

# International journal of management and organizational research

---

## Cultural tourism resources of Ninh Thuan province: Current situation and solutions to improve the exploitation performance

**Ngo Thi Tuyet Mai**

Thu Duc high school, Ho Chi Minh City, Vietnam

\* Corresponding Author: **Ngo Thi Tuyet Mai**

---

### Article Info

**ISSN (online):** 2583-6641

**Volume:** 02

**Issue:** 02

**March-April 2023**

**Received:** 22-03-2023;

**Accepted:** 09-04-2023

**Page No:** 93-99

### Abstract

In Ninh Thuan, besides natural tourist attractions, cultural attractions are also places to attract domestic and foreign tourists to visit. However, at these tourist sites, there are still many difficulties that limit the inherent exploitation ability. Therefore, it is urgent to identify difficulties and propose solutions to improve exploitation capacity. This article uses a secondary data source combined with a social survey method using a questionnaire at some typical cultural tourist sites in Ninh Thuan. Research results show that there are 06 groups of solutions that need to be coordinated and implemented among stakeholders, including: i) Solutions on mechanisms and policies; ii) Marketing solutions; iii) Solutions on conservation and promotion of the value of natural resources; iv) Solutions to strengthen the responsibility and participation of the local community; v) Solutions on application of science and technology; and vi) Solutions on linkage and cooperation in tourism resource exploitation.

**Keywords:** Cultural tourism resources, cultural attractions, tourism activities, Ninh Thuan tourism

---

### 1. Introduction

Ninh Thuan is a province located near the end of the South Central Coast strip with the strength of natural tourism resources associated with the diversity of natural landscapes and cultural tourism resources related to Cham culture in both shapes and sizes. physical and non-physical consciousness. The province also has policies to promote tourism to become a spearhead economic sector based on both natural and cultural tourism resources. However, the cultural tourism resources currently being exploited in Ninh Thuan are still few and inefficient, many resources are still in potential form that need to be explored and studied more. Therefore, this study was carried out on the basis of inventory and assessment of cultural tourism resources in order to create a basis for rational and effective exploitation of resources, contributing to the diversification of tourism products. expanding tourist spots, meeting the tourism development needs of Ninh Thuan province.

### 2. Theoretical basis and research methods

#### 2.1. Theoretical basis

##### The concept of cultural tourism resources and cultural attractions

Cultural tourism resources are a group of tourism resources of artificial origin, bearing the nature of cultural products. However, only cultural products with tourism value can be considered as cultural tourism resources. According to Article 15 of the Law on Tourism (2017): "Cultural tourism resources include historical - cultural relics, revolutionary relics, archeology, architecture; traditional cultural values, festivals, folk arts and other cultural values; creative human work can be used for tourism purposes" (QHVN, 2017). Through this concept, the difference between natural and cultural tourism resources is that the cognitive effect is more than the recreational effect. From the above concept, it can be understood that a cultural tourist destination is a place where attractive cultural tourism resources exist that are being exploited for tourism purposes.

##### Criteria for evaluating cultural tourist attractions

The results of the literature review show that the assessment of cultural tourism resource points is based on 06 criteria including the ranking value of the resource points, the accessibility of the resource points, the prospect of linking with the resource points.

---

other, the degree of conservation of resource points, the ability to welcome tourists and the exploitation time (Do Quoc Thong, 2004; Hoang Trong Tuan, 2018; Nguyen Ha Quynh Giao, 2016; Nguyen Lan Anh, 2015).

In this study, cultural tourism sites are limited to three types: historical-cultural relics, festivals and traditional occupations.

**2.2. Research Methods**

**Synthetic scoring method**

The synthetic scoring method is used to evaluate cultural tourism resource sites in Ninh Thuan for the purpose of classifying the exploitability of resources for tourism activities. The evaluation of the general scoring scale of cultural tourism resource points is expressed through a system of criteria and evaluation criteria by scoring. Each criterion and criterion hierarchy evaluates how many levels are equivalent to how many value points. On the basis of the importance of the criteria, there are corresponding coefficients. The overall assessment score of the exploitation ability of the resource point is the total score of the criteria. Based on that as the orientation for proposing solutions to improve the exploitation of cultural tourism resources in Ninh Thuan.

