



FACTORS AFFECTING SUSTAINABLE TOURISM DEVELOPMENT OF THANH HOA PROVINCE

BY

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Abstract

Tourism has become the fastest-growing economic sector in the world with its potential and significant contributions in many aspects. The study uses the PLS-SEM method to identify factors and hypotheses. The factors found are (1) Tourism facilities and infrastructure; (2) Socio-cultural; (3) Tourism resources; (4) Management policy; (5) Service quality. The study offers several solutions (1) Attracting investment capital to develop the infrastructure and material system of the tourism industry; (2) Exploiting and protecting tourism resources; (3) Strengthening training and developing human tourism resources; (4) Strengthening tourism promotion, cooperation in developing the tourism market of Thanh Hoa; (5) Applying technology to sustainable tourism development.

Keywords: Tourism, Sustainable tourism development, Thanh Hoa, Vietnam

1. INTRODUCTION

Vietnam's tourism in recent years has also contributed a lot to the country's economic growth and development. A high growth rate contributes to the growth rate of the whole economy. Vietnam's tourism development strategy for 2020 with a vision to 2030, dated August 3, 2016, of the Ministry of Culture, Sports and Tourism of Vietnam, also set out the overall goal of the tourism industry to be essential for tourism to become a spearhead economic sector, with professionalism, with a relatively synchronous and modern system of material and technical foundations; tourism products of high quality, diversity, brand, imbued with national cultural identity, competitive with countries in the region and the world. In 2030, Vietnam will become a country with a developed tourism industry. According to Resolution No. 08-NQ/TW, by 2020, the tourism industry will become a spearhead economic sector, creating a driving force for socio-economic development; it has professionalism, a relatively synchronous and modern system of material and technical foundations; tourism products of high quality, diversity, brand, imbued with national cultural identity, competitive with other countries in the region.

Thanh Hoa is a province with natural geographical conditions and diverse and rich tourism potential, attractive in terms of natural ecological beauty, diverse culture, and long historical

tradition Rich in cultural heritage and traditional festivals. Thanh Hoa is also home to tourism resources that very few places have, such as cultural, historical, and natural tourism resources. All are favorable factors for Thanh Hoa to develop the tourism industry. In recent years, the Party and State have focused investment resources on construction in Thanh Hoa to match its potential. Along with the efforts of the Party, Government, and people in the region, Thanh Hoa has made remarkable progress in socio-economic development.

In the past, Vietnam's tourism industry, in general, and Thanh Hoa province's tourism, in particular, has been interested in the Government and considers it an important economic sector. However, Thanh Hoa tourism has not developed commensurate with its potential; tourism resources have not been adequately exploited, have not brought into full play their advantages to make a proportional contribution to economic development in recent years, and not an attractive investment place to attract investors in tourism; income from tourism, visitor spending and days of stay are still low; the increase in the number of visitors is fast, but the infrastructure and entertainment facilities cannot keep up; lack of travel businesses; The increase in the number of direct tourism workers is both lacking and not associated with quality. Tourism development in Thanh Hoa has not been associated with effective "conservation and promotion" of the damaged



heritage, lack of sustainable development, and low resources for conservation; Tourism development is uneven among regions in the province. Tourism products are not yet rich, diverse, and different to attract tourists; tourism development links have not been implemented. Environmental protection and treatment of nature have yet to be paid much attention to; typically, forests are destroyed, tourist resorts, waterfalls, dry lakes, and heavy pollution due to lack of investment, embellishment, and the appearance of conflicts. Conflicts of interest with other economic sectors.

2. LITERATURE REVIEW

Vu Van Dong (2014): "Infrastructure is a crucial issue, an important condition for tourism development, and has a great influence on attracting tourists to its destination. Including transportation networks, communication networks, and the internet". According to author Nguyen Tu Luong (2015), "Infrastructure is the leading condition in tourism development. Good infrastructure conditions will facilitate easy access to tourist attractions and services to serve the diverse needs of tourists, creating a good impression on visitors. The synchronous and modern completion of the infrastructure system is one of the factors to ensure sustainable tourism development.

Nguyen Anh Dung (2018): "Tourism infrastructure and facilities include conditions for the organization of tourist trips, accommodation facilities, entertainment facilities, etc. location, tourist attractions, transportation systems, electricity and water, means of transportation, communication systems. The more convenient this system is, the more modern it substantially impacts the ability to serve tourists. "

The re-created tourism technical infrastructure system is an essential factor affecting the satisfaction of tourists' needs because of its capacity and utility. There are three components to creating tourism products and services that satisfy the requirements of tourists. These are tourism resources, tourism technical facilities, and labor in tourism.

