

# International Journal of Research in Marketing Management and Sales



E-ISSN: 2663-3337  
P-ISSN: 2663-3329  
IJRMMS 2020; 2(1): 120-125  
Received: 19-11-2019  
Accepted: 13-12-2019

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## Differences and similarities in offered services of Tuyen Quang and Binh Phuoc tourism industry

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### Abstract

This article investigates the differences and similarities of tourism industry of the two provinces of Vietnam, one is situated in the North and the second is situated in the South. These two geographically and culturally dispersed provinces have many things to offer to the tourists both domestic and international.

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

### 1. Introduction

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. Located in the transition area from the South Central Coast to the Southwest Southwest region, the natural landscape and ecological environment of Binh Phuoc are relatively diverse with areas with beautiful natural landscapes and ecosystems, intactly preserved forming areas capable of developing tourism, especially eco-tourism. Tuyen Quang is a province in the Northeast region of Vietnam. Its capital is Tuyen Quang City. 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. Tuyen Quang City has built tourism products and services aiming to become a second-class city by 2020. Based on information on the tourism services sector of Tuyen Quang and Binh Phuoc, the authors selected the topic "Differences and similarities in the service structure of tourism in Tuyen Quang and Binh Phuoc" for their research.

### 2. Theoretical framework

#### 2.1. Defining tourism

The concept tourism has many understandings because it is approached by different ways of understanding people. Here are some conceptions about tourism according to popular approaches. Tourism is a phenomenon: Before the nineteenth century to the beginning of the twentieth century, tourism was still considered the prerogative of the wealthy, aristocratic class and people only considered it a special phenomenon in socio-economic life. During this period people traveled as a social phenomenon that enriched people's lives and perceptions. It is the phenomenon of people leaving their regular place of residence to a strange place for many different purposes except for the purpose of earning money, earning a job and where they have to spend the money that they have earned in other places. Swiss professors have generalized: Tourism is a combination of phenomena and relationships arising from the travel and accommodation of non-local people - those who have no settled and unrelated purposes. To any monetization activity. With this concept, tourism is only explained in the traveling phenomenon, but this is also a concept as a basis for identifying people to travel

and a basis for forming a boat about tourism later. Tourism is an activity: According to Mill and Morrison tourism is an activity that occurs when people cross the border of a country, or a region boundary, an area for entertainment or business purposes and stay at at least 24h but not more than a year. As such, it is possible to consider tourism through the characteristic activity that people desire during trips. Tourism can be understood as activities of people outside their regular place of residence in order to satisfy the needs of sightseeing, entertainment and relaxation in a certain time. Considering tourism more comprehensively, it is necessary to consider all participants in tourism activities to fully conceptualize and understand the nature of tourism. Such entities include:

- Tourists
- Enterprises providing tourism goods and services.
- Local government
- Local residents

According to this approach, tourism is a combination of phenomena and relationships resulting from the interaction between tourists, businesses, authorities and local communities during the collection process attracting and welcoming tourists. According to the Vietnam tourism ordinance, tourism is the activity of people outside their regular place of residence to satisfy the needs of sightseeing and entertainment.

## 2.2 Ecotourism

Ecotourism is a form of tourism based on nature and indigenous culture associated with environmental education, which contributes to conservation and sustainable development efforts with the active participation of the local community.

Ecotourism is a form of environmentally responsible tourism in natural areas that is still relatively unspoiled for the purpose of enjoying nature and accompanying cultural values of the past and present, promoting conservation, with few negative impacts on the environment and creating positive socio-economic effects for the local Vietnamese community with the advantage of a long coastline, pristine mountains and forests with many nature reserves, national parks and many forbidden forests, which are national natural heritages, full of potentials for eco-tourism development such as Ha Long Bay, Ba Be Lake, Phong Nha Cave, and gardens Cat Tien National Park, Cuc Phuong National Park, Van Long Nature Reserve, etc. Especially, there have been 8 Vietnamese biosphere reserves recognized by UNESCO as a world biosphere reserve in all three regions.

