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## Solutions for Tuyen Quang and Binh Phuoc international tourism products and services development comparative analysis

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### Abstract

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

**Keywords:** Tuyen Quang, Binh Phuoc, Vietnam, international tourism development, product

### 1. Introduction

Vietnam has many places to develop tourism activity and each locality has its own tourist characteristics and characteristics, contributing to the diversity and diversity of tourism in Vietnam. However, in addition to localities where tourism products have developed due to climate, natural geography suitable for many people's tourism interests has been well developed and the state is invested. Meanwhile, some localities also have their own geographical location and separate culture, indiscriminate ethnicity suitable for tourism development has not been focused, or by investors not yet discovered. Therefore, investing in preserving and promoting the tourism culture of this place is a very necessary work.

In recent years, tourism to the natural and ecological regions of the world has paid great attention. These places often have unspoiled landscapes and also have unique customs, lifestyles and cultures. Vietnam has a great advantage in developing tourism. That advantage is promoted in the preservation of the primitive features of culture, lifestyle, customs, farming habits and traditional crafts. More specifically, those cultural features are blended with the beautiful natural ecological space, which is very attractive to tourists. In addition, the attraction of culture is not only in its uniqueness but also in the unity of the community culture, creating many brilliant colors in the overall picture of the national culture.

Tuyen Quang province has a long history of establishment and development. It has a unique identity that attracts visitors, famous places such as Tan Tich tourist area, My Lam mineral spring, Mac Citadel. Tuyen Quang is very rich and diverse and will be a very attractive destination for tourists if exploited to the full potential.

Binh Phuoc, in addition to pristine natural scenery, many waterfalls, rapids, beautiful lakes, immense primeval forests, has rich and diverse flora and fauna. Binh Phuoc's tourism resources all have their own particular features, highlighting landmarks such as Bu Lach grassland, Bu Gia Map National Park, Ba Ra Mountain, Mo waterfall, special national relics of the Liberation Army of Southern Vietnam Ta Thiet, Loc Quang gas depot, revolutionary base of Soc Bom Bo, Phu Rieng Do but it has not been specially focused on exploiting tourism.

For these reasons, the authors decided to implement the topic "Solutions for developing international tourism products and services in Tuyen Quang and Binh Phuoc – a comparative analysis" as a basis for this article. The objective of the study is to assess the status and solutions for developing international tourism products and services in Tuyen Quang and Binh Phuoc. There search object and research space of the research in article are Tuyen Quang and Binh Phuoc provinces. The scope of the research is international tourism products

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and services Tuyen Quang and Binh Phuoc.

## 2. Tourism products and services of Tuyen Quang and Binh Phuoc

### 2.1 Tuyen Quang

Located 165 km from Hanoi, bordering 6 northern mountainous provinces, Tuyen Quang is known as one of the provinces with many prominent "strengths" in tourism types, such as cultural heritages, history, community culture, spirituality, and resort ecology. It is not difficult to list the tourist destinations in the province that have been gradually attracting strong attraction to domestic and international tourists. Typically such as Tan Trao Special National Monument, Kim Binh Relic Site, ATK - Kim Quan Relic Site, My Lam Mineral Spring Resort, Na Hang Ecological Tourism Area, Ban Ba Waterfall, Tien Cave, Ho Khen; system of cultural works such as Thuong temple, Mau Ý La temple, Minh Cam temple (Yen Son), Pac Ta temple (Na Hang). Especially a series of traditional festivals bearing bold literary values of the community of Tuyen Quang ethnic groups, such as the Dong Tien Festival - the Que market, the Cage Festival, the acute ceremony of the Dao people, the Fire Dance Festival.

However, from 2010 and earlier, there is a common perception among researchers as well as tourists that Tuyen Quang tourism has almost stopped at spontaneous development; tourism products lacked competitiveness due to monotonous and impressive features in particular. Therefore, at that time, in general, Tuyen Quang's tourism activities had not been attractive to tourists; few large delegations; the length of stay for tourists is not too long. Under this situation, in the 2010-2015 term, the party committees and authorities at all levels in Tuyen Quang have focused on leading and directing the development of tourism. The focus is to promote the effective exploitation of local tourism potentials. And with the constant attention of all levels and sectors, these potentials have been effectively exploited in association with better and better meeting the needs of cross-tourists.