Because the importance of the criteria affecting the exploitability of the resource point to serve tourism activities is different, it is necessary to determine the weight for each criterion. From the results of the review of documents and reality in the study area, the author finds the importance of the criteria from high to low as follows: Rating value > Accessibility > Conservation level > Prospects link > Pick-up capacity > Mining time. Importance is assigned numerically from 1 (most important) to 6 (least important). Corresponding to each level of importance will be assigned a numerical value from 1 (least important) to 6 (most important). The weights are calculated based on the ratio of the value of each criterion to the total value in Table 1.

**Table 1:** Weight of criteria

STT	Criteria	Importance	Value	Weight
first	Rating Value	first	6	6/21 = 0.28
2	Accessibility	2	5	5/21 = 0.24
3	Link Prospects	4	3	3/21 = 0.14
4	Conservation level	3	4	4/21 = 0.19
5	Ability to receive guests	5	2	2/21 = 0.09
6	Mining time	6	first	1/21 = 0.05
Total			21	

With 6 evaluation selection criteria, each criterion is divided into 5 levels, the score of each level corresponding to the score of the criteria from high to low is 5, 4, 3, 2, 1. This evaluation score follows When multiplied by the corresponding weight of each criterion, there will be a rating scale of the component criteria.

Summary of evaluation criteria, weights and evaluation scores are presented in Table 2 below:

**Table 2:** Criteria for evaluating cultural tourist attractions

STT	Criteria (V)	Rating Level (L)	Grade's score (SL)	Weight number (W)	Rating Score (WE)
first	Rating Value	Very attractive	5	0.28	1.40
		Attractive	4		1.12
		Attractive	3		0.84
		Less attractive	2		0.56
		Least attractive	1		0.28
2	Accessibility	Very convenient	5	0.24	1.20
		Favorable	4		0.96
		Advantages TB	3		0.72
		Less favorable	2		0.48
		Least favorable	1		0.24
3	Link Prospects	Very good	5	0.14	0.70
		Good	4		0.56
		Medium	3		0.42
		Poor	2		0.28
		Very poor	1		0.14
4	Conservation level	Very high	5	0.19	0.95
		High	4		0.76
		Medium	3		0.57
		Short	2		0.38
		Very low	1		0.19
5	Ability to receive guests	Very big	5	0.09	0.45
		Big	4		0.36
		Medium	3		0.27
		Short	2		0.18
		Very short	1		0.09
6	Mining time	Very long	5	0.05	0.25
		Long	4		0.20
		Medium	3		0.15
		Short	2		0.10
		Very short	first		0.05

\* Calculate total score

$S = WE1 + WE2 + WE3 + WE4 + WE5 + WE6$

\* Ranking of resource points

After having a composite score, the resource points will be evaluated for their ability to exploit by 05 levels from very low to very high.

**Table 3:** Classification of exploitability

STT	Ability to exploit	General score scale	Rating
first	Very high	4.19 – 4.98	I
2	High	3.39 – 4.18	II
3	Medium	2.59 – 3.38	III
4	Short	1.79 – 2.58	IV
5	Very low	0.99 – 1.78	DRAW

Source: Ngo Thi Tuyet Mai, 2022

**Data collection methods**

The data in this study are mainly secondary data collected from theses, dissertations, scientific journals, annual reports of the agency along with the author's own fieldwork.

**Data processing method**

Collected data was entered and analyzed via MS Excel software, supplementing the predefined research contents.

**3. Research Results**

**3.1. Assessing the actual situation of exploiting cultural tourist attractions in Ninh Thuan**

Within the framework of the research, the resource points are included in the assessment of their ability to exploit for tourism according to 06 criteria, including: historical-cultural

relics, traditional crafts and villages, and festivals festival. For each type, the author only selects 1 typical resource points based on the criteria (1) Having outstanding advantages over similar resources in neighboring provinces; (2) There is a high frequency of exploitation in the tour program of tourism enterprises; (3) Capable of making full use of and promoting the available conditions to serve tourism development; (4) In accordance with the tourism development policy of Ninh Thuan. The results are shown in the table.

