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DEVELOPMENT OF TOURISM IN SOUTH CENTRAL COASTAL PROVINCES OF VIETNAM

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ABSTRACT:

Amongst all tourism destinations, South Central Coastal provinces are the most eminent ones as they play a significant role in the sectorial, local and national socio-economic development in Vietnam. Amongst those provinces, Binh Thuan province is always in the spotlight as an object of interest of many tourists, tourism companies and researchers. In this article, we present the so far comprehensive process of tourism development of this specific tourism region. Reviewing the latest literature on the topic and subject of research, we identify diverse factors and carry out analysis on how they impact the tourism development of this province. Based on the presented potentials and panorama picture of Binh Thuan province tourism industry and based on the obtained research results in this paper, we deliver several solutions boosting its future development in the next 5-year period.

INTRODUCTION

Tourism appeared quite early in the historical process of human society. In primitive period, tourism activities did not have much impact on the economy, society and environment. However, from the second half of the twentieth century, tourism developed at a high speed, becoming one of the important economic sectors, making a significant contribution to the global economy. Therefore, from the perspective of harmonious and balanced development between economy, society and environment tourism development is a current issue that is being researched by interested scientists and managers (Kien, 2004; Mihalic, 2000; Sunlu, 2003).

Vietnam is located in Southeast Asia, a country with a large population, diverse natural landscapes, historical heroic traditions against foreign aggression, rich, unique culture, and hospitality. All that have created a great attraction for international tourists. Since the late 80s of the twentieth century, along with the renewal of the country, the tourism industry has made many progress, making important contributions to economic growth, ensuring social security, preserving and promoting cultural values, environmental protection, security and defense (Nam & Long, 2005; Lucchetti & Arcese, 2014; Weidenfeld et al, 2010). Besides these achievements, the tourism industry has also revealed many limitations that have not been satisfactorily resolved and developed (Dung et al, 2019, 2019a; Duc et al, 2020).

In recent years, many localities in the country in the South Central Coastal provinces of Vietnam and Binh Thuan province in particular have chosen tourism as a development orientation. Binh Thuan province is a land located in the coastal tourist area of South Central Vietnam. It is one of the provinces with very high potential for tourism development, especially natural resources, island culture, culture of various special ethnicity and festivals (TDRI, 2003; Binh Thuan CPI, 2008; Binh Thuan DPI, 2003; Binh Thuan PC, 2003). However, these tourism products do not well developed to attract tourists because they are not properly invested in facilities, infrastructure, tourism services and investment are not coordinated enough at different destinations (Petrovic et al, 2017; Murphy et al, 2000; Pearce, 1997; Beerli, & Martin, 2004; Chen & Tsai, 2007; Cracolici et al, 2008; Dwyer & Kim, 2003). In recent years, in harmony with the country's renewal and international integration, Binh Thuan's tourism industry has made great efforts to overcome difficulties, mobilize internal resources and take advantage of international resources to develop to new heights (Binh Thuan DCST, 2002, 2005, 2013; Binh Thuan SO, 2018). Thanks to that, it has actively contributed to the local and national economic growth, preserved and promoted the vitality of cultural identity as well as the traditional values of the nation and locality. However, besides the achieved results, the tourism industry of Binh Thuan province also revealed its limitations and inadequacies on many aspects. To contribute to explaining this problem, this article will find out right directions and suitable solutions to promote inherent strengths, create favorable conditions for Binh Thuan province tourism to develop sustainably (Butler, 1991; Anh & Tien, 2019; Hoe & Hieu, 2001; Gabriel et al, 2017). On the basis of the general theory of tourism, tourism products, research projects on tourism development activities in Binh Thuan province, this article will propose solutions to promote tourism development from a sustainability perspective.

Research object: Potentials of tourism industry, tourism activities and development conditions.

Spatial scope of research: Binh Thuan province.

Temporal scope of research: the period from 2000 to present.