## 2.3 Cultural tourism

Cultural tourism is a collection of tourism related to the involvement of tourists with the culture of a country or region, especially the lifestyle of people in the geographical areas, the history of the person, art, architecture, and other factors that have helped shape their way of life. Cultural tourism includes tourism in urban areas, especially historic or large cities and their cultural facilities such as museums and theaters. It may also include rural tourism that embodies the traditions of indigenous cultural communities (festivals, rituals), their values and lifestyles, as well as canyons like industrial tourism and creative travel. It is generally agreed that cultural tourists spend significantly more than standard tourists. This form of tourism is also becoming increasingly popular around the world, and a recent OECD report

highlights the role of cultural tourism in regional development in different regions of the world. Cultural tourism is defined as "the movement of people to cultural tourism sites far from their place of residence, with the purpose of gathering new information and experiences to meet their cultural needs. These cultural needs may include strengthening one's cultural identity by observing the strange "other people". Cultural tourism has a long history, and with its origins in the Grand Tour is thought to be the original form of tourism. This is also one of the forms of travel that most policy makers seem to bet on in the future. For example, the World Tourism Organization claims cultural tourism accounts for 37% of global tourism, and predicts that it will grow at a rate of 15% per year. Such figures are often cited in studies of the cultural tourism market (eg Bywater, 1993), but are rarely supported with empirical research.

A recent study of European cultural consumption habits (European Commission in 2002) shows that people visit overseas museums and galleries almost regularly at home. This underscores the increasing importance of cultural tourism as a source of cultural consumption. The generalization of cultural consumption on vacation, however, points to one of the main problems of identifying cultural tourism. What is the difference between cultural holidays (cultural tourism) and cultural visits made during free time at home? Much of the research conducted by the Tourism and Tourism Association (ATLAS) on the international cultural tourism market (Richards 1996, 2001) highlights the high level of continuity between cultural consumption in water and on vacation.

Despite these issues, policy makers, tourism managers and cultural managers around the world continue to view cultural tourism as an important source of potential tourism growth. There is a general perception that cultural tourism is a "good" tourism industry that attracts high-spending visitors and causes less damage to the local environment or culture while contributing greatly to the economy support and cultural aid. Other commentators, however, argue that cultural tourism can do more harm than good, allowing cultural visitors to enter the sensitive cultural environment as visitors' previous security guards.

Not only that, Vietnam has a relatively high biodiversity with about 14,624 plant species belonging to nearly 300 families, including many ancient and rare species, more than 1,000 species for timber, 100 species for oil, more than 1000 species of medicinal plants, 100 species of edible forest fruits. Along with that, the animal world in Vietnam is also very diverse, about 11,217 species and subspecies, including 1,009 species and subspecies of birds, 265 species of mammals, 349 amphibian reptiles, 2000 species of marine fish, over 500 species of freshwater fish and thousands of species of shrimp, crabs, molluscs and other aquatic organisms. In addition, mammals in Vietnam have up to 10 species typical of the tropics: cheo, hill, weasel, civet, crocodile, gibbon, pangolin, elephant, tapir, rhino and special. There are 5 new mammals discovered in Vietnam.

## 4. Research results

### 4.1 Similiarity

#### Tuyen Quang

- **Geographical location:** Tuyen Quang is a northeastern mountainous province, about 165 km from Hanoi capital, with the geographical coordinates of 21o30'-

22o40 'north latitude and 103o50'-105040' east longitude, the north borders Ha Giang province, the north The East borders Bac Kan and Thai Nguyen provinces, the West borders Yen Bai province and the South borders Vinh Phuc and Phu Tho provinces.