Step by step in researching, grasping the needs and psychology of each tourist group, with each potential of each specific type of tourism, Tuyen Quang tourism industry has actively taken measures to exploit and promote appropriately. 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. Development is closely linked with conservation and preservation. Therefore, in recent years, Tuyen Quang tourism industry has experienced strong growth in both the number of visitors and the obtained economic efficiency. The number of domestic and international tourists and the tourism industry's revenue has been increased sharply over the years. Other travel time is also being increased. According to statistics, the total number of tourists to Tuyen Quang has increased from 530 thousand (2010) to 1 million (2014) and 1.3 million (2015). At the same time, the economic efficiency gained from tourism activities also increased sharply with social revenue of 20 million USD (2010), 35million USD (2014) and 45 million USD (2015) respectively. This revenue has contributed to supplementing the local budget to serve the investment of socio-economic development in the locality

### 2.2 Binh Phuoc

About 120 km away from Ho Chi Minh City by road, the largest area in the South with more than 6,000 km<sup>2</sup>, adjacent to the Central Highlands region, Binh Phuoc has diverse and rich terrain with many low plateaus and copper equal. With a quite mild and stable climate, Binh Phuoc has pristine beauty. The ecosystem is still preserved almost intact. Therefore, Binh Phuoc's tourism industry is only in its infancy, not known by many tourists. The number of domestic and international tourists coming to Binh Phuoc every year is quite modest compared to other provinces and regions (In 2015 the number of domestic tourists was 333 thousand and the number of international tourists was nearly 5 thousand, In 2016, this figure was 455 thousand and 4.7 thousand respectively).

Binh Phuoc is located in the southern key economic region, a key artery connecting the Central Highlands region with Ho Chi Minh City and the Mekong Delta provinces, with Highway 13 connecting the Kingdom of Cambodia, Laos and Thailand, has many famous landscapes and cultures of the ethnic groups. It can be said that Binh Phuoc is a locality with a lot of potentials for tourism development. So far, these potentials have not been effective in promoting local socio-economic development. This forces the tourism industry in Binh Phuoc province to propose many synchronous solutions to gradually pave the way for sustainable tourism development, contributing to the province's development goals in the coming time.

Binh Phuoc tourism resources are widely distributed in the province, each locality has unique tourism strengths. Geographically, with relatively flat terrain, there are only a few low hills and flat lands between hills and mountains; There are quite a lot of rivers, streams, rapids, dams, and primeval forests with rich and diverse fauna and flora, strictly protected with many beautiful natural landscapes and cool climates. This is considered an ideal spot for travelers who want to explore.

The ethnic diversity associated with the richness of regional and regional cultural identity is a unique tourism resource, attracting visitors to learn. In addition to the majority Kinh ethnic group (over 80%), Binh Phuoc has 40 other ethnic groups in which the ethnic groups with relatively large population are S'tieng, Tay, Nung, Khmer, and a few Mnong, Hoa, Muong... Ethnic minorities of Binh Phuoc province belongs to many different linguistic groups, ethnic cultural traits expressed through many unique festivals. Typically, the festival of turning heads to celebrate the new rice of the ethnic people S'tieng has existed for a long time; Chol Ch'Nam Th'M festival is a traditional festival of Khmer ethnic people held in the middle of April every year at temples, pagodas and squirrels. The rituals to welcome Tet are plentiful, such as washing Buddha statues, water splashing, praying and making banh tet; The new Mnong rice celebration is held at the rice field around August every year.

In Binh Phuoc province, there are many relics of round-filled embankment - traces of prehistoric people. The ancient earthen walls were discovered in the 1950s, mainly in districts of Loc Ninh, Hon Quan, Binh Long and Bu Gia Map. Here, archaeologists have found many artifacts such as pottery pieces, stone tools, ceramic jewelry dating back about 2,000 years ago, along with ancient architectural works, communal houses, pagodas, houses of worship, unique cultural space. According to archeologists, this is the

residence and defense of the ancient inhabitants.