THEORETICAL FRAMEWORK

Tourism Related Basic Concepts

Today tourism has become a popular socio-economic phenomenon. The International Travel Association has recognized tourism as one of the largest economic sectors in the world, surpassing both automotive, electronic steel and agriculture. Therefore, tourism has become a key economic sector of many countries around the world. The term tourism has become quite popular, it originates from the Greek language, meaning to go around. However, under each different research angle, the concept of tourism is not the same (Giap, 2002; Cam, 2002).

The Tourism Law (2005) has introduced the concept of tourism as activities related to the trip of people outside of their regular residence to meet the needs of sightseeing, learning and entertainment, to rest for a certain period of time. According to the United Nations' official travel organizations (International Union of Official Travel Organization) (IUOTO, 1946 & 1947), tourism is understood as the act of traveling to a place different from the place of one's regular residence in order not to do business, not to do take a job or make money for a living. Tourist is the type of visitor who wants to go beyond their regular residence to satisfy a high level of living without pursuing economic purposes. Goeldner et al. (2000) interpret tourism as the sum of phenomena and relationships based on the interactions between the four factors: tourist, business, government and local community for the purpose of attracting and serving tourists or visitors.

World Tourism Organization (UNWTO, 2005) defines tourism as a set of activities of individuals moving to a site outside of their habitual habitats for no more than one year in a row for a primary purpose of absence.

From the perspective of tourism products (Duc et al, 2019): the typical products are tourism programs, their main content is the association of famous historical sites, cultural monuments and natural landscapes along with facilities such as accommodation, dining and transportation facilities. From a tourism market perspective, the main purpose of tourism marketers is to find the travel market, to find the needs of tourists to buy travel programs (Dung et al, 2019a).

To avoid the misunderstanding and inadequacy of tourism, we can separate tourism into two parts to define it. Tourism can be understood as (Lan, 2002; Duc et al, 2019; Vinh et al, 2019):

- Movement and temporary overnight stay in the spare time of individuals or collectives outside the residence for the purpose of restoring health, locally raising awareness of the surrounding world, with or without according to the consumption of some of the natural, economic, cultural and service values of the suppliers.
- A business of services intended to satisfy the needs arising during the process of moving and temporarily staying overnight in the spare time of individuals or

collectives outside the residence for the purpose of restoring health, on-site awareness about the world around them.

FACTORS IMPACTING TOURISM DEVELOPMENT

Political And Other Factors of Security

In order for tourism to constantly develop into a spearhead economic sector, the close coordination between defense and security with tourism activities as well as other economic sectors is extremely important. The solid guarantee of national defense and security creates a stable environment for the country and coming visitors (Tien, 2018, 2018a, 2018b; Duc et al, 2019; Ngoc et al, 2020). Peaceful and friendly politics will stimulate the development of international tourism. A world of political instability, ethnic and religious conflicts affect the development potential of tourism, causing general skepticism and fear for tourists. Besides, the civil wars, the wars of aggression lead to the destroy of tourism resources. In Vietnam, through the two wars of resistance against the French colonialism and American imperialism, many efforts towards tourism development have been destroyed and Vietnamese people and society now are trying to rebuild them (Rewel et al, 2019; Trung, 2006).

Natural disasters also have a negative impact on tourism development. For example, Japan is a country rich and beautiful but always suffers from earthquakes. In 2004, the biggest tsunami ever occurred in Southeast Asia and South Asia causing great damage to life and property, greatly affecting tourism development. Besides, there is the arising and spreading diseases such as cholera, malaria plague. In 2003, SARS in China, avian flu in Vietnam caused great losses for Chinese and Vietnamese tourism and indirectly affected world tourism. As of now, we are facing Covid-19 pandemic situation around the world (Anh et al, 2021).

Economic Factors

One of the important factors influencing the generation and development of tourism is general economic conditions. General economic development is the premise for the creation and development of the tourism economy (Huy, 2004). Currently, in economically developed countries, tourism has become an indispensable demand. Tourism economics researchers have identified that in developed countries, if the national demand per person increases by 1%, the travel cost increases by 1.5% (Nhuan, 2002). The trend today is that most tourists in developed countries prefer to visit the developing countries (Davidoff, 1994; Dinh & Hoa, 2004).

