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## Solutions for Tuyen Quang and Binh Phuoc tourism industry sustainable development comparative analysis

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### Abstract

The paper analyzes and assesses the advantages of tourism development resources in neighboring provinces near major cities such as Tuyen Quang province (near Hanoi) and Binh Phuoc province (near Ho Chi Minh City). The geographical location and natural and cultural tourism resources are favorable for the development of ecotourism and cultural tourism. Moreover, the article also analyzes and assesses the situation of tourism development in Tuyen Quang and Binh Phuoc provinces, the impact of tourism activities on socio-economic environment: Local communities have participated in many travel activities. The tourism development creates jobs, generates income, contributes to community development, and protects environmental resources for sustainable development. However, tourism in the two provinces of Tuyen Quang and Binh Phuoc here lacks proper scientific planning and has not been effectively invested. So, the socio-economic efficiency is low. The quality of tourism resources of the two provinces is still slowly improving. Finally, the paper proposes to develop solutions on mechanisms, policies, management, development planning, investment cooperation and diversification to improve product quality, protection and restoration of environmental resources, promoting sustainable tourism development, distributing benefits from tourism. The paper also makes some recommendations to tourism management agencies, local authorities, tourists, as well as local people directly involved in tourism activities in Binh Phuoc and Tuyen Quang provinces.

**Keywords:** Tuyen Quang, Binh Phuoc, Vietnam, sustainable development, tourism industry

### 1. Introduction

Along with the socio-economic development, tourism needs have become more and more indispensable in the daily life of people, especially in developed countries. In the general context of the world, Vietnam's economy is tending to restructure from an agricultural economy mainly to a developed economy full of industries, trade and services. Therefore, the development of sustainable tourism in Vietnam is essential. There are many different views on sustainable development, but in the end all are agreed on the following contents: "Sustainable development is a harmonious development in all 3 aspects: socio-economic environment to meet the physical, cultural and spiritual needs of the current generation without harming or hindering the ability to provide resources for future socio-economic development, do not reduce the quality of life of future generations". We will explore the tourism development situation of the two provinces of Vietnam, Tuyen Quang (in the North) and Binh Phuoc (in the South), to provide solutions for sustainable tourism development for these two provinces. Our overall objective is to analyze and assess the advantages of tourism development resources in neighboring provinces located near biggest cities in Vietnam such as Tuyen Quang province near Hanoi city and Binh Phuoc province near Ho Chi Minh City. Our detailed goal is analyzing the reality of tourism development in Tuyen Quang and Binh Phuoc provinces to give solutions for sustainable tourism development for these two provinces. This research topic is based on secondary research methods, analysis and comparison. Research topics are based on data sources through books and the internet.

### 2. Theoretical framework

#### 2.1 Tourism resources

According to Nguyen Minh Tue (1997), tourism resources are a natural whole and historical culture and their components contribute to the restoration and development of physical

strength and human intelligence, ability their labor and health. These resources are used for direct and indirect needs, for the production of tourism services.

Tourism resources are a natural, socio-economic and cultural whole used to restore health, physical development and human spirit. On this basis, she thought that the topography, hydrology, climate, fauna and flora, cultural and historical relics, art and culture, festivals are tourism resources. But the reality is that not all types, all types of terrain, all types of climates, climatic factors or cultural values are able to attract customers as well as have the ability to do business in tourism.

Bui Thi Hai Yen (2009) <sup>[1]</sup>, making the concept of tourism resources as follows. This is everything that belongs to nature and cultural values created by people that attract tourists, can be protected, embellished and used in tourism to bring about socio-economic and environmental benefits.

Nguyen Minh Tue and the concept according to the Vietnam Tourism Law have many similarities, due to the natural factors, historical and cultural relics, the creative labor process of human beings, and tourism service activities. Bui Thi Hai Yen's concept of tourism resources is quite complete and specific, easy to understand, she not only cites what tourism resources are but also about the protection, embellishment and use of such resources. The tourism industry not only brings about socio-economic benefits but also environmental benefits.

General characteristics of tourism resources: Some types of tourism resources are subject to exploitation by many socio-economic branches. Tourism resources have a historical category, so more and more tourist resources have been researched, discovered, created and put into operation. Tourism resources are variable. The effectiveness and level of exploitation of tourism resources depend on the following factors: research capacity, scientific and technological development level, national assets. Tourism resources include tangible and intangible resources. Tourism resources are renewable resources. Tourism resources have a common ownership. The exploitation of tourism resources is closely linked to the geographical position.