Adjacent to Cambodia, there are three important border gates that can expand the overseas tourism market, focusing primarily on the exploitation of tourists by the Trans-Asia form of Cambodia from Cambodia, Thailand, Myanmar. Hoa Lu International Border Gate is located on National Highway 13, an important transport route connecting Binh Duong and Ho Chi Minh City, with many attractions such as Military Region Military Headquarters, Military Headquarters of the French in Loc Tan commune; Hoang Dieu main gate is located in Bu Dop district, which is a national border gate capable of connecting smoothly with Ba Ra - Thac Mo area to form a tourist route with the main product of eco-tourism historical sites combined with commercial tourism; Ta Vat border gate in Loc Ninh district effectively serves commercial tourism, visiting monuments.

Along with the type of cultural tourism, festivals, Binh Phuoc has many places recognized as national historical relics such as: Phu Rieng Do relic where the Communist Party of Indochina Communist Party - one of the The first three branches of the Communist Party of Vietnam, the first branch of the Communist Party of Binh Phuoc; Ba Ra mountain - a famous beauty spot with the Be river flowing at the foot of the mountain, with Mother waterfall, Mo waterfall and rich flora and fauna associated with revolutionary historical relics during the anti-American era; The diplomat - the headquarters of the Provisional Revolutionary Government of the Republic of South Vietnam - is the meeting place of the four-party military complex and the Control Committee of the armistice in the spirit of the Paris Agreement ; In addition, there are locations of Loc Ninh military airport, Ta Thiet base, Loc Quang - Loc Hoa petroleum depot (VK98 - VK99).

Binh Phuoc has great potential for ecotourism, including main products and services such as: Visiting environmental research, educating ecological environment. Typically: Suoi Cam and Bau lake tourist areas Ke, Phuoc Cat cable-stayed bridge, Bridge 38, Ba Mu dam; Soc Siam ecological lake; Dak Mai waterfall, seven-story waterfall, Voi and Dat waterfall; Bu Lach grassland; Tay Cat Tien National Park, which is the largest conservation area of Vietnam, has a core area of about 5,000 hectares, with a very diverse ecosystem, with rich flora and fauna; Bu Gia Map National Park.

### **3. The reality of tourism products and services in Tuyen Quang and Binh Phuoc**

#### **3.1 Tuyen Quang**

Considered to be an "outstanding highlight" that significantly contributes to the attraction of Tuyen Quang tourism, Thanh Tuyen Festival has really become a destination for a large number of domestic and international tourists. First appearing on the Mid-Autumn Festival in 2004, many families in Tuyen Quang City collated and created some models of small animals and then marched along the streets. Along with the activities of lion dance, dragon dance, music dance. Recognizing the uniqueness, creativity and new attraction of these forms of activities, since 2010, Tuyen Quang city has There is interest, orientation for activities in the Mid-Autumn Festival towards richness, diversity, and mass. And it has become common practice, maybe with different names but every year, the most important highlight of the Mid-Autumn Festival in Tuyen Quang City is the huge Mid-Autumn Festival lights modeled by the people of the groups. Hand

made and procession through most streets. Especially, in 2014, for the first time, this unique activity was organized at a provincial scale and officially agreed to be called Thanh Tuyen Festival. In the festival, there is also Beauty Contest of Xuhen, Beer Festival, Contest of clean, civilized street, Then - Dan Tinh singing festival, etc. Therefore, in the 2 most recent events (2016 and 2017), Thanh Tuyen Festival has attracted tens of thousands of visitors to Tuyen Quang. Successful research and organization of Thanh Tuyen Festival is just one of many examples showing the positive impact of synchronized policies on the development of tourism industry in the mountainous province of Tuyen Quang. Policies on expanding the tourism infrastructure system; building tourism human resources; strengthening links, cooperation, marketing has created conditions for the tourism industry to develop effectively. Not only regularly interested, creating favorable conditions for all individuals and organizations to participate in the development of tourism activities, Tuyen Quang province has also built its own mechanisms for tourism infrastructure development, thereby improving Quality for travelers. In 2010, there were 129 tourist accommodation establishments in the whole province with 1,612 rooms and 2,938 beds. In the end of 2017, Tuyen Quang expanded to over 255 establishments to operate accommodation services, with over 2,200 rooms. 3,500 beds; over 100 restaurants serving dining. Especially, Tuyen Quang province has 33 hotels of 1 and 2 star standards.