In recent years, there has been a boom in world tourism. It is estimated that there are about 3 billion domestic tourists and 750 million international tourists constituting a half of global population (Nhan, 1995). It is noteworthy that when daily needs are met, people will try to satisfy their higher needs including travel needs. Thus, economic development is the basis for the tourism industry to exploit and to do business on different sources of tourists (Minh & Dinh, 2000; Binh, 2003).

Economic conditions play a very important role in tourism development (Lan, 2003). This also requires the tourism industry in the process of its development to promote and contribute to the economic growth (Muller, 1994; Thai et al, 2019). Only then the mutual relationship between economics and tourism will be sustainable (Harris et al, 2002; Giap, 2002; Tien, 2018, 2018a; Grytsiuk, & Hrytsiuk, 2017; Villanueva-Alvaro et al, 2017).

Socio-Cultural Factors

A high level of cultural evolution facilitates the development of tourism. The majority of people involved in tourism itineraries are people with a certain cultural background. In countries where the people have a high educational level, the number of people traveling has increased continuously. In addition to the level and qualifications of the people of the host country, the places where visitors and guests are received must also be paid attention to (Ritchie & Brent, 1978; Reisinger & Turner, 2003; Anh, 2004; Hai, 2001).

The development of tourism must bear the mark of human and social process. That is, human and society through individual and collective intelligence are able to give measures and ways to develop tourism. It is important to manage the tourism resources effectively (Luong, 2000; Ly, 2001). In country rich in tourism resources, management staff and authorities should issue right policy to bring into full play the value of that resources. On the contrary, there are countries that are poor in tourism resources, but local government and authorities know how to promote them properly, attract a large number of tourists and lead the tourism industry develop sustainably (Kotler & Keller, 2006; Duc et al, 2020; Dung et al, 2019; Hau et al, 2019; Hoe & Hieu, 2001; McKercher, 1993).

Tourism Development Guidelines

Tourism development policy is the key to success in tourism development. Tourism development policies include: the general policy of the World Tourism Organization for the member countries; the policy of the local authority in each single country. The latter one is of more important significance because it mobilizes human power and other resources, based on the actual capacity in each locality and each country to implement appropriate policies (Trung, 2006; Lan, 2003).

It can be understood that the tourism development policy is a set of State policies and actions to promote tourism development; to impact on tourism products diversity and prices; to impact on the number and structure of tourists; to change the organization and capacity of tourism industry's human resources; to impact on technology transfer in tourism and related industry. Two important aspects of the tourism development policy are the policy itself and its derived action programs, good policy and drastic action to ensure the success of that policy is background for successful tourism development in each country (Thong, 2006; Lan, 2003).

Tourism Natural Resources

Tourism resources are the basic factor to form tourism products. More specifically, the quality of tourism resources is the basic factor that makes up the quality of tourism products and the operational efficiency of tourism activities. Tourism resources are an important basis for developing different types of tourism. Without mysterious underground caves, dangerous high mountains there is no kind of adventure tourism. Without the coral reefs and the colorful aquatic life submerged in the clear blue water, there cannot be scuba diving (Hai, 2001; Luong, 2000; Tien, 2017).

The diversity of tourism resources will determine the variety of products and types of tourism. That is why, local people and authority strive to create or renovate tourism natural and cultural resources such as temples, craft villages or organize festivals (Tien, 2017). Those local tourism resources can boost richness and diversity of tourism products, satisfying human needs of traveling and sightseeing of the coming visitors (Tuan et al, 2019; Davidoff, 1994; Goeldner et al, 2000).

Tourism resources are renewable and can be used for a long time. However, tourism resources, if not properly exploited, used, protected, embellished and restored in a sustainable direction, they will be degraded, depleted, reduced in both quantity, quality and values. Therefore, it is necessary to grasp the laws of nature, anticipate the harsh test of time and the fluctuations and changes caused by humans and nature, thereby orienting specific measures to declare rationality in exploiting tourism resources, constantly protecting, embellishing and perfecting both natural and cultural resources to meet the ongoing needs of sustainable tourism development (McKercher, 1983; Hau et al, 2019, 2019a, 2019b; Tien, 2019; Tien et al, 2019; Kotler, 2006).

