logo, trademark, or package design intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors " (Pike, 2015, p. 179).

According to the investigation result from the Solution for Vietnam destination branding, the brand identity and relevant main product were demonstrated. These brand core values encompass the most typical standards of Vietnamese tourism recognized by the market, which also the key tourist product lines of Vietnam, including natural based, cultural based and culinary. Besides, these values are oriented for development, showing the diversity in the conceptual values of Vietnam tourism (Tho, Do Cam and partners, 2013).

Table 3. *Brand Identity and main tourism product for Vietnam*

Brand Identity	The main product
- Natural scenery	Eco tourism and sea tourism
- Diverse culture	Culture tourism
- People, culinary	Culture tourism

Source: (Tho, Do Cam and partners, 2013)

In addition, Jarmozy figured out the process of a sustainable marketing, which shows the necessity of the commitment between the sustainability and tourism enterprise in raise up the country sustainable in general. In terms of raising the brand and destination image, the cycle suggests to firstly pay attention on facilitate further sustainable tourism project as factor to push a destination image.
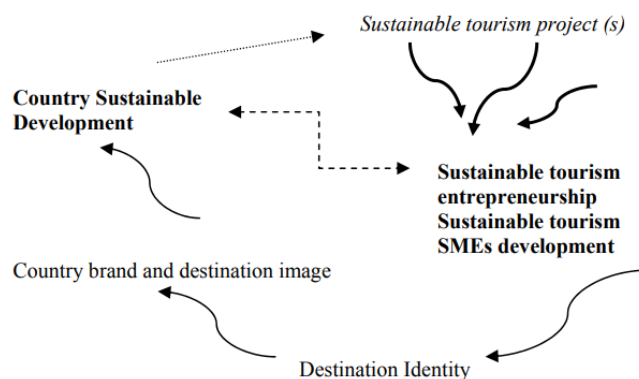
Figure 2. *Sustainable marketing strategy network (Jarmozy, 2008, p. 68)*

In accordance to Vietnam destination brand, Vietnam offer a rich natural beauty and potential food tourism, originating from a diverse culture. Then we recommend to focusing on these values and promote country brand and destination image toward country sustainable development goals and choose one significant symbol to integrate with. The symbol will help the values last more sustainable in the public mind and support the development of the brand.

For more detail, through the research of brand awareness in these markets, there is a notable that the Ha Long bay with the values of natural landscape as the main elements of tourism in Vietnam. Beside that, cultural values of Vietnamese people's lifestyles and typical cuisine are the most suitable in the current period. Take a priority on these values will raise the potential for Vietnamese tourism brand to be emphasized in the marketplace. Brand image also needs to be recognized in a clear and sustainable image that aligned with the expectations of the market.

b. Brand positioning

After gathering all important identity, the second step is to define what to emphasize. In regards to building a destination brand, along with the visual image, the identity creation also should be focused on an emotional relationship between the destination and potential visitor. That is about the positioning which concentrated on what image should be created in the customer's mind on important attributes - the place the product occupies in consumers' minds relative to competing products (Armstrong G., Adam S., Denize, S. and Kotler P., 2012).

In case of Vietnam tourism, the positioning process should be analyzed as three main characteristics: tradition, hospitality, developing country (Tho, Do Cam and partners, 2013). There were some suggestions that Vietnam should make advantages of its natural attraction and effectively explore tourism industry based on the diversity of ethnic minority and the tradition is regarded as an integral element of a destination's culture. In fact, tourists demonstrated that Vietnam is a really interesting destination. It is a very new place for tourist, but it is a complex of the modern and traditional characteristic. More

importantly, local Vietnamese are also warm and friendly. Vietnam has all kinds of places: mountains, rivers, acres of green pastures, beaches, jungles and everything else travelers would want from a holiday destination.

This factor of a nation's identity represents in its culture, people and history. Vietnam has still a reputation as an undiscovered "new" destination that is perceived as relatively inexpensive – compared to Thailand. This component that can be most effectively applied to tourism marketing as the unique selling point aim of the whole nation brand building process.

c. Brand image

Visitor's behavior has an important role in getting the brand positioning and building a brand image. Brand image is the perceptions about the place as reflected by the associations held in tourist memory. Currently, in Vietnam case, the authors suggest two brands structure to consider:

Structure 1: *Create a tourist's perception for Vietnam as an ideal destination with unique tourism products, friendly and helpful staff and residents, beautiful scenery and natural attractions…*

1. The main image occupying a large area, highlighting the core value of the brand as the sea tourism product is the image of Ha Long, cultural tourism products are the diversity of culture, customs and ecotourism product.

2. The supplementary image uses a lot of images with the small size, arrange in the S shape - a map of Vietnam along the vertical axis, both prominent and attached to the main image such as:

+ The natural attraction products are famous beach in Da Nang, Khanh Hoa, Binh Thuan, Phu Quoc...

+ The cultural tourism products are the welcome smile of the minority, which shows the friendliness.

+ Ecotourism products are the greenery from Ha Giang, Sapa to Red river delta, from Highland and Mekong delta.

3. Symbol and slogan "Timeless Charm" attached and deliver the message:

+ First part: adjective + noun clarify the core value such as "Blue ocean" for the beach, "Diversity" for culture, "Green nature" for the ecotourism.

+ Second part: emotional adjective explains the feeling of the tourist for a relevant destination such as "Cool feeling" of the beach, "Warm feeling" of the cultural attraction và "Fresh feeling" of the ecology destination.

Structure 2: *Vietnam tourism brand as a key cover for different parts of the country.*

+ Brand of Red River delta and North East part: Ha Long bay and Hanoi old quarter.

Core value: Natural scenery and the mystery of the nature; feature of the rice civilization.

Product: Coastal tourism and Cultural tourism.

 + Brand of Middle part: Khanh Hoa, Binh Thuan, Da Nang;

Core value: Long coast with luxury resort.

Product: Coastal tourism and Cultural tourism.

+ Brand of Northen Midland and Mountainous region: High mountain, ethnic diversity;

Core value: Activity and custom of the ethnic.

Product: Cultural tourism.

+ Brand of the Northen Center: Hue ancient capital

Core value: The fine arts of the royal palace among the relics and the ancient capital

Product: Cultural tourism.

+ Brand of the Highland: Ê-đê ethnic on an elephant in the jungle.

Core value: The significant feature of the Highland local people.

Product: Cultural tourism and Eco tourism.

+ Brand of South East: the modern of Ho Chi Minh city; MICE tourism.

Core value: The dynamism of the modern city with attractive looks.

Product: MICE

+ Brand of Cuu Long river delta: Waterfront Botanical Gardens; biodiversity.

Core value: Life on the river.

Product: Cultural tourism and Eco tourism.

Because of the increasing interest amongst consumers for greater sustainability and high quality natural and build environment, branding impacts on the sustainability of the destinations and help influence customer expectations and behavior.

Brand launch and introduction – communication to public, networking marketing

It is undeniable that destination branding help differentiate destination in which embed the link among destination development and brand image and tourism community involvement. Nonetheless, while the overall field of tourism has been abundantly

researched, there are certain topics where there is a paucity of research, namely, branding toward sustainable development. This research has not only evaluate a particular positioning method, but also put forward the launching or marketing progress.

For more details, in order to call attention to the sustainable tourism development, Vietnamese branding requires a considerate of the complex interrelationship and interaction between tourists and general development potential over the world. However, in the limitation of this report, the main marketing suggestion is designed only for internal networking. The following example for external target will be briefly provide as a reference to comprehend that in order to successfully satisfy the external visitor, we should strictly take an advantage of the internal strength.

Regarding to external markets, branding should build up a special marketing strategy in which connect the interest of potential tourists in their products or services or destination (Blanco-Gomez, 2013). For example, for Russian market, Viet Nam is known as a safe, attractive destination with tourism products matching with Russian tourist's taste with sun, sea, sand. Viet Nam should continue to boost promotion, create proper tourism products with competitive prices, invest more on the Russian speaking guide and beach accommodation and infrastructure. In case of American, they are likely to participating more on local experiences, so branding in this market should promote the natural, eco-tourism advantages. In accordance with Vietnam identity, Russia and American market also are a favorable objective as it connected to the sea and eco-tourism. However, it is necessary to have the engagement of managerial and policy planner, tourism human resource to deal with those development programs. It is also notable that, all of the tourism related employees should show the connection and unity before having power over any solution for general development.

On the other side, for every strategy to remain successful, we need to recognize the people we are targeting. In terms of tourism brand marketing, today we are overloaded with a range of external market, but have not taken a look in the internal communication. As a leading economy, tourism is considered as a vital part of the economy and require a lot of management. In fact that, in Vietnam the tourism sector's rely on the direction from the top, including management board, brand operating department, employment in tourism environment, local people. Beside that, there are two types of target that have a huge impact on brand promotion who is celebrities – and investors.

Firstly, the board of management include all the senior leaders in the Government such as the President, the Prime Minister, the Ministers, the General Director of Vietnam National Administration of Tourism (VNAT) and other local leaders. They have not only high awareness of the brand value, but also important role in maintaining and developing the brand image to form policies which benefit for the tourism brand.

Secondly, it is essential that tourism professionals understand their industry on the macro (world level) as well as the micro (local) level. For that reason, the first group should be strictly connected to the second group called Brand Operating group.

They are responsible for consulting for the development, implementing and maintaining the brand, controlling influence and deciding when to renew or re-brand. The most significant organization can be identified from this group is national or local Tourism Promotion Bureau, tourism and hospitality company leader. They work as an inter-mediator who connect and collaborate with both the Government and the Business in order to create momentum to broaden the brand's impact, determine where are the "customer touch points" and who is responsible for creating the experience at every "customer touch point".

The circulation in Figure 3 demonstrates the relationship between businesses and destination branding. It is clear that, in order to sustain a positive destination image, there would be really important to implement the internal branding which certainly comes from a successful business. Furthermore, a good image can motivate employee, business and even investor's involvement within the destination (Olivia Wagner, 2009).

As mentioned in the literature review, the employees can be seen as the most important marketing tool. They are considered as a key determinant of brand performance in the service delivery or also call "moment of truth". For that reason, all the employees should participate in the brand marketing because this would engage them with the brand identity and also encourage them to support the brand as well. In addition, the employee will understand and integrate brand value in their respective roles to ensure they can effectively deliver to the customer (Van T. N., 2015).
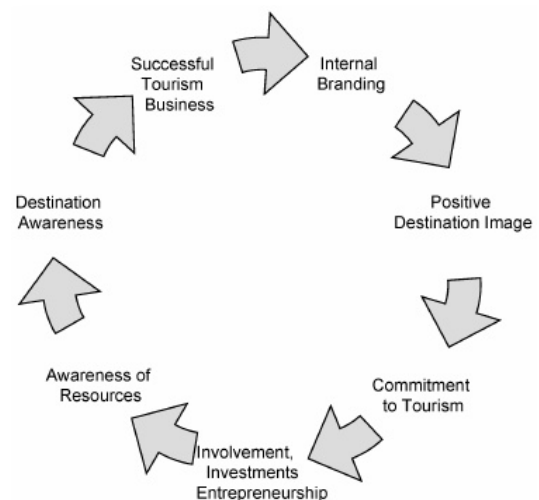
Figure 3. *The relationship between business and destination brand (Olivia Wagner, 2009)*

When people understand and are proud of the destination brand, they will easily pass on the passion to visitors. People must understand that visitors always have the choice - come or not, come back or not come back. And visitors will make a decision based on their perception of the destination, which is strongly influenced by the attitude of the resident. This can be done through a variety of channels, such as community counseling, street demonstrations, seminars, internet and local media to bridge the gaps in perceptions of trafficking. Effect between the population and potential visitors.

In terms of the brand advocates who influence people and talk favorably about a brand or product, and then passes on positive word-of-mouth (WOM) messages about the brand to other people. It is necessary to carefully select these people, according to the criteria: reputation, personal image (no scandal), ability to influence, enthusiasm to promote the brand. Their role is not only to encourage social media to use the brand, but also support the use of brands in their own organizations or in the sphere of influence.

Besides, the inevitable group of the brand's marketing is investors. It is required that each investment organization receives a proper document and guideline for brand cooperation. It could be really useful if they have become a potential brand supporter, then they can open the influence by various promotion tool which may help the government to save money as well.

The internal brand marketing should focus on those targeted markets, but depend on each object, tourism organizations must implement appropriate public relations to raise the awareness and the involvement of all the tourism-related employees. It is certainly true that without going through the process of identifying target market, it could be wasting time and money targeting those who are not necessarily interested in your product/service.

Recommendation

Developing Vietnamese tourism brand is one of the foremost tasks to promote the country's image and generate the competitive advantage to compete with other destinations. However, currently, Vietnam tourism in general has been done quite safe promotion. It is necessary to proceed some improvements that could be made to help bring more desirable outcome for the destination promotion and tourism development.

A further key point to emerge from this research is the need for long term development strategy, mission and vision with specific ideas to approach the market. As mentioned above in in order to access specific market, it is essential to propose different strategy, but overall everything should follow one general schedule. In terms of the "Timeless Charm", it is considerably the option to set up two different slogans for international and domestic market based on the criteria stated in the future brand to find the place for Vietnam tourism brand, it could food, beach, art and culture or nature beauty, etc.

CONCLUSION

While tourism is just one element of any destination's economy, it should be integral to place marketing since it supports and leads the development of a place brand. This research only discusses the three first stage in the destination branding process as a proposal for Vietnam circumstance contain a market investigation, brand identity and marketing launching. Based on the specific situation of Vietnam and brand structure, the launching progress, not only the relationship, but also the requirement of the linkage from policy and human resource

was required. In contrast, the involvement of the tourism organizations and business and related people engaging in sustainable tourism development and creating a destination image, finally reflecting on a country's sustainable place image and sustainability identity. The destination brand not only demonstrates how commitment towards sustainability and collaborative network marketing can create synergies but also enhance further sustainable development. The destination brand in Vietnam was slow to start, but it now shows efforts to develop more and become a mature and sustainable brand.

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GERMAN TOURISTS' IMAGE OF VIETNAM
A COMPARISON OF TOURISTS WHO HAVE VISITED/NOT VISITED VIETNAM

Pham Hong Long*, Nguyen Bich Phuong**

Abstract: *Measurement and evaluation of destination image in tourists' mind are great important because destination image plays a critical role in influencing a tourist's travel decision-making and reflecting his/her satisfaction level. Combining both qualitative and quantitative research, this paper presents the measurement of the destination image of Vietnam in the minds of German people who have or have not visited the country, according to three aspects: overall image, cognitive image and affective image. From those points onwards, the study analyses the differences in the evaluation and feelings towards the destination image between two sample groups, as well as indicates most favorable and unfavorable factors and attributes of the image. In this way, a number of solutions are proposed with the view to improving the perception of Vietnamese destination image among German travelers and hence promoting this potential inbound market.*

Key words: *Destination image, Vietnamese tourism, German tourists.*

INTRODUCTION AND RESEARCH OBJECTIVES

Image building and promotion play the key role in marketing strategies of a tourism destination in any countries. Especially, in the context of integration and competitiveness, establishment and development of a unique and special image of destination have become more necessary. In order that the navigation of Vietnam tourism destination reaches the right direction, it is essential for tourism managers to pay their attention to foreign tourists' evaluation and feelings about Vietnam. It can be said that what international tourists appreciate Vietnam is more strategic than what marketers know about the destination.

Tourists from Germany are one of the key markets of Vietnamese tourism. Direct flights from Germany to Vietnam and tourism development cooperation plans between two nations such as Joint Statement on Tourism Cooperation dated 10/2001 or Tourism Cooperation Agreement dated 5/2003 have created favorable conditions for the development of German tourist market to Vietnam. The statistics of Vietnam National Administration Tourism (2016) showed that the total number of international tourists coming to Vietnam in 2016 was 10.012.735, including 176.015 German tourists, taking account for 1,76%. It can be seen that the number of German tourists to S-shaped country

*,** Faculty of Tourism Studies, University of Social Sciences and Humanities, VNU, Hanoi, Vietnam.

is still low in comparison to the potential of this market. Besides, according to UNWTO, Germany is one of the top outbound market in the world and the most frequently-travelling countries with the highest rate of spending money while travelling (Tổng cục Du lịch, 2006). Taking all into consideration, Germany is one of the potential and profitable for Vietnamese tourism. Studying Vietnamese image in German people's thought is essential and significant as it can support managers in effective destination navigation and positively impacting on their travelling choices.

Deriving from the above reasons, this research achieves the following objectives:

- Systemize the theoretical foundation of destination image;

- Survey and investigate Vietnamese image in German;

- Find out the remarkable difference in evaluation and feelings about Vietnam between German people who have travelled/not travelled to Vietnam;

- Identify the image factors and attributes evaluated the most/least favorable of Vietnam in German tourists' mind;

- Study factors affecting the formation of Vietnamese image in Germans;

- Recommend the solutions to improve German tourist market to Vietnam.

METHODOLOGY

This research was conducted from January 2014 to March 2015. In order to ensure the objectiveness and accuration of Vietnamese image in tourists' mind, this research measures the image of S-shaped country in German thought through combining quantitative and qualitative methods (Jenkins, 1999:7).
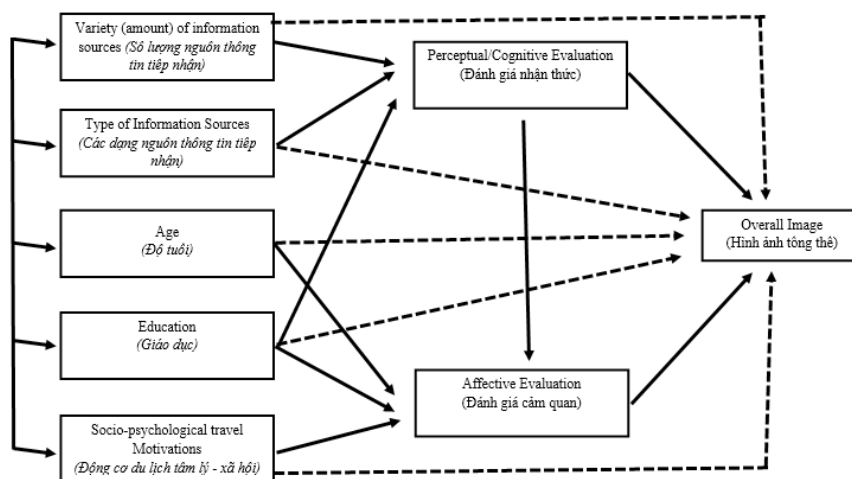
Figure 1. *Model of decisive factors of the formation of tourism destination image before actual visiting (Baloglu & McCleary, 1999: 871)*

This study is based on the model of Baloglu and McCleary in order to approach to

Vietnamese image in Germans, mind according to the order: holistic image, cognitive image, and affective image (figure 1).

Simultaneously, the model of McCleary Echtner and Ritchie is the primary foundation for formation of open-close questions to conduct the measurement of destination image with adequate components including attributive – holistic, functional – psycological, common – unique (figure 2).
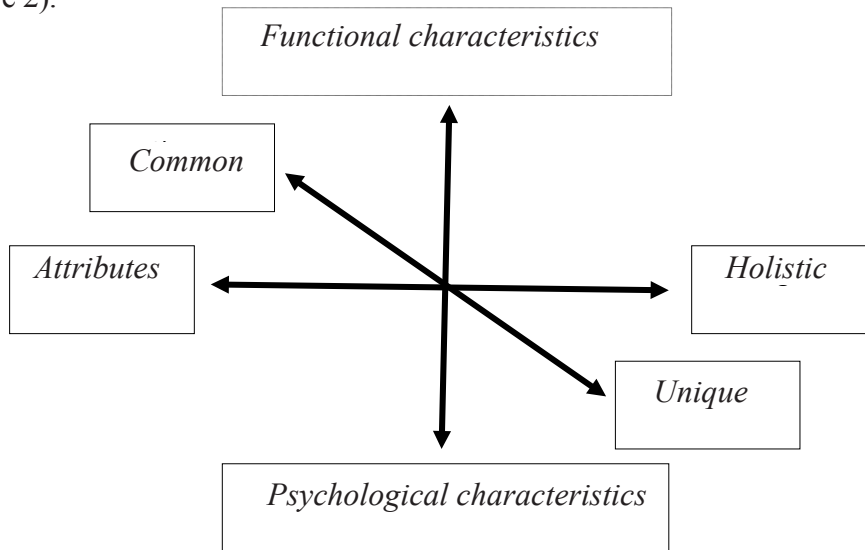
Figure 2. *Components of tourism destination image (Echtner & Ritchie, 2003: 43).*

Moreover, effects on the formation of Vietnamese image in German guests are also measured for searching solutions improving destination image.

The study process is divided into two phases: phase 1 – interview and analysis of answers and phase 2 – survey and investigation through anket questionnaire.

Interview method

The quantitative research is implemented at the beginning stage through interview method, aiming at the preliminary evaluation on Vietnam destination image on German people who have come/not come to Vietnam. A list of semi-structural questions was used to find out free associations of German people that have travelled/not travelled to Vietnam. Three effective open questions in destination image research of Ritchie and Echtner (2003) are applied in questionnaire for both of German people who have visited/ not visited Vietnam, including:

- *Which image comes to your mind immediately when talking about Vietnam?*

- *Could you describe/imagine the atmosphere you experience(d) when coming to Vietnam?*

- *What do you think the most special about Vietnam?*

The first question encourages tourists to think and answer freely about the impression on destination image. The answers for this question tend to concentrate on holistic – functional image, resulting in the second one being posed to achieve the responses relating to holistic – psychological impressions on destination image. The third question contributes to identification of unique points of Vietnam destination. In general, these questions aim at studying the Vietnamese holistic image and uniquely impressive aspects in German.

All the question for interviewing German who have never come to Vietnam (5 questions) and those that used to come to Vietnam (7 questions) were translated into German. Before the official interview, author conducted the trial one with 2 German teachers in Hanoi to consider the suitability for interviewees and modification.

The interview was proceeded with total 10 German people at different age groups and occupations. Each interview lasted about 25-35 minutes via Facebook or Skype. Quantitative technique applied in this research is analysis of the content of free associations from answers of interview.

Anket method

On the basis of practical study in the first phase and model of Baloglu/McCleary combined with model of Echtner/Ritchie, the second one was conducted by survey through Anket question are consisting of open-close questions and 5 main parts as follows:

• Part 1 – Personal Information: focuses on demographic information (gender, age, occupation and education) and questions classifying people who have come/not come to Vietnam. Especially for tourists having been in Vietnam, questions relating to tourism behavior characteristics are included in personal information.

• Part 2 – Overall (Holistic) Image: contains open questions studying German's free associations about holistic – functional and holistic – psychological images.

• Part 3 - Cognitive Image: offers a list of 22 attributes of destination image for participants to evaluate based on Likert 1-5 scale, in which 1 is very bad and 5 is very good. These attributes were selected on the basis of quantitative research results in the 1st phase combined with materials studying destination image (Echtner & Ritchie, 2003: 45).

• Part 4 - Affective Image: includes one close question and uses Likert scale with evaluating feeling statuses of destination image according to 4 levels: *ebullient – peaceful, interesting - gloomy, comfortable – uncomfortable, relaxing – depressing.*

• Part 5 – Factors impacting the tourism destination image: contains close questions about travelling motivation and experiences and acquired information about the destination.

Therefore, in this phase, both quantitative and qualitative methods are used, in which there are two open questions of holistic image for the former (frequency measurement) and the rest ones for the latter (percentage measurement according to Likert scale).

These questions were translated into German and designed under form of online-survey with support from Google Drive app. This online questionnaire was transferred to Germany through email, forums and social networks. Before the official survey, author conducted the trial one with two German people working in Hanoi in order to consider the suitability for modification.

125 German people participated in the survey and data of 125 valid responses were analyzed, including 68 people having not come to Vietnam (54.5%) and 57 ones that used to come (45.6%). Collected data and figures were processed through Excel functions.

FINDINGS

Vietnamese image in German

Holistic and unique qualitative image of Vietnam destination

In term of holistic qualitative image – functions and results show that image of Vietnam destination is featured by: *interesting places and beautiful spots, rapid innovation of the country, nice weather, natural diversity, tropical forests, friendly people, traditional culture and various cuisine.*

The holistic outcomes relating to psychological features of Vietnam destination include *safety, comfortability, relaxation and even suffocation and dynamic of a developing country, and friendly locals* as the last but not least.

Regarding to specific characteristics of the destination, findings reveal that the associations only focus on common functional attributes such as *natural diversity, development of the country, friendly residents, cuisine and culture.* Therefore, it can be seen that Vietnam's unique and distinctive image has been vague and unspecified to Germans.

Vietnamese image in Germans who have never come to Vietnam

The results of the research indicate that it is *natural landscape and local residents* that make the greatest impression building the functional holistic image of Vietnam. Besides, Vietnam's typical atmosphere in German that have never visited Vietnam is *interesting, friendly, warm and relaxing*. Nevertheless, the frequency of associations about psychological holistic images of Vietnam is not high, expressing that these typical features are not profound to German having not travelled to Vietnam in general.

Considering cognitive image, 4 attributes containing *food, interesting places and beautiful spots, local residents and beaches* are ranked the highest in terms of quality and significance. Meanwhile, attributes evaluated as important factors in building destination image such as *public toilets, hotels/motels, road system and public traffic* are ranked very low quality.

Concerning affective image, results elicited Vietnam as *an extremely interesting, relatively ebullient and comfortable tourism destination* in the view of German who have not been in Vietnam before. Moreover, a remarkable point is that many German people could not imagine the atmosphere in case they had been in Vietnam, so their answer was "I have no idea about it".
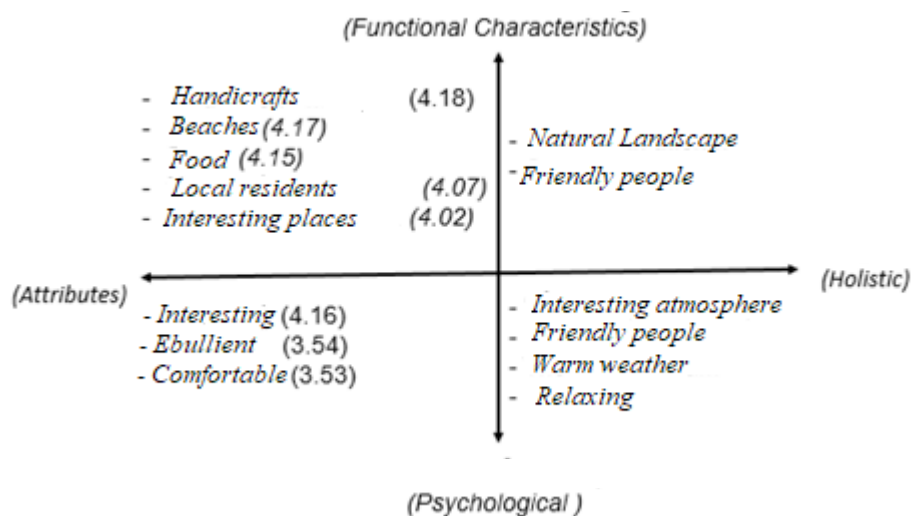
Figure 3: *Attributive/holistic and functional/psychological components of Vietnam destination image in Germans who have never come to Vietnam*

Vietnamese image in Germans who used to come to Vietnam

According to the research, the most impressive factors causing Vietnam's functional holistic image in Germans who used to come Vietnam include *traffic, people and food.* Whereas associations about traffic are negative, people and food ones are positive. The remarkable point here is that German tourists to Vietnam could list the name of Vietnamese food and drink such as *pho bo, bun ca, pho cuon, tra chanh,* and so on. For psychological holistic image, German people that used to come Vietnam felt *happiness* the most as the typical atmosphere; however, these associations are not frequent and profound for most of the participants surveyed.
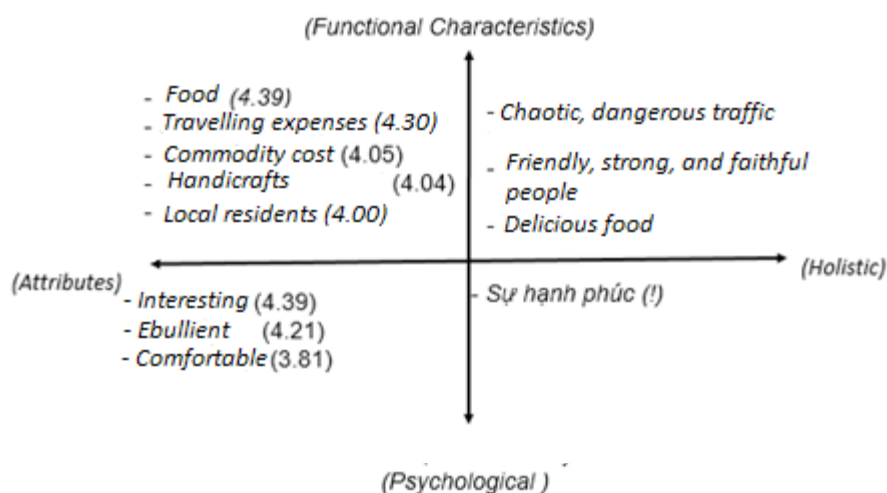
Figure 4. *Attributive/holistic and functional/psychological components of Vietnam destination image in Germans who used to come to Vietnam*

Considering cognitive image, only *food and local residents* are attributes evaluated the best by German tourists to Vietnam in term of quality and significance. Besides, attributes such *as public toilets, beaches and relaxing space* that are highly assessed relating to the importance to tourism destination image lack high quality.

Regarding to affective image, Vietnamese image in German tourists to Vietnam is sketched *an extremely interesting, ebullient and quite comfortable destination.*

Comparison of evaluations and feelings of Vietnam between Germans who used to come to Vietnam and never-come-before ones.

In terms of holistic image

The difference of association frequency between two surveyed groups is proved by associations consisting of *traffic, culture, difference, weather/climate, and Vietnam war.* Although the traffic issue is the functional holistic image that is the most strongly associated by German tourists to Vietnam, it is the lowest associated by the ones having never come to Vietnam. Conversely, the latter associate fields of *culture and war* more than the former. In terms of similarities, it can be clearly seen that factors such as *people, food, and natural landscape* are the top images most associated by both groups surveyed.

Associations about psychological holistic images of the both groups are not frequent and clear enough to portray exactly Vietnam's psychological holistic image in their mind. Nonetheless, in general, psychological holistic image of them is relatively positive with the strongest associations relating *"interesting and friendly".*

Comparison of cognitive image

Results indicate 4 attributes highly evaluated by Germans who have never travelled to Vietnam in terms of quality and importance, including *food, interesting places and beautiful spots, local residents and beaches*. Meanwhile, only *food and local residents* are dominant in German tourists to Vietnam in terms of quality and significance to the destination image.

Comparison of affective image

Germans who used to come to Vietnam prefer attributes: *ebullient – peaceful, interesting - gloomy, and comfortable-uncomfortable* rather than those who have never come. In addition, of all psychological, *relaxing – depressing* is the attribute with lowest evaluation from both of surveyed groups.

Identification of factors and attributes that are evaluated the most/least favorable by German tourists about Vietnam

Factors and attributes that are evaluated the most favorable

None of the attributes are evaluated in the scale of bad to very bad. Of 22 attributes in the list, approximately 60% functional attributives are marked from average to good in terms of quality. The following table shows the factors that are assessed the most favorable with the score of 4 and over:

Table 1. *Attributes that are evaluated the most favorable*

	Germans that have never come to Vietnam	Germans that used to come to Vietnam
Handicrafts	ν	ν
Food	ν	ν
Local residents	ν	ν
Interesting places	ν	
Beaches	ν	
Travelling expenses		ν
Commodity cost		ν

It can be seen that *handicrafts, food and local residents* are psychological attributes that are evaluated the most favorable by both of groups. Moreover, *interesting places and beaches* are also highly assessed by German who have never come to Vietnam. German tourists to Vietnam consider *travelling expense and commodity cost* favorable factors.

Concerning psychological attributes, both groups consider aspects including *interesting and* then *ebullient* the favorable factors of Vietnam destination.

Factors and attributes that are evaluated the least favorable

Attributives that are evaluated from bad to average (under score of 3) and the least favorable factors of Vietnam are included in the following table:

Table 2: Attributes that are evaluated the least favorable

	Germans that have never come to Vietnam	Germans that used to come to Vietnam
Public toilets	ν	ν
Public traffic	ν	ν
Road system	ν	ν
Hotels/motels	ν	

In general, problems of *traffic, infrastructure and environmental hygiene* are always the weaknesses of Vietnam's cognitive image. In addition to this, the noticeable thing is that German having not visited Vietnam find factor of *hotels/motels* the least favorable image of Vietnam.

Regarding to psychological attributes, two groups consider *relaxation* the least favorable.

Factors influencing the formation of Vietnamese destination image in Germans

Effects of demographic factors

All of the aspects of gender, education level, and age influence on the evaluation of Vietnamese destination image in terms of cognitive and affective view of Germans. For instance, men feel Vietnam more positively than women do, or people at the age of 45-54 find functional attributives such as life by night, entertainment zone, national identity, weather, and beaches worse than the one at the rest of age group.

Effects of travelling experiences in the past

The study indicates that the more frequent people come to Vietnam, the more strongly they expect to come back and introduce Vietnamese tourism. Besides, Vietnam travelling experiences clearly influence on affective image evaluation of tourists. For instance, tourists who have come to Vietnam over 3 times evaluate psychological attributives more highly than the other groups.

Effects of motivated factors

From the results of the research, travelling motivation has the certain impact on the evaluation of destination cognitive and affective images, because different travelling motivations cause the different ways that travelers approach to the tourism environment.

Effects of acquired information

In general, acquired information has a slight impact on the evaluation of destination regarding to cognition in the limitation of this research, but it does with the affective image. In details, the affective image assessment of individuals' access to Vietnamese tourism information through materials and TV shows is different from the other groups of people. These individuals under evaluate the attribute of interesting – gloomy with score of 3.30 while the others score it over 4. Conversely, attribute of relaxing – depressing achieves score of over 4 from them while the others assess it score of approximately 3.

RECOMMENDATIONS

The study has showed the core theoretical basis of destination image extracted from outstanding studies in the world. Thereby, the researcher has chosen the qualitative and quantitative research methods, simultaneously, combined Echtner and Ritchie model and Baloglu and McCleary model in order to analyze Vietnam destination image in German people who have visited/not visited Vietnam. On this basis, Vietnam destination image has been studied according to the following aspects: holistic image with holistic – functional and holistic – psychological components; cognitive image with attributive – functional components and affective image with attributive – psychological components.

The results of this research will be useful for marketing decisions for German tourist market of administration agencies and tourism companies. Associations of Germans who have travelled/not travelled to Vietnam show that Vietnam is highly appreciated in terms of many attributives but none of them make the distinguish and unique image in comparison to the other destinations. Especially, for Germans who have not visited S-shaped country, the image of this nation is still vague, simple and spare in terms of attractive places. The destinations also exist the weaknesses, causing the image inefficiency in tourists' mind. Therefore, it is essential for managers to deal with this problems, as follows:

Navigation and development of Vietnam destination image for German tourists, on the basis of attributes and images positively evaluated

For target markets such as German one, it is necessary for managers to identify Vietnam destination's representative image through promotion positive images, improvement of negative images, and establishment of image media to the potential tourists.

The establishment of destination image requires the attention to holistic image of functional and psychological characteristics of destination, as well as consideration of building the common and unique image factors. Basing on the research results, positive functional holistic image containing *people, food, and natural landscape* and psychological holistic image consisting of *interesting and friendly atmosphere* are important factors in building destination image. Besides, Germans who have not visited Vietnam highly appreciate beaches of S-shaped country, resulting from Germany's locating in the temperate zone causing high demand of enjoying beaches of people from this country. Therefore, it is essential to pay an extremely great attention to Vietnamese image advertisement. Furthermore, factors such as *travelling expenses, commodity cost and handicrafts* that are attributes evaluated the most favorable should be promoted for Vietnamese image.

Accordingly, Vietnamese image for Germans can be navigated with a picture of *breath-taking natural landscape with antithesis between mountains and rivers, rich cuisine with delicious food and fine arts and crafts; an atmosphere with friendly people; and a cultural experience with affordable travelling expenses and commodity cost as the value that German tourists can get in Vietnam.*

Besides, unique images in general ones of natural landscape, food and people should be included in the image navigation. In fact, factors considered the distinctive points of Vietnam such as ao dai traditional costume, food such as nem, pho or famous beautiful places such as Ha Long Bay have not created the typical image of Vietnam. This can result from the ineffective and unprofound media promotion to German market, so it is essential to add these factors for image establishment.

Development of suitable aspects of Vietnam destination to attract German tourists

On the basis of above navigated images, tourism managers should identify and invest in suitable tourism activities and programs relating to attributives and images highly appreciated to attract more German tourists to Vietnam. In fact, images of cities or locals are pieces of general image of Vietnam, thus, tourism events in cities and provinces should need the common administration and navigation in order to advert the outstanding positive attributives of Vietnam, such as domestic and international Vietnamese food festival.

Furthermore, entertainment activities on rivers and beaches such as yacht, diving to see corals or beach sports should be developed, or even beach sports can be organized as competitions attracting German tourists in particular and international tourists in general.

Solutions for attributives and images evaluated the least favorable to improve Vietnamese image

According to research results, factors of hotels/motels are lowly appreciated in term of quality with score of 2.98 by German people who have not travelled to Vietnam. It is

essential for Vietnamese tourism marketing managers to pay their special attention to this problem in order to promote Vietnamese tourism advertisement and improve Vietnam's accommodation image. Besides, people working in hotels and restaurants sectors should enhance their services and attitude as well as improve infrastructure, simultaneously media should also provide tourists information of accommodation quality in Vietnam adequately and actively.

Furthermore, the results of study also show that habitat and infrastructure problems are attributives evaluated the least favorable by German people. These drawbacks should be eliminated by competent agencies coordinating and mobilizing resources, as follow:

Improve public toilets and develop the green, clean, and beautiful space. First of all, people working in tourism need to participate in maintaining the hygiene in the community. Moreover, propaganda activities together with practical programs should be fostered to raise people's awareness of environmental protection and living space scenery maintenance.

Traffic system and infrastructure need convenient and effective investment to reduce traffic jam and people awareness also need improving through propaganda.

Developments of products and design of effective tours for establishment of Vietnam destination image on the basis of different German tourists groups

Gender, education level, age, travelling experiences and travelling motivations have certain effects on formation of tourism destination image in Germans. Male German people with high school education level or below, at the age of 25-54 evaluate Vietnam more positively than the other groups. Female ones with bachelor degree or higher are usually stricter than the others. These points are essential to be focused during consultancy of suitable tours for German tourists.

Young German people travelling for discovery make up the highest percentage in the research's results. Thus, tourism managers should pay their attention to building tourism products that includes exploring factors of history, cultures, festival, natural landscape combined with compatible tourism forms such as homestay, picnic, camping, and so on.

The remaining travelling motivation groups such as relaxation, visiting relatives, and business trips should be accompanied with suitable tourism programs to develop destination image highly appreciated, especially sea travel.

Intensive and extensive development of information sources that German people can approach for the better image advertisement of Vietnam destination

Spreading by words of mouth is a form of media that German approach the most to find out information relating to Vietnam, followed by internet, materials, TV shows,

and tourism brochures. Not many German people search information through tourism advertisement, magazines, tourism promotion programs or tourism agents. Therefore, tourism managers should enhance the destination image through basing on sources used the most, as well as develop other tourism promotion channels on Vietnamese image navigation, as follow:

First of all, German place an importance in experiences of people that used to travel, so spreading words of mouth is the most popular way they use to approach information about Vietnam, making this is an effective way to promote the destination and attract German tourists Vietnam through materialization of tourism products. On this basis, administration agencies and tourism companies can persuade German travelers to Vietnam by fostering people who used to come to Vietnam to share their experiences in terms of service quality, affordable price, beautiful interesting places, and so on. In addition, in order that mouth information sources become more effective, each individual working in tourism must raise his/her awareness of the best service supply at every moment, appealing German tourists in particular and international ones to come back again.