Training and improving the quality of human resources operating in the tourism industry have also been implemented effectively by Tuyen Quang. With the implementation of the Project "Developing human resources for tourism", the province annually organizes professional training courses such as tour guides, bar tables, reception, community tourism, hotel and restaurant management. Particularly in 2017, Tuyen Quang opened 05 professional training courses with the participation of over 300 students who are direct workers in the tourism industry. Up to now, there are about 13,000 employees in Tuyen Quang province participating in tourism activities and services; in which the direct workforce is over 3,000 people. The propaganda and tourism promotion has also made positive changes thereby helping Tuyen Quang tourism image has been widely promoted to visitors in and abroad. The linkage of tourism development with provinces in the North in particular and the country in general has been strengthened regularly on the basis of focusing on exploiting the unique features of each locality.

#### **Some development orientations in the future**

Although there are still certain limitations, it is clear that the tourism industry has made significant contributions to the economic, cultural and social development of Tuyen Quang mountainous province. In the coming time, in order for tourism to continue to develop, Tuyen Quang determines that it is necessary to focus on implementing a number of key contents:

Firstly, to promote propaganda, raising awareness of all levels, sectors and people about the role and meaning of tourism development. Through propaganda, it is necessary to create consensus and synergy for the tourism industry to have the most favorable conditions to develop effectively and sustainably.

Second, research and focus on building strong tourism

products associated with specific local potentials. Firstly, focus on unique and unique tourism products that are attractive to tourists, such as cultural historical tourism, community ecotourism, spiritual tourism, etc.

Thirdly, we need to link the investment in tourism infrastructure development with the efficiency of training human resources. It is necessary to socialize in investment and development of tourism infrastructure system; at the same time, regularly fostering and training to improve the qualifications, quality and professionalism of the forces involved in the service and tourism sector, especially with the types of community-based eco-tourism and village tourism.

Fourthly, continue to promote the promotion and promotion of the image of Tuyen Quang tourism and promote cooperation in tourism development. In which, it is necessary to attach importance to the contents and forms of advertisement suitable to each specific group of tourists; At the same time, it is necessary to strengthen tourism cooperation and cooperation with Cao Bang, Bac Kan, Lang Son, Thai Nguyen, Ha Giang, Phu Tho, Vinh Phuc and Hanoi Capital; promote and develop international tourism links with Xieng Khouang (Laos) and Chau Van Son provinces (Yunnan province, China).

Good performance of those main tasks is the basis for Tuyen Quang province's tourism industry to really take off. And the province's rich potentials and strengths will be effectively exploited, so that the tourism industry continues to make important contributions to socio-economic development in the traditionally rich Tuyen Quang homeland.

### 3.2 Binh Phuoc

According to the Deputy Director of the Department of Culture, Sports and Tourism of Binh Phuoc Province, to exploit the potential and develop tourism of the province in addition to pristine natural landscapes, many waterfalls, rapids, and beautiful lakes, immense primeval forests with diverse and diverse flora and fauna. Binh Phuoc's tourism resources all have their own particular features, highlighting places such as Bu Lach grassland, Bu Gia Map National Park, Ba Ra Mountain, Mo waterfall, special national relics of the Liberation Army of Southern Vietnam Ta Thiet, Loc Quang gas depot, revolutionary base of Soc Bom Bo, Phu Rieng Do, etc. In particular, Binh Phuoc province is gradually exploiting the potential of Ba Ra Mountain with projects. spiritual and tourism tourism development project on the red address source - Ba Ra prison; Bu Lach grassland is developing an outdoor film project in combination with eco-tourism in the waterfall cluster on the headwaters of Dong Nai river; revolutionary historical relics such as special national relics Base Camp of the Southern Liberation Army of Vietnam Ta Thiet, Loc Quang petrol depot (Loc Ninh), mass grave of 3,000 people (Binh Long) renovated, invested to build scale, especially, the operation of S'tieng Soc Bom Ethnic Cultural Reserve (Bu Dang) will be an attractive highlight for Binh Phuoc tourism.