- **Natural condition:** Tuyen Quang climate is divided into 4 distinct seasons: Spring, Summer, Autumn and Winter; in which the winter is dry, cold and the summer is hot, humid and rainy. The annual average rainfall is 1,500mm - 1,800mm, the average temperature is 22 degrees C - 24 degrees C. The annual average humidity is 85%. Natural land area is 5,867km<sup>2</sup>. The soil is well structured so it is convenient for industrial buildings and infrastructure. Tuyen Quang has diverse and abundant natural resources, in which minerals are concentrated in a number of areas, each area has many types of minerals that can be exploited in combination, such as iron ore, bauxite, kaolin, tin, manganese, lead - zinc, tungsten favorable for the development of mining and mineral processing industry, construction material manufacturing industry. Tuyen Quang has many big rivers and streams. This river and stream system, in addition to ecological meaning and serving production and life, also contains a great deal of potential for hydropower development. There are large rivers including the Lo River, which flows through the province with a length of 145 km and the maximum flow of 11,700 m<sup>3</sup> / sec. Gam River, which flows through the province for 170 km long, is capable of waterway transport, linking Na Hang and Chiem Hoa districts with the provincial capital; Pho Day River, flowing in the territory of Tuyen Quang is 84 km long. The river network of the province is relatively dense with a density of 0.9km / km<sup>2</sup> and evenly distributed. The system of dikes and drainage of irrigation water in Tuyen Quang province has been basically invested in recent years, so it is almost not affected by natural disasters and storms every year to ensure production and business activities in the province.
- **Culture - Tourism - Services:** Tuyen Quang is a province with 22 ethnic groups, each community of ethnic minorities living on this land has a long-standing cultural features and customs, which have been formed and developed over hundreds of years. It is the characteristics of culture that have collocated in the community of people, created distinct nuances and become typical intangible cultural heritage, contributing to the cultural treasure of the country. In the process of existence and development, each ethnic minority community living in Tuyen Quang has contributed to the typical typical tangible and intangible cultural heritages. Based on these heritages, in recent years, the province's cultural sector has made great efforts to both stimulate righteous conservation in the ethnic community, and conduct research to complete the scientific record. Tuyen Quang is considered a miniature image of Vietnam-North cultural region. The traditional cultural values of the ethnic minorities in the province are reflected in the spiritual life quite clearly. These are the concepts and explanations of the universe, rituals such as ancestor worship, healing, weddings... Ethnic minorities in the province have created a folk song treasure, the people dance very richly, especially the tunes of Then, Coi, Quan village

(Tay people), Pao dung (Dao ethnic group), Sinh ca (Cao Lan ethnic group), Soong co (San Diu ethnic group)... Regarding festivals, there are many cultural nuances very characteristic and diverse, typically folk festivals usually held after the Lunar New Year with the "ceremony" taking place very solemnly and the festival imbued with traditions, such as the Caged concrete festival, Fire dance festival.

In order to preserve and promote the traditional cultural values, the Department of Culture, Sports and Tourism conducted a survey and a census of intangible cultural heritages in localities in the province, restoring the festivals of ethnic minorities such as: Sacrifice ceremony of Dao Do ethnic group, Binh Phu commune (Chiem Hoa); Fire Jump festival of Pa Cardn ethnic group, Hong Quang commune (Chiem Hoa); Communal house festival in Minh Cam village, Doi Binh commune (Yen Son) at the same time carrying out scientific researches and researches on collecting folk cultural heritages such as: "Preserving Sung Soong of San Diu ethnic group in Tuyen Quang", "Preserving the Singing of Cao Lan ethnic group in Tuyen Quang", "Studying the traditional culture of the Pa Cardn ethnic group in Tuyen Quang", "Studying the characteristics of traditional Dao ethnic culture in Tuyen Quang".

With a special geographical position hinged between the two regions of East and West of the North, stretching from the North to the South, together with natural resources, traditions, history, culture, revolution, Tuyen Quang has many conditions to develop well the types of tourism. For a long time, Tan Trao Special National Monument has been an indispensable red address for tourism activities on the source. Na Hang with ecotourism products, My Lam with a unique hot spring source for resort tourism and the famous temple and temple systems, Tuyen Quang has become a favorite destination of domestic and foreign tourists. With the aim of promoting typical local culture, attracting domestic and international tourists, contributing to socio-economic development, Tuyen Quang also organizes a special festival program - a festival. Tuyen Quang city with many interesting activities, combining a number of traditional festivals (such as Ha temple festival, boat racing festival on Lo river - an activity developed by Tuyen Quang city people from swimming sport brushed on Lo River from the last years of the twentieth century, is a traditional beauty in the cultural life of the people of the ethnic groups here) and some other cultural activities, such as street flower spring festival, Chau Van ritual festival, Thanh Tuyen festival with many great and unique light models.

