

International Journal of Research in Marketing Management and Sales



E-ISSN: 2663-3337
P-ISSN: 2663-3329
IJRMMS 2020; 2(1): 126-130
Received: 11-11-2019
Accepted: 15-12-2019

Dr. Nguyen Hoang Tien
Saigon International
University, Vietnam

Nguyen Thanh Tuan
University of Economics in Ho
Chi Minh City, Vietnam

Dr Phan Minh Duc
Da Lat University, Vietnam

Phung The Vinh
Hoa Sen University, Vietnam

Nguyen Vuong Thanh Long
Thu Dau Mot University,
Vietnam

Corresponding Author;
Dr. Nguyen Hoang Tien
Saigon International
University, Vietnam

Taking advantages of the potential of Tuyen Quang and Binh Phuoc developing tourism industry comparative analysis

**Dr. Nguyen Hoang Tien, Nguyen Thanh Tuan, Dr. Phan Minh Duc,
Phung The Vinh and Nguyen Vuong Thanh Long**

Abstract

This article points out the main potential of two important province of Vietnam, one in the North and one in the South, in development tourism industry. This article, by comparative analysis, also shows how to take advantages of the given potential in case of these provinces in general strategy of tourism development of the country.

Keywords: Tourism industry, tourism potential, Tuyen Quang, Binh Phuoc, Vietnam

1. Introduction

As people's life becomes higher and higher in terms of quality and convenience they not only have adequate material needs but also spiritual needs such as recreation, entertainment and tourism. Therefore, tourism is one of the promising sectors and has really become a popular socio-economic phenomenon not only in developed countries but also in developing countries including Vietnam.

Vietnam's tourism industry was born later than other countries in the world but its role is undeniable, bringing a large GDP income to the economy, creating jobs for thousands of workers, contributing to spreading the image of Vietnam to the world.

Vietnam is an agricultural country, with a large area of land and rivers, so the type of ecotourism is being focused. Therefore, it is necessary to exploit the potential advantages of other provinces with different types of products to develop the tourism industry, creating a new attraction for the tourism industry. Typically, Tuyen Quang and Binh Phuoc are two provinces and cities with potential advantages in tourism with many famous landscapes and cultures of ethnic groups along with increasingly ecotourism and resort types.

However, tourism development in the two provinces of Tuyen Quang and Binh Phuoc in the past years is still limited, not promoting its inherent potentials and strengths. Because of the perceived problem, the authors chose "Taking advantage of the potentials of Tuyen Quang and Binh Phuoc in developing tourism industry" as the research topic for this article. Objectives of the study are:

- To learn the inherent potential advantages for tourism development of Tuyen Quang and Binh Phuoc.
 - To assess the current situation of tourism development in Tuyen Quang and Binh Phuoc.
- Since then, we can propose a number of solutions to promote the inherent potentials for developing the tourism industry in Tuyen Quang and Binh Phuoc.

2. Theoretical framework

2.1 Main concepts

Tourism

Currently, tourism has become a popular socio-economic phenomenon not only in developed countries but also in developing countries including Vietnam. However not only in Vietnam but also in many countries around the world, in terms of concept and content there are many different definitions of tourism.

- Vietnam Tourism Law 2005 has introduced the following concept: "Tourism is activities related to trips of people outside their regular place of residence to meet the needs of

sightseeing, learning and solving local problems for a certain period of time”.

- According to the World Tourism Organization (WTO): "Tourism includes all activities of an individual who arrives and stays for no more than 12 months with the purpose of making regular money".
- According to Michel Coltmant: "Tourism is an interaction between four groups of factors: tourists, tourism supply organizations, tourism authorities, and residents in tourism areas to unify their activities. Tourism aims to improve the quality of human life".
- LaHay statement on tourism writes: "Tourism is an indispensable activity of people and modern society because tourism has become an important form of using people's free time and a means of communication in the relationship between people”.

Tourism potential

- In a broad sense, potential is the sum of all internal and external conditions that are valid for exploitation, use and development.
- Tourism potential is one of the direct conditions for tourism development.
- Tourism potential includes: geographical location, tourism resources, people, markets, socio-economic conditions.