### **Classification of tourism resources**

#### **Natural tourism resources**

According to Nguyen Thi Van Anh (2010), Natural tourism resources include geomorphological factors, topographical features, natural components, natural phenomena, common processes of transformation or can be exploited and used in people's productive lives. According to Clause 1 (Article 13, chapter II) of the 2005 Vietnam Tourism Law, natural tourism resources include geology, topography, geomorphology, climate, hydrology, ecosystems, natural landscapes that are being exploited or can be used for tourism purposes.

If properly planned, protected and exploited in a sustainable manner, most natural tourism resources will be classified as infinite nature, renewable resources or slow degradation processes. Most of the exploitation of natural tourism resources is heavily influenced by weather conditions. Some natural resources based scenery and tourism are often located far from populated areas.

#### **Humanistic tourism resources**

According to Clause 2 (Article 13, Chapter II) of the 2005 Vietnam Tourism Law, humanistic tourism resources

include cultural traditions, cultural factors, folk arts, historical relics, networks, archeology, architecture, creative labor works of people and other tangible and intangible cultural heritages which can be used for tourism purposes. If understood according to the origin, it can be understood that human tourism resources are man-made resources created by man. However, only humanistic resources that are attractive to tourists and can exploit tourism development to create social, economic and environmental benefits are called humanistic tourism resources. Humanistic tourism resources include physical human resources such as: historical relics, historical and cultural relics, contemporary works, memorials and national treasures. Intangible humanistic tourism resources include traditional festivals, crafts and villages, arts and culture, culinary culture, customs, customs, languages, writing, religion, and information sources and the source of scientific knowledge, production experience.

Humanistic tourism resources created by humans should be influenced by time, nature and mankind themselves. Therefore prone to degradation, destruction and inability to recover even without the impact of humans. Therefore, when historical and cultural relics are abandoned, they will be degraded quickly; Intangible cultural values such as folk songs, dances, festivals, traditional villages, customs, etc., when not effectively preserved and promoted, will be lost or disappear. Therefore, when exploiting humanistic tourism resources for tourism development purposes, it is necessary to pay attention to investment in conservation, regular embellishment, science and effectiveness. Humanistic tourism resources are created by people so they are popular. Where there are people, there are humanistic resources. Therefore, localities and nations have human resources, many of which are attractive to tourists, whether or not they can be used for tourism development. Humanistic tourism resources in each region and each country often bring their own characteristics. Because the natural and socio-economic conditions are the nurturing factors that make up the human resources for tourism in each locality and each country, so the tourism resources in each region, Each country has its own unique value, contributing to creating unique tourism products that can compete and attract unique visitors. Therefore, in the process of exploiting and preserving human resources, the importance of protecting and promoting the unique value of natural resources should be attached to importance. Humanistic tourism resources are often distributed near residential areas, especially concentrated in densely populated areas because it was born in the process of social development and is a product created by humans. Unlike the natural tourism resources, the exploitation of the majority of humanistic tourism resources is often less affected by weather phenomena such as rain or cold so the seasonality is also less than natural tourism resources.

### **2.2. The role of humanistic tourism resources in tourism development**

Humanistic tourism resources have the following roles in tourism development. Tourism is a smoke-free industry, one of the sectors that contributes greatly to the national income and is the key industry of the country. Many countries develop by tourism. Tourism development brings benefits such as contributing to the development of the country, increasing foreign exchange earnings, helping to restructure

the economy, promote advantages, and promote other economic sectors to develop together. Tourism is also considered to promote cultural understanding and peace. If natural tourism resources attract tourists by its pristine, majestic, unique and rare resources, humanistic tourism resources attract tourists by the richness, diversity and tradition, as well as its locality. Cultural objects, humanistic tourism resources are the basis for creating diversified types of cultural tourism. It hides the difference between one place and another, one country and another, people Ethnic group with other ethnic groups and motivating factors for tourists, stimulating the process of travel. Nowadays, cultural tourism is a global trend, in which culture becomes a function and motivation for sustainable development of tourism cultural values make tourism products with a unique humanity. It is considered a particularly attractive tourism resource that plays a particularly important role in tourism activities. During human tours, not only tourists but also scientists can learn and research. Humanistic tourism resources are mostly non-seasonal, independent of nature and other natural conditions, thus tourism resources.

