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**Dr. Nguyen Hoang Tien**  
Saigon International  
University, Vietnam

**Dr Phan Minh Duc**  
Da Lat University, Vietnam

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

## Tuyen Quang and Binh Phuoc comparative analysis of potential for tourism industry development

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

### Abstract

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

**Keywords:** Tuyen Quang, Binh Phuoc, tourism industry, development potential

### 1. Introduction

For people in the neighboring provinces, both Binh Phuoc and Tuyen Quang are very familiar names in the Southeast and Northeast of Vietnam. But for the traveling believers, this name seems to be rarely mentioned. But perhaps so that the nature here still retains its wild beauty inherent. And the tourism potential in these two territories is very large but has not been fully exploited and recognizing its importance, we would like to write an article entitled: "Tuyen Quang and Binh Phuoc - Comparative analysis of development potentials for tourism development". The objective of the research is to understand the geographic location of the two provinces mentioned above and the available potential of these two provinces; analyze and compare advantages to develop potentials between Tuyen Quang and Binh Phuoc; propose solutions for these two provinces to develop tourism potential more effectively.

### 2. Theoretical framework

#### 2.1 General information

Tuyen Quang is located in the center of Lo River basin. Gam river flows through the province in a north-south direction and merges with Lo River in the northwest of Yen Son district, the border between Phuc Ninh, Thang Quan and Tan Long communes. The province is bordered to the north by Ha Giang province, to the northeast by Cao Bang, to the east by Bac Kan and Thai Nguyen, to the south by Vinh Phuc, to the southwest by Phu Tho and to the west by Yen Bai. Tuyen Quang was also originally a Thailand, but from the 13th century it was under the control of the Vietnamese court under the Tran dynasty. Tran Dynasty was called Quoc Oai Highway, later renamed Tuyen Quang. Under the reign of King Tran Hien Tong (Reign of Khai Huu, 1329-1341), Chau Tuyen Quang changed to a town, then became Tuyen Hoa government under the Ming Dynasty.

After King Le Thai To finished chasing the enemy of Minh, he placed Tuyen Hoa government in Tay Dao. During the reign of King Le Thanh Tong, Tuyen Quang consisted of a palace and five districts and became Minh Quang province during the reign of King Le Uy Muc. During the life of Le Trang Tong, Minh Quang was changed into An In business, leaving the Thai family of Vu to be chiefs.

Binh Phuoc is a province in the Southeast region of Vietnam. This is also the largest province in the South. The provincial capital of Binh Phuoc is Dong Xoai city, about 121 km from Ho Chi Minh City along National Roads 13 and 14 and 102 km along Provincial Road 741. Binh Phuoc is a province in the Key Economic Region. The southern point has 240 km of the border with the Kingdom of Cambodia, of which 3 border provinces including Tbong Khmum, Kratie, Mundulkiri, the province is the gateway and the bridge of the region with

the Central Highlands and Cambodia. Binh Phuoc is home to many different ethnic groups, of which ethnic minorities account for 17.9%, the majority are Khmer, and Xtieng, a small number of Chinese, Nung, Tay. Therefore, Binh Phuoc has many cultural features of the Xtieng people. In addition, the province also has many special traditional festivals such as the festival of ethnic minorities in December every year, the festival of praying for rain of the Xieng people, the abandonment of graves, the festival of gambling with crabs, and the spirit unleashed on point 2, the new rice celebration of the Khmer.

## 2.2 Taking advantages of available potential to develop tourism

Resources such as natural resources, mountains, rivers, ecosystems are invaluable. Besides cultural resource with a unique culture, there are many advantages of natural resources, need to make good use of opportunities for development, but not to destroy or destroy the environment. Tourism is one of the key industries, in order to attract investment in developing industry, agriculture and services. It must exploit the potential from tourism to drag the development of an area. Being able to take full advantage of the available potential at that place can strongly develop tourism and turn tourism into a spearhead economy.