Tourism resource

Tourism resources are natural landscapes, revolutionary relics, human values, creative human labor works that can be used to satisfy tourism needs, which are the basic factors for formation of tourist sites and tourist sites create tourist attraction.

In fact, tourism resources are natural conditions of cultural and historical objects that have been changed to a certain extent under the influence of social needs and the ability to use them directly for tourism purposes. Current conditions always exist and are associated with the unique social environment of each locality and each country in order to create unique characteristics for each locality and each country. When these elements are discovered, exploited and used for the purpose of tourism development, they will become tourism resources.

Thus, it can be said that tourism resources are considered as a premise for tourism development, in fact, showing the more abundant and special tourism resources are, the attraction and the consequences of tourism activities. The level of exploitation of tourism resources depends on:

- The ability to research, discover and evaluate potential capital resources.
- Request development of tourism products to meet the needs of tourists, which are increasing, diverse and heavily dependent on the intellectual level.
- The level of scientific and technological development has created the means to exploit the potential of all ways to achieve the best efficiency, in order to meet all the satisfaction needs of tourists when wishing to explore the wonders magic of tourism resources.

2.2 Taking advantages of potential for tourism development

Promoting the tourism development industry is one of the top priorities of many localities with advantages in terms of scenic beauty, historical sites, geographical conditions and

climate. However, in some places, the rapid development of tourism activities, but the lack of synchronized planning has affected the life of the people, the local culture, disrupting the natural landscape, threatening the future tourism development.

Vietnam has potentials and potentials for tourism development by possessing many advantages from diverse climates, cultural riches with many characteristics of ethnic groups in the Vietnamese and diverse community. In terms of geography, there are many types of terrain, from plains to high mountains, there are many beautiful beaches, many mysterious caves to meet the needs of tourists, whether it is people who want to relax or to explore and learn. However, the potential needs to be exploited properly, otherwise it will be easy to fall into the situation of chasing temporary needs to meet in a hurry, even ignoring some civilized criteria to do business in spite of risks that directly threaten the local life, culture, environment. The degradation of these factors will negatively impact tourism activities, leading to a decline in tourism development efficiency, quality and potential.

3. Potential and the reality of tourism development in Tuyen Quang and Binh Phuoc provinces

3.1 Potential of tourism development in Tuyen Quang

Tuyen Quang is a province in the Northeast of Vietnam, the North borders with Ha Giang province, the Northeast borders with Cao Bang, the East borders with Bac Can and Thai Nguyen, the South borders with Vinh Phuc, the South West borders with Phu Tho, the West borders Yen Bai. Tuyen Quang is located in the center of Lo River basin and 140 km north of Hanoi capital, mountainous terrain accounts for 50%, low mountainous region and midland accounts for 50%. With characteristics of tropical monsoon climate, affected by the climate of mainland North Asia China, there are two distinct seasons: cold winter - drought and hot, humid summers. At present, there are more than 22 ethnic groups living in Tuyen Quang, of which 52% are ethnic minorities such as the Tay, the Dao and the San Chay ethnic groups, etc. Tuyen Quang is considered as a land of great potentials and strengths in tourism development.

Tourism of Tuyen Quang city is currently developing a variety of forms including: eco-tourism, convalescence, spiritual tourism. Currently, the whole city currently has 61 temple-temple relics, including 3 national monuments and 41 provincial relics. These relics have long been an attractive spiritual tourist destination for tourists inside and outside the province every Tet to spring. In addition, the maintenance of five annual festivals is: boat racing festival on Song Lo, Thanh Tuyen night, Huong Nghiem pagoda festival, Ha temple festival and Tran temple temple procession to Kiep Bac temple, attracting thousands of visitors to the city every year. The number of tourists to Tuyen Quang increased from more than 500,000 in 2010, to more than 1.4 million in 2016. In the first months of 2017 alone, more than 400,000 visitors came to Tuyen Quang.

According to Tran Manh Thuong (2005), Tuyen Quang possesses many conditions to develop well the types of tourism, most notably the Na Hang primeval forest with thick vegetation with large cover and style, rich in species, focusing on rare woods such as flower slices, ironwood, etc. More specifically, animals with many types of red books such as snub-nosed langurs are one of the rare animals in the world. My Lam mineral spring resort with the best unique

62 °C hot spring water source in the North with a peaceful ecosystem is an ideal condition for developing resort tourism.