Tourism Human Resources

Within the tourism industry, in addition to the human factor, we can understand more that tourism workers are belonging to one of the systems including environmental (natural), social (human) and technical (facilities and infrastructure). All these systems together create and exploit the available resources for tourism development (Hau et al, 2019; Haneef, 2017). Human resources possess necessary knowledge, skills, qualifications and are responsible for tourism development and for implementation objectives in each tourism company and in the whole tourism industry (Hai, 2001; Hau et al, 2019a; Jovanovic & Ilic, 2016). Hereafter, we present several critical requirements for the human resources operating in the tourism services industry (Zainal et al, 2012):

- Professional ethical requirements: Tourism is a profession that attracts everyone who could enjoying special entertainment and economic benefits. However, working in the tourism industry is quite challenging, especially for the tour guide professions. Truthfully, tour guides have to face with many stresses, or pictorially say, the tour guide job is like being “a bride of a hundred families”. Due to the complex nature of the job, it requires workers in the

tourism industry to have love and devotion for this profession, honesty and patience.

- Professional qualifications: professional, proficient expertise and knowledge of socio-cultural, economic, knowledge of international verbal and non-verbal communication, to master skillfully the tourist psychology to propose suitable services that suite them well.

- Foreign language proficiency: It is one of the basic requirements for tourism workers. Without a foreign language, it is impossible to communicate with foreign tourists and it is difficult to understand their needs and preferences. International guests are very happy when we talk, communicate with them in their own language which is not necessarily English, then they feel a friendly atmosphere like at their own home.

TOURISM DEVELOPMENT IN BINH THUAN PROVINCE

The Formation And Potentials For Tourism Development In Binh Thuan Province

Evaluation Of The Growth Of Tourism Types

In the tourism industry, if the tourism products offer including destinations, resorts, entertainment, is an indispensable requirement, the type of tourism will be a bridge connecting tourists to the product usage. The richer and more diversified is the tourism typology, the more visitors will come and for a longer stay.

Therefore, one of the top priorities of the Binh Thuan tourism industry is to develop as many new and unique types of tourism as possible in the locality. Currently, in Binh Thuan, seven main types of tourism are being formed and developed, including the green tourism combined with hunting and fishing; cultural tourism including visiting historical sites and relics combined with exploring ancient Cham architecture; “travel to the source” tourism including many important and well-known tourist routes. The city tour of Phan Thiet project also contributes to create more attractive offers of products for tourists. Binh Thuan province is applying a policy of prioritizing and encouraging both foreign and domestic investment in projects to form international tourism-sports complexes or associated with marine sports services. In particular, Binh Thuan focuses on improving the quality of tourism products in line with the needs of the domestic and international tourism market by creating a unique tourism product to attract international and domestic visitors. Important highlights are the thematic tourism products such as learning about Cham culture, Co Ho culture, Raglai ethnic group, Chayo, sea-forest-lake resort tourism, hot spring treatment tourism, sports on the sea, sun and sand. All of that create attractions to attract visitors back to Binh Thuan province. These typical tourism products have brought the outstanding socio-economic development for Binh Thuan province making it a desirable place to for local people live and for tourism to visit and spend more money on local services. All that will increasingly attract and welcome more and more visitors to this province.

Implement Policies To Develop Tourism Infrastructure

In the period of 2016 - 2019, Binh Thuan province always received the attention of the central and local government and set the target of developing tourism infrastructure to the forefront in order to attract domestic and foreign investors looking for opportunities in the tourism sector. Accordingly, Binh Thuan province has focused on the local budget as well as other investment capital sources to implement the construction, completion and putting into use important traffic works to meet the requirements of tourism development. In parallel, telecommunications infrastructure continues to be interested by telecom businesses. Binh Thuan province has invested in building more than 100 mobile broadcasting stations (BTS), expanding coverage and improving quality and quantity of mobile phone services, especially for tourist areas. Additionally, Binh Thuan has upgraded transmission network, provided fiber-optic Internet services, mobile services on 3G and 4G platform, cable TV service to serve the needs of tourism business activities in the province. In the coming time, Binh Thuan will continue to implement the Master Plan for development of Mui Ne National Tourist Area to 2025, with a vision to 2030 and the Master Plan for Phu Quy Tourist Area with a vision to 2030.