#### **Binh Phuoc**

- **Geographical location:** Binh Phuoc is a province in the Southeast region, bordering 3 provinces of Dak Nong, Lam Dong and Dong Nai in the east; the West borders Tay Ninh and Cambodia provinces with a border length of 240 km; the North borders Krachê and Mundukini provinces (Cambodia), the South borders Binh Duong province.
- **Natural condition:** The climate of Binh Phuoc is a tropical monsoon, stable, divided into two seasons (the rainy season starts from May to October, the dry season



starts from November to April). The average rainfall is 2,400mm /year. Binh Phuoc has almost no floods and typhoons, the average temperature of about 26.5°C. The natural resources in Binh Phuoc are forests with rich and diverse flora and fauna ecosystems. Forest and forest land in Binh Phuoc has about 360,000 ha, accounting for 53% of the total natural area of the province. The forest in Binh Phuoc is also the residence and habitat of rare and precious animals: elephants, rhinos, forest buffaloes and deer.

Climate and soil characteristics are suitable for growing high-value industrial crops such as rubber, cashew, coffee, pepper, etc, which have created great potentials for economic development of Binh Phuoc. The focus on the development of industrial crops has contributed to improving agricultural efficiency and brought success to the local hunger eradication and poverty reduction process, and people's lives have been increasingly improved. Industry of the province is also gradually developing with many big projects; Hundreds of enterprises operating in the area have contributed significantly to the overall development of the province.

- **Traveling culture:** As a re-established province but in the process of formation and development, Binh Phuoc has long been known by many people as a land with a long-standing culture. Many archaeological sites were discovered and studied dating back 2,000 years, such as: stone herds, ancient soil, stone and ceramic tools belonging to the Oc Eo civilization.

The province has many historical relics of the central government associated with the cause of national liberation struggle such as: Phu Rieng Do with the uprising movement and struggle of Phu Rieng rubber workers in the anti-French resistance war in 1929-1930; The first Communist Party branch of the rubber industry of Vietnam and the Southeast provinces was established on October 28, 1929. In addition, the province also has a relatively large and valuable system of rivers and streams, developing economy and serving tourism as well as ecological balance and biodiversity, supplying fresh water to the provinces in the southern key economic region by the Be river with Thac Mo hydroelectric plant, Can Single and Srok Phu Mieng, Saigon River with the headquarters of the Regional Headquarters and Dau Tieng Lake. Dong Nai River with many waterfalls such as: Tan Sao, Cong Vien, Horn of Buffalo has been and will be the rendezvous of many tourism programs in the future.

#### **+ Advantages for developing eco-tourism and cultural tourism**

##### **Tuyen Quang**

Tuyen Quang has initially built its own tourism products such as festival of Tuyen - a unique festival, especially, with the affection and deep concern of the Party Committees at all levels. rights and people for the children of the province, and is a unique tourism product that was initiated, promoted and kept by Tuyen Quang people for many years, contributing to promoting the province's tourism. the more developed; Along with Thanh Tuyen Festival, Tuyen Quang province also has Ha Temple Festival, Thuong La Temple - a festival with a tradition of more than 300 years honoring the cultural values of the people of Tuyen Quang city, especially "Tin and the worship of Mau Mau - Mother Nuoc

"and was held on the occasion of" Practicing the worship of the Three Gods of the Vietnamese", which was recognized by UNESCO as an intangible cultural heritage of humanity. At the same time, Thuong Temple Festival and Ha Temple Temple đư ợc La were also recognized by the Ministry of Culture, Sports and Tourism as a National Intangible Cultural Heritage in early 2016. Tuyen Quang is a multi-cultural cultural area, identity 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 ethnic group has been recognized as a national intangible cultural heritage, particularly the Then ritual of the Tày people is completing the dossier to be submitted to UNESCO for recognition as an intangible cultural heritage representative of humanity. In addition to historical and cultural tourism, spiritual tourism - festivals, Tuyen Quang province also pays special attention to the type of ecotourism - convalescence resort with curative treatment including the US mineral spring tourist area. Lam with a very unique 69°C hot spring water source, rated by experts as the best in the North, has the effect of curing a variety of diseases along with a harmonious ecosystem which is an ideal condition to develop the type of holiday tourism. Tuyen Quang province has chaired and cooperated with Bac Kan province to prepare a dossier of Na Hang - Ba Be natural heritage area (in Tuyen Quang and Bac Kan province), submitted to UNESCO for recognition as a World Natural Heritage and to compile a dossier of Na Hang - Lam Binh Nature Reserve and submit to the Prime Minister to rank a special national-level scenic area; Studying and deploying the project of developing "Community based tourism" in Na Hang Lam Binh Nature Reserve. In parallel with exploiting the available tourism development potentials, the province also focuses on inviting large investors with experienced capacity and domestic brands to invest in key tourism projects.