Hypothesis 1: Tourism infrastructure and facilities directly impact sustainable tourism development in Thanh Hoa province.

The socio-cultural resource is a concept that has recently been used extensively in the study and practice of preserving cultural heritage. Since cultural heritage is a precious capital, it can be exploited and used in many areas of life, but this capital is unlimited. Cultural heritage, both tangible and intangible, is finite, has improper use, and wasteful use, needs to learn how to protect and preserved, and cultural heritage will be exhausted. Like all resources on earth today, people are in a state of indiscriminate exploitation and use of waste, even destruction. The best-known social and cultural resources are the tangible and intangible cultural heritage systems of each community, each locality, and the country. Socio-cultural resources are largely non-renewable, potentially rich, and diverse because they are products of people and a particular society. Socio-cultural resources are mainly in the form of "raw materials." Therefore, it is

necessary to determine the core values to be applied and used appropriately. In the era of technology 4.0, socio-cultural resources are also raw materials to create products of the cultural industry, making contemporary artistic achievements of various types of cultural - art, contributing to serving the cultural - economic - social needs of the locality and the country.

Hypothesis 2: Socio-culture has a direct influence on sustainable tourism development in Thanh Hoa province

Duong Hoang Huong (2017) said: "Tourism resources are a condition, an important input factor of tourism activities, and also a factor affecting sustainable tourism development. The quantity, type, structure, degree of diversity or less, location, and favorable or unfavorable exploitation of tourism resources have a direct and huge impact on determining the orientation, and development goals, selecting specific tourism products, and identifying solutions for tourism development, to the economic, social efficiency and development ability of tourism in the respective direction".

Tourism resources are the object of tourism and are the basis for developing the tourism industry. Any factor that can stimulate the tourist's motivation to travel, which the tourism industry uses to generate economic and social benefits, is called a tourism resource. Any country or locality that wants to develop tourism must rely on exploiting its resources; tourism resources have a strong attraction, which is the driving force to attract more and more people—tourism resources as an input material to produce tourism products.

Hypothesis 3: Tourism resources have a direct impact on sustainable tourism development in Thanh Hoa province

The State management agency in charge of tourism will perform its roles for tourism development and sustainable development: Orientation, organization, management, regulation, and supervision. The State conducts the planning function to orient tourism development, including the essential contents of strategic planning, tourism development plan, tourism promotion, investment plan, analysis, and construction of tourism development plans. Developing tourism policies, planning and strategic direction for market development, building a legal system related to tourism and establishing a legal framework through the promulgation and organization of implementation of legal documents on tourism, creating a legal environment for tourism activities, and considering them as tools to influence the field of tourism. Tourism area. The State management agency in charge of tourism will use the above tools to regulate the behavior of individuals and organizations on all fronts and the organization to manage prices, social order, and environmental sanitation. The environment impacts aspects of sustainable development such as economy, society, and environment. In addition, the tourism management organization also includes the assessment, inspection, and supervision of tourism development to evaluate and adjust the contents of planning and orientation for tourism development. Future.

Hypothesis 4: Tourism management policy has a direct impact on sustainable tourism development in Thanh Hoa province

Quality is generally what creates the quality and value of an object or thing. Referring to the quality of a product or a service, that is, to the degree of suitability of the product or service for the intended use of the consumer. Quality is often synonymous with using the value of goods and services to satisfy customer needs. Service quality is an abstract concept, difficult to grasp because of the unique characteristics of the service.

The relationship between service quality and sustainable tourism development is pointed out by Luu Duc Thanh Hai (2012) as follows: "Increasing service quality is the most important factor to help the tourism industry develop sustainably and achieve high revenue." The author's research shows that the quality of tourism services, when there are many limitations, will lead to a minimal number of tourists intending to return, and the satisfaction level of tourists could be higher. This negatively affects the tourism industry's development; improving the quality of tourism services for sustainable development is an essential job.