Next, many German people search Vietnam information on the internet for being convenient, time-saving, and affordable. Thus, administration agencies and tourism companies should focus on tourism information development on internet, websites, and social networks (Facebook, Twitter, Instagram, etc.). Website of Vietnam National Administration of Tourism needs adding German, as well as tourism publications, newspapers, books, magazines, and advertisement materials should be published in Germans and distributed to German market more intensively and extensively.

Furthermore, tourism administration agencies should develop tour advertisement promotion forms such as coordinating with Vietnamese Embassy in Germany to Vietnamese culture-tourism festivals and launching tourism advertisement campaign in Germany; innovating the participation in International Tourism Borse – Berlin (ITB) with programs concentrating on introducing favorable attributives of Vietnam and sharing travelling experiences of German who used to visit Vietnam.

Besides the above solutions, it is necessary to exempt visa for German residents travelling to Vietnam within 30 days instead of 15 days as before. Most importantly, tourism should plan to coordinate with Ministry of Foreign Affairs, German Embassy in Vietnam, Vietnamese Embassy in Germany, and aeronautics in long term to launch policies encouraging German visiting Vietnam strongly.

RESEARCH LIMITATIONS

Besides the achieved results, this research still has the following limitations:

Firstly, regarding the sample. We planned to collect 300 samples. But due to objective reasons, this research only conducted 10 samples at the first stage of the research and 125 samples on the second stage of the research. Therefore, it will have many limitations in generalizing the. research results.

Secondly, the destination image of Vietnam is huge, so it is difficult for the German tourists to answer as detailed and specific as to answer about the landmarks of a city or a tourist attraction.. Therefore, many aspects of Vietnam destination image in the scope of the study still have not been analyzed.

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IMPACT OF CLIMATE CHANGE TO THE RESORTS AND ATTRACTIONS IN BATANGAS PROVINCE

Sevillia S. Felicen*

Abstract: *Climate change is a global phenomenon wherein its manifestations are being experienced and observed worldwide and its impacts are unavoidable. This study aimed to determine the impact of climate change to the province of Batangas. Specifically, to present the profile of the resort and attractions in terms of type, location, number of years in operation, and average monthly visitor arrivals; determine the impacts of climate change to the resort and attraction in terms of environmental, economic and social aspects; test the significant difference in the impacts when grouped according to profile variables. The researchers used the descriptive method of research with the owners, managers, and staff of the resorts respondents of the study and survey questionnaires as data gathering instrument. Based on the result, majority of the destination are resort hotel, located at in District V & VI which are two the newly declared lone district in the province, having their operation for 12 years and above and with average monthly tourist arrivals of less than 500. Result also revealed that impacts of climate change were to a moderate extent in terms of environmental, economic, and social aspects. There is no significant difference on the impact of climate change when grouped according to destination but there is significant difference when grouped according to location. However, when grouped according to number of years in operation and average monthly tourist arrival there is significant difference as to social aspect while no significant difference as to environmental and economic aspect*

Keywords: *Climate Change, Resorts, Attraction, Batangas Province.*

INTRODUCTION

The climate change has a big effect in the tourism industry. All the sectors are affected: the transportation for the airlines and shipping company, the bookings and reservation of the travel agencies, the accommodations for the hotels, the disturbance of the natural habitat for the wildlife's, etc. These are some of the effects of climate change in the tourism industry and it has a huge impact (Gomez-Martin, n.d).

Climate change is a transition of the constant weather of a certain or specific area. It could be a switch of the amount of rainfall in an area or a region usually receives in each

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* Lyceum of the Philippines University- Batangas City

year. It can be also a switch of a certain place or area's normal temperature for a season. This could also be a reason for a change in world's normal temperature. It could be a change in where rain and snow usually fall on Earth. Weather can switch in just a split of hours. It takes hundreds or even millions of years to change climate (NASA, 2014).

Batangas is one of the most accessible tourist destinations from Metro Manila. With captivating scenery, luxurious hotel accommodations, exciting outdoor activities, and rich cultural attractions, Batangas is perfect for a day tour or extended vacation. Less than three hours from Manila' by car or bus. Batangas is composed of 6 congressional district with 31 towns and three cities lined with coconut, coffee, and mangrove plantations, beaches, underwater marine life, water sports facilities and captivating mountains with fresh springs and cascading waterfalls. For the outdoor enthusiasts, Batangas is home to the world-class Mount Malarayat Golf and Country Club. For those in search of pampering, renowned health and wellness resorts such as The Sanctuary Spa at Maya-Maya in Nasugbu and The Farm at San Benito in Lipa offer complete state-of-the art spa facilities. Taal Heritage Village, one of only two preserved cultural villages from the Spanish colonial era in the Philippines, is filled with century-old churches such as the Basilica of San Martin, the largest church in Southeast Asia.

This study focused on the effects and results of climate change in the tourism industry of Batangas Province. The fast pace of climate change that takes place in the environment, together with the impacts that such changes have on the natural environment, on humans and their economic activities have become evident (UNWTO, n.d).

Changing climate and weather patterns at tourist destinations and tourist's generating countries can significantly affect the tourists. Tourism sectors rapidly respond to climate change. They adopt tourism businesses and destinations to changing climate conditions. The climate change has environmental, social, and economic effects.

Objectives of the Study

This paper aims to assess impact of climate change to the resort business in Batangas province. Specifically, it will present the profile of the resorts in terms of location/district, no. of years in operation and tourist arrival; determine the impact of climate change to the resort business in terms of environmental, economic and social aspects; test the significant difference on the impact of climate change when grouped according to profile and propose an action plan based on the result of the study.

LITERATURE REVIEW

The economic contributions of tourism are of course deeply appreciated. However, its development and success will always have challenges and hindrances. One of the challenges

of tourism is mainly due to its characteristic that it is a dynamic and competitive industry that requires to constantly adapt to the needs and desires of customers (Go2HR, 2016). It can truly be challenging for any tourism inclined business to spontaneously adapt.

Climate change is a phenomena wherein its indicators are already being experienced worldwide. The rise in temperatures, shifts in snow and rainfall patterns, extremely heavy storms and extreme recorded temperatures are indicators of climate change (Environment Protection Agency, 2016). These changes are directly linked to the increase of carbon dioxide levels in the atmosphere due to industry and other human activities.

Scientists say human activities are largely responsible for the continued increase in average global temperatures, which causes climate change. Global greenhouse gases emitted by the fossil fuel industry (which gives us electricity and fuels for cars) trap heat in the earth's atmosphere thus warming the entire planet. Philippines will likely experience at least one of these effects of climate change: El Ni**ño become more intense; rising of sea surface temperatures and heights; acidification of Ocean; tropical cyclones to intensify; and rainfall, river flow and flooding to intensify** (Ranada, 2014).

Impacts of Climate Change

As of recent years, various expert and organizations around the globe has been constantly agreeing that the tourism sector is exposed to numerous direct and indirect impacts of climate change (Nicholls, 2014). The document discussed that the tourism industry is faced with impacts brought along by climate change. Such impacts are the depreciation of some destinations as the global temperature rises, the unviability of winter activities and sports, the rise of sea levels affecting coastal destinations, shortage of supplies and numerous others. Another impact of climate change towards tourism is the variations climate and weather. Tourist destinations are significantly affected by the changes in weather patterns as it affects the comfort of tourists and their decision making for travel, as well as their overall comfort and satisfaction levels.

In the Caribbean, which is a highly frequent tourist destination, an in-depth study regarding the impacts of climate change has brought up alarming results. Notable findings regarding the impacts of climate change towards tourism include significant negative effects in the gross domestic products, increases in oil prices, extreme rise in temperatures, and losses of tourist expenditures (Sookram, 2010).

The Philippines is not exempted to the effects of climate change. Some possible scenarios are alarming. An article at Get Wet Asia (2016) discusses how the increase in global temperatures can affect the entire country and some tourist destinations. It was noted how a 2°Celsius increase in global temperate will lead devastating results. Notable are the facts for Metro Manila being submerged underwater, extensive damages

to beachfronts, properties, and industrial buildings in Metro Cebu, decrease in usable land areas in Boracay, and Puerto Princessa.

Various articles regarding the effects of climate change towards the Philippines are easily accessible. Majority of which reports the indicators of such. One article by Tacio (2010) discussed that with the Philippines being a tropical country, the most devastating effect of climate change is the increase in the number of storms to hit various areas. Additional to the increase in storms is the unpredictable weather patterns and stronger typhoons. The tourism industry is mentioned to be threatened due to the fact that a large portion of tourist destinations in the country are either in islands or coastal areas which would be first devastated or eradicated with the rising sea levels.

Another report indicates that climate change can and may inflict devastation towards weather patterns causing the tourism productivity to spiral downward (Lakbay Pilipinas, 2010). It was discussed in the report that if there are no efforts done to counter global warming, the greater part of Mactan, as well as infrastructure and facilities within major coastlines may be eradicated of not submerged underwater by the year 2047. This was due to the computations of experts that an increase to sea levels ranging from 4 meters up to 12 meters may occur.

A more thorough and specific study towards the impacts of climate change towards tourism destinations was made and completed by the Organization of American States [OAS] (2011). The study summarized the impacts of climate change towards tourism destinations. These include the loss of recreational value and carrying capacity, loss of property value, the deterioration of landscape and visual appreciation, increased costs for beach and property protection, decreased in the opportunities for tourist activities due to weather conditions, increased cost of commodities, and the impacts of climate towards tourist decision making to travel to destinations which may result towards less visitors, and ultimately leading to decrease in revenue and sustainability. In addition, the need for more marketing efforts becomes an essential consideration.

Environmental Aspects

The Manila Bay coastal area in the Philippines was assessed for the conceivable results of quickened ocean level ascent with regards to environmental change and to survey versatile reactions to such dangers. The seaside ranges is a vital district as far as business, mechanical, farming and water social exercises of the Philippines. Result demonstrates that zones along the drift if immersed but a 1 meter ocean lever rise would incorporate waterfront barangays from 19 districts of Metro Manila, Bulacan and Cavite and would cover a zone of 5555 ha. Proposed reaction systems comprise of securing the drift by building ocean dividers; institutional activities, for example, formulation of

difficulty approaches and development controls; and versatile arranging in the setting of a coordinated waterfront zone administration to address the short-and long haul issues, with the inclusion of groups in the territory, data, training and correspondence are fundamental alongside the specialized and logical endeavors to accomplish an all-around adjusted adjustment arrange (Perez et al.,n.d.).

Extreme weather has been exposed in the Philippines. Strong typhoons and violent storms also attacked the country. Philippines also suffered from floods which cause the houses and natures to be destroyed. About 20 tropical cyclones enter Philippine waters each year, with eight or nine making landfall as the average. More often, the tropical storms have struck the country and severely, that's all because of climate change as the scientists believes. Philippines has its development and unique geography that have combined to aggravate both this threat and its devastating results (Climate Change, 2016).

Pacific islands are also vulnerable to the effects of climate changes. It also has a unique geography and environment, distinctive demographic and economic.

Structures. They have limited agricultural land and high population densities, with their economic activities mostly concentrated on low-lying coastal areas. Pacific region also experienced increase in mean temperature, rainfalls causing and impact on water resource, health sectors and agriculture (Sheppard et al., 2013).

Snowfalls are more frequent in comparison to higher ground. They experience the lowest wind speeds and the total sunshine hours are between those of the coast and moors. So that, many of the tourist cannot deal in that kind of climate change that England faced off (Hansman, 2015).

According to Wentz (2015) environmental change will have genuine and long haul impacts on structures and frameworks. Flooding and warmth waves, for example can destroy the duration of existence and basic quality of structures and framework. Atmosphere related wonders can also modify by the greatness of ecological effects connected with a specific development tasks and nature. Environmental change also affects pleasing environment of the encompassing range. Atmosphere and environment changes in neighborhood can also make a certain creature and plant species more defenseless against any effects brought on a building venture.

This paper surveys a few reviews on the effects of environmental change on creating nations in Africa, a standout amongst the most helpless landmasses because of absence of monetary, specialized and institutional ability to adapt to the effects of environmental change. In this way, environmental change adjustment and relief alternatives require more noteworthy regard for guarantee future sustenance security and prosperity of African individuals (Gemeda & Sima, 2015).

El Niño does impact and cause regular precipitation in Korea. Particularly, for the Korean Peninsula, precipitation was normally lower amid the years with unexpected delayed evolution patterns. More precipitation occasions were packed in the focal districts. Henceforth, flooding represents a hazard to the Korean Peninsula and such dangers might be elevated amid El Niño years (Kim et al. 2016).

Economic Aspects

With climate change affecting important components of the tourism industry and its processes in its entirety, it is logical to claim that the marketability, profitability, and sustainability of any tourism business is affected as well (Scott, Hall, & Stefan, 2012). With the impacts and shifts brought along by climate change, in due time, there is said to be winners and losers at varying business levels.

Another study discusses the various impacts of climate change translate to several implications affecting tourism business processes (Simpson, Scott, & Trotz, 2011). First, warmer temperatures imply altered seasons and may cause heat stress to tourists. In turn, this revolves towards increased cooling costs. Second, increased frequency and intensity of storms implies greater risk for facilities. This equates to increased costs of insurance policies, potential losses on insurability, and even losses due to interruptions towards business operations. Third, sea level rise implies coastal erosions, loss of beach areas, higher costs for property protection and maintenance. There are other implications in the study including the loss of natural attractions and issues on travel safety which in turn poses a threat to the decrease in tourist arrivals.

In addition, the impacts are expected to also affect tourism as taxes are imposed on top airline tickets, adding cost to travel expenses for tourists (Hodgkinson & Johnston, 2016). This may pose a threat to decrease in travel rates. Apart from emission taxes, regulations and other environmental policies are continuously being drafted, examined, and implemented. Such environmental policies aim for the conservation of forestry and marine ecosystems which have a direct impact towards processes relating to tourism such as availability of resources (Phillips, 2012). However, such regulations and environmental policies are strictly implemented in order to achieve sustainability and must be adhered to.

Other studies identifying the impacts of climate change towards tourism business profitability suggest that operating costs were expected to rise. This translates to either an increase in the pricing of services or decrease in the profit margins of businesses. The main factors leading to such revenue decreasing factors include added taxes from national policies regarding emissions, which in turn lead to increase in transport costs and may alter travel patterns of tourists (Safa & Hilmi, 2012). The very same situation may be expected to be faced or may be currently being faced by destinations in the Philippines.

Social Aspects

According to Byrd (2014), extreme drought which aggravates the resources, as well as rainfall that is typically expected has caused people living in areas vulnerable to sea levels to relocate.

As stated by DeMates (2014), at the beginning of 2014, a village in Fiji (a group of tropical islands in the heart of the Pacific) had to move 1 km more distant from the shore same as with A group of islands in the Pacific Ocean, namely; Kiribati was predicted to not be suitable for living since sea levels began to rise.

It seems relentless as climate change continuously affects sea levels including a vast number of places and attractions around the globe. Climate change projections based from university researches concludes that a way to envisage the ramification to the sea level rises down through the current level of greenhouse gases and carbon dioxide. They deduced that the escalation in global temperatures of over 5 degrees Fahrenheit and the ice melting persistently occurring in polar zones; Greenland and Antarctica to be specific, would menace 20% of UNESCO world heritage sites (Ross, 2014).

Clear signs about these effects might be seen ahead Himalayan glaciers, which are dissolving quickly. Glaciers and horribleness connected with amazing also whimsical climate need expanded. Environmental change will be also affect more extremely the women, poor kin, children, women and group despite the fact that it might a chance to be a really early should be faulted it, the greater part for environmental change variable for such transforms (Devkota, 2013).

METHODOLOGY

The researcher used descriptive method to determine the impact of climate change in the resort business and attractions in Batangas province. The subject of the study are owner/manager or supervisor of the top 10 resort business and attractions of each district in Batangas province. Questionnaire was used as basic tool for data gathering. Interview was also conducted to be able to gain additional information regarding the topic. For the analysis of data, frequency distribution and percentage, weighted mean and ANOVA was utilized. The following scale was used to interpret the result 4.50 – 5.00 =To a Very Great Extent; 3.50 – 4.49 = To a Great Extent; 2.50 – 3.49 = To a Moderate Extent; 1.50 – 2.49 = To a Least Extent; 1.00 – 1.49 = Not at All.

DATA ANALYSIS AND DISCUSSION

Table 1: *Percentage Distribution of the Business Profile*

Profile Variable	Frequency	Percentage (%)
Type of Destination		
Resort	62	34.30
Resort Hotel	89	49.20
Attraction	30	16.60
Location		
District I	32	17.70
District II	40	22.10
District III	27	14.90
District IV	40	22.10
District V &VI	42	23.20
Number of years in Operation		
3-5 years	23	12.70
6-8 years	18	9.90
9-11 years	40	22.10
12-14 years	43	23.80
15 years and above	57	31.50
Average Monthly Tourists Arrivals		
Less than 500	67	37.00
500 – 999	37	20.40
1,000 – 1,499	37	20.40
2,000 – 2,499	4	2.20
2,500 - 2,999	15	8.30
3,000 or more	21	11.60

Table 1 presents the percentage distribution of business profile in terms of type of destination, location, number of years in operation and average monthly tourist's arrivals. The destination included in the study are hotels, resort hotels and attractions located in the six districts of the province. The destinations are operating from 3 years to more than 12 years and has an average monthly arrivals or less than 500 to more than 2,500.

Based on the result, majority of the destination are resort hotel with 89 or 49.20 percent followed by resort with 62 or 34.30 percent. The least was the attraction with 30 or 16.60 percent. This means that majority of the destination visited by the tourist in the province of Batangas are resort hotels because as they enjoy their vacation having their swimming and other activities they have also the accommodation. Attractions are lesser because there only few paid attraction in the province.

As to location, there are more destination in District V & VI with 42 or 23.20 percent, followed by District II & IV which tied on 40 or 22.10 percent. The least number of destination was in District III with 27 or 14.90 percent. As manifested in the result,

destinations in District V & IV are more cooperative during the conduct of the study compare to the other districts.

With regards to number of years in operation, 57 or 31.50 percent are operating for 15 years or more followed by 12 – 14 years with 43 or 23.80 percent and the least number 18 or 9.90 percent are operating for 6-8 years. This infers that majority of the destination are having their business for a long time. Even though they are affected by climate change, their operation are continuously surviving.

In terms average monthly arrivals, 67 destination or 37 percent has 500 or less tourist arrivals per month followed by 500-999 and 1000-1499 tourist arrivals with both 37 destinations of 20.40 percent. Twenty one (21) or 11.60 percent has 2500 or more monthly tourist arrival while 19 or 10.50 percent has 2000 – 2499 arrivals. The result is a manifestation that Batangas Province tourism has less tourist arrivals because the tourism industry in the province is still in the development stage.

Lodging and resorts are susceptible to rising ocean levels in seaside territories and changing climate events. Places where found that are presented to the components, inn and resorts remain to experience major cost, such as massive storms or snow covers recedes. It will become more difficult for some companies to prevent and to secure property. However, even the best-planned strategies face challenges, resorts or hotels cannot easily move in the face of climate change. They must create policies to find new site hotels wherein located at the highest high tide line (Suarez, 2011).

Table 2.1:*Impacts of Climate Change as to Environmental Aspect*

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. There is decrease in the property size and value of the resort/attraction. (e.g. smaller beach fronts)	2.71	*To a Moderate Extent*	8
2. The forestry, plants and wildlife are more prone to deadly infestations.	2.39	*To a Least Extent*	10
3. There is a sudden change in the temperature from the usual.	3.27	*To a Moderate Extent*	2
4. There are unexpected storms and continue to become stronger and more frequent.	3.28	*To a Moderate Extent*	1
5. There are changes in the number of available areas that can accommodate visitors.	3.06	*To a Moderate Extent*	4
6. Scarcity of water supply.	2.72	*To a Moderate Extent*	7
7. There are frequent need for structural repairs due to damages from storms and other natural events.	3.22	*To a Moderate Extent*	3

8. There are changes in quality of infrastructure directly affecting the operations of resort/attraction.	2.83	*To a Moderate Extent*	6
9. Lessen attractiveness of the environment within the resort/attraction premises.	2.68	*To a Moderate Extent*	9
10. There are changes in the natural landscape/ physical features of the resort/attraction	2.93	*To a Moderate Extent*	5
Composite Mean	**2.91**	*To a Moderate Extent*	

Table 2.1 presents the impacts of climate change as to environmental aspect. It shows that climate change has a moderate extent of impact to the environment aspect as indicated by the composite mean of 2.91. There are unexpected storms and continue to become stronger and more frequent (3.28) ranked first followed by there is a sudden change in the temperature from the usual (3,27) and ranked third, there are frequent need for structural repairs due to damages from storms and other natural events (3.22). All were rated as to a moderate extent.

The result infers that the storms affects the operation of the resorts and attractions because during these period and after the storms or typhoon the environment is usually devastated especially if the storms are in high signal. There's a need to repair the damages before the operation can go back to normal.

Storm tide heights for given return periods under enhanced climate conditions and it has possible increase in cyclone intensity due to the enhanced greenhouse effect. Clearly the sea levels are higher than those evaluated for current climate conditions. Such changes to the frequency of severe storm tides would cause a considerable increase in the risk to existing infrastructure and tourism industry (McInnes, Walsh and Pittock, 2000) .

However, the low results are the indicators there is decrease in the property size and value of the resort/attraction (2.71), followed by lessen attractiveness of the environment within the resort/attraction premises (2.68), both rated as to a moderate extent, and the lowest the forestry, plants and wildlife are more prone to deadly infestations (2.39), rated as to a least extent.

It can be also inferred that forestry, plants and wildlife are not really affected by the climate change because it was only rated as to the least extent. The impact of these indicator is not really noticeable because if the weather go back to its normal state, the plants and wildlife will also regain its life.

Table 2.2 shows the impact of climate change as to economic aspect. The result revealed that climate change has a moderate extent of impact as economic aspect with a composite mean of 3.30.

There are changes in the arrival patterns during the peak and lean season (3.57) ranked first followed by there is need in the cost of maintenance and repair of the resort/attraction (3.50), both rated as to a great extent. Necessitates a better development planning for the resort/attraction (3.45) ranked third and rated as to a moderate extent. During the season of climate change, guests are really affected by these occurrence because during bad weather the guest usually chose to stay at home than deciding to travel.

Table 2.2: *Impacts of Climate Change as to Economic Aspect*

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. It reduces the number of tourist arrivals of the resort/attraction.	2.90	*To a Moderate Extent*	10
2. There are changes in the arrival patterns during the peak and lean season.	3.57	*To a Great Extent*	1
3. There are changes in the revenue of the resort/attraction	3.27	*To a Moderate Extent*	8
4. There are changes in the operation costs of the resort/attraction.	3.38	*To a Moderate Extent*	5
5. There is need in the cost of maintenance and repair of the resort/attraction.	3.50	*To a Great Extent*	2
6. Reduce the interest, development, and investment opportunities for the resort/attraction.	2.99	*To a Moderate Extent*	9
7. Necessitates a better development planning for the resort/attraction.	3.45	*To a Moderate Extent*	3
8. There are changes in the man-power needs of the resort/attraction	3.30	*To a Moderate Extent*	6
9. Increase in the requirements for the promotion strategies of the resort/attraction.	3.39	*To a Moderate Extent*	4
10. There are changes in the supply of materials and services needed by the resort/attraction.	3.28	*To a Moderate Extent*	7
Composite Mean	**3.30**	***To a Moderate Extent***	

Temperature is considered to be the most important climate variable in the analysis of tourism demand because, outside a certain range, it affects comfort. There is evidence to show that other weather parameters are also important, for example, rain, wind and hours of sunshine (Scott and McBoyle, 2006). If any of these parameters is to be included in the analysis of tourism flows, it must be included as a determinant or in an index.

However, the indicators there are changes in the revenue of the resort/attraction (3.27) rank low followed by reduce the interest, development, and investment opportunities for the resort/attraction (2.99) and reduces the number of tourist arrivals of the resort/attraction (2.90) rank the lowest but still rated as to a moderate extent. During climate change, tourist arrivals are usually affected because tourist usually opted to stay on their place than to travel.

Table 2.3: *Impacts of Climate Change as to Social Aspect*

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. There is decrease in the number of job openings due to climate change.	2.90	*To a Moderate Extent*	6
2. There is decrease in the number of types of Jobs or Positions due to climate change.	2.60	*To a Moderate Extent*	10
3. There is limited product offerings to be served for the tourist.	2.94	*To a Moderate Extent*	3
4. There is decrease in the diversity of customer preferences.	2.93	*To a Moderate Extent*	4
5. There is decrease in the distinguishing cultural characteristics of the people in the local area	2.77	*To a Moderate Extent*	8.5
6. There is increase in the number of domestic residents in the local area.	3.05	*To a Moderate Extent*	1
7. There is increase in the number of foreign residents in local area.	2.92	*To a Moderate Extent*	5
8. There is increase in the demand for new products and services which are not available before.	2.99	*To a Moderate Extent*	2
9 There is decrease in the demand for old products and services affecting the livelihood of the people.	2.80	*To a Moderate Extent*	7
10. There is a decrease in the amount of cultural heritage activities which alters social norms in the locality	2.77	*To a Moderate Extent*	8.5
Composite Mean	**2.87**	***To a Moderate Extent***	

Table 2.3 present the impact of climate change as to social aspect. It shows that climate change has a moderate extent of impact as to social aspect with a composite mean of 2.87. There is increase in the number of domestic residents in the local area (3.05) rank first followed by there is increase in the demand for new products and services which are not available before (2.99) while there is limited product offerings to be served for the tourist (2.94) rank third. All indicators were rated as to a moderate extent. The result is a manifestation that residents are usually visible in the area because they intend to stay at home during bad weather. They opted to stay with their family and protect their properties.

Even if they know of an approaching storm that may threaten their homes, the residents of informal settlements are often reluctant to move even when advised to do so – for instance, for fear of losing valuables to looters, uncertainty about provisioning for their needs in the places they move to and the worry of not being allowed back if their house and settlement are damaged (Cities and Climate Change, (n.d.).

However, there is decrease in the distinguishing cultural characteristics of the people in the local area (2.77) rank low tied with there is a decrease in the amount of cultural heritage activities which alters social norms in the locality (2.77) and rank least was the indicator decreasing in the number of types of jobs or positions due to climate change (2.60).All three low indicators were rated as to a moderate extent.

During climate change, the number of jobs or position decreases because it is the result of lower tourist arrivals. Mostly, on call jobs are not available, only those regular employees are continuously enjoying their job.

Table 2.4:Summary Table on the impact of Climate Change to Resorts and Attractions

Indicators	Weighted Mean	Verbal Interpretation	Rank
Environmental Aspect	2.91	*To a Moderate Extent*	2
Economic Aspect	3.30	*To a Moderate Extent*	1
Social Aspect	2.87	*To a Moderate Extent*	3
Composite Mean	**3.03**	***To a Moderate Extent***	

Table 2.4 shows the summary table on the impact of climate changeto the resorts and attractions. It can be seen that climate change has moderate extent of impact to the resorts and attraction with a composite mean of 3.03. Economic aspect (3.30) ranked first, followed by environmental aspect (2.91) and the least impact was to social aspect (2.87). Compare to the other two aspects, social and environmental, the impact of climate change is very evident on the economic aspect because it can really be assessed based on the numerical result or the bottom line of the operation.

The overall aggregate effect of climate change on economic growth will most likely be negative in the long run. Although there will be winners and losers from climate change at varying levels of warming, the impact of rising temperatures will be widespread, in part due to the financial, political and economic integration of the world's economies (Wade, 2016).

Table 3.1: *Difference of Responses on the Impact Climate Change When Grouped According to the Type of Destination*

Indicators	F-value	p-value	Interpretation
Environmental Aspect	1.194	0.305	Not Significant
Economic Aspect	0.681	0.508	Not Significant
Social Aspect	0.207	0.813	Not Significant

Legend: Significant at p-value < 0.05

Based from the table, all computed p-values were all more than 0.05 alpha level (.0305, 0.508 & 0.813), thus the null hypothesis of no significant difference on the impact of climate change when grouped according to location is accepted. This means that the responses are the same. Whether the destinations are hotel, resort hotel and attraction, managers or supervisor assess the impact of climate change as to environmental, economic and social aspect in the same manner even.

Based from the result on **table 3.2**, all computed p-values were all less than 0.05 alpha level, thus the null hypothesis of no significant difference on the impact of climate change when grouped according to location is rejected. This means that the responses vary. This was also observed on the Post Hoc conducted that District II and District III and District II and District V & VI differs as to their observation on environmental aspect.

As to economic aspect, District II and District I differs significantly. Likewise on social aspect, location District I and District II; District II and District III;District II and District IV; and District II and District V respectively.

Table 3.2: *Difference of Responses on the Impact of Climate Change When Grouped According to the Location*

Indicators	Location	Mean	F-value	p-value	Interpretation
Environment	District I	2.84	5.081	0.001	Significant
	District II	3.32			
	District III	2.61			
	District IV	2.85			
	District V &VI	2.82			
Economic	District I	2.99	5.297	0.000	Highly Significant
	District II	3.69			
	District III	3.18			
	District IV	3.24			
	District V &VI	3.31			
Social	District I	2.78	6.038	0.000	Highly Significant
	District II	3.42			
	District III	2.73			
	District IV	2.69			
	District V &VI	2.67			

Legend: Significant at p-value < 0.05

Table 3.3: *Difference of Responses on the Impact Climate Change When Grouped According to the Number of Years in Operation*

Indicators	Number	Mean	F-value	p-value	Interpretation
Environmental	3-5 years	3.07			
	6-8 years	2.64			Not Significant
	9-11 years	2.71	2.081	0.085	
	12-14 years	3.00			
	15 years and above	3.00			
Economic	3-5 years	3.11			
	6-8 years	3.45			Not Significant
	9-11 years	3.22	1.276	0.281	
	12-14 years	3.45			
	15 years and above	3.28			
Social	3-5 years	2.37			
	6-8 years	3.31			
	9-11 years	2.65	4.710	0.001	
	12-14 years	2.91			
	15 years and above	3.05			Significant

Legend: Significant at p-value < 0.05

Based from the table, computed p-value as to social aspect were all less than 0.05 alpha level (0.001), thus the null hypothesis of no significant difference on the impact of climate change when grouped according to number of years in operation is rejected. This means that the responses vary. This was also observed on the Post Hoc conducted that destination with 3-5 years and 6-8 years and 3-5 years and 12 years and above differs as to their observation on social aspect.

However, as to environmental and economic aspect the computed values are more the 0.05 alpha level, thus the null hypothesis of no significant difference on the impact of climate change when grouped according to number of years in operation is accepted. This means that the responses are the same.

Table 3.4: *Difference of Responses on the Impact of Climate Change When Grouped According to the Average Tourist Arrivals*

Indicators	Average	Mean	F-value	p-value	Interpretation
Environment	Less than 500	3.01	.620	0.684	Not Significant
	500 – 999	2.95			
	1,000 – 1,499	2.84			
	2,000 – 2,499	2.70			
	2,500 or more	2.77			
	Less than 500	2.80			
Economic	Less than 500	3.32	1.797	0.116	Not Significant
	500 – 999	3.38			
	1,000 – 1,499	3.23			
	2,000 – 2,499	4.20			
	2,500 or more	3.14			
	Less than 500	3.19			
Social	Less than 500	2.97	2.483	0.033	Significant
	500 – 999	3.04			
	1,000 – 1,499	2.65			
	2,000 – 2,499	3.70			
	2,500 or more	2.48			
	Less than 500	2.74			

Legend: Significant at p-value < 0.05

Based from the table, the computed p-values were less than 0.05 alpha level(0.033) as to social aspect, thus the null hypothesis of no significant difference on the impact of climate change when grouped according to tourist arrivals is rejected. This means that their responses vary as to social aspect. This was also observed on the Post Hoc conducted that destination with 2,000-2,499 and 2,500 or more average tourist arrival differs as to their observation on social aspect.

However, as to environmental and economic aspect, the computed p-values were more than 0.05 alpha level (0.684 and 0.116), thus the null hypothesis of no significant difference on the impact of climate change when grouped according to tourist arrivals is accepted. This means that the responses are the same.

CONCLUSIONS

1. Based on the result, majority of the destination are resort hotel followed by resort and the least are attractions. Most of the destination can be found in District V & VI which are two the newly declared lone district in the province having their operation for 12 years and above and with average monthly tourist arrivals of less than 500.

2. Climate change has a moderate extent of impact to climate change as to economic aspect, environmental aspect and social aspect.

3. There is no significant difference on the impact of climate change when grouped according to destination but there is significant difference when grouped according to location. When grouped according to number of years in operation and average monthly tourist arrival there is significant difference as to social aspect while no significant difference as to environmental and economic aspect.

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CULTURAL HERITAGE FOR SUSTAINABLE TOURISM:
A COMPARATIVE STUDY ON LUANG PRABANG TOWN AND HOI AN

Symonekeo Sensathith*

Abstract: *The purpose of this study is to compare the notion of 'Heritage values' in the World Heritage sites of Luang Prabang and Hoi An to show the relationship between their mode of conserving and promoting of cultural heritage for sustainable tourism. 'Heritage values' is a new notion that carries the connotation of local knowledge embodied in physical objects such as the Lao traditional style house, Wat Xieng Thong temple, and even the mixed colonial architectures between the Lao and the French. Like Luang Prabang, Hoi An is an ancient town embodying heritage values. These include its well- preserved old timber frame buildings with brick or wooden walls, architectural monuments, commercial and domestic structures, open marketplaces, ferry quays, and religious buildings such as pagodas and family cult houses. When tourism was introduced to Luang Prabang town and Hoi An, 'heritage values' became a subject for tourist attractions. Therefore, the promotion and the preservation of cultural heritage became important. This paper is a documentary analysis using ethnographic methods that shows that the local communities in Luang Prabang and Hoi An utilized the concept of 'heritage values' to attract tourists. This approach manifests a variety of patterns in the way the local people preserve and utilize tangible and intangible heritage for sustainable tourism and income generation.*

Key Words: *Cultural heritage, 'Heritage values', Local Knowledge, Sustainable; Tourism, Luang Prabang, Hoi An*

INTRODUCTION

Tourism is a fast growing service industry that generates and contributes to economic, social, culture and environment aspects of many countries around the world. The forecast for world tourism is that there will be 1.6 billion tourists by 2020, of which more than 60% will travel with the purpose of understanding different cultures (Ngoc Thien, 2016). For nearly four decades of tourism development in Lao PDR and in Vietnam, the tourism sectors have developed rapidly along with success in implementing the official tourism policies of the two countries.

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* Research Division, Faculty of Social Sciences, NUOL.

The ways in which locals utilize heritage values to attract tourists can be observed in the town of Luang Prabang, but this is an abstract notion that draws upon creativity and local wisdom.

This research explores the construction of 'heritage values' and methods for processing and utilizing it to attract tourists to the World Heritage Sites of Luang Prabang and Hoi An. 'Heritage values', in this paper, is an abstract idea of the emotional efficacy of architecture and local heritage. It is a notion that includes tangible and intangible heritage. For instance, tangible heritage is physical architecture: old temples, traditional Lao houses, and folk handicrafts, etc. Intangible heritage is the local people's way of life and their religious beliefs attach to physical heritage and became the so called 'heritage values' in this study.

'Heritage values' have been ascribed to material objects which embody systems of cultural values (Darvill 1994, Carman 1996, Susan 1996, Nyaupane 2010) such as the values attached to handicrafts made by ethnic people, traditional architecture, and daily cultural practices, such as the alms giving ceremony, the Lao New Year and Hmong New Year.

Locals possess a cultural identity. In the designation of the two World Heritage Sites, Luang Prabang and Hoi An, their distinctiveness is a measure of the differences between them and other World Heritage Sites. Therefore, this study is a pioneering piece of work, which will focus on the 'heritage values' of Luang Prabang as a product of the local people.

Context of Luang Prabang Town

The Lao People's Democratic Republic (or Lao PDR) has a land area of 236,800 square kilometers, extending more than 1,700 kms from north to south and between 100 kms and 400 kms from east to west. The country has an eastern border of 1,957 kms with Vietnam, a western border of 1,730 kms with Thailand, a southern border of 494 kms with Cambodia and northern border of 416 kms with China and 230 kms with Myanmar (TWO, UNDP, 1998:25).

In the past, Lao PDR was called a "land-locked" country as it was unable to access the sea. However, by integration into the ASEAN community in 1996, it adopted open door policy and a market-oriented economy that has changed it to a 'land-linked' country. Furthermore, through the ASEAN plus three (China, Japan and Korea) and Greater-Mekong Sub-region cooperative framework (Vietnam, Yunnan, Guangxi, (China), Cambodia, Thailand and Myanmar), Lao PDR now has comprehensive transboundary relationships throughout the region.

Although a small country, Lao PDR has large tourism potential based on its cultural, historical and natural assets. Existing forest covers 41% of the country, with 20 National Protected Areas harboring a wealth of biodiversity and globally important

species (TWO, UNDP, 1998:59-62). Additionally, the Mekong River and its tributaries feature beautiful scenery, archaeological sites and distinctive Lao art and heritage. Within the Lao population of about seven million (according to the latest census), there are 49 ethnic groups with diverse lifestyles, cultural practices and customs.

When Lao PDR opened its doors to international tourists in 1990, only 14,400 international arrivals were recorded, producing revenues of $2.2 million USD. By 2016, the number had risen to 4.4 million, and generated over $724 million USD. Over 70 percent of the tourists are regional (Thailand, Vietnam, and China) and the remaining 30 percent come from the long-haul market that includes Europe, America and the Asia-Pacific region. Some priority markets for the country are Thailand, America, France, UK, Japan, Australia, Germany, Canada, Viet Nam and China.

Therefore, tourism plays an important role in socio-economic development, commerce, investment, cross-cultural exchange and international cooperation. Lao PDR is considered one of the least developed countries in the world (Human Development Index, 2010). Industrialization in this country lags behind that of its neighboring countries such as Vietnam and Thailand. Historically, only low-processing industries such as timber, electric export and mining were major sources for foreign currency acquisition. However, for the past two decades, tourism has been one of the principal sources of foreign exchange, outpacing garment manufacturing, but after electricity exports and mineral exports (Lao National Tourism Administration, 2016: 8-18).

As a result of these important factors, the Government of Lao PDR has placed tourism among the priority sectors to contribute to the country's socio-economic development, with a focus on the development for sustainable tourism based on cultural, natural and historic resources. The ultimate goal of the Lao government is to utilize tourism as a tool for poverty reduction; starting from tourist areas spreading the idea across the whole country. By the year 2020, Lao PDR expects to be removed from the less-developed country list (Committee for Planing and Investment, 2006).

Tourism also helps people to better understand one another and encourages international peace and friendship. Thus, Lao PDR envisions that will become a place for recreation, cultural exchange and learning for both regional and long-haul visitors. Based on this vision, the main policies for tourism development in the Lao PDR are:

1. To implement an open-door policy with foreign nations in economic and cultural matters;

2. To promote tourism development that alleviates poverty and stimulates local production;

3. To create employment opportunities;

4. To generate and distribute income to the multi-ethnic Lao People;

5. To promote and conserve the arts, culture, and fine traditions of the Lao People,

6. To conserve and protect ancient archaeological sites, the natural environment and historic monuments;

In Lao PDR, there are two remarkable World Heritage Sites, which are considered the main tourist attractions. These are Luang Prabang town, a living UNESCO World Heritage Site, and Wat Phou Champasak. Luang Prabang has its own characteristic and traditional architecture, tangible and intangible cultures and town design. The town was the former capital of Laos PDR. However, the former Lao King moved the capital city from Luang Prabang to Vientiane city in 1560 in order to protect Luang Prabang from the invasion of Burmese troops (Sengpaserth, 1991).