## 3. Potential for tourism development in Tuyen Quang and Binh Phuoc

### 3.1 Potential advantages for tourism development in Tuyen Quang

Tuyen Quang is a province that converges all strengths to develop various types of tourism: History, spirituality, ecology and culture. With over 500 historical and cultural relics in the area, Tuyen Quang province is like a revolutionary museum of the whole country. In addition, the province is also a place to start, converge and intersect with the culture of ethnic minorities in the Northern mountainous region with many special festivals, legends, folk songs full of love, and where nature is bestowed with poetic beauty. People here have long had a reputation not only in appearance but also hidden beauty of kindness, affection and hospitality. Tuyen Quang promises to be an attractive destination for tourists.

Tuyen Quang - The historical city of Lo River, where 59 historical and cultural tourist sites are maintained and held many annual unique cultural festivals such as: Boat racing festival, Huong Nghiem pagoda festival, ceremony Ha temple festival - Thuong temple - Ý La temple, Tran temple procession procession and street festival. Including many relics of temples and pagodas that have become strong in developing the city's cultural and spiritual tourism, attracting a large number of tourists every year. This place is still imprinting talented human hands on monuments, architectural art, communal houses, pagodas, temples, shrines... including many relics ranked national level such as Mac Castle, Temple Ha, Thuong temple, temple Ý La.

With the potentials and strengths currently available, in recent years, the province has paid special attention to developing the tourism economy, making tourism an important economic sector, contributing to job creation and exploitation of effective advantages of natural conditions, ecology, cultural traditions and history of Tuyen Quang province.

## Attractions and landmarks

- Cave community in Yen Phu commune, Ham Yen district: a national beauty spot
- Song Long cave - Khuon Ha commune, Lam Binh district: a national beauty spot
- Phia Vai cave - Khuon Ha commune, Lam Binh district: national beauty spots
- Mo Waterfall - Na Hang 100 km from Tuyen Quang City, Mo Waterfall is located in the middle of Na Hang Nature Reserve. The entrance to the waterfall is a zigzagging asphalt road running under the canopy of primary forest, from the wonderful blue lake on the top of Pac Ban mountain and white waterfall falls.
- My Lam mineral spring Located in Yen Son district, Tuyen Quang, the stream is one of the quiet and cool places for relaxation and treatment. The mineral water here is very good for the treatment of muscle, bone.
- Tien cave is in Ham Yen district, about 50 km from Tuyen Quang city.
- Ban Ba - Chiem Hoa is about 100 km from Tuyen Quang city

## Historical sites

- Tan Trao historical relics: Tan Trao is a commune located in a small valley in the Northeast of Son Duong district (Tuyen Quang) surrounded by Hong Mountain in the East, Thoa Mountain, Thia Nui in the South, and Bong Mountain in the South West. To reach Tan Trao, previously there were only 2 trails through the jungle and high pass. Nowadays, there is a convenient road to Tan Trao motorway.
- Kim Binh relic site, Kim Binh commune, Chiem Hoa district
- Kim Quan relic site, Kim Quan commune, Yen Son district
- Lang Ngoi - Da Ban relic site, My Bang commune, Yen Son district
- Khe Lau Victory Monument area, Phuc Ninh commune and Thang Quan commune, Yen Son district
- Tan Trao is a new name, merged from two communes Tan Lap and Hong Thai in 1945 (Formerly known as Kim Long and Kim Chau). Associated with the heroic victories of the nation in the resistance against foreign invaders, today Tan Trao has many important historical sites such as Tan Trao communal house, Hong Thai communal house, Tan Trao banyan tree, Na Lua shack.

### 3.2 Potential advantages for tourism development in Binh Phuoc

In the early days of re-establishing the province (January 1, 1997), Binh Phuoc had only 15 historical and scenic sites. After 20 years of re-establishment, Binh Phuoc has 27 relics spread across 11 districts and towns in the province. Among them are 4 monuments of special national level, 10 national monuments and 13 provincial monuments. Each relic has its own cultural, historical and scenic features.

Binh Phuoc, a land of immense rubber forests. The place has entered the history of the nation's struggle with the pounding of rice on Soc Bom Bo. Over 40 years have passed, war bombs have been repelled. Binh Phuoc of today possesses in itself the beautiful and majestic natural landscapes and many valuable historical and cultural relics. That land is the homeland of gentle and hospitable people, a place that preserves unique and diverse cultural beauty. All

the strengths of history, culture, nature and people have made Binh Phuoc tourism a strange beauty and turned this place into the most attractive tourist destination of the Southeast.