In addition, Binh Phuoc also has 41 brother ethnic groups living in different language groups and having unique cultural characteristics, expressed through festivals such as New Rice Festival, New Village Ceremony, naming children, buffalo turning ceremony, offering rice, praying for rain. Ancient architectural works, communal houses, pagodas, churches, unique cultural spaces, relics in the form

of circular land where the inhabitants reside prehistoric people in this land remain to this day. Not to mention, this place also has many typical dishes such as nehouzeaua rice, boiled soup, enemas, tweezers leaves, sprouted rattan, wine, cashew nuts and typical dishes from the lake fish promising to make tourism guest of full satisfaction.

With the available tourism advantages, every year, the average number of tourists to Binh Phuoc reached 200,000 - 300,000 thousand in 2016, soaring to about 500,000. However, this result does not reflect the tourism potential of the province and Binh Phuoc tourism industry has not yet made a mark on the country's tourism map. The biggest cause of this situation is that the current tourism infrastructure in the province is quite limited, has not built a specific type of tourism and the promotion, promotion and regional linkages have not been paid attention t proper investment. To wake up the province's tourism potential, the tourism industry needs to drastically and synchronously implement many radical solutions based on sticking to the actual situation in order to promote the "smokeless industry" development.

### For sustainable tourism development in the future

There are extremely abundant tourism resources for Binh Phuoc to develop into attractive tourist destinations, but still in potential form due to underdeveloped investment. Tourism products are not really unique and new. Rhere is no breakthrough in concentrated investment exploitation in some typical tourist spots on par with the major tourist destinations of the country. In the direction of tourism development, the province has paid attention to the construction of point projects to attract tourists. This is the right direction that will open many opportunities for Binh Phuoc tourism to develop day by day.

In order for the province's tourism industry to develop in line with its potential, namely, striving to achieve the set target of the province such as the income from tourism activities of Binh Phuoc province in 2020 reaches 65.20 million USD. The average growth rate will reach 31.63% / year (Period 2016 - 2020). GDP from tourism and the proportion of tourism in the national economic structure of Binh Phuoc tourism in 2020 will reach USD 45.64 million (Accounting for 2.37% of the GDP of Binh Phuoc province), we think we need to implement many synchronous solutions, including some of the following:

Firstly, strengthening the propaganda to raise the awareness of the party committees, authorities at all levels, officials, party members and people of all ethnic groups in the province on the position and role of the tourism industry in economic development - society of Binh Phuoc province; Especially affirming and changing the perception that Binh Phuoc has many potentials and strengths to develop tourism, it is entirely possible to develop this smokeless industry as well as other provinces in the region and the West. Propagating officials, public servants and people to make efforts to improve the image and reputation of the provincial tourism; guide how to do tourism, how to promote Binh Phuoc tourism products, especially the direction of developing green tourism and sustainable tourism when the Binh Phuoc tourism industry seems to have just started, so there are many opportunities to learn and acquire experience of localities in the country and internationally.

Secondly, we need to promote activities boosting tourism development by implementing a variety of contents, forms

and methods of propagation even in organizations and businesses doing business in the tourism industry, considering this as a leading solution to be able to quickly deploy in society for all who recognized the great potential of Binh Phuoc tourism industry. Early establishing tourism promotion centers in localities and key tourist sites (Loc Ninh tourist promotion center, Thac Mo - Phuoc Long, Dong Xoai); strengthen budget capital for promoting tourism promotion, building image and national tourism brand. Giving priority to promoting comparative advantages of developing eco-tourism, cultural tourism and festivals, border tourism associated with the border gate; in which focus on tourism destinations of Ta Thiet - Thac Mo, Ba Ra - S'tieng ethnic minority cultural conservation zone of Bom Bo, Trang Co Bu Lach and Tay Nguyen. In promoting tourism promotion, it is necessary to promote professionalism such as: Focus on promoting promotion according to the key campaign, suitable to the development orientation of tourism products and brands, especially for the type of cultural festivals, travel to visit the old battlefield, travel to relive history; building cooperation mechanisms within and outside the industry.

Thirdly, continue to improve infrastructure, focusing on infrastructure investment for tourism development. Currently, the province has 111/111 communes, wards and towns with roads to administrative centers, most of which are asphalted. There are 9 bus terminals operating evenly across districts and towns with 70 regular operating routes. The provincial roads connecting districts and towns together in a continuous way are very convenient for transporting passengers to tourist destinations inside and outside the province. Medium voltage power line system; low voltage line; Substation distribution station with a total capacity of 143,494 KVA. The province has Thac Mo Hydroelectric Plant, Can Don Hydroelectric Plant, Srok Phu Mieng Hydroelectric Plant. The water supply system and rural clean water works have been basically invested to meet the daily needs of the people. The system of post and telecommunications ensures smooth communication to all communes, wards, towns, tourist destinations in the province. All of these infrastructures are in the form of hard investment for the common purpose of the province's socio-economic development, which is also an advantage for tourism infrastructure development.