Luang Prabang is located on the peninsula with two rivers merging in the North-East Part of the city: the Mekong River and Khan River. It is accented by green spaces both inside the town and on the opposite side of Luang Prabang city across the Mekong River. It is believed that there is plenty of biodiversity in the mountain area surrounding the town.

Luang Prabang was added to the world heritage list in 1995 (based on UNESCO selection criteria II, IV and V), which finds it to be a masterpiece of human creativity, interchange of human values, and exhibiting outstanding architecture and landscapes and illustrating a significant era in human history.

Context of Hoi An

With thousands of years of civilization, Vietnam exhibits a rich tangible and intangible cultural heritage. To be sustainable, tourism must preserve that legacy. This will be an increasing challenge as the cultural wealth of Vietnam, and the active promotion of tourism by the Government forecasts an explosion of visitation especially at the prime sites such as Hoi An. Increasing tourism is contributing substantially to economic growth in Vietnam, which welcomed nearly 8 million international tourists in 2014 and 57 million domestic tourist, with a total revenue of VND 337,830 Billion. In Hoi An, specifically, revenues from tourism increased from VND 49 billion in 2012 to VND 120 billion in 2015, according to the Department of Cultural Heritage. On the other hand, tourism helps to preserve the environmental aspects such as keep the town and the rivers clean, and there are green spaces in the city helps to preserve the nature of Hoi An.

Hoi An, an ancient town, is located in Vietnam Quang Nam Province, on the north bank near the mouth of the Thu Bon River. The heritage area of Hoi An is about 30 hectare and it has a buffer zone of 280 hectares. Hoi An is a well-preserved example of a small scale port, which traded widely with the countries of Southeast and East Asia and

with the rest of the world, from the 15th to the 19th century. The town reflects the fusion of indigenous and foreign cultures (particular Chinese and Japanese) with later European influences that combined into this unique heritage.

Strolling the ancient streets, one is struck by the timeless timber frame buildings

Numbering over a thousand, which have preserved the original roof lies and plot sizes. Some also feature brick facades. These have served a range of purposes, including commerce, domestic residents and religion such as pagodas, and represent traditions of the 17th and 18th centuries. The original street plan developed as the town became a port and is intact today. Much of the charm is from the buildings backing on to the river with its quays, canals, and bridges all in their original settings. The historic landscape is also intact, consisting of the mouth of the river and the surrounding seashore with its dunes and islands.

The living heritage reflects the diverse communities of the indigenous inhabitants of the town as well as foreign influences. In 1999, Hoi An was inscribed into the World Heritage List based on criteria (ii) and (v), indicating an outstanding manifestation of the fusion of cultures over time. A management plan was implemented at the time of inscription and is updated periodically to comply with UNESCO requirements. The buffer zone continues to be managed to protect the property from encroachment. Flooding is an annual event that is controlled with the active participation of the local authorities and effected community. In the future, these updates should aim to improve the living conditions for the local residents, for example, to moderate the stresses that increasing tourism will bring.

Comparisons between the two sites

• Both are UNESCO World Cultural Heritage sites, but Luang Prabang was designated primarily for its religious monuments and living heritage for its community participation; whereas Hoi An was designated primarily for its historic integrity as a well-preserved example of an ancient Far Eastern trading port.

• Both are exemplars of efforts to maintain the outstanding cultural values sustainably in the face of intense and growing tourism pressure. Both feature the tangible and intangible heritage values of buildings, town layout, local living style, religious traditions, and environmental setting.

• Both trace their roots to the 15th century, but Luang Prabang achieved its current state earlier whereas Hoi An continued to develop until the end of 19th century.

• Hoi An management is better organize and more meticulous than Luang Prabang. For instance, Hoi An restricts vehicle access. It is also less tolerant of litter.

- Hoi An is more notable for use of traditional houses for museums. Luang Prabang has encouraged and attracted diverse lodging within the core of the town whereas Hoi An confines lodging mostly to the periphery of the old town.

- Both integrate the river setting into the general ambiance of the tourist infrastructure. The river remains much more a part of the commercial life in Luang Prabang than in Hoi An, where it is more of an artifact. For instance, in Luang Prabang, there is a genuine fishing industry whereas in Hoi An, the navigation of the river is really just for recreation of the tourists. This gives Luang Prabang more genuine feel.

- Both foster local arts and handicrafts and local knowledge. The local knowledge is most obvious in the artistic textiles, in the tourist handicrafts, and the architecture of the buildings. Hoi An is celebrated for its lantern craft and displays. In the night markets, foreign products are more in evidence in Luang Prabang than they are in Hoi An, which emphasizes indigenous crafts.

- Luang Prabang has a richer intangible heritage. For instance, every early morning tourists can witness and participate in the traditional procession of the monks in the alms giving ceremony. This is not staged, but entirely genuine. Hoi An has no comparable activity. In fact, the religious dimension of life in Luang Prabang is much more evident than in Hoi An, reflecting in part a difference in the traditions as between the rich Buddhist culture of Laos from the Theravada tradition, which tends to be more ostentatious than the variety practiced in Vietnam with its more subdued Chinese roots.

- Tourism economy quite robust in both sites quite obviously improving local living standards, employment and livelihoods. Also contributes increasingly to the national economy. But in Luang Prabang, hotels and restaurants tend to be foreign owned, whereas in Hoi An, Vietnamese investment is more prominent. Therefore the profits in Luang Prabang are less likely to enjoy by the local population.

LITERATURE REVIEW

The Construction of Heritage Values

The basic question in heritage studies is how heritage is constructed and how objects, some places, and some traditional practices are transformed into a heritage and others are not (Pearce, 1996:86). The construction process of heritage or heritage values is a phenomenon based on products of that society. Moreover, time is important in the process of transforming objects into heritage. Heritage can be valued on or a world scale.

The concept of heritage values has been acknowledged by many scholars, from the work of (Dumont, 1980) in social anthropology, and later by (Thompson, 1979) in the study of 'the creation and destruction of value'. Moreover, Pearce (1995) related heritage value to the *collecting process* and Carman (1996) related it to *archaeological materials*.

Heritage value connotes "worth" in ethic, personal and cultural terms. However, the theory of value consists of understanding how, why and to what degree humans value things, whether the thing is a person, idea or object, including abstract objects, (Jacques, 1995:91-101). Some scholars define heritage as having the same meaning as values in (Hitchcock 2010, Timothy 2003). There are few studies on how specific cultural sites have gone through their transformation from 'ordinary things' into valued heritage. Therefore, the concept of 'heritage values' in this paper is a new notion based on a combination of how "heritage" and "value" become ascribed in societies.

Pearce perceives that "heritage" as a social concept lives within its tangible artifacts and traditional practices. In that case, there should be some criteria for the material objects and even the landcape by which people consider them to be a "heritage". These may accord with the basic criteria for heritage selection by UNESCO (UNESCO, 1972). These criteria do not give all material objects World Heritage status in the selection process. Instead, objects or traditional practices should be a masterpice or at least considered as exceptional to satisfy any of the ten criteria for World Heritage selection.

In this paper, the construction of heritage values are derived from the work of (Pearce, 1996) and (Darvill, 1994). Pearce's work has opened the way for *heritage* construction.

It is starting from universal reccognition the one's ownership of material possession is the prime importance in the construction of culture, and hence potential to be heritage and in general material goods look particularly significant as cultural makers in the western tradtion. However, this tendency has considerable historical depth, but the object themselves are implicit in notions of historicity and heritage, because they are a crucial element in our capacity to recollect, and hence to have culture at all, either collectively or individually. Particular materials have to be selected to carry the past and so give it the physical persence which can take it into the future (Pearce, 1996:86-87).

Moreover, Susan's study refers to the relationship between values and material objects. Her research focuses on the interaction between people and objects which has created and sustained the culture at sites. It also produces objects which have particular 'heritage' qualities.

Darvill's work on value systems relating to archaeological resources states that 'Value means diffent things to different people' (Darvill, 1994. P52). His work did not focus on economic aspects but sociological interpretations, which set out broadly - constituted and socially - determined assumptions, beliefs and knowledge-sets which may be termed 'value systems'. Moreover, there are various values perceived by people in regards to heritage, especially in the acheological heritage sphere. His research focus on the study of nature as a value system, which also has gradients with reference to archaeological resources. The results of his research included three main value gradients: 'use value'

based on present requirements, 'option value' based on future possibility, 'existence value', based just on the fact that it is there.

'Use Value' is based upon the fact that demand or uses are placed upon the archaeological resources by comtemporary society (Timothy 2011, Darvill 1994). 'Use value' is based on consumption, even though the act of consumption is also creative. Society's ability to use the archaeological resources depends on two things: first is the existence of some evidence, record or memory of things we care about, drawing upon things such as ancient artifacts: including structures and objects. Secondly, is our ability to attribute meaning to what we have (in structures or objects). Such meanings are not necessarily right or wrong, they are part of the process of recognition, derivation, and renegotiation into future states. The meanings, which are created, derived from cultural heritage carry symbolic messages, and they are cast in a language which we hope others will understand (Darvill, 1994:55-56).

'Option Value' refers to *production* rather than *consumption,* but the process of production is deferred because it is not the *present context of value* but rather some specific time in the future. This is in accordance with *new invented value* by one society which granted the other meaning to that heritage

'Existence Value' relates to the *existence of (archaeological) resources: built architecture.* The temporal context is the present. Central to the realization of these values is the *recognition of a set of feelings* of well-being, contentment, and satisfaction – the 'feel-good' factor. These feelings are triggered in people who may never expect to use or see the resources itself by knowing it exists (Darvill, 1994:59).

From the work of Darvill, the author agrees with the links between the structures and values embodied in archaeology. Therefore, the Wat XiengThong temple in Luang Prabang, and the Angkor Wat temple in Cambodia are considered as heritage, which embodies a value system.

It is a mix between a study of sociology and anthropology, because before the recognition of Wat XiengThong temple as a heritage property, there should be recogniton by the people in that community that Wat Xieng Thong temple is the product of religious practices of the community attached to this temple. By this recognition, the people have already granted the value system to Wat Xieng Thong temple. This is the notion of 'heritage values'. In other words, "heritage value' is the notion of giving value to any physical object by the locals and their customs. However "heritage values' may be different from "local wisdom". It's the daily life of local people, and some cultural or traditional practices which are worth preserving for the long run.

Sustainable Tourism

Tourism as a multidisciplinary subject which includes the study of economic, socio-cultural and environmental aspects. (Mowforth, M. and Munt, I., 1998). The objective of sustainable tourism is to retain the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historical, cultural and social environment. This is achieved by balancing the needs of tourist with those of the destination (United Nation World Tourism Organization, 2017). According to the conceptual definition established by the World Tourism Organization, sustainable tourism must:

'Make optional use of environmental resources that constitute a key element in tourism development; Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance; Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, and contributing to poverty alleviation; and Maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices' (Weaver, 2008).

Heritage Concept

This section will show the connection between the definition of culture and heritage, examining theories identified by scholars since the 1980s.

Hitchcock (2010) provides a literature review on concepts of "heritage". However, he also states that, "Heritage is a concept which is difficult to define" (Hitchcock, King & Parnwell, 2010: 2). Therefore, in my opinion, the meaning of heritage has been presented, re-presented and developed over time based on demands, motivations and the impact of heritage tourism "*from the study of one particular society to the general situation around the world" (authors' idea)*. However, according to the work of Boniface (1993): *Heritage and Tourism in the 'Global Village'*:

"In the good old days, a historic site was a preserved old monument; and a museum was a collection...., but nonetheless one which allowed individual interpretation of it" (Boniface & Fowler, 1993: 150).

"A building, however, is but an asesemblage of materials, a hill but a hill. Any 'meaning' beyond that is acculturated, that is conceptualized by the human mind, applied to the object, and passed on to other humans. The hill does not see itself as a battlefield; nor is it perceived as one by the sheep grazing on it. Indeed, nor would the hill be perceived as the site of a battlefield, and therefore as having a cultural value as well as a meaning, by anyone who had not learnt to perceive it in those terms" (Boniface, 1993:157).

In this sense, Boniface's (1993) idea is a starting point for a basic explanation of the meaning and value of a particular material object and landscape. The audiences' perceptions of a particular object might differ because different people have different ideas, and views towards particular issues underlying causes of social phenomenon and the world in which we live. Therefore, the notion of heritage can be reinvented based on case study of particular sites such as Luang Prabang town.

Heritage may be simply defined as a legacy from previous generations (Lomine, 2007: 90-92). According to the work of Timothy (2003), "heritage is linked to the past and represents some sort of inheritance to be passed down to current and future generations in terms of cultural traditions and physical artifacts" (Timothy, 2003:2). Aside from this explanation, heritage is selective because heritage refers to elements of the past a society wishes to keep, and not all heritage is what society values; what is desirable to keep are selections from the past (Ibid: 2) as society filters heritage through a value system, which undoubtedly changes over time and space. In this way, I argue his contextualization of heritage is linked to the social phenomenon of a particular society. The social phenomenon of one society is passed down over generations. It is not possible for one person alone to preserve heritage, it is the work of a whole community of people. In this way, the next generation can observe and witness their heritage with their own eyes and feelings, and create their own views and memories.

According to Boniface (1993), *Heritage and Tourism in 'the global village'* is important for understanding the framework of heritage tourism for most sites around the world. Boniface (1993) mentions that, the tourist stakeholders who are dealing with the tourism industry are both directly and indirectly involved. However, there are criticisms of her work related to the tourist sites, which are referred to as sites designated as heritage sites, which can maintain the locals' interests while at the same time manage sustainable preservation of a sites' heritage property.

Heritage Scale of Demand: Global, National, Local and Individual

According to Timothy (2011), scale is important in understanding many aspects of heritage tourism, including demand, supply and impact. The scale of attractions appeals to different audiences on a global, national, local and personal/individual level. For example, the appeal of some locations and buildings is that they have played an important role in the patrimony (heritage) of a region, town, village or other community. In this sense, the site is less about tourists visiting than attracting local visitors. At the other end of the scale are attractions that fall under the category of global heritage include sites and monuments that are well-known throughout the world and have come to symbolize certain regions,

countries, ethnic groups or eventful periods of time that have impacted the entire world, such as The Great Wall of China, the Pyramids in Egypt, the Roman Coliseum, Machu Picchu, Stonehenge and Hadrian's Wall.

Attractions and sites associated with the development of a nation state appeal primarily to citizens of the countries where they are located due to their personal relevance. Yes, these sites also attract foreign visitors who are already in the country for other purposes. These monuments have come to signify national unity, patriotism, a country's struggle for independence, or a period of time that was crucial to the development of a national identity. Visits to these attractions can increase a nations' solidarity and often stir emotions that may be described as spiritual, patriotic or nationalistic; in many cases the past is manipulated by national governments to do just that.

Finally, it is important to consider individual and personal factors. The scale of heritage is most meaningful for each individual as it features people, places and events associated with ones' own familial past. Personal heritage travel is particularly important in the fast-paced modern world, where people seek out their own roots to find stability and a sense of belonging. Members of diasporic groups travel back to their homeland; individuals conducting family history or genealogy wish to visit friends and relatives or places he/she has lived in at some point in the past. These are all manifestations of heritage tourism.

METHODS

This research introduces the concept of 'heritage values' into tourism studies. 'Heritage values' attaches to the tangible and intangible ways of life of locals inside a community. For instance, these 'heritage values' attract tourists to the World Heritage Sites of Luang Prabang town and the ancient city of Hoi An. In this study, I have been applied two methods. First is a literature review and analysis of previous research found in books, journals, articles, and papers, to find out how to construct the notion of 'heritage values'.

Second is the application of ethnographic research by conducting fieldwork, observation and in-depth interviews with local people, including some ethnic groups and businesses related to tourism in Luang Prabang and Hoi An. The data collected from the fieldwork has been processed from field research notes and IC-recordings to determine how locals establish and use 'heritage values' in attracting tourists, and the revenues they provide, while also maintaining the traditional culture that underpins sustainable tourism.

FINDING AND DISSCUSSION

Comparison between Luang Prabang and Hoi An

FEATURES	LUANG PRABANG	HOI AN
International recognition	UNESCO World Heritage Site designated for religious monuments	UNESCO World Heritage Site designated for historic integrity
Maintaining outstanding cultural values	Sustainably in the face of tourism pressure.	Sustainably in the face of tourism pressure.
Tangible and intangible heritage values	Buildings, town layout, local living style, religious traditions, and environmental setting.	Buildings, town layout, local living style, religious traditions, and environmental setting.
Historic roots	To 15th century, but achieved its current state early in this period	To 15th century, but continued to develop until the end of 19th century.
Management	Less well organized, vehicle access allowed, some trash is evident	Better organized and more meticulous, e.g., restricts vehicle access; less tolerant of litter
Integration of environmental setting	Integrates river setting which remains part of the commercial life e.g., genuine fishing industry, hence has a genuine feel.	Integrates river setting as an historic artifact only, e.g., navigation of the river for recreation of the tourists.
Features local handicraft	Fosters local arts and handicrafts and local knowledge in the artistic textiles, in the tourist handicrafts, and the architecture of the buildings. Foreign products in evidence in In the night markets.	Fosters local arts and handicrafts and local knowledge such as in its celebrated lantern craft and displays.
Intangible heritage	Richer intangible heritage such as traditional procession of the monks in the alms giving ceremony. This is not staged, but entirely genuine. Religious dimension of life quite evident in rich Buddhist culture.	Buddhist culture less ostentatious and more subdued reflecting Chinese roots
Economic benefits	Tourism economy improving local living standards, employment and livelihoods. But hotels and restaurants tend to be foreign owned	Tourism economy improving local living standards, employment and livelihoods. Vietnamese investment is prominent and profits more likely to accrue to local population.

'Heritage values' and Tourism in Luang Prabang and Hoi An

"Heritage" contains a cultural perspective connected with the local life style that has endured for many generations (Khoutthao, 2010). The purpose in introducing the concept of 'heritage values' is to clarify the social dimensions of tourism in Luang Prabang as a

World Heritage Site. 'Heritage values' consists of two sides. First is physical heritage or tangible heritage. Second is the intangible heritage, including religious believe and local knowledge which reflects their relationships with, and the value they place on, particular physical heritage monuments (like Wat Xieng Thong temple). Therefore, the main purpose of research on 'heritage values' is to find the elements that affect this relationship between physical heritage and local values, such as the practice of Buddhist religion, in the case of Luang Prabang's monuments.

At a time when tourism is being promoted and developed, the utilization of 'heritage values' for the purpose of tourism has been promoted too. In Luang Prabang, the physical heritage and traditional practices are the main tourist attractions. The local wisdom of the Luang Prabang people has ancient roots grounded in traditional customs. However, as the country changes with economic some traditional practices become lost. This also occurs as a result of financial limitations for cultural preservation. Therefore, the emergence of some new values leads to innovations that bring new color to the former customs and traditional culture, which can add to the tourist attractions.

For instance, the organizing of theatre performance units in each village in Luang Prabang as tourist attractions are based on the traditional dance, but the dancers have integrated new styles into the performance. The composition of new songs and lyrics persuade, entertain and attract the audience. There are many ways of acting, and today the dancers mix the traditional ways with new ways of dancing, so that it becomes more attractive. Thus, Sao-Lao Muan Suen's dance performance and Sieng Toey Jark Thong Na is an invented culture.

In Hoi An, Bai Choi is a type of folk art and folk game that has been a famous part of Hoi An's residents spiritual life for centuries. Bai Choi originated from farmers in the Quang Nam Region, where towers were set up to watch over the rice fields. While they were on duty, village boys posted in the towers communicated with each other by singing songs or chanties. Today, in the yard of the communal pagoda or some other wide space, ten bamboo platforms on stilts were build, each platform accommodating 4 or 5 players. These serve as watch-towers in the game of Bai Choi. Mr. Phung Tan Dong, a cultural expert in Hoi An stated on 24 November 2016 that: 'Bai Choi is a complex cultural activity which combines a game of chance with poetry, music, singing and acting. There are 2 decks of 30 cards. One deck is placed in a bamboo tube on a stage. The other deck is distributed to the players in the watch-towers. Cards are drawn at random from the tube, and as each card is drawn, its name is announced. Whichever watch-tower has that card receives a flag. The first team to gain 3 flags wins the game.' Bai Choi performance space was created to entertain tourists on full-moon nights in the ancient town of Hoi An. Bai Choi games take place every night along the bank of the Hoai River and attract a large audience.

Another newly invented heritage is based on the collection of antiques in places such as the National Museum and the Art and Ethnical Center for the Northern Regions. These art centers are a place for collecting information on ethnic groups such as the Akha, Yao, Thai Dam, and Hmong. There are exhibitions of ethnic clothing and photos of their culture and way of life. These are newly invented heritage values that mix old elements with new elements; the building of the center is new but the exhibition old, although decorated, re-organized and re-managed to attract audiences.

A third example is the composing of songs with an old melody but new lyrics that are performed, in theater plays or in restaurants for the tourists or even for the locals themselves.

A fourth example is the renovation of handmade products or handicrafts to sell to tourists. An example is the creation of scarves with traditional Lao patterns in Luang Prabang. This creation has two steps: firstly, taking the old/traditional patterns of the scarves; then secondly, mixing and adding new colors and new patterns into the weaving. The final products will be more colorful and have a special quality as the patterns for the scarves are unique to Luang Prabang and different from other provinces in Lao PDR. Tourists like to buy the scarves as souvenirs.

A fifth example comes from the construction of hotels and guesthouses by either local or foreign investors. In Luang Prabang the old properties are still being preserved as they are renovated as guest-reception houses, hotels, and guesthouses. Before 2006, which was a booming year for tourism development, many local residents constructed their houses according to their own needs and preferred styles, using various materials. Thereafter, the local governmental House of Heritage started regulating construction. As a result, locals have started to build their houses with traditional Lao style material. Some even rebuilt their houses again in compliance with the regulations to enhance their value. Examples of Luang Prabang old-style houses include the Faed House which has two roofs in one. There also examples of the mix of colonial architecture (a two story concrete house) with traditional Lao styles such as a wooden house rebuilt with modern construction technique. (Sourya, P.J. & Vincent, C. & Mixay, S. & Lafont,P.B. & Engelhardt, R.A, 2004).

Hoi An is famous for its old and historic houses which have had their interiors preserved to capture the original style of the town's merchant residences. The houses date back to the towns emergence as an important Asian trading port in the eighteen century and display the architecture styles of China, Japan and France from the 15th to the 19th centuries. One instance of one old merchant house is Duc An House is a charming space decorated with some beautiful pieces. This property has been inhabited by the same family for more than 400 years. This house makes a genuine effort to present its real and colorful history. Originally, it was a bookshop selling famous Vietnamese and Chinese texts and the works of foreign political thinkers. In the early twentieth century, the house

was a Chinese medicine dispensary. Then it became the center of anti-French activity in Hoi An. The house was used by the Communist government and contains many images of the revolutionary past and visits from Communist Party celebrities.

Another other old house, Tan Ky House, is a two story shop that shows the great Asian influences on Hoi An-China, Japan and Vietnam. Tan Ky House dated since 18ᵗʰ centuries and features beautiful carving and inlay work. This house is also occupied by the founding family which exhibits inheritances from previous traders' generations.

Another ancient lodging that offers the authentic experience of living in a traditional home is the Minh A guesthouse, in a 180 year-old building. The guesthouse is pretty basic. There is no air conditioning, but it is furnished many antiques which provide an original ambiance in both character and color.

In Hoi An, there are many art galleries and museums. For instance the Museum of Trading Ceramics occupies a simply restored house made of dark wood. The artifacts come from all over Asia, with fragments from as far afield as Egypt. While this reveals that Hoi An had some rather impressive trading links, frankly it would take an expert eye to appreciate the display. Also the Museum of Sa Huynh Culture and Museum of the Revolution make odd bedfellows in the same building. The downstairs has assorted fragments and burial jars dating from the early Dong Son civilization of Sa Huynh while the upstairs focuses on local participation during the last two wars. The Hoi An Art and Craft Manufacturing Workshop is a 200 years old Chinese trading house. In the house there are artisans making traditional Vietnamese handicrafts, such as paper and silk lanterns, practicing traditional embroidery, terracotta pottery and fabric weaving. In the front of the house there is a typical tourist-oriented cultural show with traditional singers, dancers and musicians. This provides an entertaining break from sightseeing.

A sixth example is the daily alms giving ceremony which occurs every morning in Luang Prabang. This activity has been practicing since long ago and has drawn attention from many visitors who wish to understand the locals' way of life. Every early morning, local people and visitors sit along one side of the main road (e.g.: Sakkalin road), waiting for the procession of monks to give them alms. Hundreds of Buddhist monks walk past to collect foods and offerings from tourists and local people.

A seventh example is the night market in both sites. In Luang Prabang, the ethnic culture is exhibited in the handicraft products sold to tourists. The variety of ethnic groups and their relationships can be observed by the tourists. For example, at the Ethnic festival of the Hmong New Year, the Lao Lum and other ethnic groups contribute money to the festival and join the event. The Festival is organized yearly at the end of November or early December. The location of the event is Ban Don Kao, Ban Phasouk. For the Lao Lum, the festival is the Lao New Year, which everyone in every community participates in every year in April. This festival has drawn much attention from domestic and foreign tourists.

In Hoi An, the night market is the place where local people sell the famous silk lanterns with many stalls keeping price competitive. There are variety of styles with traditional silk, tie and chiffon alongside detailed hand painted cottons. Moreover, the stalls are loaded with trinkets, jewelry, silk fans, umbrellas, shoes, and other handicrafts products made in Vietnam and made by local people.

Many festivals display the Vietnamese culture with its local variations, such as the Quang Nam Heritage Festival, Wandering Soul Day, the Whale Worshipping Festival, the Nguyen Tieu Festival, the Long Chu Festival, the Lady Thu Bon Festival and the Mid-Autumn Festival. Each one of these festival can be found in Hoi An as elsewhere in Vietnam. But when these special festivals are happened in Hoi An, they become treasures. For instance the Mid-Autumn Moon Festival or 'Ted Trung Thu is a wonderful ancient festival that resolves around children. The festival held annually on the 15th of Lunar August in Hoi An, helps create the most charming and picturesque night of the year. It involves the customs of moon contemplation, procession of stars and moon using shaped lanterns, lion dance, as well as parties with moon cakes and fruits.

CONCLUSION

The concept of 'heritage values' is imprinted in Luang Prabang town and Hoi An ancient city as activities mainly related to the locals' way of life and knowledge, which goes back many generations. These 'heritage values' have been renovated, reused and reinvented for the purpose of attracting tourists. The most important aspects are the interpretation of the tangible and intangible heritage by the local people and their appreciation by foreign and domestic tourists as well as by the locals themselves. 'Heritage values' is a new concept which introduced into the comparative study of tourism in Luang Prabang and Hoi An as a positive force for the locals in sustaining their culture and for gaining economic benefits from tourism. Therefore, this shows that cultural heritage can support a sustainable form of tourism.

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SUSTAINABLE DEVELOPMENT IN TOURISM TRAINING AT UNIVERSITY. NOTIONS, INDICATORS, PRINCIPLES, AND SOME PRACTICAL MEASURES

Tran Duc Thanh*, Nguyen Thi Hai

Abstract: *Started in 1990, the "Year of Vietnam Tourism", demand for human resource in tourism industry became more clearly. In the 1990s, some universities in Vietnam started official tourism training programs. Since then, many universities and colleges have been running such trainings. From the 21st century, some foreign-invested branches of tourism and hospitality related educational institutes also appeared in Vietnam to share this educational market. Meanwhile, chances to study abroad in ASEAN countries or European schools have been wider for Vietnamese students, who now have better English training and financial support. Sources of prospective candidates for tourism-educated schools are getting more and more dispersed and gradually reduced. Facing such challenges, the changing toward sustainable development in tourism training strategy is a must for Vietnamese-educated tourism universities. The paper discusses some main steps to help institutes to overcome those challenges based on a new concept named "sustainable tourism training".*

Key words: *sustainable development, tourism training, tourism and hospitality program, principles, indicators.*

INTRODUCTION

The increase of tourism industry

Over the past six decades, tourism has continued to expand and diversify to become one of the largest and fastest growing economic sectors in the world. Although there are many negative challenges for its development such as terrorism, natural disasters, political instability, but tourism has never stopped growing. According to the UNWTO 2017, the international tourist arrivals increased from 25 million in 1950 to 278 million in 1980, 674 million in 2000, and 1,235 million in 2016. The international tourism receipts worldwide increased from $2 billion in 1950 to $104 billion in 1980, $495 billion in 2000, and $1,220 billion in 2016. Of the total international trade turnover, tourism occupies an overwhelming proportion. The UNWTO estimates that the international tourism generated $216 billion in exports through international passenger transport services to non-residents by 2016, bringing the total value of tourism exports to $1.4 trillion, equivalent to $4 billion a day

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* Faculty of Tourism Studies, University of Social Sciences and Humanities, VNU, Hanoi, Vietnam.

on average. As a worldwide export category, tourism ranks third after chemicals and fuels, even ahead of automotive and food products. In many LDC, tourism is the top export category. Before 2016, every 11 jobs there was a job in the tourism and hospitality industry (UNWTO. Tourism Edition 2016 and earlier), and in 2016, this ratio is 1/10 (UNWTO. Tourism Edition 2017).

Meanwhile, the modern tourism activities in Vietnam just dated back from 1960, with the establishment of the first tourism company, on July 9. Thus, while the first official statistics at global scale on tourism was first published in 1950, those in Vietnam were just from the 1990s. Accordingly, in 1990, Vietnam welcomed 250,000 international arrivals and 1 million domestic tourists. Since then, the number of international tourists to Vietnam has been growing at a relatively high rate, with an average of 16.39% for the 1990-2016 period, of which the period of 1990- 2000 was 25.39%, 9.77% for the period of 2000-2010 and 12.41% for the period of 2010-2016. The growth rate of domestic tourists in respective periods was 32.25%, 9.7%, 15.0% and 19.60%.
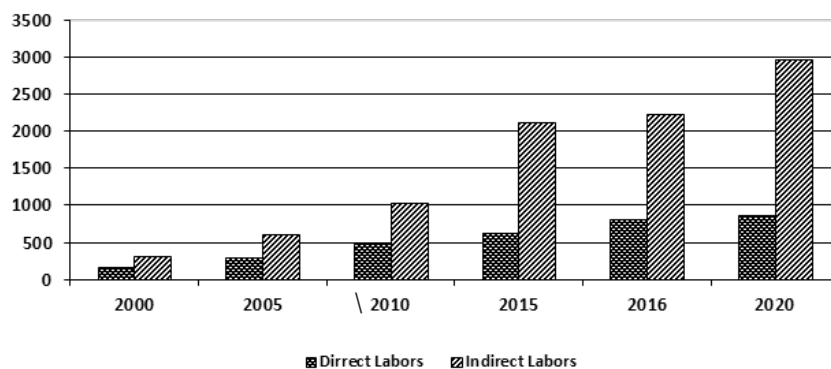
Figure 1. *Labors in tourism sector 2000-2016 and forecast for 2020*

Source: Established by the data from General Statistics Office of Vietnam

According to the Vietnam National Administration of Tourism, the country now has 1,519 international tour-operators and more than 10,000 domestic tour operators[1], about 18,800 tourist accommodation establishments with over 355,000 standard rooms[2]. The tourism industry has created jobs for nearly 800,000 direct workers, and about 2.25 million people working in tourism sector, accounting for 4% of the country's workforce, but the quality is still not satisfactory. Only about 30% of tourism workers have not completed secondary education (Nguyen Van Luu, 2014:129). The number of trained and undergraduate workers in the field of tourism is about 7.5% of the tourism professionals. Only about 65% of tour guides, travel marketing staff, receptionists have college degrees.

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[1]   http://vietnamtourism.gov.vn/index.php/items/13466

[2]   http://vietnamtourism.gov.vn/index.php/items/13461

In the year 2017, the tourism industry in Vietnam has shown a significant improvement thanks to the birth of Resolution No. 08-NQ/TW of the Politburo on developing tourism as a key economic industry. This important resolution has created a new impetus that will have a profound impact on the development of Vietnam's tourism in the years to come.

The birth of the tourism and hospitality training programs nationwide

Keen to the needs for human resources in tourism industry, many universities and training institutions have oriented the content of traditional training programs to tourism. In 1992, the Faculty of Geography and Geology at Hanoi National University, now the Faculty of Geography, the University of Sciences, Vietnam National University-Hanoi, commenced to develop a program in tourism geography. This program proposal was passed as the first bachelor program for Tourism. In 1995, after the establishment of Vietnam National University-Hanoi and the establishment of the University of Social Sciences and Humanities, the Faculty of Tourism was born.

At the same period, geographers in Department of Geography, University of Ho Chi Minh City started tourism training in 1991 with the formation of the Department of Tourism Geography, precursor of the Department of Tourism in 2008, a unit which is directly under the University of Social Sciences and Humanities, Vietnam National University - Ho Chi Minh City[1]. Also, Hanoi University of Culture developed and implemented a training program in Tourism Culture in 1993 on the basis of the members of the Faculty of Museum[2]. In other institutes, tourism is introduced as an option in the training programs such as the case of the Faculty of Pricing (now the Marketing Faculty) of Hanoi National Economics University[3], the case of Faculty of Public Foods of the University of Commerce (now Thuongmai University). In 1990, Faculty of Public Foods of the University of Commerce began to hold two majors in in tourism: Hospitality Management, and Tourism and Hospitality Marketing. In 1993, the faculty was officially renamed the Faculty of Hospitality and Tourism[4].

THE CHALLENGES FOR VIETNAM'S TOURISM TRAINING UNIVERSITIES

The increase of tourism training institutions

According to the reports at the Conference on Enhancing Human Resources for Vietnam Tourism in the integration period[5], by 2016, there are 346 establishments

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[1]   http://dulich.hcmussh.edu.vn/Default.aspx?ArticleId=668e88d6-94c3-40be-a5c1-25714794c7f9

[2]   http://chf.huc.edu.vn/index.php?language=vi&nv=gioi-thieu

[3]   http://www.khoamarketing.neu.edu.vn/GioiThieu.aspx

[4]   http://ksdl.tmu.edu.vn/gioi-thieu

[5]   Organized by Vietnam Tourism Education Association (VITEA) on 9/12/2016 in Ho Chi Minh City source: http://www.baodulich.net.vn/Hoi-thao-nang-cao-nguon-nhan-luc-Du-lich-Viet-Nam-trong-thoi-hoi-nhap-2402-9925.html

nationwide that offer tourism and hospitality training programs for from entry level to post-graduates level. Of these, 115 institutions are involved in tertiary education and training, 144 are professional secondary schools and 87 provide vocational training courses (vocational colleges, vocational schools, secondary schools). This number does not stop here as more and more schools are intending to develop training program for tourism and hospitality.
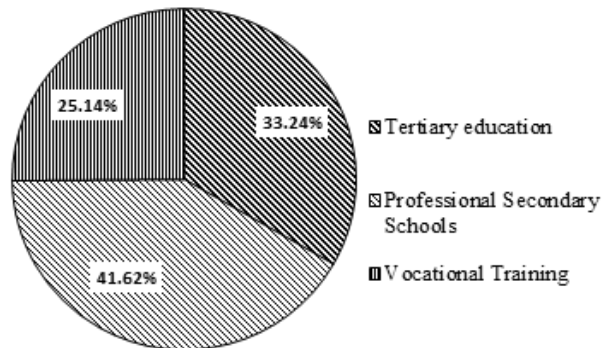
Figure 2. *Workforce training institutions for tourism industry 2016*

(Source: http://www.itdr.org.vn/vi/nghiencuu-traodoi/1291-dao-tao-du-lich-tai-cac-truong-dai-hoc-va-cao-dang-hoi-nhap-va-phat-trien.html)

Due to the overwhelming supply, the number of candidates students applies to each school is gradually decreasing.

The rise of branches of international universities in Vietnam as a result of internationalisation process

On the way of integration, many foreign universities, institutions have established its branch in Vietnam as an extension of their internationalisation strategy. They started by enrolling Vietnamese students on campus in Vietnam, initially to increase revenue as much as for any other reason. As the number of enrolments grows, the university becomes more familiar with Vietnamese education and some universities extend their international engagement to offer programs jointly with Vietnamese partners, and then offer programs abroad in their own right, although often still in partnership with an Vietnamese institution.

One of the training programs is of tourism and hospitality management. The appearance of the institutions with foreign investment and international brand name causes to reduce the candidates of Vietnamese institutions. Students expect to get international prestige with low cost and advanced learning conditions, English-speaking environment, teaching technology, and so on.

The attraction of foreign universities

Study abroad is one of the choices for Vietnamese students. Vietnamese youth should study overseas not only to get knowledge from the developed educations, but also

have interesting experiences which would be useful for their future lives and jobs. Some students don't feel the eagerness for learning in Vietnam because it's so familiar, so traditional, and so boring. They believe that the education abroad is different and exciting. The schools that many Vietnamese students go to learn are Taylor's School of Hospitality, Tourism & Culinary Arts (TCHT) in Malaysia, the Hong Kong Polytechnic University, l'École hôtelière de Lausanne France etc. Ngee Ann Polytechnic, Nayang Polytechnic, Republic Polytechnic Universities in Singapore are also favorite schools in tourism and hospitality for the Vietnamese youth.

The needs for changing to sustainable development in tourism training among Vietnamese institutions

Facing those mentioned challenges, there are many tourism training schools, especially non-public schools that have faced downward risk for many years (Tran Duc Thanh 2013). Even public schools, the number of applicants enrolled in the tourism programs is also not stable. One of the most important issues for many tourism training institutions is to find a way to stabilize or increase the number of students enrolled. Thus, the understanding and changing to sustainable development in tourism training is a necessary requirement.

This paper is authors hope for discussions of the issues of sustainability related training in general, tourism training in particular. To do that, the paper will start to remind the some related notions of sustainable development, how to apply its principles in orienting tourism training in the following discussion.

SOME RELATED NOTIONS

Sustainable development

The term "sustainable development" was first presented by Norwegian Prime Minister Gro Harlem Brundtland in the report "Our Future" (later referred to as the "Brundland Report") presented to the Environment and Development Committee Developed in 1987 and officially used worldwide after the Earth Summit in Rio de Janeiro, Brazil in 1992. Accordingly to Principle 3 the Rio declaration on environment and development, sustainable development must be fulfilled so as to equitably meet developmental and environmental needs of present and future generations (UN 1992). It is a development that "can be met the current needs without compromising the ability to meet the needs of future generations".

Sustainable tourism

On the basis of that view of point, in tourism, the notion of "Sustainable Tourism for Development" (in short "Sustainable Tourism") was also born. Sustainable tourism is "tourism that takes full account of its current and future economic, social and

environmental impacts, addressing the needs of the visitors, the industry, the environment and host communities" (UNEP and UNWTO 2005:12).

Training and education

As mentioned above, the need for a sustainable training for development has become increasingly urgent. To clarify this concept, the concept of training, education must first be united. According to the Business Dictionary, training is "one of organized activities aimed at imparting information and/or instructions to improve the recipient's performance or to help him or her attain a required level of knowledge or skill." The purpose of training is to communicate specific skills or behaviors. According to the English Oxford Living Dictionaries, education is "the process of receiving or giving systematic instruction, especially at a school or university. It is a systematic training process that creates the basis for developing a sense of judgment and reasoning".

Sustainable training for development (Sustainable training)

So far, there has never been a notion of Sustainable Training for Development. However, based on the implications of the Sustainable Tourism for Development concepts mentioned above, it is possible to understand that Sustainable Training for Development (or "Sustainable training" in short) is a training activity aimed to satisfy the learning needs of the students, at the same time to satisfy the working needs of the lecturers as well.