##### **Binh Phuoc**

During the resistance war, Binh Phuoc was located at the end of the legendary Truong Son road, with many revolutionary bases such as: Special national historical relics base Headquarters of Ta Thiet domain (Loc Ninh district); revolutionary base "Nua Lon" - Bom Bo squirrel (Bu Dang district). In addition, the province also owns eco-tourism destinations such as Bu Gia Map National Park (Bu Gia Map District), Bu Lach grassland (Bu Dang District) and many majestic waterfalls, with high falls since year. up to seven floors... Especially, in the province now there are 41 ethnic groups living a long life, rich in customs, customs... which are the characteristics only found in the end of the majestic Truong Son mountain range. The natural and human tourism potentials of Binh Phuoc are suitable for many types of tourism such as ecology and spirituality. Bu Lach grassland, Dong Nai commune, Bu Dang district is a miracle of nature. According to scientists' research, the grassland was a fossilized land, millions of millions of years ago, nature covered a layer of soil enough to provide

nutrition for weed to grow and flourish. Large landscape, fresh and cool climate is an attractive destination, suitable for eco-tourism. Not far from Bu Lach grassland is the Elephant Falls, but the Xieng people here still know how to call the mighty Liep pour This is a place for Xieng villagers to give thanksgiving to the heavens and the earth through new rituals to celebrate the rice.

Leaving the land of Bu Dang, tourists come to Bu Gia Map National Park, located in the north of Binh Phuoc province with an area of 25,601.18 hectares. The forest represents a transition ecosystem from the Central Highlands to the Southeast region. It is conserving rare and precious gene sources of flora and fauna, serving scientific research, environmental education and ecotourism development.

At the center for rescue, conservation and development of creatures, visitors can learn the behavior of rare and precious animals such as: Yellow-cheeked Gibbon, Black-shanked Douc, Long-tailed Monkey, Pig-Tailed Monkey, Peacock, Turtle golden mountain, crab, da dan van, weasel, wild boar, deer, deer and cymbidium orchids with a variety of colors and scents. These are rare forest orchid species collected by officials of Bu Gia Map National Park for conservation and propagation. In Bu Gia Map National Park, visitors can also enjoy the atmosphere of the old forest and hear the murmuring water of Dak Mai waterfall, a masterpiece of nature. In particular, Dak Mai waterfall has two beautiful whirlpool caves that people here call the sky well. Besides, Binh Phuoc currently has 36 historical, cultural, architectural and scenic sites from the national special to the provincial level, spread over most districts and towns. It is a valuable resource for the province to exploit and develop historical - spiritual tourism.

## 4.2. Differences

### \* Tuyen Quang

There is much potential for developing cultural and spiritual tourism: The whole of Tuyen Quang province has dozens of large and small temples with hundreds of years of age, many of which have been recognized as national monuments. Temples and pagodas here are not only famous for their sacred, rich history and unique ancient architecture but also famous for charming, pristine and fancy landscapes such as: Canh Canh Xanh, Mo Than Temple, temples Pac Ta, Bac Muc temple, Thac Cai temple. Especially the cluster of Mau temples including: Ha Temple, Thuong Temple, Mau Ý La Temple (Tuyen Quang City), these three temples were built around the 18th century. Goddess, famously sacred, has a beautiful landscape. Every year, during the middle of February and July (lunar calendar), the procession of Kieu Mau begins at Mau Temple ra La to Ha Temple, then the procession of Kieu Mau from Thuong Temple across the river to Ha Temple to join together. The majestic ritual, full of young and old men and women and visitors from all sides, creates a unique cultural space of the forestland.