**Table 4:** Preliminary assessment results of resource points

	Resource Points	Ranking value	Approachability	Linkage perspective	Preserving level	Possibility of guest serving	Time of exploitation
<b>I. Historical-cultural relics</b>							
1	Po Klongarai Tower	4	5	5	5	5	5
2	Piston Stone TrapCharacter	3	3	3	3	3	3
3	Tower of Porome	3	4	3	5	4	5
4	Van Phuoc Communal House	3	4	2	4	3	5
5	Poinu Temple – NùGar	2	4	2	4	3	4
6	Ta Nang Mountain	2	4	4	4	2	4
7	Tomb of Ong Hai Chu	2	4	2	4	3	5
8	Thap Cham train depot	2	4	2	4	4	5
9	Ho Bao Chao	2	3	2	3	3	3
<b>II. Festival</b>							
10	Grave abandonment ceremony	3	3	3	4	3	3
11	Rice head eating ceremony	1	3	3	4	3	3
twelfth	Kate Festival	3	4	4	4	3	3
13	Praying ceremony	1	3	3	4	3	3
14	Boat racing club	1	3	3	4	3	3
<b>III. Craft villages and traditional crafts</b>							
15	Ca Na fish sauce craft village	first	5	5	5	5	5
16	An Thanh mat craft village	1	3	3	3	3	3
17	Raglai Blacksmithing Village	1	3	2	2	3	5
18	My Nghiep brocade weaving village	1	4	4	4	4	5
19	Bau Truc Pottery Village	3	4	2	4	4	4

Applying weights to each criterion, the resource score evaluation results are shown in Table 5.

**Table 5:** Result of weighted assessment of resource points

	Resource Points	Ranking value	Approachability	Linkage perspective	Preserving level	Possibility of guest serving	Time of exploitation	Total point _
		W1 = 0.28	W2 = 0.24	W3 = 0.14	W4 = 0.19	W5 = 0.09	W6 = 0.05	
<b>I. Historical-cultural relics</b>								
first	Po Klongarai Tower	1.12	1.20	0.70	0.95	0.45	0.25	4.67
2	Piston Stone TrapCharacter	0.84	0.72	0.42	0.57	0.27	0.15	2.97
3	Tower of Porome	0.84	0.96	0.42	0.95	0.36	0.25	3.78
4	Van Phuoc Communal House	0.84	0.96	0.28	0.76	0.27	0.25	3.36
5	Poinu Temple – NùGar	0.56	0.96	0.28	0.76	0.27	0.20	3.03
6	Ta Nang Mountain	0.56	0.96	0.56	0.76	0.18	0.20	3.22
7	Tomb of Ong Hai Chu	0.56	0.96	0.28	0.76	0.27	0.25	3.08
8	Thap Cham train depot	0.56	0.96	0.28	0.76	0.36	0.25	3.17
9	Ho Bao Chao	0.56	0.72	0.28	0.57	0.27	0.15	2.55
<b>II. Festival</b>								
ten	Grave abandonment ceremony	0.84	0.72	0.42	0.76	0.27	0.15	3.16
11	Rice head eating ceremony	0.28	0.72	0.42	0.76	0.27	0.15	2.60
twelfth	Kate Festival	0.84	0.96	0.56	0.76	0.27	0.15	3.54
13	Praying ceremony	0.28	0.72	0.42	0.76	0.27	0.15	2.60
14	Boat racing club	0.28	0.72	0.42	0.76	0.27	0.15	2.60
<b>III. Craft villages and traditional crafts</b>								
15	Ca Na fish sauce craft village	0.28	1.20	0.70	0.95	0.45	0.25	3.83
16	An Thanh mat craft village	0.28	0.72	0.42	0.57	0.27	0.15	2.41
17	Raglai Blacksmithing Village	0.28	0.72	0.28	0.38	0.27	0.25	2.18
18	My Nghiep brocade weaving village	0.28	0.96	0.56	0.76	0.36	0.25	3.17
19	Bau Truc Pottery Village	0.84	0.96	0.28	0.76	0.36	0.20	3.40

Based on the ranking of resource points, the results of Table 6 show that the resource points of Ninh Thuan differentiate from very high to low. The highest is 4.67 points and the lowest is 2.41 points. For historical-cultural relics, the exploitation capacity is very high (class I) accounting for

11.1%, high (class II) accounting for 11.1% and medium (class III) accounting for 66.7%, low (rank IV) accounted for 11.1%. For the festival, the high exploitation capacity (class II) accounts for 20%, the medium (class III) accounts for 80%. For craft villages and traditional trades, the exploitation

capacity is high (Grade II) 40%, medium (Grade III) 20% and low (Grade IV) 40%.