Hypothesis 5: The quality of tourism services has a direct influence on sustainable tourism development in Thanh Hoa province

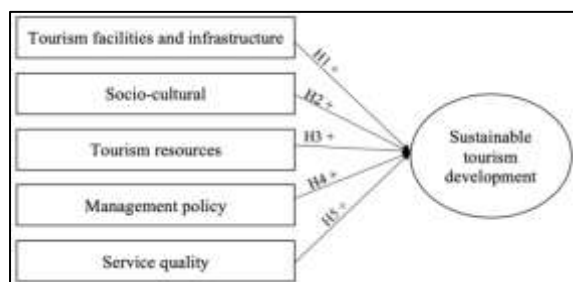


Figure 1. Research model

3. METHODOLOGY

Interviewees were selected according to convenience method through approaching tourists and owners of tourism services in Thanh Hoa province, such as restaurants, hotels, etc., and interviewing directly through questionnaires detailed from December 2022 to April 2023. In the questionnaire, in addition to some filter questions, the main questions focused on research concepts measured through statements (observed variables). Interviewees were asked to give the level of agreement with each word on the conventional 5-point Likert scale: 1 - strongly disagree; 2 - agree; 3 - neutral; 4 - agree; and 5 - totally agree. The use of a five-point Likert scale has the advantage of being easy to distinguish between levels, so it is easier for the respondents to answer, reducing the confusion or discomfort of the respondents, helping to increase the response rate, and improving the quality of the response. (Dawes, 2008).

The direct interview method is used in the study because it is reliable and has a high response rate, and is collected quickly

to meet the schedule. As a result, the study successfully approached and surveyed 450 hotel owners and tourists. After checking the collected questionnaires, 42 questionnaires with too many similar answers were eliminated, and the remaining 408 valid questionnaires were entered and cleaned through SPSS 22.0 software.

Qualitative research aims to determine the factors affecting the sustainable development of tourism as a basis for building scales for the quantitative research step. The scale was built through selective acquisition of the scales used in the research of author Vu Van Dong (2014); Nguyen Tu Luong (2015); Nguyen Hoang Tu (2016); Duong Hoang Huong (2017); and part of the group of authors developed themselves through interviews with experts in the field of tourism.

4. RESULTS

4.1. Evaluation of the measurement model

+ Composite reliability and convergence

Table 1. Composite reliability and convergence

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CLDV	0,802	0,803	0,863	0,558
CSQL	0,810	0,858	0,870	0,629
CSVCHT	0,769	0,782	0,840	0,513
PTDLBV	0,815	0,817	0,871	0,576
TNDL	0,816	0,841	0,877	0,641
VHXX	0,746	0,820	0,847	0,650

The evaluation of convergent values of latent variables is based on the external loading coefficients and the extracted variance AVE. If the extrinsic factor loading of a variable > 0.7 is considered ideal, a range between 0.4 and 0.7 should be considered before deletion (Henseler et al., 2009). According to Fornell and Larcker (1981), the value of the total variance extracted AVE must be equal to or above 0.5 to be satisfactory; that is, the latent variable can explain more than half of its conflict with the mean if AVE is less than 0.5, that latent factor or variable is usually considered to be removed from the research model.

According to the analysis, results show that:

- 1) Test of internal consistency reliability through Cronbach's Alpha and composite reliability (CR): The results of the analysis of the scale of research concepts show that all scales have Cronbach's Alpha greater than 0, 6 and composite reliability (CR) are both greater than 0.7. Therefore, the rankings are internally consistent with reliability.
- 2) Convergence value test: The scale analysis results show that the maximum extracted variance (AVE) is 0.650, and the smallest is 0.513, both greater than 0.5. Therefore, the scales are all concurrent.

+ Quality of observed variables

Table 2. Quality of observed variables

	CLDV	CSQL	CSVCHT	PTDLBV	TNDL	VHXX
CL1	0,711					
CL2	0,762					
CL3	0,777					
CL4	0,744					
CL5	0,740					
CS1		0,843				
CS2		0,683				
CS3		0,788				
CS4		0,847				
CT1			0,729			
CT2			0,765			
CT3			0,699			
CT4			0,720			
CT5			0,664			
DLBV1				0,800		
DLBV2				0,799		
DLBV3				0,738		
DLBV4				0,758		
DLBV5				0,695		
TN1					0,785	
TN2					0,801	
TN3					0,770	
TN4					0,845	
VH1						0,863
VH2						0,784
VH3						0,767

Hair et al. (2016) suggest that the external loading factor should be greater than or equal to 0.708 observed variables, which is the quality of the external loading factor.

