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Factors affecting sustainable tourism development in Quang Ninh province

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Abstract

Tourists come to Quang Ninh mainly for relaxation, visit Ha Long Bay, cultural, historical, and spiritual tourism, and community eco-tourism. Sustainable tourism development needs to be combined with preserving and promoting local cultural and historical values. This helps tourists better understand the locality, creating a more profound travel experience. Tourism development creates opportunities for Quang Ninh to develop related economic sectors such as services, trade, transportation, clean agriculture, and information technology. The current question is how to promote the potential and advantages of tourism in Quang Ninh province in the face of extensive international

economic integration requirements and the face of strong competition from other regions in the country. us as well as other countries in the region. At the same time, tourism must be developed in a sustainable direction to help economic development, ensure social issues, preserve heritage, protect natural resources, and protect the living environment for the entire region. Enhance benefits for the community and spread to other economic sectors to develop. The article aims to understand, identify, and quantify the factors affecting sustainable tourism development in Quang Ninh province.

Keywords: Travel, Sustainable Tourism, Sustainable Development, Quang Ninh Province

1. Introduction

Tourism is an economic sector that depends heavily on natural conditions, and natural resources, especially climate resources. Therefore, climate and extreme weather phenomena have a strong impact on tourism activities in Quang Ninh. This impact has both positive aspects and causes many difficulties for the sustainable development process of the tourism industry. Tourists come to Quang Ninh mainly for relaxation, visiting Ha Long Bay, historical and cultural tourism, spirituality, community eco-tourism... The most favorable travel time for tourists, especially international visitors in fall, winter, and spring when temperatures are at 15-23°C. The warming of the weather, shorter winters, and longer summers (high temperatures) will create conditions for Quang Ninh to exploit tourism for longer periods, suitable for many tourist attractions, especially sea tourism. island and also an opportunity to increase the number of tourists.

Specialized surveys show that tourists come to Quang Ninh province mainly for relaxation, sightseeing, eco-tourism, cultural tourism... The most favorable time for visitors, especially international visitors, in the fall, winter, and spring when the temperature is at 15-22 degrees Celsius and the warming of temperature conditions, the shorter cold season analyzed above will create conditions for Quang Ninh province to exploit Travel for longer periods, organize more tourism events, especially sea tourism, and the number of visitors will increase. Based on the damage caused by climate change to tourism activities in recent times, it is easy to see that storms, flash floods, landslides, and fluctuating temperatures have had a great impact on property. and tourism industry activities. In particular, tours were postponed or canceled (the survey rate of tourists agreeing to cancel travel when encountering unusual weather was up to 57.2%), causing revenue to decrease by 50-70%.

The article was conducted to identify and quantify factors affecting sustainable tourism development in Quang Ninh province; Proposing several practical solutions and scientific recommendations to develop sustainable tourism in Quang Ninh province in the coming time.

2. Theoretical Basis

2.1 Travel concept

According to the World Tourism Organization, an organization under the United Nations, Tourism includes all activities of people who travel or stay temporarily for sightseeing, exploring, and learning, experience or for rest, entertainment, relaxation;

as well as for professional and other purposes, for a continuous period but not exceeding one year, outside the settled living environment; but excludes trips whose main purpose is to make money. Travel is also a form of active rest in a living environment different from the place of residence.

Vietnam's 2017 Law on Tourism introduces the concept: "Tourism is activities related to trips of people outside their usual place of residence for not more than 01 consecutive years to meet the needs of tourism." sightseeing, relaxation, entertainment, learning, exploring tourism resources or combining with other legal purposes" (National Assembly, 2017)^[8].

2.2 The concept of sustainable development

The concept of "Sustainable Development" was first used in 1972, in a report entitled "The Limits to Growth" (Meadows *et al.*, 1972) and received worldwide attention with implies promoting development without endangering the environment in 1987, in the Report of the World Commission on Environment and Development (Brundtland Commission): "Sustainable development is meeting the needs of present without compromising the ability of future generations to meet their needs" (World Economic Forum, 2011)^[12].

According to this point of view, in Vietnam, the National Assembly has promulgated the Law on Environmental Protection No. 55/2014/QH13 and the draft amendment in 2020 has agreed on the concept of sustainable development as "development that meets the needs of the present without harming the ability of future generations to meet those needs based on a close and harmonious combination of economic growth, ensuring social progress and environmental protection.

2.3 Sustainable tourism development

The World Tourism Organization has defined: "Tourism takes into account current and future economic, social and environmental impacts, addressing the needs of visitors, industry, the environment and local communities" (UNWTO, 1996). In Vietnam, the 2017 Law on Tourism states that "sustainable tourism development is understood as tourism development that simultaneously meets economic - social - environmental requirements, ensuring harmony of benefits." of entities participating in tourism activities, without compromising the ability to meet future tourism demand" (National Assembly, 2017)^[8].