**Table 6:** Exploitability of resource points

	Resource Points	Total score	Ability to exploit	Rating
<b>I. Historical-cultural relics</b>				
first	Po Klongarai Tower	4.67	Very high	I
2	Piston Stone TrapCharacter	2.97	Medium	III
3	Tower of Porome	3.78	High	II
4	Van Phuoc Communal House	3.36	Medium	III
5	Poinu Temple – NũGar	3.03	Medium	III
6	Ta Nang Mountain	3.22	Medium	III
7	Tomb of Ong Hai Chu	3.08	Medium	III
8	Thap Cham train depot	3.17	Medium	III
9	Ho Bao Chao	2.55	Short	IV
<b>II. Festival</b>				
ten	Grave abandonment ceremony	3.16	Medium	III
11	Rice head eating ceremony	2.60	Medium	III
twelfth	Kate Festival	3.54	High	II
13	Praying ceremony	2.60	Medium	III
14	Boat racing club	2.60	Medium	III
<b>III. Craft villages and traditional crafts</b>				
15	Ca Na fish sauce craft village	3.83	High	II
16	An Thanh mat craft village	2.41	Short	IV
17	Raglai Blacksmithing Village	2.18	Short	IV
18	My Nghiep brocade weaving village	3.17	Medium	III
19	Bau Truc Pottery Village	3.40	High	II

In order to visualize the evaluation results, the author uses a radar chart to show the groups of class I, II, III and IV resources as follows:

Group of resource points class I: This is a group of resources with very high exploitability, including 01 resource point. This resource's score is "concave" in the criteria of the ability to welcome guests (5) and exploitation time (6). Because these are works belonging to historical-cultural relics along with days of the year with adverse weather, the time to exploit these resource points for tourism activities is limited, leading to the ability to welcome tourists as well.

Class II resource point group: This is a group of highly exploitable resources, including 4 resource points. In the class II resource group, most of the resource points are "concave" in the criteria of the ability to welcome guests (5) and the time of declaration (6) because these resource points are historical-cultural relics, festivals, craft villages along with adverse weather during the year, so the time spent on tourism exploitation and the ability to welcome guests is not high.

Class III resource points group: This is a group of resources with average exploitation ability, including 39 resource points. In the class III resource group, most of the resource points are "concave" in the link prospect criteria of the resource point (3), the ability to welcome guests (5) and the exploitation time (6) because of the This resource point is located separately, so it is difficult to link along the tourist route. At the same time, these resource points are historical-cultural relics, festivals, craft villages, along with adverse weather during the year, so the time spent on tourism exploitation and the ability to welcome visitors is not high.

Group IV resource points: This is a group of resources with low exploitation ability, including 3 resource points. For the class IV resource group, the prospective criteria linking resource points (3), the ability to welcome guests (5), and the exploitation time (6) are "concave" criteria because of the nature of the points. Resources, distribution location as well

as weather conditions greatly affect the exploitability of resource points.

In general, the resource points of Ninh Thuan have problems related to the connection prospects of the resource sites (3), the ability to welcome tourists (5) and the exploitation time (6). The cause of these problems comes from the nature of resource points, distribution distance and natural conditions, all of which greatly affect the exploitation ability for tourism activities of the province.

### 3.2. Advantages and disadvantages of exploiting cultural tourism resources

#### Advantages

- Tourism resources are relatively rich with beautiful beaches such as Ninh Chu - Binh Son, Vinh Hy, Ca Na,... and precious historical relics are Cham towers: Poklong Garai, Porome, Hoa Lai,... Da cultural and ethnic diversity, is a favorable condition for tourism development.

- Tourism development policies are directed by the province. Ninh Thuan is located in the key tourism development area of Vietnam.

- Located on the arterial traffic routes and important tourist routes of the South Central Coast and the Central Highlands.