Tuyen Quang is a colorful cultural area with many ethnic groups, each of which has its own cultural characteristics. The individual combined with the common form a unique feature in religious culture.

Like a museum of culture, art architecture, religion, religion has been and is a favorite destination for domestic and foreign tourists. Highlights of Tuyen Quang City, where there are 13 model temples "Practicing the beliefs of the Three Gods of the Vietnamese", became more and more significant when UNESCO was honored as a representative intangible cultural heritage of mankind. Especially the Thanh Tuyen festival, an important highlight in tourism development, promoting people and the homeland of Tuyen to friends and tourists from near and far and has been certified by the Guinness Book of Vietnam. There are many models of Vietnam's largest and most unique mid-autumn lights. The Tong Tong Festival, the Then singing festival of the Tay people, the acute festival, the Pao Dung song of the Dao people, the Soong Co song of the San Diu people, the Sinh Ca song of the Cao Lan people, are recognized as non-cultural heritage. National level objects, particularly the Tay people's singing ritual, are completing the dossier to be submitted to UNESCO for recognition as a representative intangible cultural heritage of the nation.

However, at present, Tuyen Quang has only strongly developed historical and cultural tourism products - exploited the system of revolutionary historical relics in the province. Reportedly, Xuan Truong Construction Group (Ninh Binh), one of the enterprises with a lot of experience in the field of tourism activities in Vietnam, has recently surveyed and plans to invest in some types of tourism featuring the strengths of the province, opening new prospects, awakening potentials and advantages of tourism in Tuyen Quang. In particular, this investor also pledged to work together with the province to build a dossier proposing Na Hang-Lam Binh district eco-tourism area as a world natural heritage site to advertise and attract tourists.

In addition, Tuyen Quang and Ha Giang provinces cooperated to cooperate in five areas, in which, in the field of tourism, the two sides focused on investing in tourism infrastructure, surveying and building connection between lines and routes to serve short-term tourism with the development of new tourism products to effectively exploit tourism potential.

3.2 Potential of tourism development in Binh Phuoc

Binh Phuoc is a province located in the southern key economic region, re-established on January 1, 1997, including the northern districts of the former Song Be province, which is the gateway and bridge of the southeastern region to the west. Originally and adjacent to the Kingdom of Cambodia, located on the Ho Chi Minh route, the artery route connecting the Central Highlands region with the Mekong Delta region, diverse primeval forest ecosystems along with cultural diversity The ethnic group has created richness and diversity of natural resources and humanities for Binh Phuoc province. This will be one of the strengths that contribute to the development of sustainable tourism economy for Binh Phuoc province in the coming time.

Firstly, to develop ecotourism due to natural forests -

located in the area with many rivers and streams, dams and lakes, the population of plants is quite abundant. Therefore, the natural landscape of Dong Xoai is relatively diverse, creating favorable conditions for the formation of areas capable of developing eco-tourism. It is obvious that the natural potential for eco-tourism development, the most evident expression of Binh Phuoc province is the rich, diverse and biodiversity forest ecosystem. On this strength, it is possible to combine other tours and tours in the province, in the region or inter-region, creating attractive and unique tourist products of the locality in the direction of eco-tourism and climbing. mountain, trekking, exploring: Bu Gia Map National Park with a nature reserve with a wealth of rare flora and fauna, with Dakmai waterfalls and streams on the arterial road DT 741 can connect the tourist route to Buon Ma Thuot, through Dak Nong province, or to Ho Chi Minh City or to Cambodia. Tay Cat Tien National Park (Bu Dang) and B58 intelligence complex (Dong Phu) will be the third point of eco-tourism. The biodiversity of this area is assessed to be quite high with many typical ecosystems including the ecosystems in Cat Tien. The grasslands of Bu Lach, Dong Nai commune, Bu Dang district are a miracle of creation, an area of more than 400 hectares, surrounded by evergreen forest characterized by tropical forests. According to scientists' research, the grassland was a fossilized land, millions of millions of years ago, nature covered a layer of soil enough to provide nutrition for weed to grow and flourish. During the rainy months, the grasslands create a green space among the green forests. Large landscape, fresh and cool climate is an attractive destination, suitable for eco-tourism.