Implement Sustainable Tourism Development And Environmental Protection

Binh Thuan is endowed with a long and beautiful coastline, especially it is known as the resort capital of Vietnam. Tourism environment protection contributes to improving the environmental degradation, ensuring ecological balance, preventing and overcoming bad consequences caused by humans and nature to the environment. Therefore, the protection of the environment, especially the marine tourism environment, needs the cooperation of all sectors, levels and people. Therefore, for many years, Binh Thuan has become a hot spot in investment activities and tourism development of Vietnam. To develop tourism combined with environmental protection, the province requires all tourism investment projects to put the goals of protection of ecological environment first. The environment factors play a decisive role in orienting tourism development to a right track. Accordingly, in the past years, Binh Thuan province has directed functional localities and branches to orient tourism planning with priority on environmental protection, contributing to landscape creation, green and sustainable orientation of tourism.

Assessment Of Strengths, Weaknesses In Binh Thuan Tourism Development

Strengths

-It is one of the best places in Vietnam that has the potential to develop resort tourism combining with marine sports. Binh Thuan has a long coastline and it is well known as a resort paradise.

-Unique natural conditions, stable climate and natural disasters rarely happen.

-Tourism resources are diversified and plentiful to develop different types of tourism suitable for different types of tourists.

-There are typical products that have been recognized by the Vietnam Record Center such as a fish sauce brand.

-It is an area that is suitable to organize tourist complexes, specialized tourism and entertainment services of national and international stature.

-Convenient location that connect with other tourist centers such as in Ho Chi Minh City, Khanh Hoa province, Lam Dong province.

-Due to young and ambitious human resource, Binh Thuan is capable of training and developing high professional qualifications.

Binh Thuan is becoming the center of investment with a series of resort projects being implemented. The wave of capital inflows of high-end real estate, tourism and entertainment projects of a series of large domestic and foreign corporations has made the face of the locality change day by day. Binh Thuan tourism is interested by the Central and the province to create many conditions for development with short, medium and long-term policies and strategies.

Weaknesses

In addition to the achieved results, Binh Thuan tourism still shows limitations such as: it has not created typical tourism products with high quality to attract tourists. Therefore, the annual number of guests staying, especially international visitors to Phan Thiet city (the capital of Binh Thuan province) is limited, so the contribution of the tourism industry to the overall socio-economic situation of the city is not high compared to potentials of this industry. Additionally:

-Infrastructure for tourism is weak, inadequate, especially the lack of airports and the waterways are limited. This is a limitation that does not attract many international tourists.

-There are few new and not diversified tourism products, especially the lack of night entertainment services, service quality is not adequate due to the lack of professionalism.

-There is no big investor, compared to other tourist destinations such as Nha Trang (Khanh Hoa province), Phu Quoc (Kien Giang province), Da Nang City (Da Nang province).

-There is a lack of human resources, especially high-quality human resources. Tourism managers have not been professionally trained, especially the lack of experienced tour guides. Regarding the reception staff, staff in restaurants and hotels, their qualifications are not equal, their language skills are still insufficient.

In addition, some households' behaviors in tourism homestay are not friendly and professional to attract more tourists. The hotel has not met the accommodation needs beside the lack of other services to meet the needs of tourists; Although there have been many efforts in the information and

promotion of tourism, the introduction promotion programs have not been carried out in depth and their content is not bold and rich.

REASONS BEHIND STRENGTHS AND WEAKNESSES

Objective Reasons

Vietnam's economy is not yet highly developed and the technology potentials are very limited. This is a big challenge for the authorities of the State and local government in general and in the tourism industry in particular in the context of ongoing international economic integration.