#### Attractions and landmarks

- Lam stream and lake in Thuan Phu commune, Dong Phu district
- Waterfall No. 4 in Quan Loi area, Hon Quan district
- Soc Xiem lake in Loi Hung village area, Hon Quan district
- Trang Co Bau Lach in Dong Nai commune, Bu Dang district
- Ba Ra - Thac Mo area in Phuoc Long Town area
- Dakmai Waterfall: in Phuoc Long Town and Duc Lieu Town, Bu Dang District
- Waterfall Stand in the area of Doan Ket commune, Bu Dang district
- Elephant Falls in Dong Nai commune, Bu Dang district
- Tay Cat Tien primary forest: in Bu Dang and Dong Phu districts
- Ba Mu Dam in Dong Phu District
- Bu Gia Map National Park: in Bu Gia Map commune, Bu Gia Map district
- Bridge 39 in the area of Minh Hung commune

#### Historical sites

- Base of the Military Commission Command of the Vietnam GVN forces in Loc Ninh district
- Provisional Revolutionary Government Headquarters, Southern Republic of Vietnam (Giao Giao)
- Loc Ninh Military Airport in Loc Ninh District
- VK98 fuel depot and VK99 general depot in Loc Ninh district
- The relics of a mass grave of 3,000 people in Binh Long Town
- Revolutionary historical sites in Ba Ra Mountain in Phuoc Long Town
- Ba Ra prison against the French at Phuoc Long Town
- The anti-American martyrs' cemetery in Phuoc Long Town
- The location marking the rebellion of the S'tieng people in Bu Gia Map district
- Soc Bom Bo in Bu Dang district
- Phu Rieng Do

### 3.3 Comparative analysis of tourism development potential of Tuyen Quang and Binh Phuoc

#### Geography

Tuyen Quang is located in the northern hilly region, with rugged terrain, tourism development is a major obstacle for the local government here. However, in addition to the challenge of the terrain, this is also the strength here with the roads and mountain ranges that create a poetic and mixed landscape of the mountains.

Binh Phuoc is composed mainly of plains, interspersed with small mountains and lakes. The terrain is plian and traveling in Binh Phuoc is relatively easier. However, with the current rate of urbanization, the wild beauty and cultures of ethnic groups are disappearing here.

#### Traffic

##### Tuyen Quang

Total length: 340.6 km. Including 4 national highways:

Highway 2: Starting point at km 115 00 (in Doi Binh commune, Yen Son district), the end of km 205 00 (of Yen Lam commune, Ham Yen district), length of 90 km.

Highway 37: Starting point of 172 km 800 (from the top of Deo Khe mountain in Hop Thanh - Son Duong commune) the ending point km<sup>2</sup>36 748 Porch ferry and km<sup>2</sup>38 108 Buoï bridge (in My Lam commune, Yen Son district, 63.4 km long (excluding counting) 4.0 km general route 2).

National highway 2C: Starting point of km 49 750 (in Son Nam commune, Son Duong district), the end point is 147 250 (of Lang Quan commune, Yen Son district), length of 91.2 km (excluding 6.3 km going to the national route).37).

Highway 279: From Hong Quang commune Chiem Hoa district to Da Vi commune Na Hang district, length 96 km.

#### Binh Phuoc

In the province, the traffic is smoothly connected inside and outside the province, most of which are asphalted. With the main roads such as National Highway 13 from Tham Roi Bridge to the South - North through the center of Chon Thanh District, Binh Long to Hoa Lu Border Gate with a total length of 79.90 km, Highway 14 connecting the Western provinces. Nguyen through Binh Phuoc to Ho Chi Minh City with 112.70 km

The difficult terrain makes inter-provincial traffic in Tuyen Quang more difficult than in Binh Phuoc, in addition to having National highways linking with neighboring provinces, Binh Phuoc also has border gates adjacent to the Vietnamese Cambodian border. It is feasible and easier to promote and establish tours in Binh Phuoc.