During human tours, not only tourists but also scientists can learn and research. Humanistic tourism resources are mostly non-seasonal, not dependent on nature and other natural conditions, so humanistic tourism resources contribute to mitigate seasonal and seasonal types. Humanistic tourism resources can almost be exploited for tourism all year round.

### 2.3. Tourism sustainable development

Sustainable development is one of the world's millennium goals and is also a leading goal for Vietnam's development. Sustainable development becomes the trend, common goals and development of tourism industry of countries in the XXI category. Tourism resources are resilient resources. Tourism resources, if being researched, preserved, embellished, rationally and economically exploited, may be used many times but the quality of questioning may be improved. Due to this feature, the tourism industry has the potential to develop sustainably and be able to generate fuel economy, society as well as environment. Determining the principles of sustainable development and sustainable tourism is an important basis for the next steps of the tourism industry.

According to the World Council on Environment and Development (WCED), as well as under Clause 21 (Article 2, Chapter I) of the 2005 Vietnam Tourism Law, sustainable tourism development is defined as tourism development schedule to meet current needs without compromising the ability of future generations to meet their needs. Natural resources are considered as an important and decisive tourism subsystem of the tourism territorial system; is the discovery purpose of visitors; is an important basis for the formation and development of tourism in an area or tourist destination in localities or countries, a locality or a country that wants to achieve sustainable development, firstly needs protection, embellishment and exploitation of natural resources need to apply the theoretical basis and practice of sustainable tourism development such as: conception, objectives, principles, types of development and development requirements of sustainable tourism development.

## 3. The reality of Tuyen Quang and Binh Phuoc tourism

### 3.1. General overview

#### Binh Phuoc province

- **Geographical and administrative location:** 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. Currently Binh Phuoc province has 11 district-level administrative units, including 1 city, 2 towns and 8 districts, divided into 111 commune-level administrative units including 15 wards, 6 towns and 90 communes.

- **Terrain:** Binh Phuoc is a transition region from the South Central Highlands to the Southwest Delta, in general, Binh Phuoc terrain is relatively flat but the altitude and slope are highly variable, unevenly distributed, rich in geomorphology, In some places, the terrain is strongly divided, including plain and semi-plain topography, midland, lowland hills, low mountains and low plateau. Binh Phuoc is a mountainous midland province but the terrain is not complicated, most of Binh Phuoc province is red basalt soil hill from magma kanozoi eruption successive (Phuoc Long, Binh Long, Loc Ninh), with Slightly sloping shape to the north and more flat to the south. The average height of the province does not exceed 200m and the absolute height is 736m (Ba Ra Mountain).
- **Climate:** Located in the region characterized by a tropical monsoon climate with two seasons: the rainy season and the dry season, In the rainy season, the weather is usually cool, heavy rainfall, in contrast to the dry season, little rainfall, air humidity decreases, the weather is usually chilly in the beginning of the dry season to the middle of the dry season to the end of the dry season, the weather is very uncomfortable, the average temperature is quite high and stable from 25.8 °C - 26.2 °C. And the record low is 10°C the record high is 38 °C
- **Transportation:** 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 through Binh Phuoc to Ho Chi Minh City with a total length of 112.70 km. In addition, other roads such as provincial road 741 (another name is Nguyen Duc Thuan road) connecting the center of the province with Dong Phu and Phuoc Long districts, inter-district roads have been asphalted, nearly 90% of roads to central the centers of the communes were asphalted, the roads connecting with Tay Ninh and Lam Dong provinces were asphalted very convenient for transportation. The road connecting to Dong Nai province has also been upgraded and expanded. It is expected that by 2020-2025, there will be a trans-Asia railway running through Hoa Lu border gate with a railway to Ho Chi Minh City and the southwestern

provinces. The trans-Asia route will connect with Cambodia, Laos, Myanmar, Malaysia and Thailand to facilitate the movement of goods and passengers between countries in the region.