Mechanisms, policies and legal issues related to the economic development in general and tourism development in particular are slowly revised, inconsistent, showing the lack of mutual cooperation. The promulgation of documents guiding the implementation of the Law on Tourism is still slow, not timely, making it difficult for the state management of tourism in localities, especially at the district and commune levels. On the other hand, tourism is a general cross-sectorial economic sector, inter-regional and highly socialized, so the state management in tourism should be related to different industries, levels and fields. Therefore, it requires continuous coordination and innovation to keep up with the development over time.

State capital for investment and support for infrastructure development in tourism is still low, while the capital allocation is still deconcentrated leading to a situation of investment in small scale with many delayed investment projects. Along with the lack of determination of compensation, space clearance for investment activities, the inadequacies in administrative procedures have been and are greatly negatively affecting the investment environment in the tourism industry.

Subjective Reasons

Infrastructure for tourism development in Binh Thuan is not synchronous. There is a lack of investment capital for tourism infrastructure as urgent infrastructure projects do not have enough resources to deploy.

Most tourists come to Binh Thuan to spend time during weekends, while the number of tourists staying in Binh Thuan is not much, the average spending of tourists also is not high. One of the reasons is that Binh Thuan has not successfully attracted strategic investors to implement major tourism projects to serve the needs and meet the expectations of tourists.

Some levels of party committees, ward and commune authorities have not yet attached importance and paid attention to the state management of tourism activities. Awareness of the position of tourism in socio-economic development is limited, so in many administrative units managers are still passive and have classical thoughts of waiting for commands, relying on decisions of higher management staff, not paying attention to the important socio-economic objectives of tourism development. The content and methods of propagating,

disseminating and educating policies and laws on tourism for the local communities are still monotonous and not suitable for the actual conditions. The qualifications of cadres and civil servants in the tourism industry are still inadequate so their training and development has received not enough attention.

SOLUTIONS TO DEVELOP TOURISM IN BINH THUAN PROVINCE

Identifying Tourism Development Trends In Binh Thuan Province

In the world, Asia-Pacific is becoming a vibrant economic region, leading to a very bustling tourist activity, attracting large numbers of tourists both inside and outside the region. As a result, the trend to form more sophisticated marketing and distribution strategies is being adopted by travel businesses and suppliers along with their rising marketing budgets.

In recent years, tourism promotion has contributed to bringing the position and image of Binh Thuan tourism industry to new heights, creating attractions for tourists and investors. The scale and scope of tourism promotion has been expanded, the quality is improved and step by step associated with market research, positioning tourism industry in the key markets and right market segments.

However, in addition, there are some shortcomings such as: tourism products are not abundant, their quality and competitiveness are not high, not really associated with the market needs; the development of tourism products mainly stops at the exploitation of inherent tourism resources and available advantages of local destinations (Lee & King, 2009; Kozak & Rimmington, 2000). Tourism promotion activities lack professionalism and are not highly effective. Funding for promotion is limited, and the financial mechanism remains inadequate. The organizational apparatus and human resources for tourism promotion still show many shortcomings along with the very limited ability to mobilize resources for promotion.

STRATEGY FOR TOURISM DEVELOPMENT IN BINH THUAN PROVINCE

Orientation Of Construction Of Tourism Products

Unique tourism products are those that are built on unique, original and representative value of tourism resources, both natural and human, for a certain territory or destination. Traveling services not only satisfy the needs and expectations of visitors but also creates an impression with its originality and creativity.

Specific tourism products are extremely important to the local tourism development in terms of specialization for each destination and locality; creating a magnet attracting diverse tourist markets, building image and local brand for tourist destination; creating the driving force for other tourism products to develop in parallel and be highlighted in general tourism products system of the locality and destination (Barkauskasa et al, 2015).

There are many favorable places in Binh Thuan province for resort tourism, combined marine and forest eco-tourism; garden tourism; sport tourism at sea; cultural and historical tourism, typical craft villages to attract diverse groups of tourists, both domestic and overseas.