Second, to develop hydrological tourism - the terrain of Binh Phuoc is relatively plain, the altitude and slope are highly variable, rich in geomorphology, etc., creating a system of natural lakes and streams, which are relatively many associated with Song Be, Dong Nai, Mang and many big stream. In addition, Binh Phuoc province has a number of lakes and dams such as Suoi Lam lake, Suoi Cam lake, Thac Mo hydroelectric dam, Can Don hydroelectric dam, Sork Phu Mieng dam, Suoi Giai lake, eco-tourism area. Bau Ke (Dong Phu), Bau Canh (Dang Ha commune - Thong Nhat).

Third, to develop homestay tourism development - coming to Binh Phuoc, the villages of indigenous people will be the stopping point for tourists to learn, experience, enrich their understanding of the culture of S'tieng, Ma, or Kh'mer people. Here tourists are allowed to take part in raising animals, going to the fields to collect agricultural products, going to the garden to pick vegetables, picking cashews or weaving brocade, learning about habits, customs or housewives, and spending the night with the people. drinking can wine, indulging in the sound of inviting gongs in the twilight ceremony, wearing bracelets, good health in the community, participating in the dance of gongs, enjoying traditional dishes such as lam rice and wine, steaks, primitive chicken, spring fish, wild vegetables in Soc Bom Bo and squirrel villages of S'tieng and Ma people in rural districts of Vietnam.

Fourth, to develop cultural tourism due to history and folk beliefs - Binh Phuoc currently still holds many cultural and ethnic values. In addition, many archaeological sites were discovered and studied dating back 2000 years, such as: stone herds, ancient citadels, stone and ceramic tools belonging to prehistoric civilizations. In addition, the

province also has many historical sites associated with the cause of national liberation struggle with famous landmarks such as: Bà Rá Prison, Military Region Military Command base area of the forces. Armed Forces of South Vietnam, the ancient French architectural cluster, VK 97- 98 fuel depot, the Governor's Palace, the Mo 3,000 people, and especially the famous Soc Bom Bo site have been carved into the heroic history page of the nation.

To wake up the potential, the strength of Binh Phuoc is gradually improving the infrastructure, promoting the development of typical tourism products and cultural identities. In the near future, Binh Phuoc strives to become an attractive destination on Vietnam's tourism map.

Currently, Binh Phuoc is implementing four key projects on tourism development, including: Film studio project combining Bu Lach grassland ecotourism area, Ba Ra mountain cultural and life-saving project (Ba Ra mountain) Phuoc Long district), a special national monument area The Headquarters of Ta Thiet domain, Xiengng ethnic minority cultural reserve Bom Bo. These are four projects invested by the budget and socialized to connect tourist destinations in the province to attract tourists.

According to Deputy Director of Binh Phuoc Department of Culture, Sports and Tourism, Do Minh Trung said: Since 2015, Binh Phuoc has mobilized more than VND 300 billion, of which about 70% is the capital of socialization to invest in developing tourism infrastructure. Binh Phuoc also promotes the promotion of the strong potential of ecotourism; formulating preferential policies to attract investment in tourism development. Currently, the province has typical tourism products such as brocade weaving of Xieng people; winemaking tradition of indigenous peoples; restoring folk festivals.

3.3 Comparative analysis of potential advantages of Tuyen Quang and Binh Phuoc

If Binh Phuoc is a mountainous province, a transition area between the Central Highlands and the Southeast, Tuyen Quang is also a mountainous province to the north, adjacent to Ha Giang province, to the northeast, to Cao Bang and to the north. It borders with Bac Kan and Thai Nguyen in the east, Vinh Phuc in the south, Phu Tho in the southwest, and Yen Bai in the west. With the favorable geographic location, it will be a bridge and an important link in the tourism chain link on Vietnam tourism map.