We need to quickly make decisions on investment and development of infrastructure for tourism. There is a priority policy to invest in infrastructure development for places where tourism can be developed. into projects that have been approved to invest in the project of restoration and embellishment of the Military Region Military Headquarters base area; Project of Suoi Cam Lake entertainment and entertainment complex; Project on planning Ba Ra - Thac Mo eco-tourism site; S'tieng ethnic cultural conservation area project taking care of Bom Bo. Projects and places for tourism development need to be synchronized from service to customer care along with the development of modern recreation areas through the province's own investment incentive policies.

Fourthly, we should make investment in socialization. In addition to strengthening investment and investment efficiency from the provincial budget for tourism development, along with taking advantage of ODA capital through preferential foreign loans or issuing government bonds for constructions. Large investments such as

highways, railways, etc. for long-term development programs need other capital sources. Specifically, we need to bring into full play the financial resources among the people, the financial potential of domestic and foreign enterprises and organizations to ensure sufficient investment capital sources with a major structure of the proportion of investment capital from the zone. The private sector invites reputable investors in the tourism trade. Socialization of tourism is also carried out: developing community based tourism, experiential tourism, environmentally and socially responsible tourism, especially in remote, rural and rural areas; encourage contributions from tourism income for conservation, restoration of ecological, cultural and green tourism development values.

Fifth, focus on training human resources for the tourism industry. Quickly formulate and implement the tourism development manpower planning of the province as well as at landmarks. Developing the network of tourism professional training and retraining institutions to meet the growing demand for the labor force of the sector, focusing on training human resources as indigenous ethnic minority people who have just created the difference in attracting tourists and creating jobs for people to eradicate hunger and reduce poverty. Collaborate with training institutions and tourism enterprises of the Central Government and provinces with much experience in tourism development to train human resources according to investment needs, develop tourist resorts together with developing standards. and standardize tourism human resources of the province.

Sixth, carry out tourism cooperation links. Effective implementation of cooperation activities: Actively and actively implement and effectively implement bilateral and multilateral cooperation agreements signed and ongoing between the province and other localities in the province. Further expand cooperation to connect tours with other countries, directly the Kingdom of Cambodia, continue to connect with Laos, Thailand and Myanmar in a variety of ways chemistry of cooperation channels. We need to coordinate inter-regional and inter-sectoral development for tourism by: encouraging cooperation in the Southeast, Southwest and Central Highlands, in the implementation of planning, product development and investment promotion and enhance tourism branding.

It can be said that, as one of the later provinces in tourism development, Binh Phuoc is slow but it must aim at the commitment to responsible, sustainable, comprehensive and balanced tourism development, making a worthy contribution to the development of the national tourism industry and the development of Binh Phuoc province today and tomorrow.

#### **4. Solutions to develop tourism products and services in Tuyen Quang and Binh Phuoc**

##### **4.1 Tuyen Quang**

Solutions to promote tourism development in Tuyen Quang in the coming period focus on propaganda, tourism promotion, raising people's awareness about the importance of tourism to economic and society development, a sense of responsibility to protect the environment sustainably, to ensure the quality of tourism services; strengthening information and advertising activities about the image and tourism potential of Tuyen Quang; focus on organizing and hosting national and international cultural, sports and tourism events; organize tour survey programs and tourist

routes for tourism businesses and press agencies.

Focusing on the implementation of the overall planning for tourism development, striving to build Tan Trao historical, cultural and ecological tourist area into a national tourist resort and My Lam mineral spring tourist area into resort, high-class ecology, Na Hang - Binh Lam Geopark becomes National Geopark.

To prioritize investment in building tourism products with own brands, serving tourists' increasing demands such as Tan Trao historical, cultural and ecological tourist area, Tuyen Thanh Festival, Festival Tien Cave, Mau Temple Procession Festival, Cage Cage Festival...