- Located adjacent to Cam Ranh, where the international airport is 60 km away, Ninh Thuan also has traffic axes connecting the Central Highlands and the whole country (National Highway 1A, 27, Ho Chi Minh City - Nha Trang railway. Trang,...) and in the new development context of international economic integration with a new view of Ninh Thuan's position in the Vietnam Maritime Strategy, this advantage is a condition for Ninh Thuan to participate strongly. into international economic integration, making Ninh Thuan an economic hub of the South Central region and the Central Highlands.

#### Disadvantages

- Resources are not really outstanding compared to neighboring areas.

- The infrastructure is still weak and inconsistent, especially the transport infrastructure leading to the province's tourist destinations, the road traffic density in the province is still low, only one third of the average. of the whole country, the connectivity is not high to the key economic regions of the province, the economically disadvantaged areas, mountainous and remote areas.

- Although the province's business and investment environment has improved, it is still low compared to the whole country, partly hindering the process of attracting investment to the province.

- The promotion of Ninh Thuan's image is still limited.

- The quality of human resources is still low, there is a lack of qualified human resources to meet development requirements.

- The vocational training system is limited, the quality of training has not met the requirements for human resource development for the province's key economic sectors, including tourism.

- Lack of investment strategies to promote the effectiveness of regional linkages with provinces in the South Central Coast.

- Fierce competition with 3 outstanding destinations: beach tourism destinations Nha Trang (Khanh Hoa) and Mui Ne (Binh Thuan); Dalat resort destination (Lam Dong). Among the above destinations, Ninh Thuan has the worst brand.

Therefore, to develop tourism requires Ninh Thuan to have competitive strategies with the above competitors.

- Low starting point, small size of economy, limited resources compared to the requirements of mobilizing investment for development.

### **3. 3. Solutions to improve the exploitation of cultural tourist attractions in Ninh Thuan**

#### **Marketing solutions**

The promotion of activities to promote and promote cultural tourism products is a necessary solution to exploit humanistic tourism resources for tourism development in Ninh Thuan. Especially in the context that Ninh Thuan tourism is subject to many challenges and competition from the outside, a number of solutions to promote and advertise products to improve exploitation efficiency should be focused:

Creating and enhancing the tourism brand of Ninh Thuan province associated with the characteristics of potential cultural tourism, safe and stable environment for target markets at home and abroad.

Increasing the application of information technology to improve the efficiency and diversify the promotion, advertising and tourism activities of the province with forms such as tourism websites, electronic tourism newspapers, e-tourist commerce..

Strengthen international cooperation, enlist the support of governments and international organizations in promoting and promoting Ninh Thuan tourism and restoring Thap Cham relics.

Implement programs of information, propaganda and announcement of major provincial sports, cultural events and festivals nationwide, organize thematic promotion and market development programs in major markets. key school.

#### **Solutions for conserving and promoting the value of natural resources**

Towards sustainable development, the conservation and promotion of the value of humanistic tourism resources plays a particularly important role in the development of Ninh Thuan tourism. Conservation aims to improve the value of natural resources, and at the same time, through the exploitation and promotion of the value of relics, also contributes to providing capital for conservation and restoration. Therefore, in order to improve the efficiency of resource exploitation, a number of solutions to conserve and promote natural resources should be focused on the following contents:

Implement projects of community education and support for community development to raise people's awareness about conservation and development of humanistic tourism resources, about the importance of conservation of relic sites. tourism services through educational programs in high schools...

Consolidate the management apparatus, promote linkages between functional agencies in the conservation and exploitation of natural resources. At the same time, local authorities and communities need to strengthen their activities and participate in the conservation and museum of humanistic tourism resources; invest in research, collection, preservation, transmission and introduction of traditional cultural values in order to create the best conditions for the implementation of policies on protection and promotion of heritage values associated with tourism.

Manage tourism activities at humanistic tourist sites

towards sustainable development in order to limit negative impacts on the environment and resources, especially in the Cham tower area. At the same time, it is necessary to regularly check, monitor, detect and prevent infringing activities, causing damage to resources as well as the surrounding environment.

Organize systematic training for cultural managers, tourism managers and tour guides and speakers at monuments, museums and other cultural works.

Promote and support socialization in the direction of facilitating and encouraging the participation of local communities in conservation, museum and resource development; encouraging the mobilization of individuals, organizations and enterprises to contribute funds for the restoration and conservation of natural resources.