- **Tourism potential:** Located in the transition area from the South Central Coast to the Southwest Southwest region, the natural landscape and ecological environment of Binh Phuoc is relatively diverse with areas with beautiful natural landscapes and ecosystems, intactly preserved forming areas capable of developing tourism, especially eco-tourism.
- Outstanding natural tourism potential spots:
  - Lam stream 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
  - Ba Ra - Thac Mo area in Phuoc Long Town area
  - Dakmai Waterfall: in Phuoc Long Town area
  - Stand Waterfall in Doan Ket commune area, Bu Dang district
  - Elephant waterfall in Dong Nai commune, Bu Dang district
  - Tay Cat Tien primary forest: in Bu Dang and Dong Phu districts
  - Bu Gia Map National Park: in Bu Gia Map commune, Bu Gia Map district
  - Some outstanding tourism potential historical points:
    - Pursuant to the Military Commissar's Command of Vietnamese GVN forces in Loc Ninh district
    - Government Headquarters of Vietnam Trade Union Association (Giao Giao Te) in Loc Ninh district
    - Loc Ninh Military Airport in Loc Ninh district
    - Monument of a mass grave of 3,000 people in Binh Long Town
    - Historical and revolutionary relics in Ba Ra Mountain 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
    - Some potential festivals for tourism development
      - Rain festival of S'Tieng people
      - Ba Ra Temple Festival from March 1 to 4 of the lunar calendar
      - M'Nong New Year rice festival (New rice ceremony)
      - Chol Chet Festival - Traditional Tet holiday of Khmer people
      - Buffalo-throwing festival celebrates the season
      - The festival turns to celebrate the new rice buffaloes of S'tieng people

### Tuyen Quang province

- **Geographical and administrative location:** Tuyen Quang is a province in the Northeast region of Vietnam. The province is bordered to the north by Ha Giang province, to the northeast by Cao Bang province, to the east by Bac Kan province and Thai Nguyen province, to the south by Vinh Phuc province, to the southwest by Phu Tho province and to the west by Yen Bai province. Tuyen Quang is located in the center of Lo River basin. The 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 has 7 district-level administrative units including 1 city (Tuyen Quang) and 6 districts (Son Duong, Yen Son, Ham Yen, Chiem Hoa, Na Hang and Lam Binh).

- **Terrain:** Tuyen Quang's terrain is quite complex, divided by many high mountains and rivers, especially in the north of the province. In the South of the province, the terrain is lower, less divided, with more hills and valleys run along the rivers. Tuyen Quang province has 5 types of terrain such as: Medium mountainous terrain (height from 700 - 1,500 m, Low mountainous terrain (height from 300 - 700 m, Low hill type (lower than 300) m), Karst terrain type, Valley terrain type.
- **Transportation:** Currently, the road system in Tuyen Quang province has been significantly improved, with outstanding development, basically meeting the infrastructure for socio-economic development and tourism with 563.77km of national roads, 451.43km of provincial roads, over 1,100 km of district roads and over 303 km of urban roads are invested evenly and rationally distributed throughout the province. The roads from the provincial administrative center to the centers of districts are expanded, renovated and upgraded. The system of rural roads has been strongly developed. Many routes not only play the role of a "blood vessel" of smooth and smooth traffic, but also provide wings for the province's tourism development.
- **Tourism potential** 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.
  - Some outstanding natural tourism potential spots:
    - Fairy Cave, Waterfall Waterfall, Thac Cai Temple
    - Tap Chu special-use forest
    - Ban Ba waterfall eco-tourism area
    - Limestone mountains situated along Gam and Nang rivers
    - Tat Ke - Ban Bung Nature Reserve
  - Some outstanding historical tourism potential points:
    - Tan Trao Special National Historic Site - Capital of Liberation Area and Capital of Resistance
    - Dinh Hong Thai, Lan Na Nua, Dinh Tan Trao, Banyan Tan Trao
    - Kim Binh special national historical and historical site
    - Monuments are classified at national level such as Mac Dynasty citadel, Ha temple, Thuong temple, Ý La temple
    - Some potential festivals for tourism development
      - Boat racing festival, Huong Nghiem pagoda festival, Ha temple festival - Thuong temple - Ý La temple, Tran temple procession procession and street festival
      - Gieng Tanh communal house festival, Kim Phú commune; Minh Cam communal house festival, Doi