Sustainable tourism training for development (Sustainable Tourism Training)

Because of the concept of Sustainable Training for Development, it is difficult to introduce Sustainable Tourism Training for Development. However, within this article, we believe that Sustainable Tourism Training for Development (or, in short, Sustainable Tourism Training) is a training activity aimed concurrently to satisfy the learning needs of the students, to meet the requirement of tourism sector in human resource and the working needs of the lecturers.

THE INDICATORS OF SUSTAINABLE TOURISM TRAINING

It is possible to identify and measure the sustainability of the training institution through the following basic indicators: the number of applicants who are enrolled, the rate of graduates employed, the success of the students graduated and the satisfaction of the staff.

The stable number of applicants

One key point of the existence of a training institution is the learners. Students are the object of the service, the customer and the guarantor of the existence and development of the training institution. Under the market mechanism, a training institution wants to

have more students, however, in order to ensure the quality, a strict implementation of Circular No.32 /2015/TT-BGDDT dated December 16, 2015 is needed (Bộ Giáo dục và Đào tạo, 2015). In the spirit of this circular, for program of tourism and hospitality, the number of students enrolled must not be more than 25 times the number of lecturers of the institution. This index can be associated with the number of new students enrolled annually and the enrollment rate (number of enrolled candidates / total candidates).

The high rate of graduates employed

One of the reasons for choosing to study tourism and hospitality program shown by the scholars, including Huyton (1997), Zhao (1991), Myong Jae Lee et al. (2010) is the clear professional nature of this program. Choosing to involve in tourism and hospitality program, the students know their future jobs. Hence, the high rate of graduated get job is one of the indicators that the future students are very interested in. This indicator is often estimated and offered by many training institutions through survey. This rate is calculated by the number of graduates who get job compared to the number of total graduates. In a more detailed way, it is estimated the number of graduated students who are employed after a certain period of time, such as less than 6 months after graduation, from 6 months to 1 year, 1 to 2 years and over 2 years.

The success of students in life

One of the most important indicators is the number of successful students who gain high academic degrees, high position in organizations and societies. This is explained by the mission of the universities. In general mission of university is to educate and train human resources with high qualifications, ability to adapt well to the fluctuation of the labor market, become excellent citizens for the country. For example, the mission of the University of Cambridge is "to contribute to society through the pursuit of education, learning, and research at the highest international level of excellence"[1]; the mission of Harvard College is "to educate the citizens and citizens of our nation"[2]. University of Social Sciences and Humanities VNU-Hanoi "pursues a mission to be the leading center to pass on knowledge and education of human resources in social sciences and humanities in service of national construction and development"[3].

This indicator is the most important because it can make one institution different from other.

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[1] https://www.cam.ac.uk/about-the-university/how-the-university-and-colleges-work/the-universitys-mission -and-core-values

[2] https://college.harvard.edu/about/mission-and-vision

[3] http://www.ussh.vnu.edu.vn/c3/vi-VN/gioi-thieu/Su-menh-Tam-nhin-2-408

The satisfactory of the staff

Lecturers are persons of high standing in the education profession and typically are teaching across a range of courses to postgraduate level. This includes assessment and course administration duties, and they will usually have a leadership role in the administration of a program. Lecturers may have significant course administration responsibilities including curriculum, syllabi design. Lecturers carry out activities to maintain and develop their scholarly, research and/or professional activities relevant to the profession or discipline.

Lecturers play a major role in professional activities relevant to the profession or discipline. So the satisfaction of this class is an important significance to enhance education quality of the institutions. Satisfaction is expressed in the positive level of the employee (lecturer) on the job, at the low rate of employee dismissal. In general, the dismissal phenomenon in Vietnamese universities is very low, because of the teaching work at the institution is quite stable and moreover, traditionally, the teaching profession is considered one of the most noble profession by society. However, the practice in the last time shows that, there are the lecturers leave institution to have job in other organization. Happiness in the workplace leads to much higher levels of productivity. It increases staff morale; therefore lecturers are more willing to work harder to improve the university and its goals.

Dissatisfaction has many negative side effects for the universities, while satisfaction results in a much better retention rate. The effects of dissatisfaction that results in a lecturer's withdrawal from job and university can range from mild to severe.

PRINCIPLES FOR SUSTAINABLE TOURISM TRAINING

To maintain a sustainable tourism training, first of all, the universities should pay attention to some principles such as to consider training as a business in the market mechanism, to practice a transparency, to meet the needs of learners, to meet the working demands of staff and lecturers, and to appreciate the cooperate social responsibility (CSR).

Considering training as a business in the market mechanism

Today, the education of Vietnam has experienced 72 years of existence and development. However, only at the present time, education is beginning to be placed in the market economy as a social service.

According to Nguyen Dac Hung (2013), it should change awareness of education. First of all education is social welfare. This concept is considered from the perspective of the rights and interests of learners, the benefits of society. In it, every citizen has the equal right to access to and enjoyment of education. The state guarantees a compulsory education; society has function to create favorable conditions for learners. Secondly, it should have a

proper awareness of the concept of "education as goods and services". This concept derives from the social reality operating in the context of market economy. All products in society are considered goods and it has the attributes of goods. With this in mind, the product of education must be regarded as a commodity and the field of education should be considered as a service industry. Thus, education services concern not only the learners but also the state and the community. Education results, in other words, the products of education that contain both public and private interests. However, the level of public interest and personal gain at the educational level is different. The state focuses investment, even subsidize basic education (from kindergarten until the end of grade 9 when conditions permit), and for vocational education, depending on the demand of the state, society and the individual itself, where the state determines the level of contribution and sharing of social and personal responsibility. Once considered as a service sector, it must be understood that it will be dominated by the market mechanism. It is therefore necessary to have a clear awareness of this issue to be able to organize sustainability training.

Practicing a transparency

According to the Oxford dictionary, "transparency" means allowing light to pass through so that things or things behind can be comprehensively identified. However, in the context of university governance, "transparency" is understood to be freedom, openness, clarity in the organization's philosophy and operational processes. Transparency, as a principle, means that the external impact of the training institution's actions can be ascertained from the organization's reporting and pertinent facts are not disguised within that reporting. Thus all the effects of the action of the organization, including external impacts, should be apparent from all information provided by the organization's reporting mechanisms. Transparency of training institution is of particular importance to students and to institution's staff as well. For training institutions, the most important transparency is transparency with the learners. Transparency with learner from various components in the training organization such as transparency with learners of the training facilities, transparency with learner of training programs and transparency with learner of student organizations... Transparency from the training institution includes transparency of training regulations, training curricula, syllabi, training schedules, training processes and contributions and fees. Be transparent with teachers and staff, including transparency in development strategies, transparency in finance, transparency in career development opportunities, and transparency in student assessments and so on.

Meeting the needs of the learners

According to Noessel (2003) the needs of a learner represent the gap between what the learner wants to get out of the learning experience and his or her current state of knowledge, skill, and enthusiasm.

In the market mechanism, the learner is the customer of the training organization, of the trainers. Each learner is a separate entity with different physical, mental and intellectual states. Therefore, the absorption of each body will be different. From a learner-centered perspective, it is important for faculty members to consider the level of knowledge and skills development students gain after teaching (Dick, Carey, & Carey, 2004).

In the report to UNESCO of the International Commission on Education for the Twenty-first Century, Jacques Delors et al (2011) show four pillars of education. They are learning to know, Learning to do, Learning to live together, learning to live with others, learning to be. In this report, Delors and his collaborators affirm that "for in the twenty-first century everyone will need to exercise greater independence and judgment combined with a stronger sense of personal responsibility for the attainment of common goals."(p 23). This can also be considered as the needs of learners in general, who study tourism and hospitality in particular. In addition to that general need, determining why students choose the tourism and hospitality program will shed more light on the needs of the learners. There are quite a not few authors who have studied this issue, including O'Mahony, G. B., McWilliams, A., & Whitelaw, P. A. (2001), Huyton, J. R. (1997), Zhao, J.L. (1991) Myong Jae Lee, David A. Olds, Chang Lee (2010) .

In a study to identify the reasons why Australian students chose tourism and hospitality courses, O'Mahony et al. (2001) focused on three major motivational factors, including: 1)students' knowledge and interest in the hospitality industry, 2)the influence of their parents, career counselors, and peers; and 3) their experiences as customers in the tourism and hospitality industry.

The works of Chinese students' study motivations by Huyton (1997) and Zhao (1991) show that Chinese students tended to believe that tourism and hospitality program would provide more job opportunities and that was the most important motivation to study tourism and hospitality.

Myong Jae Lee et al (2010) proved that, among the six main reasons why the American students choose a Hospitality and Tourism Program (Self-actualization, Job opportunity, Field attractiveness, and foreign experience), Job Opportunity and Self-actualization were top two motivators.

One of the most important reasons for choosing the study tourism and hospitality program of many candidates is because of the nature of this program. Candidates can conceive generically after learning this program, what they can do. In addition, the term "tourism" will attract the young, especially the "allocentric" candidates, in the manner of saying of the famous psychologist in tourism Stanley Plog. This kind of people believes that learning to travel will be many, exploring many new areas, exposed to many different cultures.

However, the selection of universities (with tourism and hospitality program) will depend on the factors that differentiate that training institution from other ones.

So Jung Lee and Hyun Kyung Chatfield (2011) consider the factors that affect the choice of university were "School characteristics", "Influencer", "Financial support", "Degree benefit" "Environment", "Facilities", "Family support", "Aspirations", "Cost", "Career preparation", and "Media".

Meeting the working demands of staff and lecturers

According to the market approach, learners are customers, so the training motto of the training institutions is learner-centered. However, the training institution can not have a good product if there is no qualified human resource. The main human resource of a training institution is the lecturers. Like any employee in the organization, the staff in the training organization would like to work in an organization that has a favorable working environment (cultural environment and technical environment), has the opportunity to advance and a good income.

The cultural environment is a friendly, respectful relationship between colleagues, between managers and employees, between students and faculty. This environment will create excitement for teachers with the work of imparting knowledge and skills to students.

In addition to the cultural environment, to ensure that teachers maximize their capacity, a good working and teaching environment is needed such as class rooms, computers, projector, internet, and other facilities as well.

The most important opportunity for faculty members is promotion of academic degrees. Creating good conditions for all faculties to improve their professional knowledge and professional skills is indispensable for a training institution.

In general, every employee expects their personal accomplishments to be recognized and rewarded with merit; no one wants to be fired (Bruce N. Pfau and Ira T. Kay 2001). The authors say that in order to attract the best workers today, there needs to be a higher salary than the average wage of other companies in the job market. Wage - would be the way to give them motivation.

Appreciating the Corporate Social Responsibility (CSR)

The concept of Corporate Social Responsibility began in the 1920s. But this term became familiar in literature in the early 1970s, although various aspects of social responsibility were the subject of action by organizations and governments as far back as the late 19th century, and in some instances even earlier. There are hundreds of definitions of corporate social responsibility. In 2010, International Standard Organization issued ISO 26000, in which Corporate Social Responsibility is differentiated as the responsibility of an organization for the sake of its decisions and activities on society and the environment, through transparent and ethical behaviors, that contributes to sustainable development, including the health and the welfare of society; takes into account the expectations of stakeholders; is in compliance

with applicable law and consistent with the international norms of behavior, and is integrated throughout the organization and practiced in its relationships.

SOME PRACTICAL MEASURES FOR SUSTAINABLE TOURISM TRAINING

Accrediting training program and institution

According to the International Network for Quality Assurance Agencies in Higher Education (INQAAHE) accreditation in higher education is defined as a collegial process based on self and peer assessment for public accountability and improvement of academic quality. Peers assess the quality of an institution or academic program and assist the faculty and staff in improvement. Accreditation is about both: quality assurance that assuring threshold quality in higher education; and quality improvement that assuring that institutions and programs have processes to try to do what they do better. An accreditation of an academic program or an entire institution typically involves three major activities:

- The faculty, administrators, and staff of the institution or academic program conduct a self-study basing on the standards, criteria issued by an accrediting organization.

- A team of peers, selected by the accrediting organization, reviews the evidence, visits the campus to interview the faculty and staff, and writes a report of its assessment including recommendation to the commission of the accrediting organization.

- Guided by a set of expectations about quality and integrity, the commission reviews the evidence and recommendation, makes a judgment, and communicates the decision to the institution and other constituencies if appropriate.

When selecting a college or university, the future students often look for a most appropriate university. One of the important information is whether or not the institution is "accredited". With an accredited institution, the students have some assurance of receiving a quality education and gaining recognition by other colleges and by employers of the course credits and degrees earned. Accreditation is an affirmation that a college provides a quality of education that the general public has the right to expect and that the educational community recognizes.

Updating training curricula and syllabi

Life changes day by day, the industry changes each of these. The demands of tourists, the tourism products are critically increasing... The training program on tourism and hospitality should be changed. Therefore, to always meet social needs, one of the activities that tourism training institutions need to perform regularly is updating training curricula and syllabi. In tourism education, the content and form of teaching are updated on the basis of the needs of tourists and the trend of tourism industry. These contents can be obtained after regularly surveying the opinions of the alumni of tourism in various tourism training institutions (not just the alumni of the institution). Survey the opinions

of tourism enterprises and refer to curricula and syllabi of local and foreign schools. In the implementation of curricula and syllabi, in addition to updating the content, advanced training methods should be updated.

Diversifying the types of training

In addition to full-time training for students, there are other types of training such as continuous training, short courses, summer courses, and more.

If university focuses only on full-time training, the market is limited. Tourism is an applied industry, so needs in human resources in the industry are very large. Beside full-time program for bachelors, future tour guide need a professional tour-guide certificate, foreign language certificate, managers of hotel need to improve their management skills, leadership culture. The learners are hotel staff, hotel managers, travel agency CEO. Learners are not only from tourism and hospitality industry but can be from other industries such as transport, air industry, supermarket, and so on. University can propose a training course for taxi drivers, moto-taxi drivers, and bus drivers on culture of behavior.

In parallel with undergraduate training, postgraduate training is required. Market of this level is limit, but there are not many institutions have enough necessary condition to develop master and PhD program in tourism and hospitality.

Practicing close cooperation with the partners

Cooperation in development tourism and hospitality program is popular because interdisciplinary feature of tourism business. One of the outcomes that program of tourism and hospitality provides to learners is professional skills. There is different kind of skills. The communication skills, presentation skills, F&B skills, room service skills. The best skills training can provide by the practitioners, who work in travel and hospitality industry. Cooperation with travel agencies, hotels, resorts. Creates for the learners more practical professional environment and relationship. Collaboration in training helps students minimize the initial confusion and embarrassment after graduation. Cooperation also helps faculty to update knowledge, practical skills.

In addition to cooperation with businesses, cooperation with other schools is very necessary. It provides an opportunity for faculty to exchange, share experiences in teaching and researching, to collaborate in research.

One of the preferable kinds of cooperation is cooperation with international or foreign universities. Students can get diploma from international or foreign university with relatively low cost. In general they prefer "sandwich program" (2+2 program). This kind of cooperation can bring other benefit to faculty. Vietnamese staff has good opportunity to practice English, to learn from foreign lecturer's new knowledge; professional skills. The new technology can be transferred from foreign partner university.

Using different channels and promotion tools

Promotional activities play a very important role in attracting learners. There are many ways to promote organization. It is though brochure, newspapers, radio, television, website, Facebook, Twister, participating in fairs and exhibitions, attending the seminars, conferences on tourism.

Bruce E. Wicks and Michael A. Schuett (1991) consider that, among the array of promotional methods available, the travel brochure is one of the most important and widely utilized. Other methods of promotion such as television, radio, feature articles and paid advertising are commonly employed by tourism marketers, but the brochure is the one method used by virtually every attraction manager. Newspapers supply readers with various information that the readers are interested in. Advertisements on newspapers still are good way of promotion of training institutions for attract learners. However, since the tremendous growth of the internet, newspapers are slowly disappeared.

In the "internet time", the best way to promote training program is using website, Facebook, twister. At the National Conference on E-Government, organized by Hanoi Department of Information and Communications in collaboration with the International Data Group (IDG) held on 5/4/2017, Mr. Phan Xuan Dung, Chairman of the National Assembly's Committee for Science, Technology and Environment informed that at the present, there are more than 55% of the population use smartphones and the internet. Obviously, the vast majority of the above are young people, the main draws of the university.

One of the most effective advertising activities is organizing the open day. The High School students are invited to visit University, to attend lectures, to be "one day student". In result, the students are well aware of the university's curriculum, teaching styles and the learning environment. That can lead to their decision to university.

CONCLUSION

The fact of declining students enrolled in the training programs is on of the biggest risks that the universities face today. To overcome this threat, tourism training institutions should turn towards sustainable development. The paper outlines that need, and sets as an alarm for a proper awareness of education as a service sector in a market economy. Based on principles of sustainable development, the paper urges institutes to take advantage of opportunities, promoting strengths and overcoming weaknesses to lead to sustainable development in tourism training. It depends on the institution, the trainers and its staff. Some suggestions are to accredit training program, to update the training curriculum and syllabi, to attach training content to the realities of the tourism industry, to integrate training programs and to develop cooperation. It is also necessary to pay more attention to propaganda and advertising on training programs to entice learners, help them learning to know, leaning to do, learning to live together and learning to be.

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SUSTAINABLE DEVELOPMENT OF COMMUNITY BASED TOURISM SITES IN THE NORTH-WEST REGION

Tran Huu Son*, Dang Thi Phuong Anh**

Abstract: *Community-based tourism has started and developed in the north-western area of Vietnam since the mid-90s. Nowadays, the model of community-based tourism is being replicated all throughout north-western provinces. The results achieved have been remarkable such as the creation of demand for local products, revival of local customs and traditions, historical preservation, improvement in education & lifestyles, increase of awareness of natural values, as well as the creation of employment and income. However, the positive impacts have lasted in a short time; spots of community-based tourism have exposed some limitations. Many models of community-based tourism crumbled and are not promoted which causes not to attract tourists. The main reason is that the spots of community-based tourism are not developed sustainably. This paper analyzes the criteria of sustainable development of community-based tourism. It also points out beneficial issues to stakeholders, issues of community awareness, protection of natural and cultural tourism resources, creation of specific products based on cultural identity of the ethnic people, the issue of sharing profits between businesses and communites, and planning of community-based tourism for each province and the whole north-western area to avoid similarities of tourism products. Some case studies are presented for discussion. From that, this paper proposes some solutions for sustainable development of community-based tourism in north-western area.*

Keywords: *sustainable development, community-based tourism, north-western area.*

INTRODUCTION

Community - based tourism (CBT) has been built and developed in the North-West region since the mid-1990s. Up to now, the model of CBT has spread widely throughout the North-West provinces. The results have been achieved by creating demand for local products, recovering traditional culture and local customs, creating funds for preserving historic sites, raising awareness of natural values, creating jobs and income.

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*   Association of Vietnamese Folklorists, Vietnam.

** Hanoi National University of Education, Vietnam.

However, these positive effects only last for a short time. Then, the tourist spots in the North-West region have shown many limitations. Many CBT models have been declining; many community destinations are not being promoted and cannot attract visitors.

What causes that unsustainable development?

What solutions to deal with the situation?

These are the research questions that this paper sets out to better understand the sustainable development of North-West community tourist sites.

LITERATURE REVIEWS

Tourism development - based community in the difficult areas was in the interest of many scholars. In the first trend, the authors suggested that caution is required when considering the tourism development in the local community. David Harrison in *Tourism and the less developed world: issues and case studies* supposed that many less developed countries are expanding their tourism industries and these are seen to be crucial to their economic development but such activities can also create social, cultural and environmental problems. Through *Tourism and development: concepts and issues,* Richard Sharpley, David J. Telfer explore and challenge the relationship between tourism and development and establishes a conceptual link between the discrete yet interconnected disciplines of tourism studies and development studies. Approaching in the second trend, the authors examines the development of local communities through the healthy integration of community planning, business planning and tourism planning. Sue Beeton in *Community development through tourism* explores the most pertinent tourism and business theories, moving from strategic planning to community empowerment and practice. *Building community capacity for tourism development* (G. Moscardo) seeks to improve an understanding of what happens when communities turn to, or are subjected to, tourism as a development strategy. In general, the authors claimed that it is necessary to help local community develop through tourism. Yet, the possibility of sustainable development in local community is an ongoing research issue.

Community based tourism has been researched by local experts and scholars in recent times. For example, Pham Thi Mong Hoa, Lam Thi Mai Lan (2000); Vo Que (2006); Nguyen Thi Hong Van (2007); Do Thanh Hoa (2007); Bui Thanh Thuy (2009, 2010), Pham Ngoc Thang (2010), Bui Thi Hai Yen (2013). There is an outstanding one, "*Community based tourism*" by Bui Thi Hai Yen, which gives a comprehensive view of CBT. "*The Guidebook for Community-based Tourism*" from Vietnam Rural Industries Research and Development Institute (VIRI) is considered as a guidebook for the CBT model's constructing that is highly practical.

Accordingly, the term "community - based tourism" is referred to by the authors as follows:

- CBT is a form of tourism, which bases on the natural and human values of the local community with the initiative and active participation of the local people in order to benefit the community itself. (Vo Que, 2006).

- CBT to protect tourism resources of human and nature at the destination and contribute to community benefits (Bui Thanh Thuy, 2000).

- CBT contributes to promote people's right to participate in discussion, product development, dealing with community related issues, and people take advantages of participating in tourism. (Pham Ngoc Thang, 2010).

Thus, "CBT", which we use in this study, is a form tourism, which is based on the community's resources; building up and managing by the initiative and active participation of the community, benefiting the community itself. This is a type of tourism towards sustainable development.

In recent times, the development of CBT in the North-West region has drawn attention of many researchers. Ha Van Sieu (2011, 2014) research on the links of heritage tourism within Lao Cai, Yen Bai, Phu Tho and Dien Bien area; Le Anh Tuan (2014, 2015) refers to tourism links in the North West and Ha Giang. These studies primarily analyze the importance of links in tourism development, the forms of tourism linkage development. From the perspective of tourism development associated with poverty reduction, there are works by Hoang Thi Phuong Nga, Nguyen Hong Van (2014): "*Community based tourism - tools poverty reduction of ethnic minorities*". The content of the study confirms that CBT makes three major impacts on the poor: creating income, promoting local economic development and boosting up people's livelihood, and the impact on the natural-cultural environment. In terms of policy, as the key area for tourism development in the coming period, the North-West area was mentioned in a preliminary overview in two important policy documents of the government: "*Strategy on Viet Nam's tourism development until 2020, vision to 2030* (2011)" and "*Master plan on Viet Nam tourism development* to *2020, vision 2030* (2013*)*". In addition, there are in-depth studies of the region's prominent tourism destinations and focus on two main themes:

- Evaluating the potential and comparative advantages in tourism development in some key areas or the entire North-West region. It may include research articles such as: "*Developing tourism products in the northern mountainous region*" - Do Cam Tho (2015); "*Promoting comparative advantages for Ha Giang tourism developing*" - Ha Van Sieu (2015); "*Combining battlefield remembrance and unique culture to create a special tourism product of Tuyen city*".

- Construct strategies, trends and models for tourism development for specific tourist sites /areas of the region such as: "*Some tourism development orientations in Lai Chau province during the implementation of the tourism development strategy of Vietnam to 2020, vision to 2030*" of the The Institute for Tourism Development Research (ITDR) (2016); *"Orienting development of specific tourism products and branding for Ha Giang tourism"* - Do Cam Tho (2015).

All of the above-mentioned works are focused on analyzing the potential and strengths of community based tourism development in the Northwestern region and suggest ways to promote the development of this form of tourism in the most effective way in the region. However, there has been no work to review and re-evaluate the process of community tourism models that has been constructed and developed in the North-West region over the past few years to see if these models still remain its sustainable development orientation or not.

This paper is expected to be one of the valuable contributions to revisiting the development of Northwestern community based tourism over these years and orienting for sustainable development in the future.

METHOD

Study site and research

CBT is the type of tourism which bases on community resources, community-led initiative to build product management and for the benefit of the community. Community based tourism was built and developed in the Thai people area of Lac village, Mai Chau district (Hoa Binh province) in the mid 90s of the 20th century. In 2000, the Tay people in the Den village, Ban Ho commune, Sa Pa district, Lao Cai province also developed a model of CBT. After nearly 20 years of development, CBT has been successfully built in Thai, Tay, Dao and H'Mong ethnic groups in Hoa Binh, Son La, Dien Bien, Lao Cai, Ha Giang, Yen Bai. However, the two community sites in the Lac and Den are still considered as the standard model for the others. Therefore, in order to evaluate the development of the North-West CBT sites, we have selected these two sites to conduct surveys, perform surveys and interviews.

Participant observation

This method was applied in the Lac village three times, each for 10 days in 2002, 2008 and 2013; two times in Den village in 2005 and 2013. This helps to observe and record data on the impact of community based tourism activities on local people. For example, there is a marked increase in the number of visitors, with more and more diverse citizenship, age, occupation, religion... This customer may be a single customer

or delegations taken by the tour operators. Accordingly, the number of households performing CBT is increasing because of the great benefit that it brings to those who work for. However, this also causes changes in the present condition and value of the destination. This affects the sustainability of the destination. Whether tourism causes degradation on the environmental, socio-cultural of destination? Will travelers ever want to come back a second time? In addition, we have visited, observed other CBT sites in the area such as Ang village, Phu Mau 1 village, Phu Mau 2 village, Na Bai (Son La), Men village, Phieng Loi village, Ten village (Dien Bien), Xa Ren village (Nghia Lo, Yen Bai)... to make compares; the quality of services, the number of tourists and the impact of tourism on the local community. Participant observation contributes to figuring out the reason why CBT has been operated for some time, but not sustainably developed in these localities.

In-depth interview

The interview targets:

1) Tourists,

2) Tourism operators,

3) Local residents,

4) Local authorities.

For tourists, the question was: "Do you want to come back here again?" This question was addressed to both individual and corporate guests, domestic and international tourists. With the answer "no", we continually interviewed the reason why visitors do not want to come back a second time. Additional exchange options involved assessing the quality of services at destinations such as community home-stays, "specialty" meals that were safe, the local product diversification, or the ability to protect the environment, cultural heritage as well as visitors' thought about the natural landscape at the destination or the cultural values of the ethnic groups.

For tourism operators, the interview questioned why the North-West is vast and has many resources, but operators chose only one or two popular community destinations to send visitors to. Although any new tourist sites would be built, representatives of tourism operators were invited to join the farm trip to provide advices on how to organize the service and attract visitors. The answers of the operator are recognized as the cause of uneven and unsustainable development in the tourist sites of the North-West region.

For local residents at some tourist sites such as Den and Lac villages, the questions were about which motivated him / her to participate in CBT and the improvements before and after participating in CBT. In addition, to look at people's consciousness about the

exploitation of ethnic cultural values for tourism development, we interviewed them about daily dresses, meal menus for guests, night performances and local products they sold.

At some CBT sites that are considered as underdeveloped sites, the questions were about which motivated local people to move the current job to CBT, the funds had been invested and the business process from the beginning to the present. The answer would clarify why not all community attractions were successful in the North-West region.

For local authorities, the questions were about policies that supported and encouraged people to do community based tourism. This helped us to assess the local authorities' awareness of community-based tourism and its sustainable development. In particular, for localities where community based was deployed for a period of time, but not much thrived, the question posed to the authorities was how to deal with the development of tourism and other occupations. The local authorities' opinions on preserving national identity and exploiting heritage values for tourism were also mentioned.

The above in-depth interviews helped not only to see the development of existing community sites in the North West, but also to provide solutions to address these issues and destinations which not meet the criteria for sustainable development yet, as mentioned in the next research results.

RESULTS

Current status of community tourism development in the North-West region

Presently, many tourist destinations have attracted thousands of tourists, such as Den village (Lao Cai) received 12,000 international visitors (2008), community based tourism sites in Mai Chau (Hoa Binh) received 300,000 visitors, including 100,000 international visitors (2014). Other spots, such as Lac village, Van village (Mai Chau, Hoa Binh), Ang village (Moc Chau, Son La), Men and Phieng Loi village (Dien Bien province)… have become familiar with travel agencies and North-West region tours.

CBT has contributed to poverty reduction, created new livelihoods for upland people. Sa Pa (Lao Cai) CBT sites have three times faster poverty reduction than non-tourism villages. In 2012, the number of poor households in Mai Chau district (Hoa Binh) accounted for 25%, while in community based tourism sites, the number of poor households was only 8 to 11%. Community tourism brings large revenue to the people and society. In Men village, Thanh Nua commune, Dien Bien city, there are 110 households and up to 25 households are involved in tourism services. In 2014, Men village welcomed 1,200 delegations to visit. On the 60th anniversary of the Dien Bien Phu Victory, Men village welcomed five delegations every single day. Phieng village has beautiful scenery, 30 households participate in tourism services, in the peak months each household also collects from 3-5 millions.

In Lao Cai, community tourism has developed quite strongly. In 2013, the tourist CBT spots in Sa Pa of Lao Cai province received 247,326 visitors; in 2014, more than 300,000 visitors were welcomed (especially Den village, Ban Ho commune received 19,263 visitors in 2013, and 20,000 visitors in 2014). In 2014, the average income from community based tourism in Den village, Ta Van each household was 25-60 million per year, some households reached 70-90 millions per year. Income from tourism services was 5-10 times higher than that of non-tourism households. Thanks to CBT, handicrafts (making brocade, silver engraving, making souvenirs, etc.) and tourism services also created thousands of jobs for local people. In Lao Cai, community tourism sites have created jobs for more than 2,000 workers.

Besides the achieved results, the tourist sites in the Northwest region still face some limitations. Many provinces developed massively without any planning which led to fierce competition. Some destinations that once received thousands of international visitors each year are now deserted. 65% - 75% of international visitors do not want to return to community based tourism. In Van Ho and Moc Chau (Son La province), CBT such as Phu Mau 1, Phu Mau 2 and Na Bai, the number of tourists has downfallen dramatically. Many households invested tens of millions to make rooms, toilets for tourism... now can not welcome any guests. In-depth interview with 10 travel agents who take tourists to the Thai area in Mai Chau (Hoa Binh), Moc Chau, Van Ho (Son La) and Dien Bien, they have generally commented that visitors only visit a single village, then they would know all about other products tourism, such as: sleeping on stilts, eating bamboo-tube-rice, watching the Thai dance, drinking tube wine...

CBT development in North-West' limitations finding

The development of community tourism is not effective for many reasons.

Firstly, local authorities and people awarded that community-based tourism was easy to do with less investment then they developed massively. There is a province which built 18 cultural tourism villages. And other province, which has a low population, natural conditions and cultural identity of a different ethnic group in it are not unique, has planned to build up more than 70 cultural tourism villages. As a consequence, three-quarters of those villages had no visitors.

Secondly, the local authorities have not solved the problem between developing tourism and developing other industries. The outstanding example is Sa Pa, in 2008 Den village attracted nearly 25,000 visitors, but due to hydroelectricity and environmental damage, the number of tourists decreased rapidly (in 2009 only about 500 visitors to visit). The urbanization of suburban area also beggared tourism resources. Spots such as Ten village, Thanh Xuong commune, Dien Bien province was a popular tourist destination of

2004 - 2010; but in recent years, due to urbanization, high rise buildings, concrete roads as cities, travel agencies do not bring visitors to.

Thirdly, state management agencies, people and local authorities have not studied to construct tourism products on the basis of ethnic culture in the North-West. This is considered to be the most important cause. Thai people in each region have different cultural characteristics; the natural environment in each part of the North

West region is different, but tourism authority agencies as well as people and operators have not studied deeply about the cultural characteristics of the North West to find its unique character.

Therefore, the models of CBT and tourism products are often constructed similarly. So, visitors have commented not to go to the entire North-West region, just visit a village tourist community also know the tourism products of the whole region

DISCUSSION AND RECOMMENDATIONS

For the sustainable development of CBT in the North-West, certain, these limitations must be overcome. Based on the mainstream view of the state: the development of tourism in the northern mountainous area is linked to the ethnic minority communities' role enhancement in order to create a harmonious relationship between territory tourism development and the comprehensive development of entire territory tourism resource subjects, between economic development and socio-political stability, cultural diversity and environmental protection, to create effective basis for exploitation of diverse tourist resources of the region; to positively contribute to implementation of socio-economic development objectives, the paper proposed the solutions as follows:

1) Development of community based tourism (CBT) products and services

Tourists always hope to enjoy exclusive product of any community based tourism area. There is no reason for visiting non-exclusive products. A tourism location may have more than one product such as natural land capes, cultural sites, crafts villages, local specialties, etc. However, the local community must reach a consensus on exclusive product that shows a special aspect of the location.

North-Western provinces should focus on community based tourism products as follows:

- Resort, nature sightseeing, exploration local residents community, enjoying traditional food/gastronomy style, homestay.

- Establishment of traditional craft sites (crafts, thổ cẩm weave-type of weave style of Vietnamese ethnic minority group, etc.) to provide souvenirs and experience service for visitors.

- Establishment of farm that tourists can enjoy local experience and specialities.

- Creating several groups that provide local traditional art shows.

- Development of attractive tour programs for tourists.

- Besides souvenirs made from traditional style of ethnic minority people i.e. thổ cẩm, it is recommended to encourage development of local specialities in order to increase income and agriculture growth of local citizens.

- It is necessary for tourism providers to conduct further research on exclusive gastronomy culture and to take care of food requirement of each tourism group in order to avoid rotation of familiar foods such as cơm lam (bamboo cooked rice), cá nướng (grilled fish), rượu cần (wine drunk out of a jar through pipes), etc.

Local communities also need to improve quality service:

- Art performance: visitors want to experience local community life. Therefore, artists based on traditional heritage to develop attractive art performances. It is recommended to avoid "modified„ show that is not familiar with local residents. The performances should be properly arranged in timing, logic structure, attraction and traditional folk show. Especially, the visitor should have the opportunity to contact with the local community.

In addition to art, tourists also have desire to experience life of local people. Thus, tourism based community sites should develop experience program such as stream fish catching competition, thổ cẩm weaving, cooking, etc.

- Village households that are joining in tourism based community should be equipped with necessary items in order to satisfy demand of visitors, especially foreign tourists. Local authorities tighten security in accommodations. Accommodations must create open space that provides comfortability for customers in village's stilt house. Moreover, furniture should be professionally arranged.

- Food and beverage service: Currently, visitors have priority in food, beverage and food safety in tourist attraction site. It is recommended for households to serve local traditional foods that are good for visitors's health and ensure food safety.

- Tour guide service: Commune People's Committee and agencies from inside and outside province regularly organize training courses in basic tour guide skill for local people such as welcoming, onsite presentation, village tour, basic guidance in dealing with possible situation may happen during local tour, communication skills for local residents, etc.

In long-term, communities should apply responsible tourism supply chains solution. According to set of tools of responsible tourism in Vietnam: "Supply chain includes overall steps in production regarding goods and services of providers who have contracted

with following companies: accommodation, transportation, food and beverage, outdoor activities, entertainment, craft, gastronomy and waste processing as well as tourism supported infrastructure in a destination". All of these components join together in forming tourism product that tourists paid for. The services and goods may directly or indirectly connect to final tourism product consumption". Therefore, a stable development of tourism depends on a stable operation of supply chain and a smooth coordination between supplier and user. Thus, it is recommended to have some actions as follows:

- Conducting a preliminary basic research to identify sustainability level in current supply chain (in order to identify whether or not the sustainability to be ensured by smooth operation of supplier and user)

- Developing a sustainable policy, standard, target and operation plan for a supply chain.

- Conducting perception improvement, capacity building and offering rewards for suppliers who gained suitability target.

- Conducting supervision, assessment and improvement of suppliers' operation in achieving suitability target

2) Raising awareness of stakeholders for inevitability of principle "involvement" of community in local tourism development.

In the context of downward growth rate of global and Vietnamese economics, widening rich-poor gap between domestic urban and rural areas and consideration of sustainable tourism as a development direction for Vietnam tourism, community based tourism is a essential approach for the North-West mountainous region. Community based tourism is a possible approach for North-Western provinces of Vietnam to effectively exploit exclusive natural, cultural and social resources in the region. The reality was reflected in Reports on tourism development project to 2020, vision to 2030 of Hoa Binh and Lao Cai provinces. Of which, despite of any type of approach, community based tourism is mentioned as a type of tourism that creates driving force for local tourism activities. However, the Reports did not fully answer a basic question: "How do we improve the role of community in local tourism activities?" It can be seen that the local authorities still doesn't fully acknowledge of a closed relation between community based tourism and involvement of people. In other words, paradox of the tourism situation in North-Western provinces still exists because community based tourism is considered as benefit perspective tourism type for local regions while its true subject – communities have a blur appearance in project "picture".

Tourism companies in the North-West region, especially private companies are focusing on profit and they don't really recognize a great benefit of connection between companies and communities.

From our observation, North-Western communities do not really acknowledge their position and role in local community based tourism projects and normally are depended on external partners, except for long-term actively involved in tourism groups.

In this context, local authorities and companies should change their mind regarding the community's subject in community based tourism in order to have a suitable adjustment in approach as well as particular policy. Community members should be received perception improvement on their role and position to be more active in implementation of CBT activities.

3) Enhancement in dialogue and connection among stakeholders to identify and resolve barriers that restrict community involvement

According to analysis, one of restriction for local people's involvement in CBT activities is lack of dialogue, connection between community and stakeholders. In order to help community members actively and effectively involve in CBT, it is needed to create multi-dimensional interaction among them and below stakeholders:

- Local authorities are subjects that promulgate legal structure, mobilize and implement resources – especially infrastructure for tourism activities, etc. Regular interaction between community and authority ensures a smooth coordination of both sides. It enables authority to have better understanding on demand, willing of community to find solutions for improvement or resolve and vice versa. Community activities have no interference to local tourism direction and bring a real benefit to the people. In Bản Hồ, the local authority plays an active and important role in community development. There are authority's supports such as policy education, service standard and tax. Red Cross Association members and Tourism Information Center play a key role in village assistance. There are 02 professional staffs in charge for tourism in Bản Hồ, regularly check and directly guide daily tourism management. The involvement of local authority has effective influences to attitude of companies and tour leaders. This is a key element for the success of Bản Hồ model.

- Companies (tourism companies, transportation companies, small and medium-sized tourism enterprises): This is a bridge between community and customer market. Thus, community should actively establish connection with enterprises. Since the beginning of implementation of tourism project, private enterprises and community should create a community benefit enabled model and level based decision making and nature of tourism in their local region. This model enables both sides make adjustments at any time to be suitable with partnership.

- Training institutions provide tourism operation, sales, management, foreign language skills. In order to have sustainable, professional development of CBT, there

is a need to have connection with provincial and central training institutions to receive suitable training type.

- Non-governmental organizations (NGOs) play an important role in capacity building for local community on sustainable tourism development, necessary training for CBTs, funding for model creation, etc. In Bản Hồ, international NGOs such as SNV and IUCN have actively provided assistance in sustainable tourism development through training and raising awareness, organizing community, structure development, tourism products and marketing. The organization "The Bread for the World" provides financial support for building infrastructure and training. NGOs' approach for Sapa case is concentrate on capacity building of the local authorities. The SNV provides advices on the tourism management mechanism through establishment of Red Cross organizations and profit targeted tourism centers. The achievement comes mainly from direct professional support in a relative time. SNV's support shows the effect of 03 tourism management level- village, district and province. Capacity building for local leaders is an appropriate approach for CBT because the leader can directly work with community and play key role in community training

- Scientists: From professional perspective, the scientists can provide recommendations that effectively exploit natural and human resources for local authority and community. Many failed CBT projects caused by lack of recommendations 'scientists and only depended on willing of the authority.

It can be seen clearly that CBT is a process includes involvement of many subjects. In order to better organize, manage and exploit tourism activities, the community cannot "stand alone"; it is required interaction, connection with other subjects: local authority, enterprises, training institutions, development partners and scientists. To form a dialogue, interaction between community and subjects, we need an intermediate institution: Community Based Tourism Management Board.