Inheriting the valuable cultural and natural values, both Binh Phuoc and Tuyen Quang provinces treasure those values for exploitation in tourism. The two provinces have had policies to support and develop tourism such as:

- According to Deputy Director of Binh Phuoc Department of Culture, Sports and Tourism, Do Minh Trung said: Since 2015, Binh Phuoc has mobilized over 15 million USD, of which about 70% is the source of socialization to invest in developing tourism infrastructure.
- In Tuyen Quang, according to Mr. Tran Van Luong, Deputy Director of Department of Planning and Investment, in order to create a favorable environment for investors, the province continues to promote the reform of administrative procedures, eliminate dark at least 30% of administrative procedures are troublesome for investors. Well implementing the one-stop shop mechanism to create maximum conditions for administrative procedures for investors. Both Tuyen

Quang and Binh Phuoc possess many conditions for good development of tourism types, especially the Ecotourism Area with a large area of primary forest, with large lakes from natural lakes or Hydroelectric dams with many famous places and landscapes are conditions for developing eco-tourism and adventure, along with harmonious ecosystems, which are ideal conditions for developing resort tourism.

Tuyen Quang and Binh Phuoc are multi-colored cultural regions with many ethnic groups, each of which has its own cultural traits. The individual combined with the common to create a unique feature in religious culture.

- In Binh Phuoc province, there is the co-settling of 41 ethnic groups including ethnic groups such as Kinh, Stieng, Khmer, Mnong, Chinese, Tay and Nung among which the largest ethnic minority is Stieng.
- Tuyen Quang has 22 ethnic groups living together, of which over 52% are ethnic minorities such as: Tay ethnic group, 25.45%; Dao ethnic group 11.38%; San Chay ethnic group accounts for 8.0%; Mong people account for 2.16%; Nung ethnic group accounts for 1.90%, San Diu ethnic group accounts for 1.62%, other ethnic minorities account for 1.28%.

Therefore, both Tuyen Quang and Binh Phuoc need to promote the cultural advantages of 41 ethnic groups to be able to put into tourism more strongly, such as restoring, widely promoting and putting into operation a the number of traditional festivals, or trade villages of the people of S'tieng, Khmer, M'Nong in order to promote the inherent traditional value to attract visitors to visit and learn.

Gradually studying and grasping the needs and psychology of each tourist group, with each potential of each specific tourism type, the tourism sector of Tuyen Quang and Binh Phuoc has actively taken measures to exploit and develop tourism. coat of arms. If traditional festivals are focused on learning, restoring and preserving their own cultural identities, the system of cultural and historical tourist sites will be regularly focused on embellishment and restoration to complement the implementation of diversifying services to serve visitors. Besides, there are additional tourist services such as kayaking, bicycles, motorbikes, rafts, fishin to serve tourists to develop closely associated with conservation and preservation.

4. Solutions to develop tourism potential in Tuyen Quang and Binh Phuoc

4.1 Develop tourism potential in Tuyen Quang

To propose solutions to promote development of Tuyen Quang province in the coming period, we should be focusing on tourism propaganda and promotion, raising people's awareness about the importance of tourism to the socio-economic development. There should be awareness and responsibility to protect the environment and ensure the quality of tourism services.

Focus on implementing the master plan for tourism development, striving to build Tan Trao historical, cultural and ecological tourist area to become a national tourist area, My Lam mineral spring tourist area becomes resort, high-class ecology, Na Hang - Binh Lam geological park becomes a national geological park.

Promote investment attraction, linking regions to develop

tourism, improving the efficiency of administrative reforms, creating attractive investment environment, innovating tourism promotion and promotion, building mechanical systems synchronous and modern infrastructure; proactively linking tourism cooperation, connecting tours, routes in the region and inter-region. Develop and implement mechanisms and policies to encourage organizations, inside and outside the province to participate in tourism development activities.

Prioritizing investment in building tourism products with own brands, serving the increasing tourism needs of tourists such as Tan Trao historical, cultural and ecological tourist area, Thanh Tuyen Festival, Ceremony Dong Tien Association.

It is necessary to develop human resources, focusing on fostering and training to raise the professional and managerial skills of state management officials in tourism, periodically organizing skills contests.

Strengthening the management efficiency, it is necessary to promote the role of the provincial Tourism Development Steering Committee, so establishing Tuyen Quang Tourism Association, setting up hotlines to support tourists.