Diversifying products offer, step by step towards a typical Binh Thuan tourism brand is combined with key promotional activities. Investment in tourist areas will focus on the advantage of having a beautiful coastline and associated with the ecological environment. Creating an ideal place for resorting, marine nursing, combined marine and forest ecotourism, various types of marine sports tourism; cultural and historical tourism, typical craft villages will serve Binh Thuan tourism in becoming an attractive and unique destination.

Orientation In The Tourism Market

The domestic tourism market of Binh Thuan province embraces specifically (Tuan, 2019):

- Tourists going on vacations: Long family vacation, with stable income in accordance with the type of (island) resort tourism, sightseeing; Short-term holidays (including weekends) with the type of sea tourism, sightseeing; Holidays during the Lunar New Year are spiritual travel and festivals. Summer vacation with family; convalescence holidays; leave holidays. These groups of tourists come to Binh Thuan province mainly for short-term sea tours, island resorts, weekend tours, enjoy cuisine, local dishes and festive atmosphere of the marine Phan Thiet City.
- MICE tourists: customers who are employees of agencies and businesses; groups of students; retirement and elderly groups; group visiting exhibitions, cultural and sports events. These groups of tourists come to Binh Thuan mainly to visit historical, cultural, scenic, short-term beach holidays, ecotourism, spiritual tourism, festivals and foods (Francisco et al, 2016).
- Festivals, spirituality: Pilgrims, spiritually accompanying large groups, middle-aged and elderly, mainly women; guests participate in traditional festivals following families with children, in groups of friends or in pairs. These groups of tourists come to Binh Thuan are mainly to visit historical, cultural, scenic, spiritual festivals.
- Tourism products and domestic market priority segments: Tourism marketers must regularly research, evaluate and reorient the tourism market in order to make appropriate adjustments. Periodically, the market research is organized through questionnaires, meetings with travel agencies to redefine the needs and desires of tourists related to specific products, level of satisfaction, likes and dislikes, environmental concerns, security and safety issues of guests. Hence, the orientation in the tourism marketing strategy is to be appropriate (UNEP, 2005; Meimand et al, 2003; Maunier & Camelis, 2013).

SOLUTIONS TO DEVELOP TOURISM IN BINH THUAN PROVINCE

Solutions For Tourist Destinations Management

Effective destination management for market research shows how best to use resources for the purpose of development so the natural, social and cultural elements of the destination will be better preserved; the environmental protection will be monitored and enforced more seriously; community linkage will be protected, contributing to preserving and honoring local culture; to effectively bring about economic benefits through making visitors more satisfied, increasing their number to return and to refer to their friends, preserving a positive image of local destination.

Funding is required for important destinations to facilitate effective management activities. Depending on funding sources (allocated by state budget, collected from entrance fees, service charges) to develop a destination management plan, which identifies short-term and long-term goals to prioritize. Coordination regulations need to be developed, which clarify the duties of stakeholders in managing the destination and interests of each party to increase a sense of responsibility to deal with arising issues of equity in benefit sharing and community responsibility.

Solutions To Raise Awareness About Tourism Development

Communication, raising awareness about maintaining quality and competitiveness for tourism products and services can be done through professional associations participating in the management and quality supervision of tourism services; implementing the public listing of prices; ensuring order, environment, food safety and hygiene, security and safety, civilized behavior towards tourists; improving professionalism and healthy competition in business.

Raising awareness among domestic tourists about environmentally and socially responsible in tourism; encourage domestic tourism priority selection, creating conditions for sustainable development of the industry.

Organize tours and exchanges to successful localities in local tourism development. Education and fostering knowledge of tourism civilization for residential communities in tourism development areas to create behaviors suitable for tourism activities. Communicate and encourage businesses to comply with prescribe service standards and apply and recognize quality in tourism business.

Proactively provide information, coordinating with news agencies and newspapers to propagate and disseminate laws and regulations of the State and the province on the position, role and impact of the tourism industry on socio-economic development of the province; raising awareness and responsibility of people, businesses and communities in protecting the environment, natural landscapes, tourism resources, and building a safe and friendly tourism environment.