#### **Solutions to increase accountability and participation of local communities**

- To have mechanisms and policies to encourage and support (by using material levers, to support training, to train...), to create a favorable environment for the community to participate in tourism business investment. Different tourism business contents are encouraged, supported and created at different levels: through which the management agency can mobilize the active participation of the community and at the same time regulate it. the local tourism development in a sustainable way, avoiding unbalanced or excessive development, overloading in the use of resources, affecting the tourism environment.

- Guide and promote the intelligence and ability of individuals in the community in developing a variety of goods, creating new services, creating a unique service style; encourage the participation and creativity of the community to restore traditional specialty products and create branded goods and services associated with Ninh Thuan tourism... in order to diversify products. tourism products.

- Having mechanisms and policies to encourage and support tourism businesses to train, use local labor resources, and create jobs for indigenous communities.

- Propaganda, education and raising awareness of the local community about the sense of preserving and protecting natural tourism resources, the sense of preserving cultural identity, fine customs and traditions, architectural features ancient village architecture, the original beauty of festivals... There is a necessary investment in funding and measures to support information and communication... for these activities.

#### **Solutions on application of science and technology**

Application of modern science and technology in resource management and operation of tourism activities such as GIS technology in humanistic tourism resource statistics, resource points, tourist attractions in the area, rating and rating resources.

Invest in facilities and equipment to effectively exploit information technology for tourism development, especially in the field of tourism promotion, publicity and human resource training.

Building a network of experts and qualified staff for scientific research and technological development in the fields of tourism and resource conservation.

Focusing on interdisciplinary cooperation and expanding international relations in training and scientific research, technology transfer, technical measures to preserve, restore

and embellish relics, contribute to quickly renovating and restoring relics. construction of degraded and damaged buildings.

#### **Solutions for linkage and cooperation in tourism resource exploitation**

Cooperation is an important solution to supplement limitations and promote local strengths in exploiting humanistic tourism resources.

In Ninh Thuan, content links in addition to inter-industry linkages, also link domestic and foreign markets. Domestically, the cooperation includes intra-regional linkages with localities in the South Central Coast, Central Highlands and other regions. Outside of the country, the important tourism cooperation countries are the countries in the Mekong River basin.

#### **4. Conclusion**

With many potentials and advantages for tourism development, Ninh Thuan always identifies tourism as a spearhead economic sector. Over the years, the tourism industry has contributed to the realization of economic, socio-cultural and environmental development goals. At the same time affirming the important role in the region.

Tourism activities partly depend on humanistic tourism resources. The exploitation of humanistic tourism resources has contributed to restoring and embellishing resource points and creating jobs for many local workers.

On the basis of the province's tourism potential, the development orientations of the tourism industry as well as the achievements and challenges in exploiting humanistic tourism resources, the general orientation to serve development in the direction of stability. long-term and sustainable. At the same time, with the construction of tourist attractions, it helps to diversify cultural tourism products, contributing to improving exploitation efficiency.

In order to further promote the value of humanistic tourism resources in order to promote the development of Ninh Thuan's tourism industry while at the same time associating with a sustainable perspective, it is necessary to focus on solutions related to mechanisms and policies associated with tourism. exploitation of tourism resources, investment capital, promotion, conservation and development of resources, application of science and technology and cooperation in exploiting humanistic tourism resources.

