

TOURISTS AND COMMUNITY TOURISM PRODUCTS IN VIETNAM

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ABSTRACT

At the moment, the tourism industry is more and more invested and concentrated. Vietnamese tourism is considered a cutting-edge economic sector and has diverse and rich tourist potential, the tourism industry plays a very important role. For tourists, by exploring the culture and natural scenery, Vietnam becomes a new tourist destination in Southeast Asia with great potential. There are many UNESCO sites recognized as World Heritage Sites, Biosphere Reserves, World Documentary Heritage, World Geoparks, Intangible Cultural Heritage of Humanity,...

Community tourism is a type of tourism that is developed according to Aboriginal cultural values. This article will analyze and evaluate visitors and community tourism products in Vietnam. On this basis, propose a number of solutions to improve the quality of community-based tourism products in Vietnam.

Keywords: Community tourism, tourists, culture, tourism products

1. INTRODUCTION

Vietnam's strengths in natural landscapes, unique and diverse national cultural identities, rich culinary culture in regions along with the friendly openness of the people in the S-shaped land have contributed to the development of community tourism in the right direction and gradually have a strong transformation. In order to improve the quality of tourism, the quality of tourist products and business tourism activities must make tourists feel satisfied and dignified with the money spent. One of the things to do is to know what visitors or guests think about the tourist product.

2. RESEARCH METHODOLOGY

To obtain the research findings, the authors used the following research methods:

2.1 Method of synthesizing and analyzing documents

In research, subjects make based on a large number of sources and data, so this method is very important. Document synthesis, collection, and analysis will provide the information needed for a highly efficient research process. This method requires a list of catalogs and addresses of documents related to the topic in order to get accurate and reliable data.

2.2 Field Method

The study of relevant documents combined with real investigations, and real information through hearing, sight, knowledge, and comprehension will be richer, more accurate, and deeper. The group of authors collected information for the presentation of arguments on the subject, providing objective and accurate content and documents, ensuring science, and enhancing persuasion for the subject.

2.3 Methods of statistical analysis

The best statistical techniques to use include potential, existing conditions, and local tourism items,... After that, examine the object and comment on it while drawing generalizations.

2.4 Expert Method

This is the method of consulting experts with specialized fields on the subject. In the process of researching the topic, experts, many scientists, and knowledgeable guides about community-based tourism and ethnic minority communities in the North have contributed many valuable ideas to help the community and solve many problems in the topic.

2.5 Map-based and graph-based methods

They were used in this study to better understand the causes, degrees of understanding, and characteristics of community-based tourism. Contrarily, using information technology hardware, software, and tools, the research findings are also displayed on maps and charts to present visual representations of popular tourist attractions and itineraries such as Excel, Mapfor,.....

2.6 Survey method

This technique uses the formulation of questions as an investigative instrument to gather precise and objective data for processing for research needs to send out surveys. Based on the criteria in the visitor survey, a field trip

to the highland homes of ethnic minority communities with a particular population, culture, and society was conducted.

2.7 SWOT method

This is a technique used in the tourist industry to assist identify possibilities and obstacles in the market and think of ways to turn those chances and issues into strengths for growth.

2.8 Forecasting method

This approach to predicting the future of tourism is based on polling travelers, and native people, or analyzing data and aggregated tourism indicators.

3. CONTENT

3.1. Rationable for tourists and community tourism

a. Tourists

Definition:

The World Tourism Organization defines tourists as "people who leave their usual place of residence for a period of time greater than 24 hours and spend the night there for reasons other than the purpose of making money."

There are two types of tourists: domestic tourists and foreign tourists [3].

Tourist satisfaction:

Tourist pleasure is a positive emotional state that may be viewed as a mental state that is attained when one feels comfortable in their surroundings and in their own mind while visiting or traveling.

Service quality refers to how well a product performs in providing the service in comparison to how well it performs in comparison to the customer's overall expectations for the service for all other businesses in the same industry providing the service.

We categorize the visitors' degrees of satisfaction and assign ratings in ascending order from 1 to 5 points with the following levels of expression: Level of dissatisfaction; Level of dissatisfaction; Normal level; The level is quite satisfied; Very satisfied level.

The tour operator must discover a means to modify their behavior in accordance with the psychological and behavioral traits of tourists in order to produce quality tourism services; in order to do this, they must do research. measure customer satisfaction. Second, the main focus of tourism operations is the traveler. Studying and assessing tourist satisfaction is crucial for the tourism industry to produce positive results. Thirdly, a more comprehensive, sympathetic, and amiable perspective on tourism would aid the local government of the inhabitants where tourism activities take place, in order to bring about the most reasonable harmony for the tourism business process [4].

b. Tourism products

It consists of the amenities, services, and products that are offered to tourists and is produced by a location's natural resources, technological resources, and labor employed in the tourism industry.

"Tourism products are the synthesis of three groups of components, including service system, operating management, and tourism resources," the World Tourism Organization (UNWTO) has claimed.

The 2005 Tourism Law of Vietnam defines a tourism product as a group of services required to satiate visitors' demands while they are on vacation. The provision of travel, transportation, lodging, dining, entertainment, information, direction, and other services to fulfill the needs of tourists is referred to as providing tourism services.

A tourism product is an amalgamation of the material and spiritual values of a nation, a region, or a specific business that visitors travel to enjoy and pay for. Products used in tourism can be both tangible and intangible, as well as both natural and manufactured.

From the standpoint of the contemporary economy, tourism products are both tangible and intangible goods that satisfy all of the needs of travelers. Tourism-related goods are varied and plentiful, always evolving to fulfill visitor wants and local specifications related to each country's economic development.