4) Establishment of a capable Tourism Management Board to coordinate CBT activities.

Real situation in Bản Hồ (Sa Pa – Lào Cai) and Bản Lác (Mai Châu – Hòa Bình) shows that establishment and capacity building for the CBT Tourism Management Board is a fundamental step that enable active involvement of people in local tourism activities.

Being a representative for the willing and interest of the community, the Management Board Members must be capable and eagerness, and selected through a democratic and fair election. Right after selection of the management board, it is necessary to create an open communication mechanism between management board and community. All community members and stakeholders consider themselves as one participant in decision making process and have responsibility in general target.

The Management Board has a role in providing direction for tourism project of community, acts as a bridge between people and external subjects (higher level authorities, enterprises, tourists). The CBT Management Board should be received capacity building support from international development partners (i.e IUCN or SNV) and training institutions. In the upcoming time, there is a need for more CBT Management Boards take part in short-term training courses in following skills:

- Legal issues relating to CBTs (labor safety, security, etc...)

- Management skill (especially financial and human resources management)

- Working skill and trade negociations with tourism companies.

- Marketing skill (5P – Production, Price, Promotion, Place and Partner)

- Monitoring skill and analysis

- Conflict management and communication

- Cultural and environmental management skill

- Language skill

5) Ensuring fairly benefits distribution

One of the main targets of CBT is community members jointly create income and fairly distribute benefits. However, tourism based income is not always fairly distributed among participants. It will lead to interest contradiction among individuals and households. Individuals/households suffer from unfair distribution will not believe in general target of the project and cause negative influence to sustainability of tourism project. Therefore, communities that joined in CBT need to gain consensus in principles ensuring fair benefit distribution among members. In this process, Tourism Management Board – a representative agency will manage financial income gained from CBT and other management issues such as representation on behalf of the community in meeting and discussion with stakeholders, monitoring tourism development to ensure fair benefits distribution.

CONCLUSION

The research conducted in community based tourism sites in the North-West, particularly in Bản Lác (Mai Châu) and Bản Dền (Sa Pa) shows the development of community based tourism recently. However, clear benefit come from community based tourism caused booming of CBT projects in the North-West region. These CBT sites cannot exist for long time due to: 1) local authority and people think CBT is easy and do not require great investment, thus, booming development happens; 2) local authority do not solve the challenge between tourism and other sectors development; 3) state authorities, people and local authorities do not conduct a research based on ethnic culture in the North-

West region. In order to overcome these shortcomings, there are some recommendations and solutions: 1) Development of CBT's products and services; 2) Raising awareness of stakeholders for inevitability of principle "involvement" of community in local tourism development; 3) Enhancement in dialogue and connection among stakeholders to identify and resolve barriers that restrict community involvement; 4) Establishment of a capable Tourism Management Board to coordinate CBT activities; 5) Ensuring fairly benefits distribution. These recommendations may enhance CBT in North-West region toward sustainability in the upcoming time.

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CONDITIONS FOR COMMUNITY- BASED TOURISM DEVELOPMENT IN SOME ISLETS IN THE LOWER MEKONG RIVER BASIN

Trinh Le Anh*, Pham Xuan An**

Abstract: *Community-based tourism effectively contributes to the poverty reduction, local economic development, preservation as well as the popularization and promotion of traditional and cultural values in the local communities. The paper focuses on analyzing and assessing the potential development of community-based tourism in six islets in the lower Mekong basin - selected as an example for analysis and evaluation. The analytic results are mainly based on the potentiality, actual state of natural and cultural resource utilization for community-based tourism in the selected islets. The results indicate that these islets have many natural and cultural features suitable for tourism development, especially community-based one. Therefore, it is necessary to have specific measures in tourism planning and development in order to exploit the regional tourism potentiality in the most effective way.*

Keywords: *Community-based tourism; The lower Mekong river basin; Islets.*

BACKGROUND

The Lower Mekong Basin accounts for 76% of the total Mekong Basin area, which runs through four countries: Laos, Thailand, Cambodia and Vietnam respectively. With an area of approximately 606,000 km2, the Lower Mekong River Basin covers most of Laos and Cambodia, more than one third of Thailand and about one fifth of Vietnam. [4]

The topography of the Lower Mekong Basin has the following forms: delta, dune, flat plain, and islet. In particular, the islets are blessed with beautiful sceneries, opening fresh air, many orchards, and canals. The living and production activities of the islet inhabitants bear the typical features of wetland with many traditional craft villages and special cultural activities. However, the life of people living in the Lower Mekong River is challenged with many difficulties, including the undiversified structure of the industrial sector. Consequently, there appears to be an urgent need for support from the authorities in order to unite the community, develop socio-economy, and especially accelerate community-based tourism.

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*   Faculty of Tourism Studies, University of Social Sciences and Humanities, VNU, Hanoi, Vietnam.
** Ho Chi Minh City University of Food Industry, Ho Chi Minh.

Community-based tourism is the direct involvement of local communities in tourism activities such as the exploitation, management and conservation of tourism resources through the help of sponsoring agencies, NGOs, local authorities, etc. The returned benefits will significantly contribute to the local economic development, poverty reduction, income and living standard improvement. Tourists' awareness of the community, the daily ordinary routine, and the traditional cultures of indigenous people will be raised. Simultaneously, the community-based tourism helps to conserve the local cultural and natural heritages, aiming at the sustainable development of tourism. [8]

This paper focuses on analyzing the conditions and opportunities for community-based tourism development in some specific islets in the Lower Mekong River Basin: Don Det Islet, Don Khon Island in the Siphandon area, Champasak Province, Laos; Koh Dach Island in Phnom Penh, Cambodia; Ong Ho islet and Gieng islet in An Giang province; An Binh Island in Vinh Long province, Vietnam. This study will contribute to the improvement and effective development of this model in the future.

POTENTIALITY AND ACTUAL STATE OF COMMUNITY-BASED TOURISM DEVELOPMENT IN SOME ISLETS OF THE LOWER MEKONG RIVER BASIN

To identify the potentiality of community-based tourism development in an area, following factors should be put under consideration: the attraction of natural tourism resources, cultural tourism resources, equipment, access to the destinations, additional services, the rationality of price, security and order, positive images of the destinations etc. In this paper, the priority of the studying is to analyze the factor considered as the most important "condition" which is tourism resources for the community-based tourism development in some downstream Islands of the Mekong River. There are two main types of tourism resources: natural and cultural ones. Specifically, the discussion focuses on the analysis of natural tourism resources such as geographical location, geology and topography, climate, hydrology, biology; and cultural tourism resources such as historical relics, religious architectures; festivals and traditional events; traditional art forms; agricultural production and traditional craft villages; food and specialty.

The six mentioned islets were selected by the author and co-authors to conduct surveys and analysis being illustrated via specific examples on each Island. The selection of these Islands is based on natural features that are fairly similar and distinct. Those partly represent the islet system being potential for tourism development in the lower Mekong river basin in three different countries: 2 islets in Laos, 1 islet in Cambodia and 3 islets in Vietnam. Due to the difference in terms of location which spreads over three different countries with the typical traditional cultures, cultural resources are diverse, outstanding and typical.

Natural tourism resources

Geographical location

The Lower Mekong Basin is located in Southeast Asia, which runs through 4 countries: Laos, Thailand, Cambodia and Vietnam. The basin is bounded by China and Myanmar in the North, South by the Gulf of Thailand and the South China Sea, East by Laotian territory, and West by Thai and Cambodian territories. In this location, the lower Mekong river basin has great advantages in developing tourism, including community-based tourism.

The islets in the lower Mekong river basin are located near the shore, close to the roads and waterways, and easily accessible to the central cities. For instance, such as Don Khon Island, Don Det Island are easily connected to Vientiane and Pakse respectively; Koh Dach is easy to connect with Phnom Penh; Ong Ho Island, An Lao Island, An Binh Island are easily accessible to Can Tho, Ho Chi Minh city. … From this location, the lower Mekong river basin is easily accessible by road, waterway and air to regional and international countries. For the time being, there are five international airports in the lower Mekong river basin being in Vientiane, Pakse, Phnom Penh, Can Tho and Ho Chi Minh City. As a result, tourists are able to access the lower islets. It is easy to combine the tourism destinations, connect community-based tourism products within and beyond the area.

The islets in the studied area are located in Laos, Cambodia and Vietnam. With diverse ecological characteristics, as well as indigenous livelihood features and typical traditions and cultures, the basin is the destination that attracts international visitors, especially those who like to explore and experience the cultural life of the local community.

Figure 1. Mekong Basin

Geology and topography

The geology of the river islets is characterized by the land formed by alluvial deposit on the sediments of the river bed. After a long period of extensive alluvial deposit; dunes, flat plains, islets are formed with geological composition of mainly coarse sand and mudstone. River islets often have uneven terrain surrounded by high ridges. The terrain in the middle of river islets is usually rough, which is the trace of the ancient islets' mergence. [1] With these geological and topographical features, typical tourism landscapes of the river islets such as riverside dunes, canals, ponds, sandy beaches, grasslands etc. are formed on the islets of the lower Mekong river basin. Sand beaches on the Islands of Don Det, Don Khon and Koh Dach in particular are being developed with tourism activities such as river bathing, sun bathing, rowing. The canal and dune system on the Ong Ho, An Binh islets and the Gieng Island is being held with the following activities: experiencing the monkey bridge, rowing boat, experiencing the agricultural activities with the local people. However, the tourism activities on those Islands are still spontaneous. Tourists are interested in participating mainly due to they find it strange. Thus, there lacks of tourism services and safety equipment provided for tourists. Service charge management, guiding boards and tour guides etc have not been implemented.

The Don Dat, Don Khon Islands are connected to uneven area with many waterfalls, rapids: typically Khonephapheng waterfall and Somphamit waterfall. Khonephapheng waterfall is the largest and most majestic waterfall in Southeast Asia, with many eddy water flows and rough rapids. This is an attractive destination captivating many tourists when traveling in the lower Mekong river basin. These attractions have been planned and exploited effectively by the local community, and become a fairly popular destination for visitors to Laos. This creates favorable conditions for community-based tourism in Don Det and Don Khone Islands because visitors will stay here longer when they are able to simultaneously visit, admire the majestic beauty of the rock rapids and waterfalls and experience local community-based tourism activities such as: staying in riverside wooden bungalows, rowing rafting boat through rapids, setting bamboo traps and fishing in the rock niches, enjoying typical cuisine of riverside region

Figure 2. *Khonephapheng Waterfall*   **Figure 3.** *Don Khone Island*

(Source: Author)

Climate and hydrology

The lower Mekong islets have a tropical monsoon climate. When it comes farther to the South, the subequatorial climate has greater influence. There are two distinct seasons: the dry season and the rainy season. The latter lasts from May to October, the former is from November to April next year. Being located far from the seashore, the islets are less affected by storms and have high and stable temperature.

In the rainy season, the heavy rainfall along with the water from the upstream makes river's water level rise, ecological systems flourish with many species of fish, and plants. Especially, the floating season in the area of Ong Ho Island, Gieng Island in An Giang province from July to October lunar calendar attracts many visitors to experience the life of local people. In the flood season, water level rises and floods the fields. Whenever a vast area of plain is submerged in flood water, local people drop fishing nets and rods for catching fish and shrimp. Fishing activities of these people in the flood season are a typical feature and attract tourists, not to mention the abundant supply of fresh and delicious fish and shrimp. These are favorable conditions for the development of community-based tourism with activities namely rowing for picking Egyptian river hemp flowers, experiencing net fishing, enjoying cuisines in riverside area…

Flora and fauna

Biological resources of the islets in the lower Mekong river basin are plentiful, with a variety of aquatic species such as fish, shrimp, frog, snake, and tortoise. Big fish can be listed as catfish, Australian catfish, big carp, tilapia ... In the flood season, the water level in Mekong river rises, this is also the migratory season for fish when a large amount of fish head downstream in the floating season, which provides the opportunity for the development of fishing experiences and supply a rich source of food for cuisine service in the river floating season.

In particular, the downstream area of the Khonephapheng Waterfall - a border area of the Mekong River between Laos and Cambodia - is the home to the Irrawaddy dolphin, the only mammal in the Mekong River with a length of about 2.5 m. This is a rare species needing special protection. Local people respect this kind of species. They do not harm or eat dolphins. Irrawaddy dolphins jump to the water early in the morning or midday, thus watching Irrawaddy dolphins is truly an enjoyable and unique experience. [5]

In addition, the islets in the lower Mekong River also have a rich flora system consisting of many types of vegetation such as: flooded lowland vegetation; riverside vegetation; emergent plants with a variety of fruit trees, fields of vegetables and cereals, rice fields, flower gardens ..., which facilitates the development of community-based ecotourism activities and agricultural experience such as: Experiencing apple orchards, cherry gardens, vegetable gardens, flower gardens in Ong Ho isle, trying on harvest

and processing unripe mango on Gieng islet, visiting plum garden, hunting fireflies in An Binh isle. Currently, activities such as visiting the orchard, enjoying fruits in the garden attract a lot of visitors. However, this activity is affected by the seasonality, so many visitors will feel disappointed when coming to visit those garden in the off-season. To overcome this problem, many orchards in the Ong Ho Island and Gieng islet are combining the garden visiting tourism with fruit selling and agricultural product processing. . The activities of visiting vegetable gardens, flower gardens, rice fields ... are spontaneous, which have not been designed into tourism products or detailed and specific tourism programs.

Cultural tourism resources

Historical relics, architectures of belief and religion

Associated with the life of production, religious activities on the Islands of the lower Mekong River are particularly diverse. Many religious architectures are consequently built on the Islands in the studied area.

Located on Don Khon Island, Wat Khon Tai temple - the ancient Khmer temple- is highlighted with a long straight path to the main hall of the temple. The two sides of the garden are the towers of passed away monks. The temple is not only a place of religious activities but also a cultural center for communities living on Don Det and Don Khon Islands. Tourists to Don Det and Don Khon often walk or ride bikes around the Island, then pass the bridge connecting those 2 Islands. Along the route, it is such a pity if visitors forget visiting the unique architectures characterizing the ancient Khmer temples, or participating in cultural activities such as dance shows and fairs of local people on the temple grounds.

On Koh Dach Island in Phnom Penh - Cambodia, there are many Khmer temples with typical architecture. Those not only serve the religious life of local residents, but also bear the value for the development of community-based tourism. The major temples on Koh Dach Island are Wat Krapum Pech, Wat Ampor Pal, Utumpor temples. Visitors travelling to Koh Dach Island can not only visit the textile villages, experience the river bathing, enjoy food ... but also passionately learn about the architecture and spiritual life in the temples on the isle.

On the Islands of the lower Mekong River basin in the Vietnamese territory, there are many religious architectures such as churches, pagodas, temples, shrines, temples ... On Gieng Island, religious and belief structures such as Cu Lao Gieng church, Tan My temple, Phuoc Thanh pagoda annually attracts many tourists to visit. Cu Lao Gieng church is one of the largest and oldest churches in the South of Vietnam. It is designed in Romane motif. The bell tower is 35 m high. The upper structure has a semi-circular shape while the

lower part is in square shape with elaborately patterned motif. Tan My Temple is one of the seven monuments of Cho Moi district, recognized by the People's Committee of An Giang province as "Artistic architectural relics and revolutionary relics" in 2003. Phuoc Thanh Pagoda – whose Amitabha statue is 39 m high – has the precinct sophisticatedly decorated in both ancient and modern architectural styles. In front of the pagoda, there are two prolonged corridors being built up above the ground. When people look up, there appears the Buddha statue in blue sky background. Meanwhile, the lower scenery is the rich Island with rivers, rice fields and orchards. Visitors travelling to the Island, especially international visitors will have a very special feeling. It is because there are a variety of large-scale religious and belief buildings, exquisite architectures reflecting the diversity of cultural and religious activities of the local community on the isle in the middle of the Hau River. This is truly a resource that contributes to the development of community-based tourism.

Figure 4. Wat Khon Tai temple on Don Khon Island

Figure 5. Cu Lao Gieng Cathedral
(Source: Author)

On the Ong Ho Island, President Ton Duc Thang memorial site and Ong Huong shrine are structures bearing great cultural value and associated with local people and Islands. In particular, President Ton Duc Thang memorial site was listed as a Special National Monument on May 10, 2012. [2] On An Binh Island, Tien Chau Temple was recognized as a national historical-cultural monument in 1994. These religious and belief structures have special value in religious activities and beliefs of people. This is an important part of the cultural and spiritual life of the Islanders. Visitors traveling to these architectures are not only visiting and worshiping, but also participating in the cultural and spiritual life of the local community. Therefore, these are very significant resources for community-based tourism development.

Table 1. Some historical relics, structures of belief and religion on the lower Mekong Islands

No.	Name of monuments, structures	Location	Main tourism experience
1	Wat Khon Tai Temple	Don Khon Island	Sightseeing, spirituality
2	Wat Krapum Pech Pagoda	Koh Dach Island	Sightseeing, festival, spirituality
3	Wat Ampor Pal Pagoda	Koh Dach Island	Sightseeing, festival, spirituality
4	Utumpor Pagoda	Koh Dach Island	Sightseeing, festival, spirituality
5	Cu Lao Gieng Church	Gieng Island	Sightseeing, spirituality
6	Tan My temple	Gieng Island	Sightseeing, festival, spirituality
7	Phuoc Thanh Pagoda	Gieng Island	Sightseeing, spirituality
8	President Ton Duc Thang memorial site	Ong Ho Island	Visit, festival, research, study, gratitude
9	Ong Ho Temple	Ong Ho Island	Sightseeing, festival, spirituality
10	Tien Chau Temple	An Binh Island	Sightseeing, spirituality

(Source: Authors)

2.2.2. Festivals and traditional local events

Associated with the production and religious life, many festivals and traditional local events for residents throughout the isles of the Lower Mekong River basin are held annually. These cultural activities which are potential for community-based tourism development attract a large number of local people and visitors. Prominent are the festivals and traditional events such as boat racing festival in Siphandon; Laos Water Festival; Chol Chnam Thmay festival of Khmer people; Ky Yen Festival at Tan My temple; the Uncle Ton memorial site festival; Ong Ho worshiping ceremony.

Table 2. Some festivals on the Islands of the lower Mekong River basin

No	Festivals	Main tourism experience	Location
1	Boat racing festival (October, solar calendar)	Sightseeing, recreation	Don Khon Don Det Islands
2	Water festival (April 13th -15th , solar calendar)	Sightseeing, recreation	Don Khon Don Det Islands
3	Chol Chnam Thmay festival (April 12th -15th , lunar calendar)	Sightseeing, recreation, spirituality	Koh Dach Islands
4	Ky Yen festival–Tan My temple (March 19th-21st , lunar calendar)	Sightseeing, gratitude, recreation, spirituality	Gieng Island
5	Uncle Tom memorial site Festival (August 20th, solar calendar)	Sightseeing, gratitude, research, studying historical revolution	Ong Ho Island
6	Ong Ho worshipping ceremony (October 28th, lunar calendar)	Sightseeing, spirituality	Ong Ho Island

(Source: Authors)

The festival holding from the preparation stage till the end is extremely crowded, interesting and exciting especially with the participation of the local people and tourists in a passionate way, with the attitude of respect and pride. Visitors at the festival not only

have activities of visiting and entertaining but also make friend, learn and experience the cultural activities with the local community. This is indeed the valuable resource for the development of community-based tourism.

Traditional local art forms

Traditional local art forms leaving a deep impression in the hearts of tourists when coming to the lower Mekong River basin are art of Đờn ca tài tử music and song (the traditional folk songs) in Southern Vietnam and the Lamvong traditional dance in Laos.

Art of Đờn ca tài tử music and song in Southern Vietnam is a folk music of Vietnam which is formed and developed from the late nineteenth century. Visitors travelling to the Southern land are really fascinated with the skilled artists playing traditional musical instruments, and infatuated with the vocalists' performances with sweet and passionate voices. Art of Đờn ca tài tử music and song in Southern Vietnam has been recognized by UNESCO as an "intangible cultural heritage of mankind" on 5/12/2013. This type of art is well suited for community-based tourism in the Cuu Long (Mekong) Delta, as this type of art is highly interactive between performers and visitors. The performing space above the immense river surrounded by the villages and isles is very suitable for tourists' experience of community-based tourism. In addition, the art of Đờn ca tài tử music and song is performed by the local people. The performance of this art is their activities, habits, daily life as well as popular and close culture which attracts a large number of tourists when experiencing community-based tourism.

The Laos traditional Lamvong dance means singing and dancing in a circle. The Lamvong Dance is often performed along with the familiar folk songs of Laos. It is a popular art, which not only plays a significant role in uniting the local community but also becomes an outstanding highlight of the cultural exchanges with tourists, as well as leaves in their heart the great impression of the land, people, and the value of local community culture. On Don Khon and Don Det Islands, the daily life is moving on in a relatively small space within the Island and separated from the mainland. The life of Islanders is characterized by a united community, thus the Lamvong dance is an indispensable activity in every festival or the community's cultural activities, attracting many visitors to join in with joy and laugh. At present, the Lamvong dance is potential for the development of tourism in general and community-based tourism in particular in Laos – the Land of a million elephants.

Agricultural production and traditional craft villages

The main production activities in the lower Mekong River Islands are growing rice, cultivating crops and planting fruit trees. With alluvial soil resources and abundant water resources from the Mekong River, indigenous people have been attached to farming for

many generations. As a result, the islets are always covered with the green rice fields, vegetable gardens, and fruit trees all year round. In that way, the activities of transplanting, harvesting, drying and preserving agricultural products keep happening on a regular basis. This production activity is potential for community-based tourism development, with activities such as: experience in vegetable watering, vegetable harvesting, tomato harvesting on Ong Ho Island; experience in mango harvesting, mango processing on the Gieng isle; fruit picking and fruit enjoying on Koh Dach Island...

On Don Det and Don Khon Islands in Siphandon, Laos; fishing has become a major economic activity. Especially, the downstream area of Khonephapheng waterfall has a variety of fish species, including many species of giant freshwater fish which have high economic value such as trash fish, freshwater rays, carps, giant pangasius ... Fishing activities here are quite diverse. Depending on river terrain and water level, local residents use different fishing methods in which the main activities are still dropping fishing net in wide rivers; setting bamboo traps in rocky areas with fast flowing water; putting cages in deep water pits and waiting for sprint; fishing on the shore with a homemade fly fishing net in the riverside area with shallow water level. Among these fishing activities, net fishing and self-made fly fishing net activities along the river are really potential for community-based tourism development on the Don Det and Don Khon Islands. Tourists would be very enjoyable for experiencing fish catching activities with local residents such as rowing, dropping nets, dropping rods on the vast river surface, wading in the river, and catching fish with a fly fishing net. The caught fish are then processed for serving meals to visitors. However, to attract and ensure the safety of visitors when participating in fishing experiences with local residents, it is necessary to study and design simple and interesting experiencing programs, invest proper facilities for catching and safety equipment for visitors.

On the islets of Hau river basin, aquaculture is being developed. Especially on Ong Ho islet, there is a developing trend of raising pangasius catfish in tunnel ponds and yellowtail catfish in fish cages. For the time being, fish farming villages on Ong Ho Island becomes an attractive destination for tourists. Those who visit the villages can go on a sightseeing, learn about aquaculture, trying on feeding fish, entertaining by dropping fishing rods, enjoying cuisines and savor the art of Đờn ca tài tử music and song right on the houseboats.

Figure 6. *Authors are experiencing vegetable harvesting on Ong Ho Island.*

Figure 7. *Fishing activities on the Island*

(Source: Authors)

On some Islands of the lower Mekong River basin where traditional craft villages have still been developed, products are not only produced for serving life but also turned into unique tourism resources especially for the development of community-based tourism. Koh Dach village on Koh Dach Island with silk weaving and My Long village on Ong Ho Island with the production of incense are the two outstanding instances. In particular, the silk weaving village on Koh Dach Island has welcomed many tourist groups coming to visit, purchase silk products, and experience a number of traditional textile processing. This is a traditional Cambodian rural village, where people still retain their own hand-woven fabric, with circular cranks made from bicycle wheels. The main products of traditional silk weaving Koh Dach village are towel, sarong, or silk sheet for making traditional costumes. The silk here becomes very popular because of its softness, fade resistance, delicate and outstanding patterns. These are the potentialities for tourism development, especially community-based tourism on Koh Dach Island.

Specialty dishes

As the lower Mekong River basin has varied ecological features, abundant aquatic and botanical resources as well as flows through 4 countries in turn, the cuisines on the islets of the region are extremely diverse and rich. Consequently, the twin Islands Don Khon and Don Det are famous for traditional Laotian dishes such as: larb, grilled fish, mixed papaya salad...; On the Koh Dach Island, there are special dishes characterizing Cambodian cuisine such as: steamed fish amok, curry noodles ...; the islets of the Mekong Delta are famous for dishes such as "banh xeo" in Southern Vietnam, Long Xuyen fish and noodle soup, sour snakehead fish soup, grilled snakehead fish...

Table 3. Some specialty dishes on the islets of the lower Mekong River basin

No	Name of dishes	Location	Tourism experience
1	Larb	Don Khon islet, Don Det islet	Enjoying dishes
2	Grilled fish	Don Khon islet, Don Det islet	Processing and enjoying dishes
3	Mixed papaya salad	Don Khon islet, Don Det islet	Enjoying dishes
4	Steamed fish amok	Koh Dach islet	Enjoying dishes
5	Curry noodles	Koh Dach islet	Enjoying dishes
6	"Banh xeo" in Southern Vietnam	Gieng islet, Ong Ho islet, An Binh islet	Processing and enjoying dishes
7	Long Xuyen fish and noodle soup	Ong Ho islet	Enjoying dishes
8	Sour snakehead fish soup	Gieng islet, Ong Ho islet, An Binh islet	Enjoying dishes
9	Grilled snakehead fish	Gieng islet, Ong Ho islet, An Binh islet	Processing and enjoying dishes

(Source: authors)

The delicious dishes bearing local flavor, diverse ingredients along with unique and interesting processing not only satisfy the guests but also attract many visitors to participate in processing the dishes with the local chefs. Therefore, during the community-based tourism activities on the three Islands: Gieng, Ong Ho and An Binh, visitors are really keen on the experience of pouring pancakes (Banh xeo) and grilling fish. Food processing and food enjoying are the local cultural potentialities for community-based tourism development.

ASSESSMENT ON CONDITIONS FOR COMMUNITY-BASED TOURISM DEVELOPMENT IN SOME ISLETS OF THE LOWER MEKONG RIVER BASIN

To assess the fundamental conditions for the development of community-based tourism (natural tourism resources and cultural tourism resources) in some islets of the lower Mekong River basin, according to the analysis, the authors conducted a qualitative assessment to evaluate the six Islands selected as survey examples in this study.

The assessment on each specific Island is carried out on specific criteria: geographical location, geology and topography, climate, hydrology, biology; historical relics, religious and belief structures, festivals and traditional events, traditional art forms, agricultural production, traditional craft villages and specialty dishes. Each criterion is evaluated on 5 levels: Very good, good, fair, medium and finally weak.

Table 4. Community-based tourism development assessment in some islets of the lower Mekong River basin

No	Criteria / Islets	Don khon	Don det	Koh dach	Ong ho	Gieng	An Binh
1	Geographical location	Medium	Medium	Very good	Fair	Fair	Very good
2	Geology, topography	Very good	Very good	Good	Good	Good	Good
3	Climate and hydrology	Fair	Fair	Fair	Good	Good	Good
4	Biology	Very good	Very good	Fair	Good	Good	Good
5	Historical relics, religious and belief structures	Medium	Weak	Very good	Very good	Very good	Good
6	Festivals and traditional events	Good	Good	Good	Very good	Good	Medium
7	Traditional local arts	Fair	Fair	Medium	Good	Good	Good
8	Agricultural production, traditional craft villages	Fair	Fair	Very good	Very good	Very good	Very good
9	Specialty dishes	Good	Good	Fair	Very good	Very good	Very good

(Source: Author)

Basing on this evaluation, the authors have reviewed and evaluated the conditions and opportunities for community-based tourism development in the lower Mekong Islands in two main aspects: strengths and weaknesses.

Strengths

The islets in the lower Mekong river basin have diverse biological resources, fertile alluvial plains, dunes and flat plains. The islets are surrounded by the Mekong River which has a varied flow pattern depending on terrain and season. Those together with the complicated canal and trench system provide the conditions for the islets of the Lower Mekong River basin to develop beautiful landscapes, and a unique and rich biological system. In particular, the twin Islands Don Khon and Don Det with typical and diverse biological resources are rated at the "very good" level. These resources are also abundant in other islets which are rated at the "good" level.

In terms of geographical location, Koh Dach Island, An Binh Island is rated as "very good" due to its convenient geographical position. Those Islands are close to the central cities, major traffic centers such as Phnom Penh and Can Tho. Ong Ho and Gieng islets are rated as "fair" because they are located near the cities of the provinces such as Long Xuyen city, Cao Lanh city. Regarding to climate and hydrology, Islands in the Mekong Delta namely Ong Ho isle, Cu Lao Island, An Binh Island are assessed as "good" because

those Islands have more advantages of having favorable climate and floating season with typical tourism value than other ones in Lao PDR and Cambodia.

At the same time, the favorable natural conditions help the islets of the lower Mekong River basin develop a diverse agricuture with a variety of typical plants, rice fields, vegetable gardens and orchards. In addition, the fishery and aquaculture which are the source of food supply for diverse and special food processing are being developed, effectively contribute to the development of community-based tourism.

Through the research on 6 islets, traditional farming activities and traditional craft villages on Koh Dach Island, Ong Ho Island, Cu Lao Island and An Binh Island were rated as "very good". It is due to the diverse production activities being exploited for community-based tourism. Those activities include the cultivation of food crops, cash crops, fruit trees, fishing, aquaculture and craft villages and traditional craft. The Islands of Don Khon and Don Det are considered "quite" as their agricultural activities are mainly focused on fishing; growing food crops. Specialty dishes in Ong Ho Island and An Lao Island, An Binh Island are rated "very good" because the dishes here are not only delicious along with attractive presentation but also are processed in an interesting and unique method. As a result, visitors find it very interesting to join in the food processing, which then becomer an unforgettable impression in their hearts. On the Don Det and Koh Dach Islands, specialties are also rated as "good" and "fair" as the typical dishes are made from local fresh ingredients.

In addition to bringing economic value, agricultural production and traditional craft villages also contribute to the formation of specific cultivation modes in communities of the riverside delta, which are favorable conditions for community-based tourism development in some islets in the lower Mekong River region.

The Islands in the lower Mekong River basin have a rich humanitarian system, including historical relic systems, religious and belief structures, festivals, art forms, traditional production activities, traditional handicraft villages and specialty dishes. Along with the natural resources, the humanitarian resource system has created unique tourism products bearing the local typical culture, effectively contributing to the introduction and promotion of community-based tourism. Historical monuments, religious and belief buildings on Koh Dach Island, Ong Ho isle, Cu Lao and An Binh Islands are all rated as "very good" and "good". These Islands have a lot of historical relics, beautiful religious and belief buildings in large scale such as pagodas, churches, communal houses and shrines which are very valuable for tourism experiencing activities. Concerning to festival activities and traditional events, Ong Ho isle is rated as "very good". The festival at the President Ton Duc Thang memorial site and the annual Ong Ho ceremony have attracted a large number of tourists. The Islands of Don Khon, Don Diem, Koh Dach and Gieng are all considered as "good" because of the annual festival activities bearing great cultural

value and captivating many visitors. Cultural and daily living activities and production activities are directly involved by local people, attracting more tourists to participate in experiencing. These are valuable potentialities for the development of community-based tourism on the lower Mekong River Islands.

Agricultural production basing on natural factors is the main economic activity of the population on the lower Mekong Islands. At present, the agricultural sector in the region is facing major challenges due to climate change and the construction of hydropower projects on the middle and upper reaches of the Mekong. Therefore, local authorities are always interested in restructuring the sector, creating favorable conditions for research and development of new industries, especially developing community-based tourism to create jobs, increase income on the spot, contributing to poverty reduction on the Islands in the lower Mekong River basin.

Weaknesses

In addition to the strengths of developing community-based tourism, each Island in the lower Mekong has its own limitations. Accordingly, the restriction of Don Det Island, Don Khon Island is geographically located far away from cities and central cities. In terms of geographical location, the two islets were consequently assessed in "medium" level. At the same time, these Islands are less likely to have historical monuments, religious and belief buildings. Therefore, if it is based on this criterion, the Island of Don Khon is rated as "medium". Don Det Island is rated as "weak" as having no religious and belief structures that have the potentiality for tourism development. In terms of festivals and traditional events, An Binh Island is rated as "medium" since there is a lack of festivals that bear the typical local culture. For traditional local art, Koh Dach Island is rated as "medium" because the local art forms on this Island are not popular and do not become the potentiality for travelling promotion in general, community-based tourism in particular.

At present, in addition to the above-mentioned potentialities, the development of community-based tourism in some of the lower Mekong Islands is subject to confront specific constraints: infrastructure for tourism such as roads, marinas, means of transport, accommodation facilities are not guaranteed; environmental sanitation, water resources are limited; human resources for the development of community-based tourism is weak, especially the ability of speaking foreign languages and professional skills in tourism business. Investment on tourism development is difficult because the financial capacity of local communities is very limited. Community-based tourism development in the lower Mekong River Islands has started on a small scale, and at the pilot level. The planning, management and promotion are not really synchronous and effective, which leads to the ineffective exploitation of tourism potentialities.

CONCLUSION

Given the current potentialities, the islets in the Mekong River basin have many favorable conditions for the development of community-based tourism. Natural resources such as topography, biology, hydrology and cultural resources such as religious and belief buildings, agricultural production activities, and traditional craft villages. The specialties on the 6 Islands of the area are truly a prominent resource, attracting many visitors to visit and experience. This is the potentiality for the development of community-based tourism. However, the current tourism in the lower Mekong basin has not yet fully taken the advantages of those potentialities for developing community-based tourism. It is necessary for the authorities and local communities to synchronously implement measures: creating close connection between government, people and tourism enterprises in planning and coordinating for more effective tourism organization and management; improving the facilities in service of tourism; training foreign languages, providing professional training for local tourism personnel; studying, promoting and producing specific local products; developing a strategy to promote the image of community-based tourism in the lower Mekong River basin in a straightforward, deep and professional way. Studying the system of effective solutions for the development of community-based tourism in the lower Mekong River Islands will be the next research to follow.

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THE APPLICATION OF IMPORTANCE – PERFORMANCE MODEL TO IDENTIFY THE GAPS IN THE TOURISM INDUSTRY OF HUE, VIETNAM

Tran Thi Ngoc Lien*

Abstract: *The Importance-Performance Analysis (IPA) is well recognized in the marketing literature as a tool in line with the Expectations-Performance approach to measure satisfaction (Matzler et al. 2003) and it is usually used to provide solutions for strategic marketing decisions. It has been argued that for tourist destinations with rather little market research experience, the IPA in its purest form can be used as a very powerful tool in bridging the gaps in the tourism industry of a destination. This paper aims to figure out the gaps between the importance and the performance of tourism attributes in Hue to tourists. Beside the desk study on previous researches regarding the destination image, a multicultural sample of 1003 of tourists was conducted with structured questionnaires. The results show that the tourism staff and the tourism information are to be the most crucial features for tourism in Hue that should be immediately reconsidered for improvement. "Food and cuisine" is the second paramount offer of Hue to tourists, but this offer more satisfies the guests in Hue compared to the other offers.*

Key words: *Importance – Performance Analysis, tourism industry, Hue*

INTRODUCTION

Together with the development of Vietnam tourism, tourism in Hue has also obtained lots of significant achievements in recent years. Located in the central region of Vietnam, Hue – the provincial city of THUA THIEN HUE Province - has a great potential for tourism development with the highlight of two World Cultural Heritages recognized by the UNESCO, namely The Complex of Hue Monuments and Hue's Royal Court Music. In addition, Hue is a gateway for visitors to travel to neighboring destinations such as the Demilitarized Zone (DMZ) in Quang Tri, Phong Nha - Ke Bang World Natural Heritage Site in Quang Binh and Hoi An Ancient Town in Quang Nam. In 2016, Hue welcomed more than 3.28 million overnight arrivals including 1,150,000 internationals and 2,130,000 domestics and earned an income of VND 3,203 million. Hue tourism created 9,810 direct jobs and about 20,000 indirect jobs such as related micro businesses, handicraft/food

* Hue University, Vietnam

vendors and local transport service providers. Tourism and services contributed 58.0% to the GDP of the city in 2016. Regarding the accommodation industry, there has been a relatively strong growth in the last 10 years with the number of rooms approximately 10,000 in 2016 (Hdcst 2017). Hue has been voted as one of the most attractive destinations in Vietnam by many world prestigious magazines for years.

Beside the achievements of the tourism industry in Hue, there are still lots of things needed to be addressed. In recent years, though there has been a growth in the number of tourists to Hue, this growth remains slow through the years and lower than that of the other tourist destinations within the area and the country. Moreover, the average tourists' length of stay in Hue is quite short with around 2 days since the years of 1990 and unfortunately this number has kept unchanged until now. Beside poor promotional activities, the limitation in tourism services is another element which created negative impression in the minds of visitors after their trips in Hue. Above all, the most important point is that the visitors' expectations in their trips to Hue have not been fulfilled (Tran/ Truong 2014).

In order to make Hue become a preferable destination for tourists, it is absolutely essential to examine the gaps between tourists' expectation and their satisfaction towards the destination attributes from the tourist's perspective. This paper will provide more insights into this question.

LITERATURE REVIEW

One of the key objectives of this study is to identify the cultural/heritage destination attributes which influence tourists' satisfaction in Hue. Therefore, this research is based on a consumer behavior model, which hypothesizes that consumer satisfaction is a function of both expectations related to certain attributes, and judgments on the performance of these attributes.

Customer satisfaction measurement is a post-purchase evaluation that involves more than one standard of comparison. Different approaches have been used to measure customer satisfaction and these approaches have also been applied to tourist satisfaction researches. For example, Expectation-Perception Gap Model - SERVQUAL (Parasuraman et al. 1985: 41), Congruity Model (Sirgy 1984: 27), and Expectancy-Disconfirmation Theory (Oliver 1981: 460). The Expectancy-Disconfirmation Theory by Oliver (1981) is one of the most commonly applied approaches used to study the satisfaction of tourists. The core concept of this theory is that consumers develop expectations about a product or service before purchasing it and subsequently they compare actual performance with those expectations. If the performance is better than the expectations, the tourist will have a positive disconfirmation, which means that

they are satisfied and they will be more willing to repeat the purchase. In contrast, if the performance is worse than the expectations, the consumer will have a negative disconfirmation, which means that they are unsatisfied and as a result they might look for alternative destinations for their next trip.

However, there are some critical points in the use of expectations in several tourist satisfaction surveys:

- It is difficult to evaluate tourist expectations in reality (Casarin/Andreani 2003) because: (1) tourists normally build up their expectations before the trip but the evaluation of the expectations at the destination may lead to a distortion of the data and (2) tourists might not remember exactly the expectations they had before the trip.

- The evaluation on the performance perceptions at the destination when the interaction with the services does not finish yet may lead to a misrepresentation of the data as well.

- In empirical analysis, it is very difficult to have two different evaluations of the expectations - before the trip, and performance - after being back (Pizam/Milman 1993).

One suggested solution is to use only the actual perceived performance to avoid any kinds of comparative element (Fuchs/Weiermair 2003). Upon this approach, the assessment of tourist satisfaction with their experience is considered separately from their expectations. In this way, all the methodological problems related to the evaluation of expectations are avoided, but at the same time, it is impossible to interpret high levels of satisfaction as the result of low expectations or superior quality of service provider (Fuchs/Weiermair 2003).