#### **5. References**

1. Do Quoc Thong. Developing tourism in Ho Chi Minh City with the exploitation of tourism resources in the vicinity. Doctoral thesis in Geography, Hanoi National University of Education, 2004.
2. Hoang Trong Tuan. Exploiting humanistic tourism resources to develop tourism in Ho Chi Minh City. Doctoral Thesis in Geography, Ho Chi Minh City University of Education, Ho Chi Minh City, 2018.
3. Nguyen Ha Quynh Giao. Evaluation of humanistic tourism resources in Thua Thien - Hue province. Doctoral thesis in Geography, Ho Chi Minh City University of Education, Ho Chi Minh City, 2016.
4. Nguyen Lan Anh. Tourism development in Thai Nguyen province with the exploitation of tourism resources in the vicinity. Doctoral thesis in Geography, Hanoi National University of Education, 2015.
5. Anh DBH, LDM Duc, PB Ngoc. Subjective Well-Being in Tourism Research. "PSY Chology and Education. 2021; 58(5):3317-3325.
6. Diem DL, TTT Trang, PB Ngoc. Development of Tourism in South Central Coastal Provinces of Vietnam. "Journal of Archeology of Egypt/ Egyptology. 2021; 18(8):1408-1427.
7. Diep, LDung, HT, Tien NV. Branding building for Vietnam tourism industry reality and solutions, International Journal of Research in Marketing Management and Sales. 2019; 1(2):63-68.
8. Dung NTH, TT Trang, VT Hien, Editor Phuong. Factor Affecting Tourists' Return Intention. A Case of Binh Quoi Village in Ho Chi Minh City. "Journal of Archeology of Egypt / Egyptology. 2021; 18 (9):493-507.
9. Dung NTH, TT Trang, PB Ngoc. Assessing Customer Satisfaction for Can Gio Tourist Destination in Ho Chi Minh City. "Journal of Archeology of Egypt/Egyptology. 2021; 18(14):249-268.
10. Ngoc PB, TTT Trang. Current Path to Community Based Sustainable Tourism Development of Khanh Hoa Province in Vietnam. Journal of Archeology of Egypt / Egyptology. 2021; 18(9):508-525.
11. Thai TM, Hau TH, Vinh PT, Long NVT. Solutions for Tuyen Quang and Binh Phuoc Tourism Industry Sustainable Development. Comparative Analysis. International Journal of Research in Marketing Management and Sales. 2020; 2(1):101-107.
12. Tan NH. Solutions for Sustainable Development of Binh Duong Tourism. Proceedings of University Science - Conference on: "Binh Duong Tourism, Enhancing Competitiveness towards Sustainable Development", 55 -67. Binh Duong Department of Culture, Sport and Tourism. December 2018.
13. Tan NH. Hanoi Culture of Cuisine as Factor Attracting Tourists to Vietnam. Proceedings of University Scientific Conference on: "Values of Gastronomic Culture in Tourist Activities. Faculty of Social Science and Humanities, Department of Culture and Tourism. May 21, 2018, Tien Giang University, 2018, 101-105.
14. Tan, NH. Solutions for Tuyen Quang and Binh Phuoc International Tourism Products and Services Development. Comparative Analysis. "International Journal of Research in Marketing Management And Sales. 2019; 2(1):131-137.
15. Thien NH. Sustainability of Coastal Tourism Development: Comparative Analysis of Vietnam's Northern and Southern Provinces. Journal of Southwest Jiaotong University. 2021; 55(6):1-19.
16. Than NH. CRM Application in Managing Hotel, Restaurant and Tourism Services in Vietnam. International Journal of Research in Management. 2019; 1(1):14-17.
17. Viet PQ, Duc NM, Tam VT. Sustainability of Tourism Development in Vietnam's Coastal Provinces. World Review of Entrepreneurship Management and Sustainable Development, 2020.
18. Vu NT, Viet PQ. Sustainability of Tourism Development in Vietnam's Coastal Provinces. World Review of Entrepreneurship Management and Sustainable Development. 2021; 17(5):579-598.
19. Ngoc NM. Sustainable Integration in Vietnam's Tourism Industry. World Review of Entrepreneurship Management and Sustainable Development, 2023.

20. NH Tien, PM Duc, NT Tuan, PT Vinh, NVT Long. Tuyen Quang and Binh Phuoc–Comparative analysis of potential for tourism industry development. *International Journal of Research in Marketing*, 2019.
21. NH Tien, NT Tuan, PM Duc, PT Vinh, NVT Long. Differences and similarities in offered services of Tuyen Quang and Binh Phuoc tourism industry. *International Journal of Research in Marketing Management and Sales*. 2019; 2(1).
22. NH Tien, NT Tuan, PM Duc, PT Vinh, NVT Long. Taking advantages of the potential of Tuyen Quang and Binh Phuoc in developing tourism industry. *Comparative Analysis. International Journal of Research in Marketing Management and Sales*. 2019; 2(1).
23. Thai TM. Solutions for Tuyen Quang and Binh Phuoc International Tourism Promotion. *Comparative Analysis, International Journal of Research in Marketing Management and Sales*. 2019; 2(1):108-112.