#### Regarding famous places, landscapes and historical relics

Both Tuyen Quang and Binh Phuoc provinces have famous landmarks, as well as historical sites. In Tuyen Quang we have the major landscapes are caves. In Binh Phuoc we have the main attractions are waterfalls and lakes.

#### Regarding potential trends for tourism development

In Tuyen Quang currently, homestay tourism is quite developed, concentrated mainly in the districts of Lam Binh, Na Hang, Son Duong and Yen Son, attracting a large number of domestic and foreign tourists. In fact, in Tuyen Quang, homestay tourism is only limited to two forms of enjoying ethnic cuisine and cultural exchanges. The province has focused on mobilizing large investors, reputable real capacity and domestic brands to invest in key projects. The province has attracted a number of projects of big investors such as: Trade Center, Shop-house of Vincom Tuyen Quang, Vinpearl Tuyen Quang Project (of Vingroup), Muong Hotel Thanh Grand Tuyen Quang (of Muong Thanh Hotel Group), an investment project in Na Hang, Lam Binh eco-tourism area and a highway project connecting Tuyen Quang with Lao Cai - Noi Bai highway of Doanh Xuan Truong construction private enterprise.

In terms of potential and oriented to sustainable tourism, Binh Phuoc is a province with a mountainous terrain, a transition area between the Central Highlands and the Southeast. There are tourism resources associated with historical sites, with 41 ethnic groups living together so there are many customs, traditions, rich and diverse traditional culture. With abundant natural resources and beautiful landscapes, diverse traditional culture, Binh Phuoc will have great advantages when selecting and developing

eco-tourism associated with cultural tourism. Ecotourism is always based on nature, associated with the local cultural identity and community participation towards sustainable development. Pay attention to the restoration, upgrading and conservation of architectural works, long history, minimizing the unconscious impacts of visitors, reducing the inherent value of the artifacts; Attractions, tourism, restaurants and hotels need to pay special attention to equipping sewage and waste treatment systems, fully equipped with garbage bins and public toilets to help people lift the awareness of their responsibility for sustainable tourism environment.

#### **4. Solutions for transform potential into advantages for tourism development in Tuyen Quang and Binh Phuoc**

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

Tuyen Quang is a multicultural cultural area with many ethnic groups living together, each ethnic group has its own cultural traits. The individual combined with the common form a unique feature in religious culture. Like a museum of culture, art architecture, religion, religion has been a favorite destination for spiritual tourists at home and abroad. Among them are special festivals such as the Caged concrete Festival and Then ritual of the Tày people; Sac Sac ceremony, sang Pao Dung of the Dao ethnic group; Soong Auntie singing of the San Diu ethnic group; Sinh Ca singing of the Cao Lan nation has been recognized as a national intangible cultural heritage. The authorities need to focus on inviting large and experienced domestic brand investors to invest in key tourism projects. To create favorable conditions for organizations and individuals to be provided with financial support in the implementation of a number of contents to implement tourism development programs and projects to continue synchronously implementing many solutions, of which Prioritizing the development of online tourism, applying technology in online tourism activities will bring great benefits in the stages of advertising, providing services, ensuring tourism becomes an important economic sector to increase local budget revenue and social revenue, improve people's lives.

##### **4.2 Binh Phuoc**

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.

In current situation, Binh Phuoc province should soon have plans to invest in construction of infrastructure, especially tourism infrastructure. 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 in Bu Lach and Tay Nguyen (Ta Thiet, Ba Ra, Bom Bo, Bu Lach, Suoi Cam). tourism businesses and organizations, so that people can 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. It is one of the important keys to pave the way for Binh Phuoc tourism to make a breakthrough in the coming time.

#### **5. Conclusion**

Tuyen Quang and Binh Phuoc in particular and Vietnam in general have not yet fully exploited the potential of the tourism industry, thereby requiring more investment and more attention from competent authorities on development. Tourism industry in localities has great potential. The exploitation of potentials in tourist areas is very important, because it brings economic benefits to the country, brings culture between regions closer together thereby helping the people to unite and multicultural culture. From exploiting the potential of tourism, it is also possible to promote the image of the country and people of Vietnam to the international community to bring the country up and leading in the tourism industry.

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