



Research Article

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Evaluating Vietnam Cultural Resources Attractiveness for Tourism Development

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Abstract: This study goal is to. Data were collected from 558 international tourists who chose Vietnam as the destination of tourism. By employing quantitative method to process data collected from the survey, our study showed First, 4.29 mean is the integrity pf culture: this is highest mean value, involve in cultural atmosphere. Besides, the authenticity and landscape also attractive following evaluation criteria. Last but not least, the psychological atmosphere with mean of 4.14: attractiveness. Therefore, from international tourists' viewpoints, Vietnam tourism has many attractive points and then it can attract more tourists from: values and strength as shown in above figure/chart.

Keywords: Tourism, Cultural Resources' Attractiveness, International Tourists.

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INTRODUCTION

Vietnam tourism has many opportunities and challenges since covid 19, if we know how to overcome challenges and weaknesses.

The researches determining the attractiveness of the tourist attractions have been conducted since 1970 with the aim of planning destinations and managing resources (Formica, 2000; & Formica & Uysal, 2006).



Figure 1: Moc Chau in Son La province
Source: en.vietnamplus.vn

Hence we select the topic: Evaluating Vietnam Cultural Resources' Attractiveness for Tourism Development

LITERATURE REVIEW AND RESEARCH MODEL

We see below table:

Tale 1. Summary of related studies

Authors	Year	Contents, Results
Ahmad <i>et al.</i>	2014	The process of determining the attractiveness of the destinations and attractions following the market access is highly suitable to be applied in marketing research, especially at present, when tourism demand and consumption trends have moved to a more various and complicated level
UNESCO, 2009	2009	The attractions with cultural values may be an attraction force attracting

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		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
Boniface	2003	Cultural attractions include cultural, architectural, and art factors, and creative works of the community as well as tangible and intangible cultural heritages that are exploitable to serve tourists
Hoà Dinh Vu <i>et al.</i>	2022	demonstrate the severe impact of the pandemic on Vietnam's tourism industry based on a decrease in the number of visitors, business activities, revenue and employment rate. Therefore, to recover tourism – Vietnam's key economic sector in the future – developing reasonable strategies to build a safe tourism environment, building a sustainable tourist market, diversifying and improving tourism high-quality tourism products, marketing, human resources, digital transformation and sustainable tourism are necessary, along with the development trend of the industry after COVID-19
Tuan	2020	The World Tourism Organization ranked Vietnam sixth out of the 10 countries with the fastest growth rate globally. However, in January 2020, the country recorded its first confirmed case of COVID-19, and the number of COVID-19 infections tended to increase continuously over time.

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

Opportunities and challenges of Vietnam tourism

According to a report by the Ministry of Culture, Sports and Tourism, from April 2020, Vietnam has not yet opened its doors to international tourists. Domestic tourists in the first 7 months of the year reached 31 million visitors, of which 16.1 million guests stayed overnight at tourist accommodation establishments. Total revenue from tourists in the first 7 months of the year reached VND 136,300 billion, down 34.2% over the same period in 2020. Due to the heavy impact of the Covid-19 epidemic, a number of important tasks of the tourism industry in 2021 must pause, change.

There are many challenges in terms of: human resources, lacking of capital to implement preferential policies and in new products development.



Figure 2: Tourism in Da Nang
Source: Internet



Figure 3: Tourism in Dong Nai
Source: Internet

Beside, Nam *et al.* (2021) showed experiences that Vo Nhai is one of the northern mountainous districts with great potential for tourism development, especially archaeological sites of prehistoric and prehistoric periods such as those in Than Sa, Hang Oc. The exploitation of archaeological relics in tourism development in Vo Nhai district not only brings socio-economic benefits but also contributes to preserving and promoting the value of the relics. Also, Dong Van old

houses and town center is a good historical and architecture site for visiting trips. Based on these discoveries, we propose some tourism and architecture or archaeological preservation policies.

Evaluation Criteria

The analysis results are presented below:

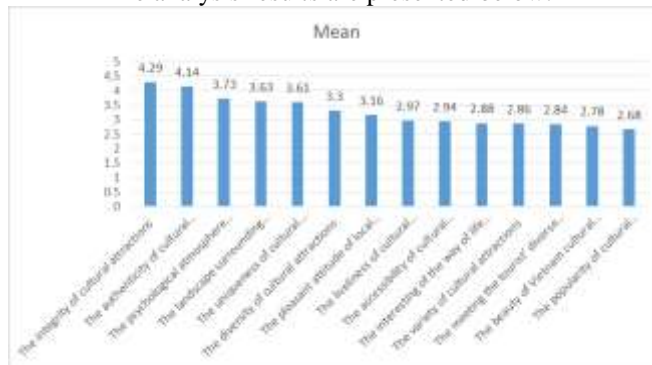


Chart 1: International tourists' evaluation on culture attraction

Source: Author's Analysis

Look at above chart we see that:

- First, 4.29 mean is the integrity pf culture: this is highest mean value, involve in cultural atmosphere.
- Second, the authenticity and landscape also attractive following evaluation criteria
- Third, the psychological atmosphere with mean of 4.14: attractiveness

CONCLUSION

In short, from international tourists' viewpoints, Vietnam tourism has many attractive points and then it can attract more tourists from: values and strength as shown in above figure/chart.

Next we need to eliminate limitations or overcome weaknesses to boost tourism activities more in future.



Figure 4: Watching Flowers in North western region of Vietnam

Source: Internet

Finally we suggest some solutions as:

- First, increasing Attractive tour program (link the process of designing a tour program); the accommodation, dining and entertainment services

ensure the quality of service and service.

- Second, Proposing the promulgation and timely implementation of solutions on financial and credit mechanisms and policies (financial support, tax exemption and reduction, preferential loans, debt rescheduling, debt freezing...); policies to support employment and train human resources to support businesses, communities, participating in tourism business to maintain operations and overcome difficulties caused by the impact of the Covid-19 pandemic; policies to support businesses and communities to participate in innovating tourism business models, developing new products, promoting and promoting in the period of market recovery and development. Simplify administrative procedures in the field of tourism; propose to reduce fees and procedure fees, etc.

Lan (2021) pointed that Folk fore festivals in Ha Long, Thai Nguyen and Hanoi have played vital role in cultural life and in of the people in local community and we need systematic solution approach to develop and connect with cultural tourism.

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Conflicts of interest

There is no conflict of interest

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