Regarding human resource development, to attach importance to the fostering and training activities to raise the managerial and professional qualifications of state management officials in tourism; periodically organize working competitions.

Promoting investment attraction, linking regions to develop tourism, improving the efficiency of administrative reform, creating an attractive investment environment; renovating tourism promotion and advertisement, inviting strategic investors to invest in building a synchronous and modern infrastructure system; proactively linking and cooperating tourism, connecting tours and routes in the region and interregions; formulating and implementing mechanisms and policies to encourage organizations and individuals inside and outside the province to participate in tourism development activities.

Regarding strengthening of management effectiveness, it is necessary to promote the role of the Provincial Tourism Development Steering Committee, establish the Tuyen Quang Tourism Association, set up hotlines to support tourists.

According to the province's statistics, in 2010, Tuyen Quang welcomed about 500,000 visitors by 2015 and this number reached more than 1.3 million visitors. The total number of visitors in the period of 2011-2015 reached over 4 million, an increase of 49% compared to the period of 2006-2010. With the set of tasks and solutions for tourism development in the period of 2016-2020, Tuyen Quang tourism is determined to accomplish the goal of "one of three breakthroughs" that the provincial Party Congress XVI, term 2015-2020 has been determined.

Based on the characteristics and strengths of the locality associated with reasonable orientations and solutions, in recent times, the tourism industry of the mountainous province of Tuyen Quang has been developing strongly. Not only contributing to the preservation and promotion of traditional cultural values; In addition to the budget revenue, tourism activities also directly create a stable income for thousands of workers in the area.

#### 4.2 Binh Phuoc

In current situation, Binh Phuoc province should soon have plans to invest in construction of infrastructure, especially tourism infrastructure. In particular, it is necessary to focus on projects that have been approved for investment such as: the project of restoration and embellishment of the Military Region Military Command Base Area; Project of Suoi Cam lake recreation and entertainment complex, planning project of Ba Ra - Thac Mo ecological tourism area (Ba Ra mountain cultural - life complex project), cultural conservation area project S'tieng people take care of Bom Bo. At the same time, there is a policy to prioritize

investment in infrastructure development for places where tourism can be developed; create favorable conditions, business environment, open investment, encourage businesses to actively exploit tourism.

However, the development of infrastructure needs a huge investment capital, so the socialization of investment needs to be paid attention by Binh Phuoc agencies and agencies. In addition to taking advantage of the provincial budget capital for tourism development, ODA through foreign preferential loans or issuing government bonds, the province actively mobilizes all financial resources among the people, the domestic and foreign enterprises, organizations, especially capital from the private sector and reputable investors in the tourism trade to ensure sufficient investment capital for key projects in the area. Moreover, the orientation of socializing investment in developing local advantageous tourism types such as community based tourism, experiential tourism, and environmentally and socially responsible tourism should also be promoted.

In order to create a breakthrough for tourism, Binh Phuoc tourism industry needs to increase tourism promotion activities with diversified content and forms. In particular, priority is given to promoting comparative advantages of developing eco-tourism, cultural and festive tourism, border tourism associated with border gates and focusing on key landmarks such as Ta Thiet - Thac Mo, Ba Ra - S'tieng Soc Bom Ethnic Minority Cultural Reserve, grassland of Bu Lach and Tay Nguyen (Ta Thiet, Ba Ra, Bom Bo, Bu Lach, Suoi Cam). Promote communication within organizations, businesses in tourism business, so that people realize the great potential of Binh Phuoc tourism industry. Increasing budget capital for tourism promotion and focusing on promoting according to key campaigns, suitable with product development orientations.

Another factor that helps promote the "Smokeless industry" of Binh Phuoc province in the future is focusing on expanding links with provinces in the Southeast, Southwest and Central Highlands to build tourist routes, implementing links and cooperation with neighboring countries such as Cambodia, Laos, Thailand and Myanmar in the construction of international tours and tours, gradually opening up a series of potential tourism links. On the other hand, the province needs to pay attention to improving the capacity and awareness of the management staff on tourism development accordingly, strengthening the synchronous coordination between localities and provincial advisory agencies; focus on training human resources for tourism services. It is one of the important keys to pave the way for Binh Phuoc tourism to make a breakthrough in the coming time.

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