However, many studies report that the factor loading factor must be greater than 0.5 (Truong & McColl, 2011; Hulland, 1999). In the tourism context, Chen & Tsai (2007) also consider the level of factor loading. 0.5 is the threshold to accept the load. In addition, when exploring pro-environmental consumer behavior, Ertz, Karakas & Sarigollu (2016) considered a factor loading factor of 0.4 or higher for their confirmatory factor analysis.

So, based on the above, the research team chose the load factor 0.6 because 0.6 is better than the cut-off points of the studies for the load factor. Additionally, the standard load factor of all the item ranges exceeds the threshold of 0.6 or more, as suggested by Chin, Gopal & Salisbury (1997); Hair et al. (2016).

The outer loading coefficient is > 0.6 ; the scale analysis results show that all the factor measurement variables will be used in the following analysis.

Table 3. Fornell-Larcker criterion discriminant result

	CLDV	CSQL	CSVCHT	PTDLBV	TNDL	VHXX
CLDV	0,747					
CSQL	0,227	0,793				
CSVCHT	0,224	0,151	0,716			
PTDLBV	0,430	0,264	0,561	0,759		
TNDL	0,061	0,159	0,382	0,466	0,801	
VHXX	0,447	0,099	0,390	0,486	0,270	0,806

4.2. Structural Model Evaluation

+ Multicollinearity evaluation

Table 4. VIF test results

	VIF		VIF		VIF
CL1	1,377	CT1	1,495	TN1	1,614
CL2	1,642	CT2	1,569	TN2	1,707
CL3	1,778	CT3	1,542	TN3	1,699
CL4	1,610	CT4	1,268	TN4	1,705
CL5	1,587	CT5	1,464	DLBV1	1,952
CS1	1,647	VH1	1,366	DLBV2	1,942
CS2	1,527	VH2	1,713	DLBV3	1,692
CS3	1,731	VH3	1,551	DLBV4	1,581
CS4	1,778			DLBV5	1,489

According to Hair et al. (2019), if the VIF is from 5 onwards, the model is highly likely to show multicollinearity. According to the test results on the VIF coefficient of the

SEM structural model, VIF values are < 5, so the model does not violate this phenomenon.

+ Evaluate impact relationships

Table 5. Bootstrapping test results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
CLDV -> PTDLBV	0,243	0,244	0,045	5,344	0,000
CSQL -> PTDLBV	0,101	0,104	0,036	2,769	0,006
CSVCHT -> PTDLBV	0,325	0,327	0,040	8,180	0,000
TNDL -> PTDLBV	0,265	0,265	0,041	6,410	0,000
VHXX -> PTDLBV	0,169	0,168	0,042	3,986	0,000

