



Research Article

Volume-03|Issue-11|2022

Solutions for Developing Vietnam Tourism via Assessment of Cultural Resources' Attractiveness

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Article History

Received: 19.11.2022

Accepted: 21.11.2022

Published: 26.11.2022

Citation

Bui, T. H. V., & Huy, D. T. N. (2022). Solutions for Developing Vietnam Tourism via Assessment of Cultural Resources' Attractiveness. *Indiana Journal of Humanities and Social Sciences*, 3(11), 38-43.

Abstract: This study goal is to present Solutions for developing Vietnam tourism Via Assessment of Cultural resources' attractiveness. Data were collected from 558 international tourists who chose Vietnam as the destination of tourism.

The study points that we need to resolves challenges such as: tourism products, market research and development is still limited; inadequate destination management; lack of real commitment to responsible tourism, the number of trained human resources does not keep pace with the pace of tourism development leading to limited business capacity.

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

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INTRODUCTION

Vu *et al.* (2021) stated that 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. Vietnam tourism has many opportunities and challenges since covid 19, if we know how to overcome challenges and weaknesses.



Figure 1: Nui Coc Lake travel in Thai Nguyen province

Source: Internet

The COVID-19 pandemic has inflicted serious and widespread impacts on a wide range of economic sectors, particularly the tourism industry. This is likely true for countries where the economy mainly depends on tourism, where businesses face much bigger challenges for economy resilience in both the short and long term. An abundance of consequences, including regional to national lockdowns, as well as the suspension or cancellation of tourism- and hospitality-related services, have increasingly occurred on the global scale. A typical comparison is that the COVID-19 pandemic has been estimated to be nine times more devastating than the impact of the September 11 crisis; the economic revenue loss was enormous, at around USD 124 billion in 2020 alone (Haryanto, 2020; & Sarkodie & Owusu, 2021).

Hence we select the topic: Solutions for developing Vietnam tourism Via Assessment of Cultural resources' attractiveness.

LITERATURE REVIEW AND RESEARCH MODEL

We see below table:

Table 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
Croes & Semrad	2013	Tourism (cultural) can be developed in concepts of small islands destinations. And various tourists can determine The cultural tourism typology. Then we can quantify the economic impact of cultural tourists
Boudiaf	2019	Said that historical site preservation, esp. Historical buildings are important for cities preservation of culture
Dinh Tran Ngoc Huy, Duong Thi Huyen, Nguyen Thu Thuy, Nguyen Thi Hang	2021	Ha Giang and Thai Nguyen are located in the Northern region of Vietnam, where lots of potential historical and architecture have sites for exploring and discover to boost community and cultural tourism.

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

Background Information of Vietnam Tourism

Opportunities: According to the program project "Developing tourism capacity with responsibility for the environment and society", the number of visitors to Vietnam increased by an average of 8.9% per year compared to the world average growth rate of 3 years. 4%/year during the same period. In 2011, 10 source markets brought over 75% of total international arrivals to Vietnam. In which, the North Asian market (China, Korea, Japan, Taiwan) accounts for 46%, the European market is also the second largest market of Vietnam.

On the other hand, there are many challenges in terms of: post-COVID human resources, especially quality human resources, are becoming less and less and very difficult to recruit. After COVID, they often move to other industries, so it is difficult to re-recruit. Next, Vietnam's tourism products are both redundant and lacking, with an abundance of generic products and a lack of specific products, etc. as well as supporting policies.



Figure 2: Tourism in Da Nang

Source: Vinpearl



Figure 3. Tourism in Vung Tau

Source: Internet

Beside, Lan *et al.* (2021) showed Although the tillage and harrowing work of farmers is now done by mechanization, but the competitions of plowing,

harrowing with buffaloes and cows, and hand-planting contests are held at the festival in joy and cheer enthusiasm of thousands of people. This shows that the long-standing traditional cultural values of farmers are still preserved and handed down. Many typical and commodity agricultural products produced with organic standards, clean agriculture, applying local technology are introduced and promoted at the festival.



Figure 4: Tourism in Thanh Hoa
Source: Internet



Figure 5: Harvest Green tea at Thai Nguyen of Vietnam
Source: Internet

Evaluation Criteria

The analysis results are presented below:



Chart 1: International tourists' evaluation on culture attraction

Source: Authors Analysis

Look at above chart we see that:

- First, lowest standard dev is the psychological and integrity of culture: this is highest mean value, involve in cultural atmosphere.
- Second, heist standard dev is the interesting of the way of life

CONCLUSION

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

Finally we suggest some solutions as:

First, we need to resolves challenges such as: tourism products, market research and development is still limited; inadequate destination management; lack of real commitment to responsible tourism, the number of trained human resources does not keep pace with the pace of tourism development leading to limited business capacity; Market-oriented products in sub-destinations lack the variety to keep visitors longer.

Dinh Tran Ngoc Huy, Duong Thi Huyen, Nguyen Thu Thuy, Nguyen Thi Hang (2021) pointed that experienced 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.

Acknowledgement

Thank you editors, friends, brothers to support this publishing

Conflicts of interest

There is no conflict of interest

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