By reviewing related literature, it is noticed that tourist surveys are useful and reliable only if they are carefully designed and managed. In addition to the conceptual framework and the theoretical background, decisions in sample design, interview method, timing and placing are all extremely important issues in tourism satisfaction surveys. This thesis goes back to an old and official model: Importance-Performance Analysis - IPA (Martilla/ James 1977) - part of the expectation-disconfirmation branch of literature- as a tool to measure tourist satisfaction.

IPA involves assessment of different aspects of an organization's features in terms of customers' perceptions of the performance and of the importance of that performance. Normally, such features are represented in a 2x2 grid, where each quadrant can be summarized into a specific implication for management *(see figure 1)*.
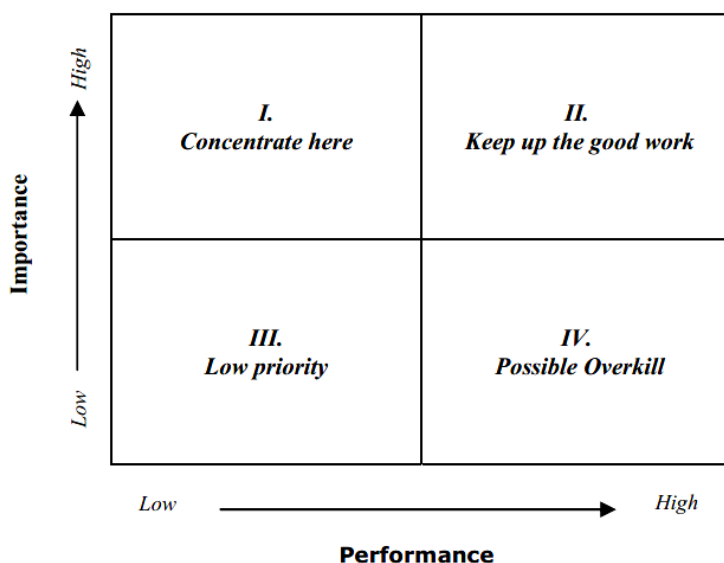
Figure 1: *The IPA Grid* (Source: Adopted from Martilla/James 1977: 78)

In more detailed, each quadrant has specific meanings and implications as follows:

- *"Concentrate here" quadrant:* Poor performance on extremely important dimensions indicates high priority of intervention for improvement.

- *"Keep up the good work" quadrant:* Excellent performance on highly important attributes represents opportunities for gaining or maintaining a competitive advantage.

- *"Possible overkill" quadrant:* Slightly important attributes that are excellent in performance implies that resources should be better employed elsewhere.

- *"Low priority" quadrant:* Fair performance on slightly important features suggests that it may not be necessary to concentrate additional efforts to these attributes.

In this model, the positioning of the vertical and horizontal axes on the grid is a matter of judgment (Martilla/James 1977, Bacon 2003); especially, the point where placed the quadrant lines cross is unstable: sometimes in the centre of the scale used and sometimes at the centre of data. In this study, the cross-point is located at the mean importance and mean performance values. Such an approach is consistent with ideas given by Martilla/James (1977:79) in their seminal work, which argue that *"the value of this approach is in identifying relative than absolute levels of importance and performance".*

The IPA is well recognized in the marketing literature as a tool in line with the expectations-performance approach to measure satisfaction (Matzler et al. 2003) and it is usually used to provide solutions for strategic marketing decisions. It has been argued that for tourist destinations with rather little market research experience, the IPA in its purest form can be used as a very powerful tool in marketing planning.

METHODOLOGY

The research applies quantitative methods and the questionnaire survey was prioritized in use as it was the most convenient way to collect information among a large number of respondents. First, desk study with a thorough review of available relevant literature, researches and articles was undertaken to get a comprehensive understanding of IPA model. Second, the secondary data research was carried out based on the available specialized reports from governmental authorities, enterprises and other sources to get the general knowledge about the tourism development in Hue. Third, a structured questionnaire was developed, tested and administered to tourists of various nationalities on different tourist sites in Hue city.

Questionnaire design

After a pilot survey with 50 respondents, the survey was conducted in January 2014. The questionnaire is divided into three parts. The first part is constructed of questions about the personal information of respondents such as nationality, age, gender, occupation and education. The second part is about respondents' travel experience in Hue. The third part has 13 multiple-choice questions allowing visitors to rate the level of attributes' importance and the level of the attributes' performance. This part aims to understand visitors' perceptions on the destination attributes of Hue such as historical and cultural attractions, friendliness of local people, local foods, tourism service quality, etc. There is also a space that visitors can give their comments or recommendations which contribute to improving the current tourism situation of Hue.

The questionnaire was designed in English and Vietnamese. The English version was used to collect empirical data from international English-speaking visitors and the Vietnamese one was used for domestic tourists. Additionally, a German version has been prepared, but in practice most Germans used the English version. To prepare and use other languages, for instance Thai, Chinese or Korean version, would have gone beyond the scope of this research.

Survey design and sample selecting

The survey was conducted as a face-to-face-interview, carried out by the author and only two colleagues from university to avoid a distortion happened by using too many interviewers.

Bradley (2007:519) describes sampling as "the process of selecting parts from a defined population in order to examine these parts, usually with the aim of making judgments about the parts of the population that have not been investigated". There are two important components in determining who will be interviewed.

The first one is to make a decision on what kinds of visitors to interview who is so- called 'target population'. "If you do not interview the right kinds of people, you

will not successfully meet your goals" (Crs 2013). The target population for this study consists of all tourists aged sixteen and above who visit Hue in 2014. A convenience sample of respondents is selected because they are "in the right place, at the right time" (DÖrnyei 2007). Convenience sampling is the most feasible sampling method because it is difficult to use another method to draw a sample at a tourist destination, due to the undefined availability of the target population. The interviewees are chosen randomly regardless genders, ages and countries or regions of origin. However, the balance between the numbers of international and domestic tourists, males and females is intentionally taken into account to ensure the objectives of the research.

The second thing to decide is how many visitors need to be interviewed. "The larger the sample, the more precisely it reflects the target group" (CRS 2013). Nevertheless, the sample size is often dependent on factors such as size of the entire population, time availability, budget and also on required precision of the study. Based on the number of visitors to Hue in 2013, with more than 95% confidence level and ±3% confidence intervals (CRS 2013), the adequate sample number for each questionnaire survey is 1039 participants.

RESULTS

The visitors' profiles

The sample of 1039 respondents comprises 49.3% female and 50.7% male visitors. As children are not included in the survey, the ages range from 16 to 74 years. Visitors aged 16-30 years old represents the most of the sample with 40.9%. Regarding the level of education, it can be stated that Hue's guests are well educated: Most visitors (83.5%) in the sample hold an academic degree (bachelor or even higher). The international visitors hold more often a university degree (85.7 %) than domestic guests (82.3%).

Of the sample of 1039 visitors surveyed, 48.6% are domestic and 51.4% are international tourists. The Vietnamese respondents come from 41 provinces/cities, means from nearly all areas of the country. But the aggregation in bigger regions shows that most tourists are coming from the "neighborhood" (the Middle of Vietnam). Among the European visitors, the French (26.8% of European guests) are the biggest group, followed by the British (25.3% of European guests) and the German (15.5% of European guests). About the Asian respondents, visitors from Thailand (35.0% of Asian guests) and Japan (30.0% of Asian guests) are the biggest groups of Asian visitors in this survey.

The survey shows that there are 74.5% being in Hue for the first time. This rate is even much higher for international visitors with up to 92.1% visiting Hue for the first time. For visitors who were in Hue before, 9.7% visited this city for the second time, 10.2% three times, 5.6% four times and more.

About the trip purposes, 87.7% of the respondents are in Hue for their holidays and the rest are for business, seminar/workshop, study/research and other. This implies that Hue is a really holiday destination for tourists.

In Hue foreigners stay only 2.8 days on average. The international tourists who have been in Vietnam before already at least one time stay only 2.0 days on average. That indicates that:

- Hue is for international tourists not really a long-stay destination and;

- For first time visitors of Vietnam more interesting than for returning tourist.

Importance - Satisfaction Gaps

Respondents with no interest in single destination attributes

The satisfaction values might be distorted by the answers of visitors who are not interested in some specific attributes and then they just declare them as "totally unimportant" or "unimportant". Therefore, the level of deviation would be an issue which should be clarified in the beginning.

Table 1: *Performance gap between all respondents and only relevant respondents*

	Mean of performance rate of			
	all respondents	only relevant respondents**	Gap	p value *
Historical attractions	3.33	3.34	+0.01	0.000
Cultural attractions	3.29	3.31	+0.02	0.000
Religious places	3.15	3.19	+0.04	0.000
Museums/Galleries	3.01	3.05	+0.04	0.000
City architecture	3.19	3.23	+0.04	0.000
Festivals and special events	2.84	2.91	+0.07	0.000
Local souvenirs/ handicrafts	2.96	3.04	+0.08	0.000
Friendliness of local people	3.30	3.32	+0.02	0.000
Specific local food	3.37	3.39	+0.02	0.000
Shopping opportunities	2.97	3.03	+0.06	0.000
Tourism service quality	2.89	2.90	+0.01	0.000
Different guided tours	2.93	2.97	+0.04	0.000
Touristic information	2.99	3.01	+0.02	0.000

Own survey 2015

(*): Results from Pair Sample T-Test

(**): Only respondents who rated the expectation with "important" or "very important"

Fortunately, the number of respondents in Hue who declare some attributes of this destination as "totally unimportant" or "unimportant" is small. In general, all new correctly calculated values show a little bit higher relevance for each feature. The gaps are very tiny and rather similar for all attributes. Thus, the pair-samples T-test confirms no significant differences between the both data sets. *(see table 1)*

Although there is no big difference within the structure of the performance assessments, in the following sections only the answers of tourists who declare features as "important" or "very important" are used for further analyses to ensure the scientific accuracy.

Importance - Performance Gaps

The comparison between the results of a relevance assessment and the performance evaluation delivers valuable information. *(see table 2)*

Table 2: Importance-Performance gaps of surveyed destination attributes

	Importance*	Performance**	Gap	p value ***
Historical attractions	3.59	3.34	-0.25	0.000
Cultural attractions	3.61	3.31	-0.30	0.000
Religious places	3.38	3.19	-0.19	0.000
Museums/Galleries	3.35	3.05	-0.30	0.000
City architecture	3.45	3.23	-0.22	0.000
Festivals and special events	3.51	2.91	-0.60	0.000
Local souvenirs/handicrafts	3.43	3.04	-0.39	0.000
Friendliness of local people	3.56	3.32	-0.24	0.000
Specific local food	3.64	3.39	-0.25	0.000
Shopping opportunities	3.51	3.03	-0.48	0.000
Tourism service quality	3.69	2.90	-0.79	0.000
Different guided tours	3.44	2.97	-0.47	0.000
Touristic information	3.55	3.01	-0.54	0.000

Own survey 2015

(*): Scale from 4 (=very important) down to 3 (= important)

(**): Scale from 4 (=very satisfied) down to 1 (=totally unsatisfied), after excluding the respondents with no interests in Hue attributes

(***): Results from Pair Sample T-Test

The most negative gaps fall into the attributes of "tourism service quality" and "festivals and special events". Table 2 shows that all of the 13 gaps are statistically significant.

These findings imply that the destination has considerably a lot of issues to address such as improving the quality of tourism services, creating more shopping options and diversifying guided tours, etc.

Tourists have many reasons to feel displeased with Hue. For instance, there are several shopping places for tourists in Hue but a worthy shopping center which meets the high demands of tourists is still missing. Besides, guided tours in Hue are highly seasonal and not diversified. Furthermore, local souvenirs or handicrafts in Hue are in a lack of characterized local features.

With regard to international and domestic tourists, the pattern is consistent which shows the performance is always rated lower than the importance.

For international visitors *(see figure 2)*:

• The remarkably negative gaps fall into the attributes of "tourism service quality" (-0.88), "festival and special events" (-0.81), "touristic information" (-0.59), "shopping opportunities" (-0.55), "different guided tours" (-0.49), and "local souvenirs/handicrafts" (-0.47);

• "Tourism service quality" is the attribute getting the highest relevance, but in the end its performance does not meet the demand of visitors;

• The attribute "touristic information" is still insufficient with many language barriers, although the city currently has a tourist information center run by the HDCST and a few other information centers run by the tourism companies.
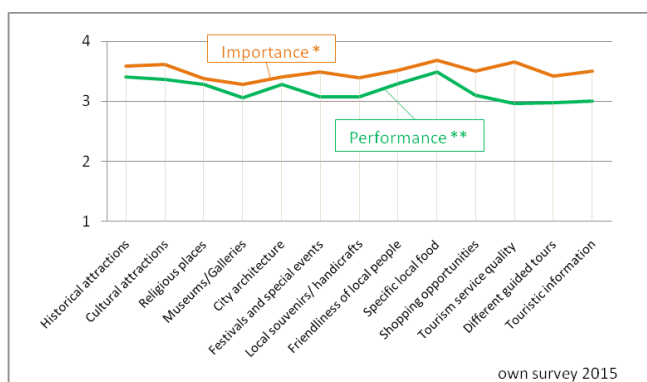
(*): Scale from 4 (= very important) down to 3 (= important)

(**): Scale from 4 (= very satisfied) down to 1 (= totally unsatisfied), after excluding the respondents with no interests in Hue attributes

Figure 2: *Importance - Performance gaps by international respondents*

For domestic travelers *(see figure 3):*

- The biggest negative gap also falls into the attribute of "tourism service quality" (-0.70);

- The next big gaps drop in the attributes of "touristic information" (-0.50), "different guided tours" (-0.44), "festival and special events" (-0.42) and "shopping opportunities" (-0.41).
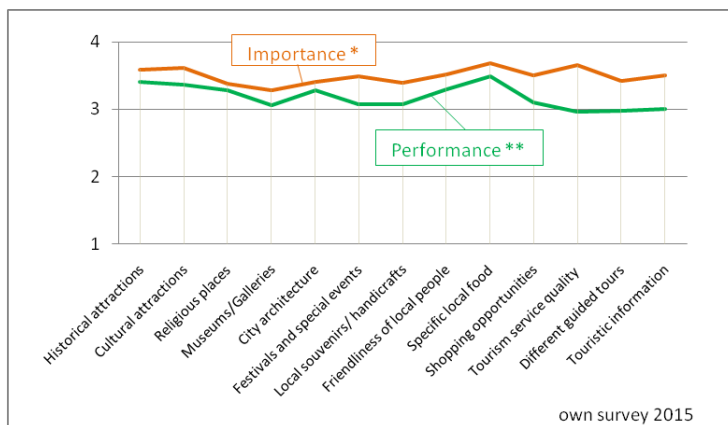

(*): Scale from 4 (=very important) down to 3 (= important)

(**): Scale from 4 (= very satisfied) down to 1 (= totally unsatisfied), after excluding the respondents with no interests in Hue attributes

Figure 3: *Importance - Performance gaps by domestic respondents*

By analyzing the differences in importance - performance between international and domestic visitors, it might be concluded that although these market segments have different consuming characteristics they are all not much satisfied with the same attributes of Hue such as "tourism service quality", "touristic information" and "different guided tours". However, international tourists are likely to be more disappointed than domestic tourists as the sum of the negative gaps between importance-performance is -6.04 for the internationals while it is only -4.10 for the domestics.

Importance – Performance Grid

The average level of performance with all the attributes of Hue and the average importance level of these attributes are calculated for the overall sample. The position of each attribute on the importance-performance grid is defined by using the mean scores of importance and performance as the coordinates. As soon as these calculations are done, they are plotted on a two dimensional grid. This analysis is analog to the IPA-model (Importance-Performance-Analysis).

The grand mean scores of importance and performance are used to determine the placement of the axes on the grid (importance mean score = 3.38 and performance mean score = 3.10). Each attribute on the grid is then analyzed by locating the appropriate quadrant in which it is placed.
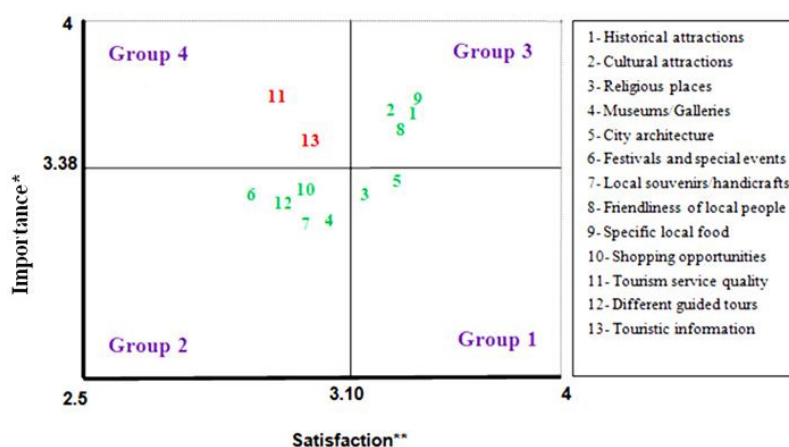
(*): Scale from 4 (=very important) down to 1 (=totally unimportant)

(**): Scale from 4 (=very satisfied) down to 1 (=totally unsatisfied)

Figure 4. *Importance - Performance Grid*

Figure 4 is an importance-performance grid which shows the tourists' overall ratings of their importance and their satisfaction on the destination attributes. Based on this visual analysis, four groups of attributes are distinguished:

• Group-4 should be immediately reconsidered by the destination managers (high importance – low satisfaction). It is easy to visually identify that "tourism service quality" and "touristic information" are the most crucial features for tourism in Hue that need to be improved at once.

• Group-3 might please stakeholders in Hue, these attributes in this quadrant are important for tourists and they also most satisfy the visitors' expectations, especially "specific local food".

• Group-2 is of lower priority, these attributes are of low relevance so the low satisfaction will not create significantly negative impacts on tourism in Hue.

• Group-1 has positive effects for future development because these features satisfy visitors although they are focused on. Of which, "City architecture" and "religious places" might be hidden strengths of Hue.

CONCLUSION

All of the thirteen attributes given to have evaluated are of high importance for tourists. However, the performance level for each attribute is always lower than its importance. Hence, there are many issues that need to be addressed by the destination of Hue in order to bridge the gaps between importance and performance.

The Importance – Performance Analysis (IPA) grid uncovers that "well-skilled and hospitable tourism staff" and "touristic information" are to be the most crucial features

for tourism in Hue that should be immediately reconsidered for improvement by the destination managers. "Delicious food and cuisine" is the second paramount offer of Hue to tourists, but this offer more satisfies the guests in Hue compared to the other offers.

In conclusion, the destination of Hue is offering tourists with a pretty satisfactory experience, not as high as their expectations, but acceptable with fairly positive ratings from tourists. The insights provided by this paper can lead the destination managers in Hue to plan accordingly with the tourists' needs in order to enhance their satisfaction.

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INTRODUCING SOME NEW HERITAGE TRAVEL DESTINATIONS FOR THE PURPOSE OF DEVELOPING SUSTAINABLE TOURISM IN HUE ANCIENT CAPITAL

Tran Thi Hoai Diem*

Abstract: *In the orientation of sustainable tourism development in Southeast Asia, the complex of Nguyen Dynasty monuments in Hue has been recognized by UNESCO as World Cultural Heritage since 1993. Since then, the architectural heritage of the Nguyen Dynasty has been preserved, promoted and expanded to develop tourism, concentrated in the tombs of the Nguyen dynasty. However, Hue still has many other tombs of royal ladies which are not known and exploited in a right way. These tombs have artistic values, especially the decorative arts and historical values of gravity with a deep humanistic meaning.*

In the distance to develop Vietnam tourism to 2020, with a vision of sustainable tourism development, linking with the preservation and promotion of cultural heritage values is essential. For that purpose, the structures and the creations in this article have shown different attributes and individual ones in expressing, shaping or decorating in typical architecture. As a result, the typical architecture has created the hallmarks of an artistic background and sophisticated carvings.

Hue City will be one of the important contributing factors for long-term sustainable tourism development in Southeast Asia.

Keywords: *FTS; Tourism; Conference; Sustainable Tourism; Vietnam; Cultural heritage; Tombs of royal ladies*

INTRODUCTION

Now, the tomb of Queen Thua Thien Cao is located next to the tomb of King Gia Long, the tomb of Queen Thuan Cao Thien is located in the area of Gia Long tomb area and the tomb of Queen Le Thien Anh in the tomb of King Tu Duc area. These tombs are already in the mainstream tourism system in Hue. Within the framework of the conference, we would like to introduce some tombs of royal ladies with shaping values, aesthetics, spirituality and deep human values, to expand the tourist routes and promote the image

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*   Hue University - College of Arts.

of the city of Hue's heritage and bring economic resources can re-invest, restore and preserve the system of Hue, the ancient capital.

LITERATURE REVIEWS

Preserving, promoting the value of traditional cultural heritages and developing Thua Thien Hue to become a center of culture - tourism imbued with national identity is an important task.

In the development of tourism in Hue, many architectural monuments are very familiar as the Citadel, the king's mausoleums, Linh Mu pagoda, ... But Hue still has many architectural monuments unexplored for tourism. Therefore, researching and creating tourist routes to the tombs of royal ladies is a new extension, affirming the precious new artistic value discovered by the Nguyen dynasty.

METHOD

This article uses methods of theoretical, cultural, historical and aesthetic studies: analysis, comparison and synthesis of documents combining field surveys to build theoretical basis for research problems. The monuments mentioned in this article are evaluated according to the set criteria for tourism destination assessment issued by the Ministry of Culture, Sports and Tourism on 28/12/2016.

Finally, this study discusses our findings in line with and broadens our existing knowledge of two problems:

- Buddhist aesthetic in the art of decorating the Tomb of the queens.

- Proposals to preserve the promotion of the value of traditional cultural heritage through the expansion of cultural and artistic tourism space.

Add Tu Du tomb and Hieu Dong tomb into the visiting space of Thieu Tri tomb

Hieu Dong tomb

Tomb is located in a large community of "sacred land" in the tomb of Thieu Tri. After visited Thieu Tri tomb, just walk about 500 meters to the northwest to Hieu Dong tomb. Hieu Dong Mausoleum, one of the buildings has unique architectural and artistic features built during Thieu Tri ages (1840 - 1847), this is the tomb of Ho Thi Hoa, King Minh Mang's wife and mother of King Thieu Tri. Ho Thi Hoa, born in 1791, she was a resident of Binh An district, Bien Hoa province. She was chosen and brought to the palace by Gia Long King and Thuan Thien Cao Queen when she was 16 years old.

In 1807, she gave birth to a prince (King Thieu Tri later), after 13 days, she died and was buried in a small tomb on the banks of the Perfume River. In 1841, after King Thieu

Tri ascended the throne, he gave her the title Ta Thien Nhan Queen and "dedicated her with Emperor Minh Mang at Hieu Tu shrine, and The Mieu shrine in Citadel later.

Hieu Dong Tomb is quite isolated, hidden in a village along the Perfume River, but still spacious. Tomb has a three-level structure, each level has stone steps decorated by dragons, the leaf backward patterns turn into clouds or waves. The outer wall of the tomb has an majestic stone gate, high and wide arches, road fringing decorated phoenix's wings pattern variant from lotus pattern, on the top is the clouds covered the mountains with the familiar moon symbol used in the decoration of the tomb Minh Mang. A different thing at this tomb that other tombs do not have, is there are both front and rear windshields made by stone, decorative simple pattern carving, but used dragon motifs, the leaves turn into dragons, the curling leaves soft and elegant. The image of a dragon shows five claws (that is just decorated on the furniture, items of the king) decorated dense, sharp and formal at the locations commonly used to decorate phoenixes.

It can be said that during the Thieu Tri times , ornamental motifs were engraved on stone in works that had a variety of types, differences and abundance. Tombs were built entirely by stone material, the roof of the stone is a dragon image with different decorations, the tail and scabs of the dragon are not polished, look gentle, friendly but full of majesty. At present, the patterns at the tomb have been blurred by the time and most covered, but still recognize the delicated lines and rhythms in each motif.

At this architectural work, in addition to the values shaping and difference and the status of a woman died early, who was sticked with the names of King Minh Mang (husband) and King Thieu Tri (son). It also brings to mind about the fate of humanity, mysterious, interesting, deep-attraction, stirring the heart and creating an expanding spiritual cultural tourism today.

Tu Du Queen tomb

Tu Du Queen (1810 - 1902) she was the wife of King Thieu Tri (Nguyen Phuc Mien Tong) and was mother of King Tu Duc. Her tomb was built on a hill which was leveled up four steps, the road to the tomb is relatively isolated even near the tomb of King Thieu Tri.

Tomb with two massive columns, next to the large semicircle lake, over the years and extreme weather conditions, the lake is still peaceful and green when changing season, this makes a deep impression on visitors when visiting the mausoleum. The gate of the tomb is also decorated with flowers, leaves and phoenixes, highlighted with stringed flowers, lotus motifs and masonry phoenix painting, it is symbolic of the queens. Pictures of fruits such as peach, pomegranate, mandarin also appear at this mausoleum, symbol of multiplication, many descendants. There are also eight kinds of precious fruit that are intentionally decorated by artisans, fruits variant into dragon head, phoenix also appears in many decorative boxes

of architecture. Other decorations on the four seasons theme create an overall picture, they evoke a sense of harmony between the geometry and the aesthetics of architecture in a clear way, at the same time, it provides a spiritual feel for visitors.

Tu Du Tomb has no bronze doors guard as other tombs, right behind the arch is the windshield with the image of two phoenixes flying in the clouds, sophisticated, soft, shapely, reflecting a strong vitality and soaring - images rarely seen in other tombs. We can see clearly that artisans have a special sentiment towards the master of the tombs, along with the elaborate preparation of materials, colors and other decorative materials to create vivid images in the tomb of Tu Du. The image of the phoenix was a variation, appeared much in the late nineteenth century with a soft curvature, exuded pure purity and gradually became a popular in the court decoration. The bottom of the windshield is engraved with motifs decorated with clouds, water waves, flower lines knit together in each other. At the grave, the most important central location, where the body of Tu Du Queen was placed, there are engraved patterns on stone, with meticulous and sophisticated techniques, images dragon hidden in the clouds on the stone altar, combining stylized flowers.

At the tombs of the Nguyen royal ladies, not every tomb has stone grave and stone altar. From the perspective of the ancients, stone is the symbol of permanence, eternity, the choice of stone material to build Tu Du tomb is deliberate, hidden deep meanings of the builder. The top of the grave is decorated very differently. The two dragons turned their heads toward their tails, the carvings are meticulous but not rough. The dragon's tails and scales are gentle and close. Although, Tu Du Tomb had no new meaning and decoration, but there are still differences, that is the image dragon with the motifs of breakthrough lines, dragon's body wrapped roof grave tightly, scales dragon stacked, sharp and transformed. Her personality, her patriotic heart, she spent many years in her life to teach the royal children, she was honored in the history of the Nguyen Dynasty: "She is a serious woman, behaving properly ... Everyone respects her very much" [4, p.280]. Understanding about her personality and her contributions to the Nguyen dynasty, visitors will feel respect and admiration when visiting Tu Du mausoleum.

Although the Tu Du Tomb is degraded more and more, it is still a valuable architectural work of beautiful stone carvings. We believe that if the Tu Du Tomb is put on the tourist attractions system with Thieu Tri Tomb and has a sustainable conservation direction, Tu Du Tomb will become one of the destinations visited by many visitors.

So, the opening of two more tourist sites at the Hieu Dong tomb (mother of king Thieu Tri), Tu Du tomb (wife of king Thieu Tri) made the link of the tourism system Thieu Tri tomb becomes completely good and attractive. Travel agents can take advantage of the tour of Thieu Tri tombs available to take visitors to the tomb of Hieu Dong and Tu Du tomb. Because Tu Du tomb is only about 100 meters away from Thieu Tri tomb and only

about 500 meters away from Hieu Dong tomb. Can be used with the services, infrastructure available tour to visit the tomb of Thieu Tri. Travel companies can save more: transportation fees, entrance fees, sell local products and other services.

Criteria for tourist points for Hieu Dong Tomb and Tu Du Tomb

- *Criteria on tourism resources*: Unique resources, great capacity, protected monuments

- *Criteria for products and services*: Information on full tourist destinations, facilities that can be served well, close to restaurants and hotels

- *Criteria for destination management*: Good general management, good environment and toilets, safe for travelers

- *Criteria for infrastructure*: Convenient transportation system, signage guide, good internal roads

- *Criteria for participation of local communities*: Most of the laborers are local people

- *Criteria for customer satisfaction*: A separate survey is needed

Thanh Cung mausoleum

The third architecture we would like to introduce is Tu Minh tomb (Thanh Cung tomb) located in the territory of Huong Thuy district, about 600m from Tu Duc tomb and about 300m from Dong Khanh tomb. This is tomb of Nguyen Thi Nhan (1870 - 1935), the wife of King Dong Khanh. In addition to architectural values, there are also sophisticated systems decorated with two main materials: stone and mortar masonry. In front of the Tomb has 2 huge columns that make the feeling of large and magnificent space.

The main gate and the wall of the Tomb are decorated as a close link system. At this architecture, phoenix images are still decorated mainly with a series of decorative boxes by theme flowers- leaves, eight treasures, four seasons and five happy things. Topics decorate flowers, leaves, fruits, branches were embossed and placed in neatly decorated boxes, they were arranged in order. The shape and layout, blocks, strokes are very familiar in the decoration of the Nguyen dynasty. At the corners of the roof appear many phoenix images are expressed very lively with a uniform layout. Decorate the edge of the main gate incorporate layers of roofing tiles that made the overall port of the Tomb very high aesthetic. It makes people think about the triple gate of temples, pagodas at Kinh Bac and structures bearing many North Vietnamese architectural styles. The uniqueness of architecture is the highlight that can exploit and promote for the connection and similar artistic style between North Vietnamese and central Vietnamese.

When walking through the gate, go into the most formal space of the mausoleum, we meet a windshield that looks like an ancient roll-book. This windshield was decorated

with many patterns embossed painting mansonry on both the front and back. Behind this windshield is a second wall with a small gate to enter the grave. The grave of Nguyen Thi Nhan Queen (Lady Thanh Cung). The grave was built of steady stone blocks neatly, top of the grave is decorated with very sophisticated decorative boxes. The front face of the grave was decorated with phoenixes carrying the ancient roll-book flying in clouds, this image is expressed by delicate curves, the silk ribbon of the roll-book creates wave patterns arranged in a uniform pattern. The two sides of the grave are decorated with two phoenixes flying in the clouds with a skillful technical expression. Especially in expressing the wings of the phoenix, the phoenix's tail looks like a burning sparks. Sophisticated carving techniques make the clouds look like curved blades twist into each other. Six roof corners of the grave have 6 stone phoenixes, stylized simply but in the form of phoenix decoration in the set of four god animals. Behind the windshield is a picture of two phoenixes flying towards the moon, the technique of pairing painting mansory pieces together is very accurate looking like a paint. It can be said that this is one of the most beautiful and delicate mansory windshield of the Nguyen Dynasty.

Many cultural researchers, art researchers and visitors appreciated that: Thanh Cung tomb was a perfect beauty architecture built of stone and masonry with high technology and outstanding artistic level.

Criteria for tourist points for Thanh Cung tomb

- *Criteria on tourism resources:* Unique resources, great capacity, protected monuments

- *Criteria for products and services:* Information on full tourist destinations, facilities that can be served well, close to restaurants and hotels

- *Criteria for destination management:* Good general management, good environment and toilets, safe for travelers

- *Criteria for infrastructure:* Convenient transportation system, signage guide, good internal roads

- *Criteria for participation of local communities:* Most of the laborers are local people

Criteria for customer satisfaction: A separate survey is needed

Tien Cung tomb (Van Van tomb)

Tien Cung tomb is also called Van Van tomb, where was burial place of Ms. Duong Thi Thuc (1868 – 1944), at West An Cuu village, about 2km from Hue city center. In 1916, Ms. Duong Thi Thuc (also called Tien Cung) was promoted the Royal second wife of King Dong Khanh. In 1924, the reign of King Khai Dinh (1916 - 1925), she was promoted Queen mother in 1933 in the reign of Bao Dai King (1926 – 1945), she was promoted Royal grandmother. In front of the Tomb had a large windshield, which is used to protect the

structure and attract the attention of visitors. Van Van tomb was located near the center of Hue so many people pay attention. The two sides of the windshield are two huge columns. Behind that was a rectangular lake (32x20,15m) with an area of 644.80m^2, this lake is used as a feng shui element of the tomb. Two huge walls surround the grave is rectangular area of 400m^2, the outside wall is 4.5m high and the inside wall is 3m high, both are built of bricks and mortar. The corners of the tomb roof were decorated with phoenix patterns towards the sun on the top of the grave. At the distance between the face of the gate posts, gate forehead, roof support There are decorative boxes emblazoned with ancient themes. Walking through the wall, people immediately encounter the wind shield decorated with masonry mortar. Behind the windshield is the gate to the second wall, the stone grave is located in the center. Grave was built like a small house on the base of four levels.

The four corners of the base were decorated with lotus pillars and decorated with 8 pairs of fruits: peach, mango, pomegranate... There are familiar motifs that often appears at the Tomb of the queens.

The whole landscape of the Tomb creates a large natural landscape and charming architecture, contains ancient cultural values mysterious. The location of the Tomb is very close to the city center, conveniently for tourists.

Criteria for tourist points for Van Van tomb

- *Criteria on tourism resources:* Unique resources, great capacity, protected monuments

- *Criteria for products and services:* Information on full tourist destinations, facilities that can be served well, close to restaurants and hotels

- *Criteria for destination management:* Good general management, good environment and toilets, safe for travelers

- *Criteria for infrastructure:* Convenient transportation system, signage guide, good internal roads

- *Criteria for participation of local communities:* Most of the laborers are local people

- *Criteria for customer satisfaction:* A separate survey is needed

DISCUSSION

Buddhist aesthetic in the art of decorating the Tomb of the queens

The Nguyen Dynasty was a Confucian cult, Taoism and Buddhism but fine art of the Nguyen dynasty also received the values of human spirit, spirituality, noble philosophy. The vivid images in many images and motifs engraved in the Tomb of the Nguyen dynasty proved that theory. The appearance of Buddhist aesthetic in the art of the Nguyen Dynasty is a cultural phenomenon of Hue. Associate Professor Ph.D. Tran Lam Bien said that: "Under

the Nguyen dynasty there was a Gia Long law, the early emperors strongly promoted Confucianism, but they also did not oppose Buddhism and folk beliefs. They also took some Buddhist support, so many pagodas were remodeled to become spacious". [2, p.172]

Cadiere commented on the following types of aesthetic decorations: "Vietnamese people have a very deep religious sense. They applied religion to everyday behaviors and always have the idea that supernatural powers are always near them". [5, p.163]

When researching the decoration of stone carvings in the Nguyen dynasty, the signs and influences of Buddhist morphology appear dense, especially in the architecture for the queens. The cause of Buddhist influence on architecture was: before they became royal ladies, most of them were ordinary people, only a few of them are the noble sub-states. The place they lived was deeply influenced by the concept of belief, spirituality. Especially the Buddhist teach of compassion, about the life of the world. The spiritual thought and aesthetics of Buddhism followed the queens into the palace.

Life in the palace must always follow the strict rituals of Confucianism, but that did not stop the Buddhist faiths always had profound effects on the spiritual life of the queen, throughout their lifetimes. Spiritual life had a direct effect on the decoration of the stone not only in the tombs and other architectural works of the empress. Religious beliefs of the Nguyen dynasty also created a phenomenon of fine art appearing on a series of other architectures.

Can be seen at the mausoleums: Hoang Co tomb, Tu Du tomb, Thanh Cung tomb, Van Van tomb and Thuan Thien tomb ... appeared decorative theme, lines, patterns derived from Buddhism. For example, the word "Van" (ten thousand) was clearly decorated bold as the background for the decorative symbols at the Kien Trung temple's fountain, windshield of Tu Du tomb, Hieu Dong tomb. Pattern: lotus variants, eight treasures, Taiji ... When decorated on architecture, all these symbols were meaningful. The symbols express the desire of human: For a good life, complete happiness, crowded family, lucky, wealth ... At Hieu Dong tomb (Mrs Ho Thi Hoa, wife of Ming Mang King), the dragon image hidden in the clouds was expressed in a gentle, elegant way, clouds wave pattern, lotus leaf, variant Van word. It reminds us reminiscent, commemorate, mourn for early dead royal lady.

The symbols and images of Buddhism make the space of memorial clearer and deeper, it was also the affections of the kings of the Nguyen Dynasty for the deceased wives. The combination of many symbols of the universe and variant Van word show that Buddhism deeply influenced the architecture of the court of Nguyen in the XIX and early XX century. The decoration of the lotus became the main theme in the decoration of carved stone at the Queen tombs, the traditional humanistic values of traditional Buddhism add to the sacred, solemn architecture of the memorial.

Taiji symbol, lotus, chrysanthemum,... Those images appeared both in the pagodas and the tombs of Nguyen dynasty. These are the values that have long been nurtured and kept in the Vietnamese cultural traditions and cultural traditions of Hue. From the perspective of visual aesthetics in decoration stone carving Nguyen dynasty, we see the shaping of Buddhist in the stone carvings of Nguyen dynasty is the affirmation of indigenous spiritual values, one of the elements shaping to form a style of stone decoration art in the Nguyen dynasty.

Vietnamese traditional decoration is the synthesis of many attributes, various material handling techniques, cultural identities, creative skills of artisans and spirituality towards Buddhism. They were not only capable of aesthetic thinking, skillful, eager to learn but they also have a "self defense" in front of all foreign signs by choosing and chiseling, touching, decorating directly on the stone. The sculptors in the Nguyen Dynasty had a unique feature, they understand that stone is a material that can not be repaired if product was spoiled. The court imposed a heavy pains on those who damaged the work.

The artistan of the Nguyen dynasty has knowledge of stone material, has the skillful, understand the beauty of traditional art, Buddhist aesthetic. The wards and artisans study the meaning of the major themes in court art in the Nguyen Dynasty, by their deep consciousness and their affection for Buddhism, they have brought in stone carvings of many patterns, shapes from art and Buddhist symbols. Outstanding in these images is the stone carving of Buddha fruit at the tomb of Thanh Cung, above the wall. Image Buddha fruit as a sculpture by perforation technique, mass-forming technique. Buddha fruit was a fruit commonly used by the Vietnamese people to worship, so the image of the Buddha was also often used for decoration in the Nguyen dynasty worship architectures.

Hue has over 350 large and small pagodas, most of the people worship the Buddha, Buddhist architecture and Nguyen royal architecture have many identities. Nguyen Huu Thong noted in Hue art seen from the angle of meaning and symbol:

"... If only take the similarity of names, themes, meanings as well as symbols of two motifs, can be said that they are each other, perhaps, is not quite right. Because, also spiritual, psychological, style, substance, expression". [6, p.7]

The art of decoration at the tombs of the Nguyen dynasty reflects the great changes in the psychological sentiment of the Nguyen dynasty towards Buddhism. It's not just religious redirection, it's deep inner penetration, inspiring creativity for stone carving artists in the Nguyen dynasty. They have created exquisite works, elegant had Buddhist aesthetics mix with Confucian thought in a harmony.

Some of proposals to preserve the promotion of the value of traditional cultural heritage through the expansion of cultural and artistic tourism space

Besides the conservation, the managements should extend the tourist destination system to the other tombs of the queens, the structures have decorative art and historical values attractive, deeply boldly meaningful but not yet explored and exploited more effectively. Researchers have published many articles about Nguyen monuments, but the tombs of the queen are not much talked about and rarely exploited, published in the study of ancient art in Vietnam today. So, once these values are confirmed, it will certainly be more attractive to researchers and visitors.