4.2 Develop tourism potential in Binh Phuoc

In order to develop tourism in a professional manner, Binh Phuoc focuses on training, improving the quality of human resources, calling for the socialization of the perfect system of accommodation and hotel rooms for tourists to stop by. The province needs to identify the province's tourism advantages as tourism looking for red addresses, ecotourism, spirituality and indigenous culture, not investing in artificial tourism projects. As such, it will not be possible to compete with Ho Chi Minh City and neighboring provinces. The key tourism projects of the province need to have synchronous investment in progress and time to be able to link and simultaneously welcome visitors. The province needs to have specific policies to support the tour operators when bringing tourists to Binh Phuoc, need to connect the resorts, tourist destinations with specific tourism products, with the inspection to ensure stability to create conditions for the province's typical tourist products to be stable and developed. Tourism promotion activities need to identify tourism products and specific types of tourists to approach, introduce and organize. If you make a good impression on visitors, Binh Phuoc tourism information will quickly be introduced in today's modern internet environment.

The tourism team and tour guides need to understand the overall lack of culture and history of Binh Phuoc culture and history. So the organization and guidance of visitors has not made an impression on visitors when coming to Binh Phuoc.

It is necessary to organize tourism introduction, promotion and promotion activities but the information provided to tourists and actual tourism products is still different to visitors when coming to Binh Phuoc.

The majority of tourists come to Binh Phuoc to experience eco-tourism, relax close to nature and learn about the cultural identity of indigenous peoples. Therefore, Binh Phuoc needs to invest more in preserving and embellishing its inherent cultural identity, soon bringing provincial tourism into a key economic sector. Building a typical tourist brand for Binh Phuoc, so when mentioning to Binh Phuoc, tourists will immediately remember a certain tourist

destination, linking destinations, destinations, tourism products from source, spirituality, ecology and cultural exploration into a specific tourism route to build tours to take tourists through areas in the province. If good impressions on visitors are made, Binh Phuoc tourism information will quickly be introduced in today's modern internet environment.

5. Conclusion

Vietnam's tourism industry faces new challenges and opportunities with a lot of work to do to promote business activities on the basis of preserving and promoting the tradition, national cultural identity and protecting the commune's order and safety. Tourism development has contributed significantly to improving the lives of local people as well as contributing to the revenue of businesses, localities and the State.

In the general context of national tourism industry development, Tuyen Quang and Binh Phuoc Tourism have begun to change but have not really developed with their available potential. Taking advantage of the potentials for development will make tourism one of the economic spearheads. Therefore, the process of exploiting and developing tourism potentials needs a combination of departments and agencies to give long-term directions and measures to develop Tuyen Quang and Binh Phuoc tourism in line with potentials and strengths.

6. References

1. Duong Thi Ngu. Some historical and cultural places in Kien Dai, Chiem Hoa district, Tuyen Quang province. *Language and life*, 2015; 7(237).
2. Nguyen Xuan Thang. Developing cultural products and services in the context of market economy and international integration. *Vietnam Social Science Magazine*, 2011.
3. Bui Xuan Nhan. Developing rural tourism in our country today, 2009.
4. Tran Manh Thuong. Vietnam's culture and tourism. Thong Tan Publishing House, Hanoi, 2005.
5. Tran Duy Minh, Pham Duc Thien. Potential development of experience tourism in Son Tra Peninsula - Da Nang City. *Journal of Science and Technology Development*, No. 2016, 5.
6. Than Trong Thuy, Pham Thi Thu Nga. Development of sea and island tourism in Khanh Hoa Province. *Journal of Ho Chi Minh City University of Science*, 2013, 52.
7. Ngo Thi Dieu An, Nguyen Thi Oanh Kieu. Curriculum Overview of tourism. Ministry of Industry and Trade College of Commerce. Danang Publishing House, 2014.
8. Nguyen Trong Hieu. Developing tourism on the source - the strength of tourism in Tay Ninh Province. *Journal of Ho Chi Minh City University of Education*, 2014, 55.
9. Nguyen Van Thuat. Potential and ecotourism orientation of Cat Tien National Park. *Journal of Ho Chi Minh City University of Science*, 2010, 20.
10. Trinh Phi Hoanh. Researching the natural potential for sustainable tourism development in Dong Thap Province. *Journal of Ho Chi Minh City University of Science*, 2013, 47.