Binh commune; Dam May festival, Minh Luong temple festival, Lang Quan commune

## 2.2. Potentials and limitations of the two provinces in tourism development

### Binh Phuoc

▪ **Strengths:** With the attention and direction of local authorities, namely: On July 11, 2017, Binh Phuoc Provincial Party Committee issued Plan No. 71-KH / TU to implement Resolution No. 08-NQ / TW On January 16, 2017 of the Politburo on tourism development to become a key economic industry. Accordingly, the common goal is to promote the tourism development of the province, creating a destination image and tourist brand with characteristics of Binh Phuoc to develop tourism in the direction of eco-tourism, spiritual and cultural resources in order to preserve and promote the values of traditional cultural and cultural tourism resources. Connect with key southern and international tourist areas through Hoa Lu international border gate. Striving to 2025, Binh Phuoc tourism is really a key economic sector, one of the provinces with leading tourism development strengths in the Southeast and Central Highlands. The average number of tourists coming to Binh Phuoc is about 200-250 thousand people / year. Tourism indicators from 2010 up to present show that the number of tourists has steadily increased over the years. This shows that the tourism potential of the province is still very large. The natural landscape, the ecological environment are quite diverse, with the areas with beautiful natural landscapes, the ecosystem is still preserved intact forming areas capable of developing tourism, especially ecotourism.

▪ **Restrictions:** Binh Phuoc still has not made a mark on the national tourism map. Specifically, in the period 2010-2015, the average annual tourist arrivals reached 5.6%, lower than the forecast of 7.3% as of 2015; average revenue increase of about 10%, lower than the forecast of 17.6% as of 2015. Most of the tourist investment projects in the province are in the early stages of implementation, not attracting high tourists.

Tourism infrastructure of the province is still limited, not invested to place, to place, has not built typical tourism products. In addition, the promotion, promotion and regional linkages have not been paid adequate attention.

### Tuyen Quang

▪ **Strengths:** The tourism industry in Tuyen Quang province has made strong breakthroughs recently. After six years, from 2010 to 2016, the number of visitors to Tuyen Quang tripled. In 2010, only about 500 thousand tourists visited Tuyen Quang, but in 2016 there were about 1.4 million and only in early 2017 to now, Tuyen Quang has attracted more than 400 thousand visitors. The province's tourism industry is striving to reach over 1.7 million tourists by 2020. With the current growth momentum, leaders of Tuyen Quang province believe that they will exceed the target spectacularly.

Tuyen Quang Province has issued a Master Plan for tourism development from now to 2020 and orientation to 2030. With preferential mechanisms and policies for businesses investing in tourism at present, many large enterprises have committed to invest trillions of dong to

develop the tourism - service economy such as the projects of Xuan Truong construction enterprises and Vin Group.

With the available advantages, the province can develop various types of tourism such as spirituality, history, ecology.

▪ **Restrictions:** Tuyen Quang is still a poor province, conditions for economic development are still facing many difficulties and the potential advantages have not been brought into play. The infrastructure system is still inadequate and inconsistent, especially the transport infrastructure connecting with economic centers; difficulties in attracting investment to exploit the potential of processing industry, commodity agriculture, tourism. Propagandizing and promoting historical, cultural, ecological and resort tourism; diversify tourism products. The quality of human resources for tourism services remains low.

## Comparison between the two provinces on tourism development potential

After conducting a brief overview of Binh Phuoc and Tuyen Quang provinces, we found that:

□ **Similarity:** Both provinces have a lot of potential for tourism development, especially for ecotourism and cultural and historical tourism, with similarities in development conditions. At the same time, there are common difficulties such as: failing to create many imprints, infrastructure has not been invested synchronously and the quality of tourism human resources is still low.

### ▪ Difference

○ **Binh Phuoc:** Tourism revenue is still low and development potential is lower than Tuyen Quang province. Despite tourism is focused on development, but the province still focuses more on industrial development. Most large projects have not been put into operation and the connection infrastructure is slowly implemented.

### ▪ Tuyen Quang:

○ Tourism revenue as well as tourism development potential is higher than Binh Phuoc.

○ The Tuyen Quang province is still very poor and the infrastructure is not well developed. Investing in big projects is an opportunity for Tuyen Quang to develop tourism to become a key economic sector of the province.

## 3. Solutions and recommendations on sustainable tourism development

### 3.1 Sustainable development solutions

#### Tuyen Quang Province

- Continue to enhance the promotion and introduction of typical spiritual places to domestic and foreign tourists. In addition, continue to support, invest, embellish the monuments, meeting the needs of visitors.

-There are orientations and solutions to develop spiritual tourism in the coming time, such as tourism product development orientations; rearranging and reorganizing the Monuments Management Boards; promoting, promoting and "blowing soul" into the relics; policy mechanisms; investment in tourism development; linking spiritual tourism development.