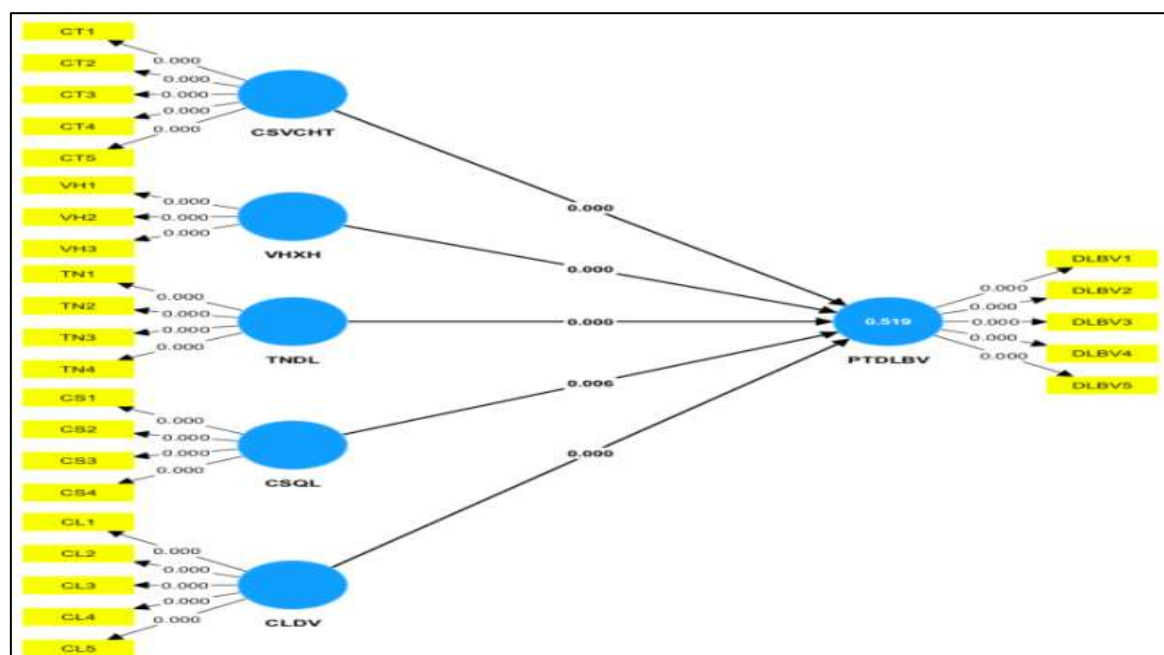


Figure 2. SEM structural model analysis results

From the above results, we can draw the following conclusions:

- "Service quality" has a positive impact on "Sustainable tourism development" with a standardized coefficient of 0.243 and a statistically significant unstandardized coefficient with a P-value < 0.05. This means that when "Service Quality" changes by 1 unit, "Sustainable tourism development" will also change in the same direction with 0.234 units.

- "Management policy" has a positive impact on "Sustainable tourism development" with a standardized coefficient of 0.101 and a statistically significant unstandardized coefficient with a P-value < 0.05. This means that when "Management Policy" changes by 1 unit, "Sustainable tourism development" will also change in the same direction with 0.101 units.

- "Tourism facilities and infrastructure" with an unstandardized coefficient has statistical significance with a P-value < 0.05 and a normalized coefficient is 0.325 and has a positive impact on "Sustainable tourism development." When "Tourism facilities and infrastructure" changes by 1 unit, "Sustainable tourism development" changes in the same direction with 0.325 units.

- "Tourism resources" with an unstandardized coefficient has statistical significance with a P-value < 0.05 and a normalized coefficient is 0.265 and has a positive impact on "Sustainable tourism development." This means that when "Tourism Resources" changes by 1 unit, "Sustainable Tourism Development" changes in the same direction with 0.265 units.

- "Socio-cultural" with a standardized coefficient of 0.169 and an unstandardized coefficient has statistical significance with a P-value < 0.05 and has a positive impact on "Sustainable tourism development" Specifically, when "Socio-Cultural" changes by 1 unit, it will lead to the evolution of "Sustainable tourism development" by 0.169 units in the same direction.

Thus, the level of impact of these five variables on sustainable tourism development, from strong to weak, is management policy, socio-cultural, service quality, tourism resources, tourism facilities, and infrastructure.

5. CONCLUSION

Thanh Hoa is a locality in the North Central region, rich and diverse terrain with mountains, sea, and plains, rich in tourism potential. Thanh Hoa is also a province with a crucial geo-political position, connecting the Red River Delta with the Central region and the whole country. With a long history, Thanh Hoa is preserving a precious treasure of rich human resources. Those historical and human values, along with other natural values, are essential prerequisites for Thanh Hoa to develop "a comprehensive multi-sector economy, in which tourism is considered as one of the most important industries in the country and has a vital role," as defined in the socio-economic development orientation of Thanh Hoa. With the potential and strength of Thanh Hoa, the policy of sustainable development of tourism in the current period of the local government has helped the tourism industry to contribute to the socio-economic development of the locality strongly.

Today, tourism has become the fastest-growing economic sector in the world with its potential and significant contributions in many aspects. Tourism creates jobs, increases the budget, makes a solid contribution to the economic development of each country, region, and locality, and is an effective tool for hunger eradication and poverty reduction, promoting cultural development and society. In addition, tourism also has significant negative impacts on the environment, culture, and the economy. The country and economy requirement is to study to move towards sustainable tourism development and to be effective in all three aspects: economic, social, and property protection: resources and environment. Therefore, sustainable tourism development is the right direction for Vietnam's tourism industry and all countries worldwide.

Research results have shown seven factors affecting sustainable development in Thanh Hoa; service quality and social culture have the most substantial impact on sustainable tourism development in the province. From the reality, goals, and directions of the area and the State, the study offers several solutions (1) Attracting investment capital to develop the infrastructure and material system of the tourism industry; (2) Exploiting and protecting tourism resources; (3) Strengthening training and developing human tourism resources; (4) Strengthening tourism promotion, cooperation in developing the tourism market of Thanh Hoa; (5) Applying technology to sustainable tourism development.

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