The pagoda system here is equally famous with the unique features that no other place has. An Vinh pagoda is located on a large hill in Hung Thanh commune, Tuyen Quang city. Especially, the pagoda has two stone epitaphs engraved in Vinh Thinh (1720) of King Le Du Tong. The pagoda has a church tower: Duc Tien Su, Thich Tam Quang and Thich Thanh Tung. Hang Pagoda (Yen Son district), was built from the 8th Dai Chinh year of the Thai Tong Mac Dang Doanh (1537). Not only has a diverse system of temples and pagodas, but Tuyen Quang also diversifies traditional and

unique festivals. The Cồng Tồng Festival (Chiêm Hóa) is a traditional festival of the Tày people held on the 8th of the lunar month of the lunar year with the wish to have a good year with good rain, wind, and good harvest. Ham Yen Buffalo Fighting Festival is held on the 10th and 12th of the first lunar month. This is an opportunity to give thanks to the heavens and the earth, to wish for a happy and peaceful life, prosperous and lucky business.

Coming to these tourist destinations and festive spaces, visitors not only enjoy the natural beauty but also the opportunity to learn about the cultural, historical and spiritual significance of the ancient and modern Tuyen Quang people. Visitors are immersed in the jubilant atmosphere of the festival when participating in folk games of ethnic groups such as pam, swallow oats, tug of war, swings, enjoy the food and learn the writing and unique reading of each ethnic here. Especially, for foreign tourists, these cultural tours with spiritual nuances are their experiences of culture and history of the Vietnamese nation in general and Tuyen Quang people in particular.

In order to gradually turn the tourism industry into a key economic sector, in which spiritual cultural tourism plays an important role, Tuyen Quang needs to have a master plan, implement specific and reasonable policies to combat awaken this potential. In addition, the province also needs to promote the propaganda and promotion of spiritual tourist destinations in the media, or compile tourism publications, participate in tourism fairs and exhibitions, both domestic and international, linking different types, building many unique tourism products to attract tourists. On the other hand, the province should proactively and actively strengthen tourism cooperation with provinces and cities throughout the country to both promote the provincial tourism industry and draw experience to gradually develop the province's tourism industry.

### \*Binh Phuoc

Orientation of building tourism products to the source on the basis of exploiting the strengths of historical tradition (Special national monument area, Military Headquarters, Command of the Ta Thiet Domain, the Diplomat) and the relocation system only round embankment (residence and defense of prehistoric residents still to this day very unique and in the country exists only in Binh Phuoc). Tourism products targeting the tourist market are pupils, students and officials inside and outside the province.

Orientation for effective exploitation of international tourist routes: TP. Ho Chi Minh City - Binh Phuoc - Cambodia - Laos - Thailand by strengthening the implementation of regional links and Binh Phuoc is an indispensable "stop" on the journey across Asia with the complete supply chain of products and services Best possible for international visitors through Hoa Lu International Border Gate. Implementing links and cooperating with neighboring countries such as Cambodia, Laos, and Thailand in developing international tours and tours, gradually opening up a series of potential tourism links.

Orientation of building tourism products to experience through sightseeing activities and experience the process of caring and harvesting products of cashew and rubber trees; Binh Phuoc is the capital of rubber and cashew trees with many large-scale production and processing facilities "standing" in the area. This is an outstanding advantage that no locality has with typical tours such as "Fall season

rubber" or "One day cashew worker"; "Rubber - Soft skills for nature lovers". At the same time, tourists can participate in pounding rice with a mortar, hand-shaking arms of the people S'tieng in squirrel Bom Bo. The market segment for this product is the young people from Ho Chi Minh City and the Mekong Delta provinces.

## 5. Conclusions

In recent years, tourism of Tuyen Quang and Binh Phuoc in particular and Vietnam in general is on the rise, the number of international and domestic tourists is increasing. Vietnam tourism is becoming more and more popular in the world. Many domestic destinations are voted as favorite addresses of international visitors. Tourism is increasingly receiving the attention of the whole society. The quality and competitiveness of tourism are issues that receive a lot of attention and extensive discussion. A multi-dimensional approach to tourism quality assessment will contribute to forming the right solutions to improve the quality and competitiveness of Vietnam's tourism.

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