As a result, a tourism product may include both tangible (commodities) and intangible (services) components that are offered to visitors, or it may include amenities, services, and goods for visitors' calendars.

Tourism products = Tourism resources + services and tourism goods [5].

c. Community tourism

The World Tourism Organization (WTO) states that "tourism is understood as the act of traveling to a location other than one's usual place of residence for the purpose of not doing business, is not to do a profession or a job to earn a living" [6].

Community-based tourism is a type of tourism that was created based on local cultural values and is controlled, exploited, and profited by the neighborhood.

Community-based tourism aims to preserve tourism assets at tourist locations for the development of a long-lasting, sustainable tourism industry. CBT has tools to develop opportunities for the community and promotes locals' involvement in tourism. CBT is a collaborative process between the local community (owner) and

tourists, whose meaningful engagement on both sides helps the environment and local community in terms of economic growth and conservation.

In general, we may sum up tourism in the following manner: As a form of tourism where local communities are involved in the supply chain and tourism management, community-based tourism is typically defined as an activity of a population participating in tourism. This kind is created based on the culture of the community, and the community manages, exploits, and benefits from it [1].

Types of community tourism include:

Community-based tourism is a very varied and rich form of travel, with a variety of variations dependent on geography, historical long tides, the surrounding environment, etc. Today, a few well-known examples of community-based tourism include ecotourism, agricultural tourism, rural tourism, village tourism, ethnic or indigenous tourism, and cultural tourism. One of the focal elements of CBT initiatives and conventional tourism can be the development of local handicrafts and the promotion of the arts.

Eco-tourism is a type of travel that involves spending time in a natural setting while also learning about the sociocultural identity of the location and always keeping an eye on environmental concerns. Ecotourism encourages the growth of sustainable tourism by involving environmental management professionals.

Cultural tourism is a form of tourism that capitalizes on the history, archaeology, and culture of the area. Visitors can learn about a region's normal culture while also studying and learning about the heroic and wonderful historical events that have occurred there in the past and the archaeological artifacts that have been preserved from those times. Cultural tourism includes, for instance, visiting renowned religious sites, archaeological exhibits, or ethnic communities.

Agricultural tourism is a type of tourism that takes place in agricultural settings that have been made tourist-friendly, such as orchards, herb and animal farms, and agroforestry farms. Tourists can see or take part in indigenous workers' daily activities without harming the environment or the host family's productivity.

Indigenous tourism: This is a sort of tourism that enables ethnic minorities or indigenous people to directly participate in tourism activities by utilizing the resources that the local population has to offer services for their needs, such as housing, food, employment, etc. The lovely and genuine environment of the countryside is how this model draws travelers.

Village tourism: Similar to indigenous tourism, village tourism is a type of tourism in which tourists go to rural Vietnamese traditional villages or even traditional craft villages. Visitors will be able to interact with locals, experience rural life, and participate in traditional activities here [7].

3.2. Vietnamese community-based tourism and the pleasure of tourists with community-based tourism products

Vietnam's favorable conditions for the growth of community-based tourism offer a great deal of promise that will need to be realized in the future. 54 ethnic groups are represented on the S-shaped strip of land. They are dispersed across numerous areas, establishing native villages with distinctive features. Understanding how to develop community-based tourism will have significant potential to draw both local and foreign tourists. Additionally, Vietnam's topography is composed primarily of hills and mountains, with its eastern abutting the sea. As a result, the transitional landscape is incredibly varied. It is ideal for the growth of eco-tourism and cultural tourism because of its good terrain and favorable natural surroundings.

The Vietnamese people are warm and welcoming. State regulations offer numerous benefits for the growth of tourism in the nation. This creates ideal circumstances for local tourism to have a solid foundation from which to "shine" more.

A form of tourism that draws on indigenous cultural values is community-based tourism. Experts agree that Vietnam has the potential to become a world leader in the development of tourism because of its strengths in natural landscapes, distinctive culinary culture, and kind and open-minded people. Approximately 300 villages, hamlets, and hamlets will have community tourist operations by 2020, with more than 5000 homestays operating with a capacity of 100,000 visitors, according to statistics from the National Administration of Tourists. A good example of this is the Lao Cai province, which has Cat Cat hamlet, Den village, and Ho village in Sa Pa, Son La province's Moc Chau plateau, Hoa Binh province's Lat village, and Quang Nam province's Hoi An.

Experience community tourism as you visit the lovely nation of Vietnam. Visitors who can immerse themselves in nature, actively engage in practical experiences, engage in regional cultural exchanges, etc., strongly value community-based tourism products[2].

For visitors from abroad: When they come, they can take part in various forms of community tourism, enjoy the local fare, and learn about the region's culture, cuisine, and craft villages. As a result, community-based tourist destinations that draw visitors from abroad and are generally well-liked by tourists are categorized as places that should not be missed when traveling to.

For domestic visitors: When taking part in tourist tours, domestic travelers value the local tourism products in the locations they visit, may fully immerse themselves in nature, and actively participate in the trip with prices on hands-on activities, local cultural exchanges,...

3.3. Here are some ideas for raising the caliber of Vietnam's community tourism offerings.

Regularly gather client feedback, examine, and evaluate those remarks to deliver suitable services, and raise the bar on quality.

Raise the level of employee quality.

Spend money on, improve, and renovate technical infrastructure.

Spreading and promoting travel, tourist destinations, and travel routes to encourage the growth of tourism-related businesses and draw investment.

4. CONCLUSION

General concerns with tourism, community-based tourism, tourist satisfaction, products, forms, and aims of community-based tourism, as well as the conditions for development and the function of community-based tourism. This serves as a crucial scientific foundation for research into how satisfied visitors are with community-based tourism offerings and for the development of community-based tourism in Vietnam.

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