Solutions On Tourism Development's Mechanism And Policy

To promulgate appropriate and breakthrough mechanisms and policies to develop tourism industry into a spearhead economy, meeting the requirements of the general service sector, operating according to the market mechanism.

To promulgate policies to encourage and give incentives to investment in tourism industry; to encourage investment in key areas, driving force regions for tourism development and regions with extremely difficult socio-economic conditions but with potentials for tourism development;

Support policies on loans, interest rates, taxes, and land for investment in facilities; investment in tourist transport vehicles; construction of wharves, boats, preferential policies to encourage enterprises to invest in the development of ecotourism, exploit cultural heritage values, culinary cultures, craft villages associated with tourism development.

Solutions For Tourism Human Resources Development

Investigating and assessing tourism human resources of the province today to develop (re)training plans, supplement in accordance with tourism development requirements.

To create conditions for universities and colleges in the province to organize training classes for managers and staff in the tourism industry such as: desk, kitchen, receptionist, speaker, tour guide, hotel manager and resort manager.

Diversify forms, types, and short-term training programs: on State management, destination planning and marketing, responsible tourism development and community based tourism; improving skills and knowledge for instructors; beach managers, managers of tourist attractions, entertainment spots; training courses on communication skills, foreign languages for taxi drivers, ticketing staff, service staff at tourist sites, museums, courtyards.

Implement policies for postgraduate training for the cadres, civil servants and officials of tourism industry and policies to attract good tourism experts and teachers with experience in teaching at the tourism industry training institutions within Binh Thuan province.

Proactively cooperate with specialized schools to promptly grasp practical training needs at tourism business units to organize specialized training classes; regularly coordinate training courses for managers of restaurants, hotels and tourist resorts; as next steps, for the receptionist, room, table, kitchen, tour guide, tour announcer, hotel security with socialization funding.

CONCLUSIONS

From theories and concepts of tourism development as well as the analysis of current situation of tourism development in Binh Thuan province together with the solutions proposed to develop tourism industry, the paper draws some conclusions as follows:

-Tourism development point of view is to rationally use natural and human resources in order to best exploit their value, improve and make most of a use of management capacity. The value of tourism resources contributes to the improvement of the local economy on conditions that natural resources are not diminished and affected.

-Binh Thuan province is a very convenient location, so it provides huge potential for tourist market as the number of tourists is very high. In addition, Binh Thuan province also has a rich and diversified variety of natural resources. However, information about Binh Thuan province tourism services even to domestic tourists has not been widely disseminated. Therefore, it is necessary through promotion and advertising measures to attract their attention along with combining with tourist spots to form a high-quality sightseeing tourist route.

-We should promote Binh Thuan province' inherent strengths through building links other tourism center to foster product development, focusing on the development of distinctive and high-quality products. In the immediate future, we need to focus investment on leveraged key routes, based on the strengths in natural resources, to strongly develop MICE tourism. We should re-evaluate the quality of existing tourism products in order to plan the investment in developing the products in a systemic way.

-We need to focus on building and implementing synchronous development of related industries and branches such as ensuring the complete construction of the national highway. In order to ensure technical infrastructure as conditions for tourism development, we should create basic capacities to meet requirements of serving development goals. Tourism industry must focus on professionalism and improve quality of products in sustainable ways, creating a resilience and a long-term growth chain. Tourism is a general, interdisciplinary and inter-regional service industry, so enhancing the professionalism and improving the quality of products requires the determination of all sectors, levels and the whole community.

-In order to professionalize tourism, Binh Thuan province must first start from a chain of input values including the construction and development of tourism products. At the same time, we need to control service quality and improve the professionalism of tourism activities. There is also a need to standardize tourism services through meeting specific standards and processes.

-To foster the quality of tour guides by abiding to the Party and State's guidelines and policies for tourism activities and on quality of tour guide services. Furthermore, developing specific human resource training programs is essential including new training and retraining of human resources for tourism. Additionally, we need to strengthen cooperation to exchange professional experiences through business trips and participation in scientific conferences and seminars with developed tourism industries.

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