▪ Community Based Tourism is a type suitable to the

trend of the times, meeting the discovery needs of a large number of tourists who want to learn about traditional ethnic cultural identities. However, the facilities for homestay tourism in localities are limited and the knowledge on homestay tourism of the people is not much, mainly by experience. Therefore, homestay is really a kind of revenue. In order to develop community tourism, it is important to retain the local culture, which is also the desire of travelers when choosing the type of community tourism. Therefore, it is necessary to have the orientation and attention of the Party committees, authorities and related sectors to help ethnic minorities preserve the traditional cultural traditions, because with the rapid pace of urbanization such as At present, many traditional values are being lost.

- Developing community based tourism for a long-term future. Developing community based tourism and developing a community based tourism education strategy, preserving the landscape and the natural environment are of utmost importance. In addition to preserving the environment, it is necessary to have a specific strategy at each level, from the province to the locality, to educate the awareness of building and protecting the environment at agencies, localities and awareness education in each People's class so that everyone can understand their responsibilities, educate residents to treat politely, friendly, and open with tourists to create an attractive tourism environment.

#### **Binh Phuoc Province**

- 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. Annually, Bonh Phuoc need to conduct surveys and assessments of the quality of human resources specifically to serve as a basis for identifying the needs and orientations for training in the right trades and industries, ensuring the province's tourism development requirements.
- Create favorable conditions, business environment, open investment, encourage businesses to actively exploit tourism development; researching to build a legal basis, having incentive policies for tax exemption and reduction for businesses investing in new projects; Establishing a tourism development support fund to support funding for the implementation of a number of programs and projects for organizations and individuals operating in the field of tourism.
- Mobilizing all sources of capital to invest in construction of key projects in the province; encourage, call for and create favorable conditions for businesses to access loans to invest, expand projects and supporting works for tourism development effectively.
- According to the observation of tour operators in Binh Phuoc province, 50% of young travelers come to Binh Phuoc. In today's digital age, they can go anywhere if they like. Where beautiful and convenient for exploring, relaxing close to nature, they come. Where rich in identity, rich in early humans, they look to. Therefore, the best way to awaken the potential of Binh Phuoc tourism is to preserve and embellish the inherent

cultural identity of the people and nature here. Besides, what needs to be done right now is to know how to urgently promote humanitarian rich destinations and nature's characteristics on the modern media of the 4.0 technology era, in order to create for young people to find easy destination that attracts visitors.

### **3.2 Recommendations**

#### **Tuyen Quang Province**

- Construction of infrastructure such as transportation systems, electrical systems, clean water, and waste treatment to better serve tourists.
- Paying attention to hygiene, waste treatment to avoid adverse impacts on the natural ecological environment.
- Developing traditional handicraft villages, organizing programs such as "A day of the Dao" to help tourists experience the lives of indigenous people, taking part in making dishes, cakes, weaving fabric experience ...
- Organize training sessions to offer learn experience about homestay services for local people.
- Strengthening security and order, ensuring safety for visitors at festivals and visitors to the locality at other times of the year.
- Collaborate with neighboring localities with strengths in tourism and tourism centers to train and improve the professional skills for local workers, contributing to improving the quality of tourism services of the province to integrate with tourism qualifications of the provinces in the region.

#### **Binh Phuoc Province**

- Focus on completing the works in progress, completing the transportation system to tourist destinations.
- Invest in promoting and building a tourism brand in Binh Phuoc.
- Building human resources locally to meet tourist needs of tourists.
- Building tourism models on the source and tourism to experience the daily life and spiritual culture of local ethnic minorities.
- Developing tourism in parallel with measures of environmental protection, waste treatment towards a sustainable green tourism model.
- Create linkages among sectors in the province to identify development goals, avoid rampant orientation and reduce investment in efficiency.
- Proactively complete infrastructure, proactively connect with surrounding areas, organize source tours, itineraries connecting the region and connecting neighboring countries.

### **3.3 Conclusion**

For sustainable development, it must simultaneously implement 3 objectives: Development with economic efficiency; Harmonious development of social aspects; improve living standards and living standards of population strata; Improve environmental environment, ensure solid long-term development for today's and future generations. To ensure sustainable development, it is necessary to implement the principles to ensure sustainable tourism development, which are: Exploiting and using resources appropriately; restrict overuse of resources and minimize waste; Tourism development must be associated with conservation of diversity; development must conform to the

overall socio-economic situation; benefit sharing with the local community; encourage the participation of local communities in tourism activities; regularly exchange and consult with local communities and related subjects; focus on training and raising awareness about environmental resources.

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