

Research Article

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How Cultural Resources' Attractiveness Influencing Vietnam Tourism

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Abstract: This study goal is to show How Cultural resources' attractiveness influencing Vietnam tourism. Tourism has really become a key economic sector of Vietnam when the direct contribution rate of the tourism sector reached eight percent of GDP in 2017 (World Bank, 2019). By employing quantitative method to process data collected from the survey, our study showed: Programs and infrastructure to connect destinations are not focused, reducing the opportunity for new destinations to be born. Hence, we need to overcome challenges and take advantage of opportunities to boost tourism activities more in future.

Keywords: Vietnam Tourism, Challenges, Attractiveness, International Tourists.

INTRODUCTION

Scholarship on tourism risk management and recovery has developed rapidly over the past two decades and has taken many perspectives within the tourism supply chain (Goodwin, 2020).



Figure 1: Travel in Tuyen Quang province

Source: Internet

The tourism industry of Vietnam was considered as an emerging tourism market as well as a fast-growing example in the Asia-Pacific region. Tourism has really become a key economic sector of Vietnam when the direct contribution rate of the tourism sector reached eight percent of GDP in 2017 (World Bank, 2019).

Hence we select the topic: How Cultural resources' attractiveness influencing Vietnam tourism

LITERATURE REVIEW AND RESEARCH MODEL

We see below table:

Tale 1. Summary of Related Studies

Authors	Year	Contents, Results
UNESCO, 2009	2009	The attractions with cultural values may be an attraction force attracting people from other regions to come to admire the scenery and experience these values at the destinations. Cultural attractions also include other factors such as socio-cultural environment, lifestyle, customs, cultural heritage, and modern creativity
Thirumaran <i>et al.</i>	2014	The tourism industry in Vietnam is gradually becoming more proactive in implementing some tasks which support its tourism development policy such as marketing strategy focusing on destination communications, improve tourism infrastructure, increase quality tourism products, ensure security, fostering human resources, inter-regional transport infrastructure, promoting tourism investment and implementing responsible tourism
Le Thanh Tung	2020	Vietnam has been recognized as an emerging tourism market in recent years. Tourism has brought tremendous benefits reflected through socio-economic indicators in this country. Besides, there are many business opportunities coming from the booming of the

Vietnamese tourism market. However, the tourism sector is recently facing some huge challenges to maintain sustainable development in the coming time. In this context, a new development strategy is needed to change Vietnam's tourism forward to a sustainable approach. The SWOT analysis is used to show several key aspects presenting strengths, weaknesses, opportunities, threats of Vietnam's tourism industry. Based on the analysis result, some policy implications are provided to develop the Vietnamese tourism sector forward a sustainable pathway in the future

Hadi & Supardi 2020

Crisis management has become a crucial concern of tourism studies scholarship. Crisis-management-oriented tourism scholars are mostly concerned with creating plans to protect tourists, business, and destinations from crises

Source: Author Synthesis

RESEARCH METHODOLOGY

Data collection

The survey sample was selected through purposive sampling including international tourists (excluding overseas Vietnamese) who visiting Vietnam in different forms such as going through travel agencies or self-travel... and those who have come to visit cultural attractions in Vietnam. The survey was carried out in Hanoi, Da Nang, and Ho Chi Minh city, which are the top three cities to welcome the most inbound international tourists and represent three cultural regions in Vietnam.

MAIN FINDINGS

Tourism Background information

Opportunities: After being affected by the Covid-19 pandemic, tourism businesses' perception, behavior, habits and travel decisions have changed. Traditional tourism activities are also gradually changing with creative and unique forms of tourism. From the beginning of 2022 until now, Vietnam has continuously been in the group of destinations with the highest growth in the world, with a growth rate of 50-75%. In particular, Ho Chi Minh City is one of the most sought-after destinations by the international community, next to other places such as Hanoi, Da Nang, Phu Quoc, Hoi An...as well as Tay Bac region tourism, Hue city tourism, etc. (source: qdnd.vn)

Besides, there are many challenges such as: In 2020, the number of international visitors reached only 3.7 million arrivals, down 80% compared to 2019; domestic tourists reached 56 million arrivals, down 34% over the same period in 2019; total revenue from tourism reached VND 312,200 billion, down 59% compared to 2019.

In 2021, the situation will get worse with the 4th wave of epidemic breaking out strongly throughout the country, causing economic and social activities of most provinces/cities in the country to stall for months, international tourists However, domestic tourists continued to decrease by nearly 30% compared to the same period in 2020. (source; baochinphu.vn)

Next, infrastructure investment has not been synchronized, as the number of visitors increases, the

public transport system is congested; Airports, train stations... overloaded. Programs and infrastructure to connect destinations are not focused, reducing the opportunity for new destinations to be born.



Figure 2: Tourism in Da Nang

Source: Vinpearl



Figure 3: Tourism in Vung Tau

Source: Internet

Beside, Huy *et al.* (2021) also stated that we can combine folk festivals into cultural tourism, for example, Ha Giang and Thai Nguyen are located in the Northern region of Vietnam, where have lots of potential historical and architecture sites for exploring and discover to boost community and cultural tourism.



Figure 4: Tourism in Hue city
Source: Internet

Evaluation criteria

The analysis results are presented below:

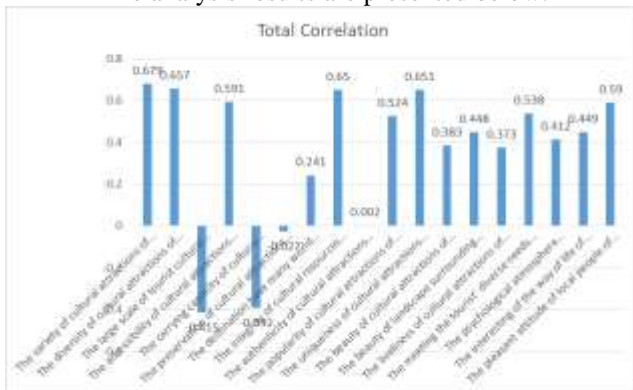


Chart 1: attractiveness of the attributes of Vietnam cultural attractions from tourists' evaluation
Source: author's analysis

Look at above chart we see that:

- First, variety of cultural attraction has highest corr 0.679.
- Second, the diversity of cultural attractions also has high corr of 0.657
- Third, the authenticity of cultural attraction has low corr of 0.002

CONCLUSION

In general, we need to overcome challenges and take advantage of opportunities to boost tourism activities more in future.



Figure 5: Visit Tuyen Quang of Vietnam
Source: Internet

Finally there are some recommendations as:
 First, we need to resolves challenges such as: tourism products, moreover, Huyen *et al.* (2021) stated that firstly, combine tourism with

preserving archaeological relics. For instance in case of Thai Nguyen historical sites in Thai Nguyen city. However, if we over-exploit it, the resource will be increasingly depleted and in the future the resource will no longer have its attractive features to attract tourists. Therefore, the assessment of the value of resources in the field of tourism is very necessary and is always the top concern of tourism managers.

Lan *et al.* (2021) pointed that a systematic approach from the public, communities to organize folk festivals till participants, tourists, local government and state management level with policies. We need to separate task division and labor division in tourism value chain.

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Conflicts of interest

There is no conflict of interest

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