In the roadmap for Vietnam's tourism development to 2020 with a vision of sustainable tourism development, linking with the preservation and promotion of cultural heritage values is essential to create a link with the art culture between regions. In that vision, the architectural works, works of art mentioned in the article have shown distinctive features in the representation, the decoration in the architecture. That is the attraction of cultural values and the attraction to learn, creating the value of sustainable tourism development in Hue.

CONCLUSION

Develop sustainable tourism in Southeast Asia will be need more attention, especially the Nguyen Dynasty relics complex in Hue Imperial City - The place has a lot of architectural heritage. Because since 1993, Hue's relics have been recognized by UNESCO as world cultural heritages, almost in Hue with no new tourist routes. Mostly only exploit the relics are available and focus on the Citadel, the King tombs. Therefore, in the development of sustainable tourism, it is indispensable to open a new tourist site which is the queen tombs of the Nguyen Dynasty. For example: Tu Du tomb is beautiful and lies in the ancient imperial city of Hue, next to Thieu Tri tomb but not much is known is a very regrettable and waste in the development of cultural tourism - spiritual. Patterns used for the architecture also reflect the deep impression of Buddhism, Taoism, Confucianism, religious intercourse, and the intersection of religions on the Nguyen dynasty times. These are the unique advantages of Hue, Vietnam in the development roadmap, sustainable tourism expansion contributing to promote the image of a region with many cultural, artistic and historical elements in Southeast Asia.

Travel companies can save more: transportation fees, entrance fees ... The government may sell more tickets to visit royal lady tombs and proceeds will be used to maintain and preserve these architectural heritage. If more tourists visit, people living around the relic area also have the opportunity to sell local products and other services. With all the benefits of: culture, architecture, tourism and economy for the locality, the opening of

more architectural heritage sites of the Nguyen Dynasty will bring more good impacts for the sustainable tourism of Hue in the future. Local people, visitors, authorities, tourism companies... all benefit from it. Most importantly, valuable legacies will be preserved over time.

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THE ISSUE OF TRAINING HUMAN RESOURCES IN TOURISM ASSOCIATED WITH SUSTAINABLE DEVELOPMENT IN THE MEKONG DELTA

Truong Thu Trang[*]

Abstract: *In any field, human resources always play a very important role, in the field of tourism is no exception. The Mekong Delta is known as the "valley of knowledge". The Mekong Delta is known as the "valley of knowledge," which strongly influences the region's overall development, including tourism. This land has many potential strengths for tourism development, especially ecotourism, but due to limited knowledge leading to many other problems so this place can not exploit the potentials and advantages of the region to develop tourism; At the same time, this place is not very focused and do not know how to exploit and preserve tourist resources, aiming to develop sustainable tourism. Therefore, the issue of training tourism human resources associated with the sustainable development of the Mekong Delta is extremely important.*

Based on the current status of tourism human resources and the current status of tourism human resource training in the Mekong Delta, this study points to the pros and cons of tourism human resources as well as the training of human resources in tourism, create human resources tourism in this region. On this basis there will be suggestions, recommendations tTo solve the problem of training human resources for tourism in the Mekong Delta, meeting the needs of sustainable development in the new era.

Key word: *Human resource training, Human resources in tourism, Mekong Delta, Sustainable Development.*

QUESTION

In any field, human resources always play a very important role, in the field of tourism is no exception. The Mekong Delta is known as the "valley of knowledge". The Mekong Delta is known as the "valley of knowledge," which strongly influences the region's overall development, including tourism. This land has many potential strengths for tourism development, especially ecotourism, but due to limited knowledge leading to many other problems so this place can not exploit the potentials and advantages of

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[*]   Bac Lieu University.

the region to develop tourism; At the same time, this place is not very focused and do not know how to exploit and preserve tourist resources, aiming to develop sustainable tourism. Therefore, the issue of training tourism human resources associated with the sustainable development of the Mekong Delta is extremely important.

THE CONCEPT OF TOURISM HUMAN RESOURCES

There are quite a lot of terms on human resources terminology:

According to the United Nations: "*Human resource is the level of skill, knowledge and competence of the entire existing human life, or the potential for socio-economic development in a community*"[1].

According to Pham Minh Hac: "*Human resources are the aggregate of the labor potentials of a country or locality, which is the source of labor that is prepared (at varying degrees) willingly engaged in certain labor, ie people Skilled labor (or ability in general), by way of meeting the requirements of labor restructuring mechanism, economic structure in the direction of industrialization and modernization*"[2].

Accordingly, the syllabus "Accordingly, the syllabus "Human resources" has been defined as follows and we also agree on this definition: "*Human resources include the entire working population, irrespective of who the person is being allocated to the occupation, sector or region and can be considered as a human resource*"[3].

About the concept of tourism human resources, Pham Xuan Hau and Nguyen Van Sy defined as follows: Human resources tourism is the direct and indirect labor force in the tourism industry in areas such as State administration of tourism (specialized departments of the Government, localities, line ministries, general department of tourism ...), those who work in training institutions aim to provide human resources for such areas management, tourism business (universities, colleges, professional secondary schools, vocational schools ...); people who work directly in tourism businesses (hotels - restaurants, tour operators, transportation, cultural services, health care services and other services ...)[4].

This concept is primarily concerned with the direct and indirect workforce in the tourism industry, but to cover the subject matter and scope of this article, we would like

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[1]   WB (2000), *World Development Indicators*, Oxford Publishing House, London.

[2]   Pham Minh Hac (1996), *Human issue in the cause of industrialization and modernization*, National Political Publishing House, H.

[3]   Nguyen Tiep (2008), *Human Resource Curriculum*, Social Labor Publishing House, H.

[4]   Pham Xuan Hau and Nguyen Van Sy (2015), *Supplementing high quality and professional human resources: a key task in the development of tourism in the Mekong Delta*, Journal of Science, HCM City, 4 (69) years 2015.

to understand the human resources of tourism in a broader sense, not only as a direct and indirect workforce in the tourism industry, but also in the business and service forces for tourism.

Human resource training is defined as the process of equipping employees with certain knowledge about their profession, so that they can take on a certain profession or to do a better job, or to do other work in the future[1].

As such, the training of human resources in tourism is the process of equipping a certain knowledge of the profession to the workers in the tourism industry, so that they can take over and perform better the assigned tasks. And because in this article, we are not only referring to people in the tourism industry, but also to the business, service and tourism forces, such as local people. The So when we say tourism human resources training, that means we pay attention to this object.

According to Juliana Kheng Mei Soh: "The rapid growth rates in the industry have a direct impact on tourism employment and human resources development in terms of demand for professionals, specific skills and related training and education facilities. The need to develop and train the required human resources in various segments of the tourism industry has been widely recognized in Asia and the Pacific (UNESCAP, Nov 2005)"[2]. Sandra Herman, when studying tourism human resource management, acknowledged that: "*products and services in tourism highly depend on quality human labor*"[3]. Hence the training of human resources tourism is extremely significant in promoting the human factor, making it successful in the tourism industry.

THE STATUS OF HUMAN RESOURCES TRAINING TOURISM IN THE MEKONG DELTA

Currently (2016), according to the statistics of the tourism industry, the country has about 156 establishments participating in training tourism at the university level, college, intermediate and short-term training, including: 48 universities, 43 colleges (including 10 vocational colleges), 40 intermediate schools (including 4 vocational schools), 2 training companies and 23 vocational training centers, There is only one school directly under the training enterprise specializing in tourism hotels and restaurants. In general, schools are striving to keep pace with the demands of society and integration, but factors such as the quality of admission, the framework and the level of training required, the training

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[1] Nguyen Ngoc Quan - Nguyen Van Dien (2007), *Human resource management curriculum*, National Economics University Publishing House.

[2] Soh, Juliana Kheng Mei Ms (2008) "*Human Resource Development in the Tourism Sector in Asia,*" Perspectives in Asian Leisure and Tourism: Vol. 1 : Iss. 1 , Article 7.

[3] Sandra Herman (2015), *Management of human resoures in tourism,* Interdisciplinary management research XI.

program, learning materials, teaching methods,... have impact on the training process of schools. There are some shortcomings in the Mekong Delta as follows:

On the management team, leadership

Currently, most of the relevant studies on tourism human resources in the Mekong Delta, the authors mainly investigate the team of tour guides, waitress,… There is rarely any survey about the management team, the leadership of the tourism industry from central to local. I assert that the role of managers, leaders in any field is extremely important, in the field of tourism is no exception. A good managers and leaders will know how to direct, assign, and strategize effective development. And to be a good manager and leader, in my opinion, first of all, you have to be very good at your profession, because when you are good at the subject, you have the ability to understand all the problems which you is controlling, operating. And vice versa, if you are not good at your profession, it will be easy for you to have words, deeds, analyzes, wrong decisions that seriously affect the development of your unit and to each person in the unit he manages.

In the Mekong Delta, in the tourism industry, myself have not been able to survey specific data on management and leadership in this industry in all 13 provinces in the region. However, through the preliminary survey, over 70% of leaders and managers of Departments of Culture, Sports and Tourism have not received specialized training. In Bac Lieu province, both the head and the deputy head of the tourism department of the Bac Lieu Department of Culture, Sports and Tourism have not received specialized training. In addition, many universities and colleges have specialized tourism training, many of the leadership and management staff are also not specialized training. At the same time, some travel company directors, including travel companies, have never been trained in tourism.

On the teaching staff

This is a team that plays a key role in determining the quality of learners. Because if we want to have good students, we need good teachers.

Training tourism is also quite new in the Mekong Delta, so staff teaching this specialty is quite inadequate. I am also a lecturer at a university with a major in tourism, and I am also one of those who are directly involved in this field. My major is culture and I undertake the modules that are relevant to my major. Because of the direct work in this field, I recognize a lot of the problems of tourism teaching now, not only in my university but also in many universities and colleges in the Mekong Delta.

About seniority, now in the Mekong Delta, lecturers in this industry usually have a very young age, average 25-35 years old. They are well-trained trainers in tourism, or

tourism-related faculty. Due to their young age, they are enthusiastic and dynamic, yet they therefore do not have much teaching experience.

One thing to pay special attention to in this team is that most people do not have practical experience in the tourism industry. For example, there is a lecturer who teaches in the field of guiding tourism but has never been a true tour guide. It can be said in the professional travel industry that professional travel guide is very difficult. Because wanting to be a professional instructor requires the learner to experience a lot, must lead many tours, new knowledge and experience is gradually accumulated, then teaching others to be persuasive, can help the learner improve gradually. I've seen a teacher who is not able to stand in front of the crowd to talk but teach the art of public speaking in travel.

In terms of expertise, a common problem in Vietnam, not the Mekong Delta itself, is that we are poorly trained in depth. In the Mekong Delta often teaches Vietnamese studies. Students who study Vietnamese studies have worked in all areas of tourism. The teaching staff also learned from Vietnamese studies to teach tourism, so the quality is quite low. In addition, other skills of many teachers such as communication skills, crowd-pleasing arts, situations handling skills, etc., are limited; Including communication in foreign languages is also very poor, seemingly impossible. Poor teaching staff will be very difficult to succeed in training and as a result we do not have good learners. In this regard, Huynh Truong Huy, in the study on "Assessing the professional capacity of tourism workers in destinations in the Mekong Delta" also provided information: "*The Environmental and Social Responsibility Development Project conducted a survey of 500 domestic tourism business units and provided a report highlighting weaknesses in human resource capacity and skills such as the "soft" communicator, communication, foreign language and professional skills*"[1].

About the curriculum

Because the field of study popular in the Mekong Delta for tourism is Vietnamese study, a very general industry name, should be the name of this industry should only be for learners to do research, but the learner is trained from this specialty to do tourism. Also by the name of this industry, the curriculum is also very general, learn a bit, not specialized in any field.

Particularly for some universities and colleges that have trained in Vietnamese study codes, but specialized in the field of study in Vietnam, such as tourist guides or culture and tourism, the curriculum is well-suited to the discipline. However, despite many efforts, training programs at many universities and colleges are difficult to escape

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[1]   Huynh Truong Huy (2015), *Assessing the professional capacity of tourism workers in destinations in the Mekong Delta*, Journal of Science and Commerce, 82 + 83, p. 99.

academic training. Often many theoretical programs, which are non-theoretical, non-standard, and of course less practical emphasis.

Programs of universities and colleges in the Mekong delta usually provide students with much education, inclined to the desire to cover many kinds of knowledge. There are subjects that are not directly necessary for the tour guide's specialty such as Logical Basis in Vietnamese are taught up to credits and that is compulsory subjects.

Another noteworthy thing is that programmers at universities and colleges in the Mekong Delta are not aware of the need to consult or study programs at overseas universities and colleges, especially in the prestigious universities and colleges in deep training in tourism. Actual also shows, when planning to introduce a course that is necessary for students to enter the program, but the right-handed faculty will not be able to take the course, programmers are also willing to drop the course without thinking of inviting teachers from other universities or colleges.

About the object learners

Objectively speaking, because of being trained in an environment with the teaching staff and curriculum as mentioned above, the quality of learners is rather low, lack of professionalism. As a result, recruiting companies often have to retrain to they can work independently. That leads to both redundancy and lack of human resources. In the peak season in the Mekong Delta, the tourism industry needs a lot of high quality human resources, especially need Tour Guide, but the number of people meeting the requirements to work very low. In addition, the number of foreign visitors to the Mekong Delta is increasing, but Tour Guide can communicate in English almost impossible to find.

Besides, because of the low level of practice, tourism students are most afraid to communicate, do not have active skills, do not know how to handle situations, make visitors unhappy. Many universities and colleges do not teach students first aid skills, swimming, etc. So when they do, they do not know how to respond and help visitors.

In addition, many tour guides are underrated for their honesty. Tourists are not assured, not really trust the tour guide. They often fear tourist guides will cheat on their money, especially when buying tickets to the resort.

Authors Nguyen Trong Nhan surveyed the level of tourist satisfaction of tour guides in gardens in the Mekong Delta, the results are as follows[1]:

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[1] Nguyen Trong Nhan (2013*), Assessment of Domestic Travelers Satisfaction for Cuu Long River Delta Tourism*, Journal of Science, Ho Chi Minh City Teacher Training College, 52, p. 49.

Numerical order	Variable Measurement	P – E	Expression	Conclude
1	Agile, flexible	- 0,42**	P < E	Below the level of satisfaction
2	Enthusiastic, devoted to work	- 0,23**	P < E	Below the level of satisfaction
3	Truthful, polite and delicate	- 0,28**	P < E	Below the level of satisfaction
4	Good general knowledge	- 0,24**	P < E	Below the level of satisfaction
5	Communication skills, good behavior	- 0,32**	P < E	Below the level of satisfaction

These weaknesses, besides the reasons from the training facility, it is fair to say that students in the Mekong Delta are afraid to learn. Most students think leisure, study for fun, work or not is not too important to them, because they have been cared for by their parents. Moreover, they live in the land of fresh fruit, easy to find food, so they are very happy with their life, not afraid of hunger in this land. The lazy learning of many students has led to a very low quality of human resources. They also think that learning too much is not beneficial, because when they graduate, they only need to "have a good relationship" that they will get the job.

A team of low quality learners, when they graduate they are more likely to become teachers. The vicious circle is not known until we can get away.

On some other subjects

Often we forget about some people involved in the tourism industry, which contribute greatly to the success of tourism, are local people; those who have small business activities around the resort; the waiters, the room, the service providers rent, carrying tourists, etc.

We should note that, when visitors come to a locality, a tourist destination, they may be group travelers, or single travelers, what they feel the culture of travel at the destination is in the object as above. Because these objects are directly exposed to visitors. The attitude of trading, offering, dedicated service, professional, rustic, friendly... of the local people will leave an unforgettable impression in the hearts of visitors and vice versa.

When the media coverage of low-culture destinations, the phenomenon of price challenge, attract tourists, deceive foreign visitors etc., thus affecting the efficiency of tourism activities, influence the prestige of destination, this is the press are talking to the objects mentioned above. It is because they have never been noticed, never trained, trained to do tourism. They operate spontaneously, in their own way of thinking and understanding, resulting in their low level of understanding which has influenced not so many tourist destinations. It is time to take this issue seriously and solve it.

SOME SOLUTIONS TO TRAIN HUMAN RESOURCES IN TOURISM IN THE MEKONG DELTA IN THE DIRECTION OF SUSTAINABLE DEVELOPMENT

Overall survey, in-depth evaluation of tourism human resources

When reading through many articles, research on tourism in the Mekong Delta, I realize that the problem of human resources is very interested. However, there is a lack of direct research on tourism human resources in 13 provinces in this region. Especially so far, there are not many works directly related to the problem of management team, tourism industry leaders, the more not specialized data that this team has been trained. Therefore, there should be a comprehensive and in-depth investigation about the human resources of tourism. This will be the basis for us to have specific solutions for training, fostering team in this sector. At the same time the results of the investigation will also be the basis for the research, plans, strategies, ... of the branches and levels are related.

One thing to keep in mind when the subject is done, the topic manager must be a trained tourism specialist, a reputable person, have achievements in scientific research in this field. Reviewing the topic and selecting the performers must be serious, based on their expertise and research capabilities, professional ethics. etc. of the subject of the project. I say this because many topics are very good, very urgent, but are done through speakers, perfunctory, unsatisfactory study results. At the same time the acceptance of the topic is not serious.

Standardize the management team

With the current status of the management team, tourism leaders in the Mekong Delta, it is difficult to solve this problem. How to make this team realize that the tourism sector needs professionals who are knowledgeable about tourism to do executive and tourism industry, from there they will transform themselves to self-study, participate in refresher courses to standardize specialized knowledge, facilitating the process of leading and directing more correctly and effectively.

In the long term, the Mekong Delta wants to develop sustainable tourism, it is necessary to invest and specialize the management team. When it is necessary to structure, replace the managerial positions in this specialization, select qualified persons, which, of course, includes other criteria for managerial leadership, but the element of expertise must always be taken to the top.

Leadership and management have a great impact on the effectiveness of tourism human resources training, especially the leadership and management of this specialty at training institutions, so if we want to improve the quality of tourism human resources, it is necessary to improve the quality of the management team.

Standardize the teaching staff

When the teaching staff is standardized, it will help to improve the effectiveness of tourism training.

On the teaching staff, we can not change the team at the same time, but at each training institution, it is necessary to have a professional assignment appropriate to the subject, appropriate majors and abilities. of each person. At the same time, teachers need to learn short-term refresher courses, which may be during the summer to improve their professional competence. Besides, if scholarly academic events are organized in a rigorous manner, it can also help teachers acquire more specialized knowledge and skills in teaching.

The selection of trainers in tourism training institutions must be more and more cautious, so there are plans to recruit the right people and the right place, the right needs of the training institutions, for the common development of the school, of the learners, of the society; absolutely not employed because of other factors such as familiar relationships. In Vietnam, because the recruitment is based on social relationships, it has made the talent truly impossible to develop, from then on lost talent and will.

In professional assignment, training institutions need to focus on the good and experienced to teach the key components, the key to the effectiveness of the training. Especially with professional modules, such as restaurants and hotels, tourist guides, etc. they are definitely not assigned to non-professionals, who do not practice regularly. For example, it is impossible to assign a person who has never taken a tour again to teach a course in tourism instruction.

In addition, monitoring and evaluation also plays an important role in helping teachers improve their professional capacities. Training institutions should publicize the options and criteria for examining, evaluating, rewarding, and implementing this process in a positive, encouraging manner so that teachers with high achievement, or have Advancement in expertise has more motivation to strive for in the future.

When there are professional teachers, training institutions will not worry about the inability to train talented people for the society.

Standardize the curriculum and advanced standards for graduation

All training institutions in the Mekong Delta should seriously review the training program and the training sector. This area should have a seminar and conference, so that universities and colleges can sit together to discuss the curricula of tourism disciplines, especially the Vietnamese studies. At the same time, it is necessary to refer to training programs at prestigious universities abroad. In cases where there are modules that teachers

in universities or colleges are not capable of teaching, the universities and colleges should choose the solution to invite lecturers, exchange lecturers among universities and colleges in the region and outside the region, even abroad. The exchange of professors with in-depth expertise will greatly benefit for universities and colleges in improving the quality of training. At the same time, it opens more opportunities for cooperation, learning and mutual exchange for mutual benefits.

In the field of study, in the field of tourism in the Mekong Delta in particular, Vietnam in general, we need to train the industry code in depth, focus on practical ability and improve the standard of output, improve the quality of learner. In-depth training should be geared to social needs. Deep training should be geared towards social needs. We have to train well so that when the learner is recruited and the recruiter does not need to train again, both costly and time consuming. In particular, we must review the teaching of specialized English for tour guides, because although the learners have to undergo many English modules but when they graduate they can not lead, can not communicate with foreign visitors in English. So universities and colleges therefore need to focus on English communication, as English is currently the most widely used language.

With unsatisfactory students, colleges and universities need to be determined to say no to students who are not qualified. Since the Mekong Delta is a low lying area of knowledge, universities and colleges can loosen their inputs, but must definitely tighten up on graduation requirements. Of course, in the process of training, universities and colleges need to help their students to get the quality they want.

Besides improving the output standard, improving the professional capacity of learners, training institutions need to pay attention to the quality of their learners, such as morality, sincerity, enthusiasm, etc. At the same time, train living skills to integrate into society and satisfy the visitor. In particular, universities and colleges need to arouse and foster love for their careers, so that their trainees know how to turn the training process into a self-training process. Only when this is achieved will the training process of colleges and universities be completely successful.

Short-term training for organizations and individuals involved in tourism

For those who do business, trade, or perform other travel services, or with people in and around the resort, as noted above, this group needs to be fostered so that they help to enhance the image and beauty of the destination.

First of all, this group needs to be educated about the tourism industry and understand the importance of tourism business, and then fostering the knowledge, skills and attitudes to serve the guests, give visitors the best experience at their destination.

With this object it will be very difficult to gather them into classes to teach about the aforementioned topics, so there should be different measures depending on the subject matter. For example, it is possible to gather them into clubs, groups, groups for tourism, then open training courses suitable for them. The problem is to make them feel that they have the benefit of joining teams, groups, and taking part in short-term refresher courses.

In addition, it is possible to use forms such as flyers, propaganda on the mass media, articles on facebook are also very interested. We can also do the subject on television and replay many times over different time frames, etc. In terms of teaching and propaganda, it is necessary to make this group understand the importance of foreign languages to communicate with foreigners.

CONCLUSION

According to a report by the Institute for Tourism Development (ITDR), with a growth rate of 6.2% per year for 2011-2015, by the end of 2015, the demand for tourism human resources in Vietnam is working directly (direction Tour guides, receptionists ...) need about 620,000 workers; ; need 870,000 workers in the period 2016 – 2020. In the Mekong Delta, according to the Strategic Plan for Tourism Development in the Mekong Delta by 2020, it is estimated that the tourism industry will attract about 155,000 workers by 2015 and 236,000 by 2020. Thus, to the Mekong Delta to develop sustainable tourism, keep up with the development of other regions in the country, or in the region, the training of human resources to meet the social needs is extremely important. Some of the above solutions, if implemented seriously, will help the Mekong Delta to obtain high quality tourism human resources, good ethical qualities, and especially recruiters do not have to retrain training when receiving them to work.

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INNOVATING MANAGEMENT MODEL, EXPLOITING TOURISM DEVELOPMENT TO SUSTAINABILITY DIRECTION IN VAN LONG WETLAND - NATURE RESERVE

Tran Thi Yen Anh*, Nguyen Xuan Hai**

Abstract: *Based on the analysis assessment of actual situation of Van Long wetland - nature reserve development, finding out the advantages of tourism development and the limitations of management. The document has proposed a new management model to exploit and develop Van Long wetland nature reserve to sustainable direction.*

Key words: *tourist area management model, Sustainable Tourism, reserve area, Ninh Binh tourism*

INTRODUCTION

The Van Long wetland - nature reserve has diverse and rich tourism resources, including both natural and hand-made resource. It is one of the largest wetland nature reserves in Northern Delta with high biodiversity resources, mainly are wetlands and limestone forest ecosystems. The ecosystem of inland and underwater animals and plants in Van Long is rich and varied in the Red Book of Vietnam, especially the Van Long wetland nature reserve possesses two records of Vietnam Record Book Centre in 2010 are: "The largest number of Delacour's Langur" with more than 150 individuals and "The place has the largest natural paintings" also known as fresco on rocks in Meo Cao Cliffs.

Van Long wetland nature reserves has been put into management and exploitation for ecotourism since 1998 with the main ecotourism activities: passenger transportation for sightseeing, experience biodiversity of nature reserve by small bamboo boat; tour guide; passenger transportation by ox-cart, buffalo-cart, bicycle... initially create jobs for a part of local people through tourism activities, actively contribute on poverty reduction and biodiversity conservation of the nature reserve.

However, in comparison with the potential, management and development of nature reserve remains weak. The role of state management in tourism activities in the area

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*   Faculty of Tourism Studies, University of Social Sciences and Humanities, VNU, Hanoi, Vietnam.

** Institute of Sustainable Tourism Vietnam, Vietnam.

is still limited, unclear; detailed development planning of Van Long nature reserve has been so long but not yet updated therefore there is no investment orientation and no effective call for investment; The investment in ecotourism development is not high, mainly are supporting projects of international organizations for conservation and community awareness to participate in ecotourism activities; The specific material and technical bases that are built for the development of eco-tourism do not comply with the principles of ecotourism development, thus destroying the environmental landscape; Products and services are still poor, fragmented not attached to the market orientation not keeping customers stay longer; poor management model, inappropriate management mechanism to promote the available advantages of the locality; the benefits of tourism are almost no support for conservation; Travel companies that take tourists to the Van Long wetland nature reserve lack responsible commitment to the local community as well as to conservation; The quantity and quality of trained human resources are not catching up with the pace of tourism development leading to low business capacity, reduced number of customers and reduced turnover. The issue of developing environmentally-friendly behaviors has not been paid much attention. These are the important reasons that the Van Long wetland nature reserve cannot break out and make more positive contributions for the local socio-economic development as expected over the past 20 years. So how to develop a breakthrough Van Long wetland nature reserve? How to change the management model to be suitable for sustainable development?

Therefore, the "Renovation of the management and exploitation model of Van Long wetland nature reserve" is important and essential in the current period for effective management, conservation and exploitation. To promote the sustainable development of the natural resources, create more jobs and improve living standards and bring economic benefits to Ninh Binh province.

METHOD

The main methods that are used in the study including:

- *Integrated and systematic analysis method*: This is the basic and important method that is commonly used in most research and development. Research on tourism development is closely related to natural, cultural and socio-economic conditions; therefore this method is important in the research process. Systemization is also reflected in the inheritance of research results of related works.

- *Site survey and inspection method*: This is done to investigate, supplement or revise important information that is necessary for the analysis, evaluation and processing of documents and data. Site inspection has the primary purpose of examining, modifying, and supplementing materials; Preliminary assessment of the impact of conditions to the development of Van Long wetland nature reserve. This method allows more specific

identification of the location, boundary, scale and importance of the research objects; At the same time, it also allows to confirm the capacity to access of objects (what means to confirm object access capacity from the tourist market to the resource locations). On the other hand, the statistic data of the areas in general and the tourism sector in particular of Van Long wetland nature reserve is not yet completed and comprehensive, insufficient and inconclusive; therefore site survey and inspection method are indispensable in the research process.

- *Forecasting method*: Applying forecasting methods and experts to comprehensively study the objective and subjective factors; domestic and international factors; internal and external factors of tourism industry; the advantages and difficulties, challenges ... that have a profound impact on the development of Vietnam tourism in general and Van Long wetland nature reserve in particular. Based on that, forecasting the indicators for sustainable tourism development; studying the organization of tourism territory space; in proposing key areas, projects, prioritized investment areas; as well as identifying specific tourism products.

- *Statistic method*: This method is indispensable in the study of quantitative problems in the close relationship of phenomena and processes quantitatively, comparing changes in resources and tourism environment, tourism development activities to changes of conditions. In addition, statistic methods are used to determine the operating status of tourism activities through basic development indicators of the sector.

- Comparison and reference method: is a method used to compare the quantized indicators which have the same contents and properties. It helps to find the common and specific features of the phenomenon to compare, evaluate the strength, weakness or ineffectiveness to find the optimal solution in specific cases.

- Expert method: In addition to the above methods, expert method also plays a very important role in the research process. Tourism itself is a comprehensive economic sector, so it is important to ensure that integrated assessments related to the development of the Van Long wetland nature reserve require the involvement of experts from many different relevant fields.

RESULTS - THE ACTUAL STATUS OF MANAGEMENT

### Characteristics and situation

Organizational structure

- Formation process:

On January 13, 1997, the People's Committee of Gia Vien District issued Decision No. 11 / QD-UB on establishing Van Long Tourism Station in Gia Van commune, Gia Vien District, Ninh Binh Province. The People's Committee of Gia Van commune is in

a joint venture with Hoa Lu Hotel Tourism Company to carry out the task of exploiting the combined economic potential of Kenh Zone in Gia Van commune, implementing exploitation investment project, operation regulations and tourism service activities management in accordance with the approved regulations.

On May 10, 1998, the People's Committee of Gia Van Commune issued Decision No. 11 / QD-UB on establishing Van Long Tourist Service Station with 17 members, in which Tran Xuan Quang is assigned head of station. Van Long Tourist Service Station is a legal entity under the direction of the People's Committee of Gia Van Commune and the supervision and guidance of the People's Committee of Gia Vien District and Ninh Binh Tourism Department.

- Organization chart of management **apparatus**
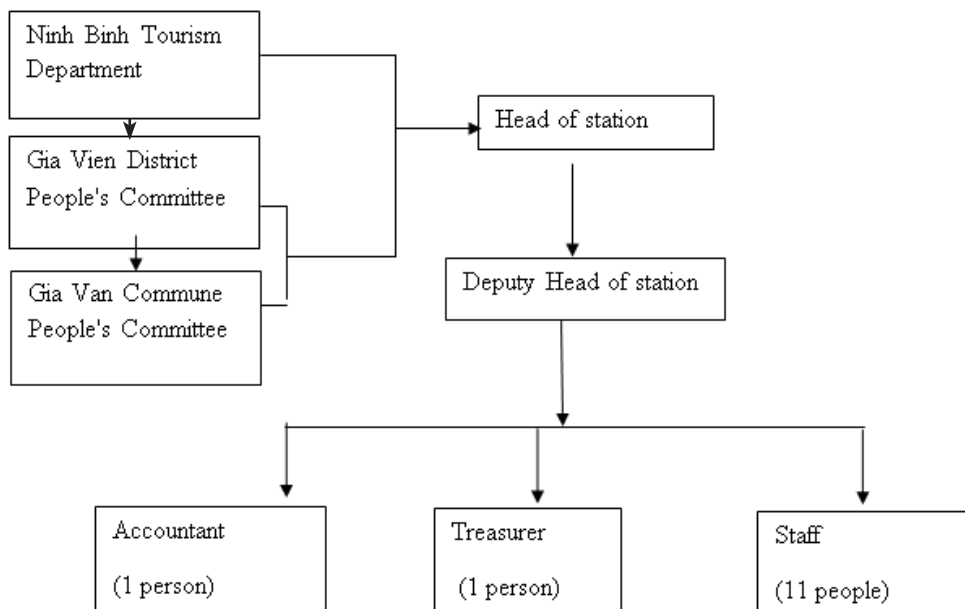
The management apparatus is utilized by commune officials and local people.

- Location, function:

Van Long Tourist Service Station is a legal entity under the direction of the People's Committee of Gia Van Commune and the supervision and guidance of the People's Committee of Gia Vien District and Ninh Binh Tourism Department. It has the function of managing tourism activities and services in the area, protecting the environment.

- Tasks and powers:

+ To manage tourist and service activities in the area of Van Long wetland nature reserve site: recreational activities, boat transportation service, car parking, souvenir sale, ...

+ Coordinate with Gia Vien district, Van Long wetland nature reserve management board and neighboring communes to protect the landscape and environment.

+ Organizing the management and self-accounting, collection compensates for expenses

Cooperate with Ninh Binh Tourism Department to propagate the ecotourism potential of Van Long wetland nature reserve.

Human Resource

- *Management:* At present, Van Long Tourist Service Station has 15 people, including 01 head of station, 01 deputy head, 01 accountant, 01 treasurer and 11 staffs at Van Long nature reserve site. Some staffs of this human resource are taken from the commune and their income is only VND 400,000 - 500,000 per month. In addition, each employee is provided with a number of boats as other households to increase their income.

- *Staff*: Currently, there is a village in Tap Ninh that engaged in tourism activities with about 278 households with about 450 boats, 150 boats. (According to provision, family with new members, having husband/wife and land acquisition > 30% of the area will be added a number of boats.) However, according to new regulations starting from 1/6/2017 that anyone who is eligible under the above criteria must have a boat to be eligible for additional boats.

 Creating jobs for local people, contributing to the development of other economic sectors.

Awareness of local authorities and local people on ecotourism development associated with biodiversity conservation and the benefits of tourism has been enhanced.

Business Results

Tourist business criteria

Tourists to Van Long are mainly international tourists (France, Korea, Taiwan, Japan, Germany, Spain ...) and domestic tourists are mainly from the Northern provinces. Tourism activities have partly contributed to the improvement of the people's living standard, partly transformed the economic structure from agriculture to tourism in line with the Party's and State's guidelines.

According to the statistics of the People's Committee of Gia Van commune, the number of visitors to the Van Long wetland nature reserve site tends to decrease sharply from 45,548 visitors in 2009 to 36,200 visitors in 2014. Visitors reduce > 20% from 2009 to 2014. In detail, the rate of increase and decrease over the years is shown in the table below:

Table 1: *Growth rate of each period from 2009-2016*

Phase	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Average growth	1,1%	-0,96%	-0,9%	-0,75%	1,11%	-0,97%	1,06%

Source: Department of Culture, Sports and Tourism of Ninh Binh

Compared with the potential, the number of visitors coming here is fewer; mainly focus on the last months of the year (November and December). However, this is dry season, shallow water. In May, June, and July, there are fewer guests because it's hot weather and visitors can only go early in the morning or late afternoon.

For domestic visitors: they mainly come on weekends and rarely stay overnight, there are nearly 1000 guests a day but not always.

From November 2009 forward, the People's Committee of the commune collect fees and charges under the Decision 1531/2003 of the provincial People's Committee stipulated the level of charge for boat is VND 40,000 per person, sightseeing ticket is VND 15,000 / person.

Since December 2009, the People's Committee of the commune has collected fees and charges under the Decision No. 1561 / QD-UBND dated 05/08/2008 of the People's Committee of Ninh Binh province on the charge of boat is VND 60,000 / person and sightseeing ticket is VND 15,000 / person.

The Commune People's Committee assigns the accounting department monthly collect the revenue from sightseeing ticket sales and deduct 50% to submit to the state budget.

The status of collection, remittance, management and use of charges and fees strictly comply with the State's regulations. The revenue and contribution from the ecotourism activities at Van Long Wetland Nature Reserve contributed to the socio-economic development of Gia Van commune.

In 2009, revenue reached VND 1,623,340,000, submitted to the State budget of VND 364,072,000, payment to boatmen were VND 462,460,000, expenditures for tourist stations were VND234,622,000, investment expenses for infrastructure of the villages was VND 562,186,000.

In 2010, the revenue was VND 2,257,875,000, submitted to the State budget of VND401,980,000, the payment to boatmen was VND 825,720,000, the expenditures for the tourist station was VND 455,453,000, the investment expenditure for infrastructure of the villages is VND 574,722,000.

In 2011, the revenue reached VND 2,170,575,000, submitted to the state budget was VND 331,230,000, payment to boatmen was VND 754,470,000, the expenditures of the tourist station was VND 338,039,000, The infrastructure of the villages was VND 646,836,000.

In 2012 the turnover reached VND 1,954,350,000, submitted to the state budget was VND 310,777,000, payment to boatmen was VND 680,850,000, expenditure on tourism activities was VND 347,497,000, investment expenditure for infrastructure of the villages was VND 615,226,000.

In 2013 the turnover reached VND 1,467,360,000, submitted to the state budget of VND 202,503,500, payment to boatmen was VND 578,420,000, expenditures for the tourist station were VND 269,973,000, investment expenses for infrastructure of the villages was VND 416,464,000.

By 2014, the revenue reached VND 1.69 billion, submitted VND 239,000,000 to the state budget, VND 660,100,000 for the boatmen, VND 236,381,000 for the tourist station, The infrastructure of the villages was VND 493,519,000.

Table 2: Status of tourists and total tourism revenue for the period 2009 - 2016

Year	2009	2010	2011	2012	2013	2014	2015	2016
Total number of visitors	45.548	50.175	48.235	43.430	32.608	36.200	35.264	37.210
International visitors	36.438	40.000	38.588	34.744	26.086	28.960	27.579	28.164
Domestic visitors	9.110	10.175	9.647	8.686	6.522	7.240	7.685	9.046
Total revenue (billion VND)	1,623	2,257	2,170	1.954	1.467	1.629	1.657	1.895

Source: Department of Culture, Sports and Tourism of Ninh Binh

Tourism products

- The main products:

Currently, ecotourism products at the Van Long wetland nature reserve site are exploited and offered for sale mainly to ecotourism, resort tourism, community tourism sectors. However, this system has not been invested to exploit in an effective and has not exploited the potential advantages of tourism development. Some ecotourism activities are being exploited to serve tourists at Van Long wetland nature reserve site including:

+ Take visitors to sightsee the lake

+ Participating in daily activities with the community: bucket bailing-out, crab hooks on the edge of the field, fish and crab catching. Together with local people to cook crab soup and rice.

+ Organize for visitors to ride bicycle and buffalo-cart to the hamlets.

+ Organizing activities: organizing performances of some folk cultural forms such as cheo singing, folk songs, camp fire, tug of war, folk games

+ Cultural tourism products: take visitors to visit the cultural and historical relics

+ Production of handicrafts, create typical tourism products, etc...

However, the exploitation of these resources becoming tourism products to serve tourists is still in potential form. It is easy to see that while tourism zones in the area such as Tam Coc Bich Dong, Bai Dinh, Trang An have developed, Van Long is still stuck in place and tend to be forgotten.

- Places of interest

Initially, Van Long Tourist Station planned to exploit a number of ecotourism routes as follows:

  + Waterways:

Route 1: The Van Long wetland Nature Reserve – Bong cave – Kem Tram - Back to Van Long tourism service area.

Route 2: The central boat station - Mau Temple - Thanh Son Pagoda - Holy Garden - Return to Van Long wetland nature reserve.

Route 3: The central boat landing - Cats scratch painting - Fish cave - Return to the central boat pier.

Route 4: take a boat to see the Delacours langurs. It is possible to observe the Delacours langurs in early morning and sunset here in Dong Quyen mountain.

+ Roads:

Route 5: Van Long wetland Nature Reserve site - Ba Non Temple - Ben Noi Temple - Animal Museum.

Route 6: From Van Long wetland Nature Reserve site - Da Dung - Hoa Lu - Doi Mo cave.

Route 7: Route through the forest: Van Long wetland Nature Reserve site - Doi Ngo ecotourism village - Cot ecotourism village- Qua Ca - Da Han - return to Van Long tourist services station.

Source-returning Attractions:

Route 8: travel back to the source: Van Long wetland nature reserve site - Nguyen Bac tomb - Dinh Tien Hoang temple - Duc Thanh temple – Dich Long cave and pagoda - Hoa Lu cave back to Van Long tourism area

+ Village tours:

Route 9: From Van Long wetland nature reserve site - Phu Long - Chi Le - Mai Trung - Trung Hoa - Tap Ninh.

However, until present, they almost exploit boat products with fairly monotonous lines with 3 main routes:

+ Route 1: The center of Van Long wetland nature reserve site – Bong cave – Kem Tram - Back to Van Long tourism service area.

+ Route 2: Van Long wetland nature reserve site - Mau Temple - Thanh Son Pagoda - Holy Garden - Van Long tourism service area.

+ Route 3: Van Long wetland nature reserve site - The cat-scratch painting - Fish cave - Return to the central boat station.

It shows us that the tours currently being exploited to serve tourists are too poor, not really professional, not highlight the specific value of the area and not know how to link attractive values to create attractive products.

In summary, the tourism products of Van Long wetland nature reserve are based only on a small part of the natural factors, exploiting the ones that are available on the surface, have not been invested properly. The Van Long wetland nature reserve is fully integrated with tourism development. If it is properly utilized, resources for tourism development will be more effective than currently.

Development status of various types of tourism services

+ Accommodation services:

Van Long Wetland nature reserve site has 6 approved accommodation establishments, including one 4 star hotel (Emeralda), which has been in operation for many years. In Gia Van commune, 59 households registered to serve tourists in the form of homestay. About 3-5 households have welcomed and served their guests, initially attract the attention of international visitors such as: Van Long homestay, Hong Homestay, etc.

+ Food and beverage

The restaurant system, food and beverage service here is really very limited. There are some restaurants currently operating such as: Star, Van Long restaurant. However these restaurants are not really professional for tourists as well as not enough capacity for large numbers of tourists.

+ Transportation

According to the plan, there is a transfer point from the car park to the center of tourism area. In the past, it was often carried out by ox-carts, the international tourists like this but because of the low number of visitors, this form of transportation no longer exists.

For waterway transportation, there are about 300 boats operating. However, the boats were self-built and contributed to the community for tourism development; therefore they still do not guarantee safety factors as well as aesthetic values for professional tourism.

+ Entertainment

When mentioning entertainment in tourism in Vietnam, it is always a matter of limitation and Van Long wetland nature reserve is no exception. Currently, Van Long wetland nature reserve has no entertainment area. However, tourism managers also need to consider the appropriate factors when investing in various types of entertainment in Van Long wetland nature reserve.

+ Consumer goods and souvenirs

In tourism business, there is a factor that not only increases the revenue but also increases the value of people, culture, etc,. of tourism destinations, are consumer goods and souvenirs. However, Van Long wetland nature reserve has not done so.

+ Other services:

Apart from the main services to serve tourists, it is necessary to provide additional services to support tourists such as communication services, interpreters at the point ... This is also the missing and weak element at Van Long wetland nature reserve. Boatmen are also interpreters during the visit of tourists, boatmen are mainly local people who do not have professional training and do not have extensive knowledge of the tourist point and especially, they don't know foreign language; therefore, it is not possible to introduce to visitors so that they can understand and appreciate the unique values of Van Long wetland nature reserve site. This really needs to be treated, supplemented to the development of tourism here.

Promotion performance

For the promotion performance, the People's Committee of the district has actively coordinated and welcomed the farm trip delegations of domestic and international travel agencies, journalists, participating in surveys and fact-finding Ecotourism products of Van Long wetland nature reserve. The image of Van Long nature reserve has appeared in a number of programs that promoting the tourism of the whole province through Ninh Binh Television, Central Television ... and some news in the media, Facebook. Especially, the Van Long wetland nature reserve site is one of these two tourist sites in Ninh Binh province, located in 3 provinces of Vietnam and 3 countries (Australia, Vietnam and USA). : selected by Kong: Skull Island selected for film-making. Kong: Skull Island is a collaboration blockbuster between Legendary Pictures and Warner Bros., a fantasy action film about a group of researchers who search for "river monsters" and " kong "(giant orangutan). This is a great opportunity to promote the image of Vietnam in general and Van Long, Van Ninh wetlands Nature Reserve to the world. In addition, Tourism Association of Ninh Binh Province and some tourism enterprises have actively connected and organized events to meet with investors, tour operators, tourists to introduce and promote ecotourism products of Van Long wetland Nature Reserve.

However, the promotion of Van Long wetland Nature Resere is still limited, not accessible to high-paying clients and long-stay guests. The means used in promotion performance is monotonous, not using e-marketing tools effectively to reach the market. Promotion activities have no focus on the target market. Coordinating activities in promotion with local authorities in the area is limited. Funding is limited.

Community involvement in tourism

In the ecotourism development at the Van Long wetland ecotourism site, the involvement of local communities is not only a factor in attracting tourists but also a great

source of internal resources for ecotourism development activities. This is especially important in Van Long wetland nature reserve. They are the least costly source of investment in ecotourism development projects, which investors are very keen to generate cost-effective investments. Moreover, with their rich local knowledge, if they are trained, they are the ones who better serve tourists in tourism activities such as: reception, food service. This is an issue that needs to be considered to improve community participation, thus ensuring ecotourism at the Van Long wetland nature reserve site for its sustainable development in the future.

Advantages and disadvantages of management model

Advantages:

- The management apparatus is utilized by commune officials and local people so it is quite compact, easy to manage, easy to operate.

- The cost of management is low, about 6 million to 7.5 million per month and 72 million to 90 million per year. Of which the average tourist revenue is 1.5 billion VND per year.

- The People's Committee of the commune directly manages the operation of the tourist site should know the advantages and disadvantages of the resort. It then provides a more effective detailed operational guidance.

- Due to the management of the commune, a small amount of revenue from tourism at an average of 13% - 16% of the total revenue submitted to the State budget. The local community is entitled to the rest: infrastructure in the resort and around, pay for management, public employees at the resort (local community).

Disadvantages:

- Besides the advantages that the current management model of the Van Long wetland nature reserve has shown, this model has shown many shortcomings to overcome in order to develop, increase the value to match with potential available:

- The level of manpower is both lacking and weak in professional aspects of tourism

- Small tourist activities do not form diversified functional spaces, diversified activities

- Not attract capital sources, implement ineffectively the joint venture tourism model between the conservation zone and outside organizations and individuals for tourism development.

- Poor tourism products are not competitive with neighboring areas; Products and services are not high quality, not attractive enough and meet the increasing demand of tourists.

- Much attention is not paid to the environmental education and conservation tourism products

- There is no traditional village to develop tourism souvenirs and local specialties to promote, promote tourism, contribute to cultural promotion, create thousands of jobs, improve the socio-economic life

- Inadequate and in line with the objective of ecotourism development in the province.

- Exploitation is not effective with the ecotourism potential of Van Long wetland nature reserve. Only exploiting the available products of the nature without paying attention to investing, upgrading and embellishing, preserving, etc ...

- The reclassification of a portion of profits from ecotourism services for reinvestment in biodiversity conservation in the Van Long wetland nature reserve is not much.

- The tourism environment (landscape environment, tourism business environment, social environment, ecological environment), although improved compared to 20 years ago, but some areas have been degraded, not being used. In addition, the management of protection and embellishment, construction is not consistent with sustainable tourism development.

- The management of Van Long wetland nature reserve is very difficult due to the thin force (the phenomenon of fishing by electricity still exists ...).

- Infrastructure and technical infrastructure of tourism has not developed, roads, stations, boats, boat station

- Not enough potential to promote advertising effectively

- Activities to advertise, promote tourism and propagate biodiversity conservation, tourism are not effective.enough.

Summary:

An analysis and assessment of the current status of ecotourism development in the Van Long wetland nature reserve site in recent years has been done in order to identify the enormous potential of nature, with real needs of life, as well as the results and limitations of the old management apparatus is no longer effective, consistent; In particular, the cause of the current situation is identified as a key practical basis for orienting the new management model to suit and calling for and implementing a comprehensive investment to develop sustainable ecotourism according to Decree 117 of the Government and Decree 78 of the Ministry of Agriculture and Rural Development.

PROPOSED NEW MANAGEMENT MODEL

Based on the current status of the new trend, tourism resource conditions, ecotourism management and development status in Van Long wetland nature reserve site and the grounds of legal regulations The model for " public-private partnerships " is proposed to build a model for management and exploitation of Van Long wetland nature reserve site.

- **Reason**: The tourism development strategy to 2020, with a vision to 2030, aims to make Vietnam a competitive destination with other countries in the region and in the world. To do so, Van Long wetland nature reserve cannot develop ecotourism in the old way, on the basis of effective inter-sector and inter-regional coordination. It has not been mobilized much resources of society to invest in tourism development. The training and development of human resources for tourism has not been paid attention, infrastructure is still inadequate. It is time to promote the model of public-private partnerships as one of the important levers to develop ecotourism in Van Long wetland nature reserve. In many countries in the world as well as in many provinces of Vietnam (for example, Quang Ninh, Nha Trang, Phu Quoc ...) "public-private partnerships" tourism development model has been an indispensable trend, contributing to promote more transparent and effective public investment. It even draws resources from the private sector, increases the efficiency of the use of resources between private and public resources, creates incentives as well as enhances accountability, reduces burdens and risks for the budget.

• **Pros and cons**

Advantage: mobilize good resources; reduce state investment, quick investment

+ To mobilize capital from the private and foreign sectors to invest in infrastructure, reduce the burden on the State budget and at the same time make full use of the capacity, technique and experience of investors.

Help the state avoid debts and keep the level of government debt within safe limits; restrict the increase of the budget deficit.

+ Investors actively invest in exploiting

+ To manage and exploit the potential of ecotourism, creating a driving force for tourism development in other areas of the province.

+ Increase economic efficiency. For the purpose of profitability, private investors must find ways to make the project more efficient. In addition, with the participation of the private sector, creativity, accountability and transparency are likely to improve.

Ensure the obligations and interests of the parties (the State, enterprises and farmers).

+ Not privatized, the state still owns ownership and management. At the end of the project, the state will own the facility or service that was created

The integrated development of the infrastructure system in Van Long wetland nature reserve site has met the needs of tourism development and has become a driving force for socio-economic development.

+ Attract more visitors who have ability to pay high

+ To create a high competitiveness for ecological tourism of Van Long wetland-nature reserve

+ The optimal solution for the conservation in the Van Long wetland-nature reserve

+ Tourism activities contribute to improve people's knowledge, create more jobs for many local people.

In line with the Vietnam Tourism Development Strategy up to 2020 with a vision to 2030 and the Politburo's Resolution No. 08-NQ / TW on tourism development to become a key economic sector.

- **Disadvantages***:*

+ High investment capital

+ The actual implementation shows that the current status of project is mostly held, contractor just want to bid. Most enterprises, corporations, companies and state-owned enterprises operate mainly through borrowed funds and appropriated capital. While they are the core of the economy and many are investing in large projects. This also shows that Vietnamese investors do not have capital, which is operated by banks, but mainly by state-owned commercial banks, and then applying for government bonds to get enough capital to participate in investment projects. "Therefore, public-private cooperation is in fact public-public cooperation." Therefore, the investors jump in when they see profit, but when the losses come, they send back to the State.

+ If there is no clearly defined roles and responsibilities of the involved parties, there will be some gaps in the management, sharing of interests, mechanism of supervision and determination of the amount of enterprises capital investing in Van Long wetland nature reserve, so that the State can pay for the enterprise to avoid "privatization" status and only serve short-term benefits that cannot serve the development sustainable Tourism objectives.

- Implementation methods

+ Procedures and Order (Decree No. 15/2015 / ND-CP of February 14, 2015 on investment in the form of public-private partnerships)

+ From the planning stage, it is necessary to plan which projects should be included in the list of projects calling for capital, which projects need to be supported in the form of public-private partnership clearly. Public-private partnerships must also be open and transparent.

+ Establish mechanisms for exchange of information between focal points, as well as the establishment of coordination mechanisms in public-private partnerships

+ Need to develop a legal framework to solve the problems: Which parts that the two parties get involved? Where is responsibility? Where are the benefits? In order to ensure the publication, the State may intervene at any time when it is detrimental to the interests of the community. However, the rate of hardening should not be specified, but the rights and responsibilities should be clearly defined of the two parties.

+ Management work is carried out in accordance with the overall management plan, legal status and approved by the government. This management plan is also developed in consultation with the local community and other key stakeholders and subject to strictly controlled by specialized agencies.

+ To allocate Van Long wetland nature reserve to potential enterprises. Accordingly, the State only performs the functions of management, orientation, planning, support and supervision while direct management, service delivery to enterprises ... Enterprises are encouraged to contribute much more to develop eco-tourism in Van Long wetland nature reserve. It should be noted that enterprises must operate on the basis of the following principles: The exploitation and management must be in accordance with the law and be subject to the supervision of the State; to attach importance to the protection of environmental resources, absolutely not causing damage to the environment and people's lives; attention to create harmony of business with people, the whole society ...

+ This model is highly effective when cooperating with enterprises and corporations with great financial resources to create a boost in tourism development, having experienced the development of similar models and committed to development. Ecotourism activities must not affect the natural occurrence of ecosystems, the natural life of wild fauna and flora species, the natural landscape as well as the cultural identity of the community. Local residents of Van Long wetland nature reserve have commitment to extract a portion of the profits from ecotourism services to reinvest biodiversity conservation and cultural and historical values in the Van Long wetland nature reserve. The reinvestment rate for conservation complies with state regulations. Local communities living in the Van Long wetland nature reserve site will be able to participate and benefit from ecotourism activities to improve their income as well as their awareness and responsibility for conserve nature and biodiversity.

- In order to encourage and attract investment enterprises, Ninh Binh province should have specific mechanisms and policies. At the same time, to further accelerate administrative reform and create a healthy, transparent and equitable competitive environment, they should always encourage, support all enterprises to comply with regulations and legal provisions properly and fully. Law on environmental protection, biodiversity conservation, geological values, geomorphology and indigenous cultural values, assurance of security and order, responsibilities of tourists at destination, ranking and publish the ranking of tourism business establishments

At the same time, they have the power to handle the violations they cause. These are the sanctions for state management agencies to account for the violators to operate tourism business stable and effectively. These mechanisms and policies include: policies on investment, tourism exploitation, policies on training and recruitment of tourism human resources, policies on tourism product development and promotion, price policy, the percentage of remittance to the state budget in the early years when the enterprise is

still investing and in the process of recovering capital ... Completing the legal corridor for the management at the tourist sites in terms of: raw materials and environment, etc ...

So:

Public-private partnership in management of Van Long wetland nature reserve will bring undeniable benefits. The destination is more beautiful, more competitive, local workers have jobs and benefits create the cooperation between the State - business - communities. However, in order to ensure the effectiveness of the plan, the state and enterprises should have clear, rigorous, honest commitments and fully comply with all applicable laws and regulations. At the beginning of the project, do pay attention to minimize the above mentioned shortcomings.

CONCLUSION

Starting from the above analysis, the research on the management and exploitation of Van Long wetland nature reserve is necessary and the model of "Public- private partnerships" is suitable to promote the advantages and potential of eco-tourism of Van Long wetland nature reserve, aiming at economic development, conservation and sustainable development.

This research is a legal and scientific basis to submit to the provincial People's Committee for consideration and promulgation of policies, seeking and attracting suitable enterprises to synchronously implement projects to promote tourism of Van Long wetland nature reserve in the direction of sustainability.

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CURRENT SITUATION AND SUGGESTIONS TO ENHANCE EFFECTIVENESS IN USING ECO-LABELS (ENVIRONMENTAL LABELS/GREEN LABELS) IN ATTRACTING TOURISTS INTO VIETNAM

Vu Huong Lan*, Pham Thi Lan Dung**

Abstract: *The aim of this research provides an overview of the ecolabelling situation in Vietnam in relation to the ecolabelling situation as well as the trends in sustainable tourism development in the world and in the ASEAN region. Thailand and Indonesia are two countries in the ASEAN region that have many similarities with Vietnam but have taken considerable steps in the past to take care and develop sustainable tourism development including applying the standards of world-renowned eco-labels or building their own eco-labeling system for their own countries and proposing certification by international certification bodies. These are their first steps towards the sustainable development.*

From the practical experiences of two countries in the region as well as the world trend, authors would like to present some suggestions for Vietnam tourism industry, relevant authorities and businesse community to improve the effectiveness of the use of ecological labels such as: raising awareness of the society on the issue of eco-label; Consider applying eco-friendly labels in accordance with actual conditions in Vietnam; Proceeding to self-build Vietnam's own standards system and proposing accreditation by reputable organizations; Thoroughly research before determining the direction of the development of the business towards sustainable tourism; Strictly implement ecological label standards and make good use of promotional methods to attract customers.

Key words: *eco label, tourism, Vietnam*

INTRODUCTION

In world trend towards the environment and more concerned about sustainable development, tourism is an industry that is closely linked to the environment and culture has also paid attention on developing sustainable tourism to protect the resources of the industry as well as ensure sustainable development. In this trend, eco-label is one of the criteria/guidelines for implementing sustainable tourism in tourism establishments. Eco-labels are very diverse in terms of criteria and objects to apply. Within the framework

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*   Faculty of Tourism Studies, University of Social Sciences and Humanities, VNU, Hanoi, Vietnam.

**   Viet Nam.

of this study, the author would like to provide just basic information on eco-label in the tourism sector, current situation of eco-labels in the tourism industry in the world and in Vietnam; raise some suggestions for establishing prestiged eco-label system in Vietnam and then make contribution to attract more tourist (especially tourists keen on sustainable tourism) to visit Vietnam.

LITERATURE REVIEWS

In history of eco-label, the first eco labels in tourism emerged around 1987 in Europe. From this timing, the number of eco-label increase significantly in the world. In Vietnam, eco-label has been being popular for other industries but quite new to tourism industry. VNAT already had 4-year research before official launching set of criteria for label namely "Green Lotus" and start to pilot for accommodation establishments in Vietnam. Until now, the research on this issue in Vietnam is not actually popular due to low attention from management authorities and education and research agencies.

METHOD

This research is based mainly on three research methods as belows:

- Methods of analysis and theoretical synthesis: in the world, there are a lot of definition and viewpoints on sustainable tourism and eco-labeling also. Analysis and synthesis these definitions and viewpoints to find suitable ones for current situation in Vietnam. The diversification of eco labels in the world need collecting and grouping to see the trends.

- Method of analysis and information collecting: for actual situation of eco-labeling in Vietnam, Thailand, Indonesia, the author already use this method to collect information to know sketchy situation before raising suggestions for Vietnam.

- Field method: for the parts related to current situation of eco-labels in Vietnam.

RESULTS

The current situation of eco-labels in the tourism industry in the world and in Vietnam

Definition of Eco-label

Today, consumer's awareness of environment protection has improved lead to increased demand for environmentally friendly products and services. In order to meet this demand, many countries around the world and the international community have approached a number of environmental management measures through information exchange between manufacturers, service providers and consumers, including eco-labels. The birth of eco-labels is intended to help consumers identify the environmental features of a product or service, then take a choice for them. When consumers are more concerned about the products

being eco-labeled, they will motivate companies to change their views on the sustainable development of their products and services. Eco-labels have emerged in all sectors and areas of social life, including the tourism industry. This is a relatively new to developing countries and especially new to Vietnam and in the tourism industry.

At present, there are many definitions of eco-label, however the updated definition should cover both physical products and service products. This paper is intended to address the ecolabel definition of Global Ecolabel (GEN):

As defined by the Global Ecolabel, "An ecolabel identifies products or services proven environmentally preferable overall, within a specific product or service category" (globalecolabelling.net/what is the ecolabelling?)

International eco-labels

The first eco-label in tourism appeared in 1987. In recent times, the number of eco-labels has increased significantly (at present, there are more than 150 to 180 international eco-labels) (**Nils Kraus, 2016** *"Eco label in tourism can be trusted"*). In order to assess the quality of eco-labels, there are some basic requirements to be followed as belows:

- Do the projects have a sustainable development strategy?

- Are guests controlled?

- Are cultural heritage is protected?

- Do the projects focus on good environmental factors such as water consumption, recycling, lighting and noise?

These requirements should be clear and open. Accompanying with the above requirements, honest and objective evaluation on tourist facilities by professional and ethical experts (**Nils Kraus, 2016** *"Eco label in tourism can be trusted"*).

Eco-labels are very diverse in terms of criteria as well as values that the certification body appreciate. Some certifications focus on environmental conditions. Others focus on the three pillars of sustainable development, including social and economic factors.

Certification subjects also vary from tourist facilities such as hotels, resorts, camping sites, tour operators, even car wash locations, car rental companies, convention centers.

At present, the prestigious global organization for sustainable tourism management and control is the Global Sustainable Tourism Committee (GSTC). GSTC does not grant certification but give recommendations for standards related to sustainable tourism. This is also a reputable organization for certification bodies. The certification bodies which are accredited by GSTC are recognized as prestigious certification one. Currently, GSTC has recognized 26 eco-labels in the field of tourism.

In the past, the organization also had the ambition to develop a common eco-label for tourism establishments around the world to facilitate sustainable tourism promotion around the world. However, this plan was unsuccessful due to the diversity of tourist establishments making it difficult to set common criteria.

Regional Eco-labels

At present, at the regional level, the number of eco-labels is also numerous. There are some prestigious eco-labels such as:

European Union: EU eco-label

This is a prestigious eco label established in the area of high development and high awareness of sustainable tourism. This eco-label is in addition to certification for regional tourism facilities but also extends the certification of the area.

This eco-label is issued in a wide variety of areas, including tourism (accommodation, hotels, camping sites)

Asia Region:

ASEAN region: At present, in the context of ASEAN co-operation in the field of tourism, the standard and the implementation of the certification of green hotels. In Vietnam, ten hotels have been certified as ASEAN green hotels.

National eco-label (Vietnam)

Vietnam does not have an official eco-label program in the travel industry that is accredited for eco-friendly products or services.

In Vietnam, only a few ecolabels are being piloted:

- Label "Green lotus" for accommodation establishments:

After four years of study, in April 2012, the Minister of Culture, Sports and Tourism issued the decision on "Green Lotus Label Sustainable Tourism Code and regulations on the order, procedures for evaluating and granting pilot certification of sustainable green lotus tourism labels for tourist accommodation establishments in Vietnam". The label "Green Lotus" has five levels, from 1 to 5 "Green lotus". This is a tool for assessment and management of environmental protection for the system of tourist accommodation establishments in Vietnam.

The project funded by the European Union. The participating accommodation establishment in this pilot project will not have to pay participant fee.

In December 2012, after evaluating and selecting from hundreds of applications from hotels throughout the country, VNAT has officially certified 21 first hotels to meet the criteria of Green Lotus labels (from level 1 to 5).

Green Lotus	Level 1	Level 2	Level 3	Level 4	Level 5
Number of certified	1		7	6	7

(Source: http://vietnamtourism.gov.vn/index.php/items/10866)

After 3 years of pilot project implementation, Ministry of Culture, Sports and Tourism already certified green lotus label for 33 accommodation establishments:

Green Lotus	Level 1	Level 2	Level 3	Level 4	Level 5
Number of certified	1	1	11	12	8

(Source:http://www.baodulich.net.vn/So-ket-3-nam-trien-khai-cap-nhan-Bong-sen-xanh-09-826.html)

After the pilot period, national administration agencies shall review and evaluate in order to have a future development direction. At present, national administration agencies is finalizing the legal documents (circular on issuance of green label for tourist accommodation establishments) for official issuance and application in the country in the coming time.

- Label "Green sail" for cruise on Ha Long Bay:

This pilot project of label "Green Sail" already implemented from 2011 to 2013. Currently, Quang Ninh is evaluating and considering official implementation of this program in Ha Long Bay (JICA, Nipon KOEI, ILEC, *Green Growth Promotion Project in Ha Long Bay* (final report), 2016).

- Besides the above mentioned eco-labels, with support of EU, Vietnam has developed some manuals for other tourist establishment such as restaurants, tourist sites, shops, rest stop.

However, these manuals are only a recommendation to apply, it is unclear whether the implementation of certification or information to the target guest.

Basically, the perception of sustainable tourism has gradually improved in Vietnam due to world and regional trend as well as support of developed countries (EU and Japan) (including raising awareness of sustainable tourism for businesses community and people).

Businesses community and people have approached definition of eco-label in toursim industry. Therefore, they have not been really interested in role and value of eco-lable for business as well as for the environment.

The effectiveness of attracting tourists of eco-labels in the tourism industry in Vietnam
Factors affecting the effectiveness of attracting tourists:

First of all, we need to study the object of the eco-label: that is the object of sustainable tourism. These tourists usually come from European countries (England, Germany, France, Sweden, Holland, Denmark...), America (USA, Canada ...), Australia (Australia, New Zealand). Tourists are highly aware of sustainable tourism.

According to tourism companies, considering eco-labels are usually the second or third step in the process of customer decision making after determining the destination and price [3]. In the step of considering eco-labels, the factors that tourists consider include:

- The credibility of eco-labels: Among the numerous eco labels today, choosing eco-labels is not simple. Experienced travelers will often choose eco-labels from organizations certified by the Global Ecotourism Board (GTSC). This is a prestigious organization in the field of sustainable tourism.

- Information from people in the community of people who love environment: Travelers interested in sustainable tourism will often gather in groups to share information. Besides reputation of the eco-label, the comments of the sustainable travelers are also very important factors for customers to choose.

- Easy access to information related to eco-labels when customers approach tourist establishment is also a matter for tourist establishments to pay attention. Besides the source of information on the websites of accredited certification bodies, the website of the travel agency, or the website specializing on booking services, advertisements on the radio, etc. should also emphasize on supplying information of eco-label that the tourism establishment is entitled to for easier and faster information catching to speed up the decision-making process.

The effectiveness of attracting visitors of eco-labels in Vietnam in recent years

In field of eco label in Vietnam, until now "Green Lotus" is national-level one and just for tourism establishments in Vietnam (although it is in pilot period). For regional eco-label, ASEAN green hotel is also accredited for some hotels in Vietnam.

- However, these management agencies for 2 these eco label system are not currently members of GSTC or any GSTC certification bodies or other reputed certification bodies. These labels also are at very first step of development and on the way to step by step make own pretigious. Therefore, they are not sufficiently prestigious in the field of sustainable tourism for travelers.

Besides, Vietnam in particular and ASEAN in general are not regions that have high awareness of sustainable tourism. There has not been any survey of international tourist into Vietnam in term of tourism type (include sustainable tourism) yet to see clearly the number of tourists keen on sustainable tourism). However, let see the situation of tourists coming into Vietnam in some recent years with focus on market of Holland, England, Germany, Sweden, France, Danmark where the people in these countries have high awareness of sustainable tourism as follows:

Country	2016	Percentage (%)	2015	Percentage (%)	2014	Percentage (%)
Total	**10,012,735**		**7,943,651**		**7,874,312**	
Holland	64,712	0.65%	52,967	0.67%	49,120	0.62%
England	254,841	2.55%	212,798	2.68%	202,256	2.57%
Germany	176,015	1.76%	149,079	1.88%	142,345	1.81%
Sweden	37,679	0.38%	32,025	0.40%	32,466	0.41%
France	240,808	2.41%	211,636	2.66%	213,745	2.71%
Denmark	30,996	0.31%	27,414	0.35%	27,029	0.34%
Sub-total	**805,051**	8.04%	685,919	8.63%	666,961	8.47%

(vietnamtourism.gov.vn, posted on Dec 27, 2016, Dec 29,2015, Dec 31 2014)

The number of tourists come from these countries is around 800.000 visit/year and only cover around 8% of total tourists come to visit Vietnam. From these data, although do not show clearly trend of tourists keen on sustainale tourism, we could see that at present the number of tourist come from these countries is very modest, not yet consider the tourists keen on sustainable toursim included in these visits.

- For advertising for eco-labels in Vietnam, it has not yet actually received much attention from tourism establishments (hotels). Therefore, there has been no information of eco-labels on official websites/online booking sites/advertising for almost all accommodation establishments (which already granted label "ASEAN green hotel" or "Green Lotus").

- At present, compared with other developed countries in the world, the awareness as well as the application and implementation of sustainable tourism in Vietnam is not so high. Vietnam has not also had any experiences for implementing sustainable tourism standards of reputable institutions. Because of the lack of information and experience in implementing international standards, the implementation of the national/regional eco-label standards will be limited and be difficult to make impression on tourists comes from developed countries. When guests experience certified tourism establishments in Vietnam, if they have not good impression, they could not make their friends interested in these places to go. No information of green label mixed with no impression of the place they stayed could not make any good memory for tourists. In fact, there has been no official study on the effectiveness of word of mouth marketing in sustainable tourism, but it is certain that sustainable travelers are more difficult travelers than any other travelers because of their caring on sustainability of tourism has proven theirselves very different. It is prudent that they will have to consider a lot of things before making decisions and accelerate their decision-making needs (this is more focused on eco-labels). In this case, we could see that word-of-mouth marketing for sustainable tourism tourists in Vietnam is not yet effective.

Experience on sustainable tourism development associated with eco-label development in Thailand and Indonesia

Thailand

One of the most important moves for sustainable tourism in Thailand is the establishment of the DASTA (Sustainable Tourism Management Agency) in 2003. DASTA is authorized to set the direction for developing sustainable tourism and support the Tourism Authority of Thailand (TAT) established in 1959 as well as the Ministry of Tourism and Sports (MOTS) established in 2002 and 73 local Tourism and Sports Bureau and other related agencies on tourism...

As in other parts of the world, the awareness of the negative impact of tourism in Thailand has increased, driving the search for alternative tourism models that benefit the environment and fair profit distribution. With the establishment of DASTA, the Thai government recognizes the importance of sustainable tourism and the potential for increasing income and distribution to local communities. The DASTA model defines clearly the special economic sector and sets up a separate agency with full powers to act on behalf of the local government. This model is a holistic and multi-stakeholder approach that includes local communities and partners, with activities ranging from spatial planning to providing infrastructure (eg, communications). DASTA coordinates with national government agencies, with the resident community, with the business and partner. It aims at influencing the balance between the economic, social and environmental impact of tourism development while preserving the natural beauty of tourist destinations as well as local culture and traditions.

Meeting the list of pre-set criteria for destination value, the potential for destination development and administrative aspects, the areas can be registered become areas specifically designed for tourism. To be selected, these areas need to meet at least 75% of the criteria. The destination has been developed with a holistic approach including community-based solid waste management, climate change tourism training, energy and resource efficiency, and organic production. DASTA also focus more on innovative tourism and lower carbon emission as two key factors for tourism development plans from 2015 (Nalikatibhag Sangsnit (2013), *Sustainable Tourism Development in Thailand)*.

In the future, Thailand will less focus on attracting more tourists but will focus more on sustainable development and conservation of the environment, culture and heritage. Thailand's tourism development plan clearly states that tourism development must meet the current needs and protect and promote opportunities for the future concurrently. Thailand's vision is to become a quality travel destination that generates more income and distributes income on a sustainable basis. The strategy of sustainable tourism based on four pillars is the same (community interest and participation); Work with all partners, create innovative tourism and reduce carbon emissions.

Currently DASTA is a member of GSTC and also an organization partner of GSTC in implementing GSTC sustainable tourism training programs in Thailand. Being a member of the GSTC and cooperating with it really brings many benefits to sustainable tourism in Thailand because in addition to quick and accurate access to knowledge and tourism world trends for updating in Thailan, Thai tourism also benefits from attracting tourists from the prestige of GSTC.

Indonesia

In Indonesia, since the 1990s, tourism legal documents have clearly indicated the Government's viewpoint on the development and preservation of the environment and heritage in the tourism industry.

In Indonesia now, green products and services can be supported and promoted through eco-labels, green labels or other certifications. Indonesia currently has 25 eco-labels and is developing more eco-labels throughout the country (International Labour Organization (2012), *Strategic Plan, Sustainable tourism and green job for Indonesia)*. 22 out of 25 eco-labels are international eco-labels and 3 are labeled as "eco-labels" from Indonesia, including an eco-label issued by the government and two labels by non-governmental organizations. These eco labels apply to a number of industries, many of which are related to tourism products. 2 of the eco-labels are directly related to tourism and travel (Earthcheck and Green Globe Certification), food and food production, real estate development, forest management. The others are relates to general products or not totally related to tourism. The non-profit organization (Sustainable Travel International) is also involved in the Indonesian tourism industry with a series of eco-labels for the travel industry.

For Indonesia's own eco-label, in 2004 the Indonesian Ministry of Environment together with the National Organization for Standardization launched the Indoneisa Eco-label Program "Ramah Lingkungan" for Indonesian products. This eco-label is registered with the Global Ecolabelling Network. This certification is administered by five institutes accredited by the National Accreditation Board (KAN). This eco-label is still limited to printed paper products, but is expected to be expanded to include textiles, laundry, leather used for tourism souvenirs as well as uniform for the tourism industry staff. Indonesia's second eco-label is M-Brio for organic products. This Eco-label is certified by the International Federation of Organic Agriculture Movements and is closely linked to the tourism industry. Indonesia's third eco-label is issued by Indonesia's Lembaga Indonesia Ekolabel for forest management and offer four types of certification:

(1) Natural Forest Certification

(2) Plantation Forest Certification

(3) Community Forest Certification

(4) Chain of Custody: This eco-label is the greatest value for forest management for tourism purposes.

(International Labour Organization (2012), *Strategic Plan, Sustainable tourism and green job for Indonesia*)

Currently, Indonesia has not had Indonesian green tourism label and there is currently confusion in the tourism and tourism market about the authenticity of some eco-labels and the fact that not actually true advertisement on destinations tourism authorities not yet approved. In this aspect, action is required. That is why the Ministry of Tourism and Creative Economy is in the way of developing industry standards and certification systems for tourism products and services with a view to sustainability of environment, culture and society.

To achieve sustainable development, guidelines for sustainable tourism standards must developing and applying. Such standards exist in other countries and for the operation of particular types of tourism. National and international standards exist outside of Indonesia, but eco-labels often do not directly provide eco-labels to Indonesia, and can not be used as a basis for the development of Indonesian standards in Indonesian situation.

There are many standards in Indonesia Government Authority would like to develop standards, mainly for specialized purposes. Standards for products, services and processes for the tourism industry are still limited. These standards may include value chains and production processes. For example, in preparing food, it may include the nature (quality) of raw materials, transportation, storage, and cooking. Evaluation is difficult and often uncomprehensive. Historically, the evaluation has focused on the quality and comfort of the device. Particularly lacking of standards with respect to environmental issues and socio-cultural sensitiveness.

The development of certification programs

There are thousands of eco-labels related to travel around the world. Of which over one hundred eco-labels related to sustainable tourism. Similar certification schemes have also started to be implemented and can be further developed locally and nationally in Indonesia. A system is expected to not only acknowledge the commitment and experience of sustainable tourism through certification but also assist businesses achieve their goals through advice or give information of criteria should be achieved. One of the internationally recognized local standards is Tri Hita Karana based on Bali's philosophy. The Tri Hita Karana Foundation awards certification to accommodation and restaurants, and later to other facilities in Bali, which voluntarily apply environmental and cultural management principles. Certification for products in Indoneisa is developing also, such as food certification for Muslims and organic food, diversified products from recycled materials and innovative use will also become popular.

Considering the many factors of tourism as well as tourism products with many levels of sustainability, there is a need for multi-level certification and step-by-step recommendation of required standards.

After becoming a GSTC certified member, the Indonesian Ministry of Tourism continues to achieve the next milestone on 8 September 2016, Sustainable Tourism Destination Standard for Indonesia Indonesia has been certified by GSTC as a set of standards based on GSTC criteria. This is a set of Indonesian standards based on the general criteria of GSTC adapted with local conditions. This is also Indonesia's commitment to develop its destinations into sustainable destinations.

Some suggestions to improve the effectiveness of using eco-labels for attracting tourists into Vietnam

For state management agencies in tourism

- Encourage and raise awareness of the importance of sustainable tourism for people and tourism; issue incentive policies for the application of sustainable development in the tourism sector.

- Make a bridge between enterprises and reputable certification bodies. For the tourism facilities of international corporations, accessing to reputable certification bodies is not difficult because some of the establishments in their system have applied for certification. However, when state management agencies prioritize, encourage, support sustainable development in the tourism industry as well as applying for certification of ecological labels of reputable organizations will make tourism establishment have more interest and motivation on international eco-labels.

- Building and strengthening the national certification system:

+ To build a formal legal basis for the implementation of eco-labeling (for example, green lotus) by finalizing and promulgating a circular on the grant of eco-label to tourist accommodation establishments throughout the country. The Green Lotus criteria in the pilot program have also been designed based on the criteria of the prestigious eco-labels in the tourism industry and have considered actual conditions in Vietnam. This set of criteria also needs to be finalized before being promulgated.

+ Complete the certification and control apparatus to ensure the quality of eco-labels issued. This is a key issue for the prestige of the eco-label and also a problem that has not been paid much attention in Vietnam.

In the future, state management agencies should consider establishing a credible certification system at the national level and apply for members of GSTC:

At present, the GSTC accredited bodies includes state management agencies (Indonesia and Thailand in ASEAN countries). When beeing in the list of GSTC accredited organizations, national tourism industry will enjoy a lot of benefits.

Accredited certification authority is concurrently state management agency, the certification, management and control of tourist facilities will be efficient, saving time and money also for domestic enterprises (not required to apply for eco-labels from foreign organizations and certification body also (state management agency). For state management agency, it is more convenient to access destination for checking, inspection, training ...).

- Raise the awareness of tourism industry about the importance of eco-labeling (not only in term of environmental values but also in terms of attracting tourists with greater willingness to pay) and more effective marketing for eco-label for attracting customers.

- Vietnam's tourism industry is now receiving great support from the European Union in term of both experience and financial support to make the tourism sector sustainable. This is a very valuable support that Vietnam's tourism industry needs to take full advantage of as Europe is not only a place where sustainable tourism developed but also a major tourist market for sustainable tourism.

- Build a department specialize on sustainable tourism training to share the necessary information or provide consultancy and training services to tourism establishments in needed. At present, Vietnam's tourism sector has not yet organization with self control that hold specialized training programs for the tourism industry.

For tourism enterprises

- First of all, it is necessary to decide the development orientation of tourism establishments.

- Detailed study on sustainable tourism to accurately decide sustainable tourism orientation suitable with current situation of enterprise or its desire; study to choose eco-labels/eco-label-granting organizations for application at tourist establishments.

- Carry out the implementation of the criteria required by the eco-label:

+ General policy of the establishment will have to be consistent with the orientation

+ Training for all staffs on sustainable tourism so that sustainable tourism perspectives are fully understood and fully implemented by all staffs in the operation of the establishment.

- In addition to strictly implementing the requirements of the eco-label of the prestigious certification body which the establishment wishes to be granted an eco-label (even if it has been granted with a certificate) and consider the requirements as a guideline. These actions will ensure the sustainability of the business operations of the establishment itself.

- Implement the procedures for eco-label application and maintain standards.

- Marketing eco-labels on relevant websites, hotel booking websites, websites of certification organizations (this is an effective channel for attracting tourists because tourists who interested in sustainable tourism will often refer the information on the websites of reputable certification organizations); publications related to eco-labels in tourism establishments, etc.

- A very effective marketing channel for sustainable tourism is word of mouth marketing. The strict implementation of sustainable requirements as well as consider them as operational guideline will make this marketing channel gradually more and more effective, attract more visitors to this establishment. The satisfaction of tourists after the trip can be showed through direct good referrence to people around the country when asked or through feedback on websites (booking website, social groups). Tourists direct give comment, score for destination/establishment. Customer's score is one of the factors the others are interested in before final decision.

CONCLUSION

In the trend of sustainable tourism in the region and in the world, Vietnam tourism has a lot things to do in the coming time, in which the establishment of effective eco-labeling system is the first one to take to lead the way for development. The government needs to recognize the importance of eco-labels in the tourism industry for proper attention and investment.

The determination of the Government and the active participation of partners will decide the success of implementing eco-label system, which is one of the first steps in the development of sustainable tourism.

With this research, the authors would like to give one more voice on the need to quickly establish a reputable eco-label system in the tourism industry as a magnet needle for the development of sustainable tourism in Vietnam as well as facilitate the attraction of tourists (especially tourists keen on sustainable tourism) into Vietnam in the coming time.

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CRITICAL ISSUES FOR SUSTAINABLE TOURISM DEVELOPMENT IN SOUTH EAST ASIA

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