The connotation of "sustainable tourism development" is a development process with a close, reasonable, and harmonious combination of three aspects of development, economic sustainability, and environmental resource sustainability. environmental and socio-cultural sustainability. Responsibility for the environment requires all sectors to recognize and take intervention measures if they do not want the environment to be destroyed and degraded in the future. The tourism industry itself must also know how to act to make tourism more sustainable.

Economically: "Sustainable tourism development" is to ensure steady, long-term growth of tourism reflected in indicators such as number of tourists, revenue (income) from tourism, contribution to budget... But each place has a different level of development or in other words, a different starting point, so there will be an appropriate tourism growth index to evaluate sustainability.

Regarding resources - environment: this content is environmental protection, resource conservation (waste discharge, energy use...); Minimizing pollution, and preserving biodiversity, ecosystems, and surrounding landscapes.

3. Research Methods

Document retrospective method: Research published documents: This is the most common method to collect secondary information. The author searched academic databases, libraries, reports, books, articles, and official documents related to tourism and sustainable development in Quang Ninh province. These sources often provide reliable information, based on research and analysis from experts in the field.

Methods of synthesis and analysis: Various research reports are often published on the Internet or in research databases. Analyzing the results from these reports can provide valuable information about the current situation and issues related to sustainable tourism in the studied area.

Analyzing data from tourism organizations and business reports: Tourism organizations and businesses may have conducted many reports and studies related to tourism and sustainable development of Quang Ninh province. These documents can provide information about the commercial and management aspects of tourism in this area.

These are documents and data selected for use for illustration, analysis, and evaluation of tourism development. Secondary sources are processed and analyzed to draw scientifically based assessments and conclusions to serve the article's content.

Table 1: Sources of information and secondary data

S. No	Information type	Supply
1	Theoretical and practical basis for tourism development and sustainable tourism development	Books, textbooks, newspapers, magazines, published research works, doctoral dissertations, statistical yearbooks, documents on the internet
2	Natural, economic, and social characteristics of Quang Ninh Province	Statistical Yearbook of the Department of Statistics; documents of the Department of Tourism of Quang Ninh province
3	Some evaluation criteria for sustainable marine tourism.	Reports, programs, projects, plans, resolutions, decisions, documents, statistical yearbooks, etc. of the Department of Statistics; Department of Tourism; Industrial and commercial facilities; Information and communication facilities; Tourism Development Steering Committee.

Source: Compiled by author

System analysis method

The system analysis method is used in thematic research to study the relationship between state management agencies and tourism resources, the relationship between state management agencies and tourism businesses, and the relationship between state management agencies and tourism businesses. relationship between state management agencies residential communities and tourists.

Statistical analysis methods

Statistical analysis methods are used to analyze the current

situation, identify and exploit factors affecting sustainable tourism development, and evaluate the results achieved.

4. Research Results

4.1 Assessing the sustainability of Quang Ninh tourism

Based on the results of document research, secondary data, and the investigation process Monitoring and in-depth interviews on the current status of tourism development in Quang Ninh province, possibly fight price active cave travel calendar Quang Ninh about development develop DLBV as follows:

a. Economically sustainable

Criteria for income from tourism and proportion in the economic structure: Total income of Quang Ninh tourism in the period 2017-2023 from 7,450 billion VND to 13,300 billion VND, an average growth rate of 18.6%/year For the entire Quang Ninh province, the average rate is 18.7%/year. In terms of quality, there is a structural shift, reducing the proportion of revenue from accommodation and food, and increasing the proportion of revenue from transportation, travel, and additional services and submitting to the local budget from 670 billion VND in 2017 to 1,400 billion VND in 2023. Thus, the growth rate is fast in both quantity and quality.

Through investigation and people's assessment of local tourism development in recent years, Quang Ninh province's tourism industry is developing strongly (72% of people agree with this opinion), some think it is developing normally (27.3%), few think it is not developing (1 vote - 0.7%). People evaluate the number of tourists coming to the locality: the number of tourists has increased (72.7% agree), the proportion saying that the number of tourists has increased normally is 27.3%.

The increase in income and contribution to the local budget of tourism over the years demonstrates the sustainability of this criterion in tourism development.

Criteria for the number of tourists over the years: With an average growth rate of 2 digits (11.9%/year), in which international visitors increased by 8.4%/year and domestic visitors increased by 13%., 4 years. Staycation guests account for nearly 50% of the total number of guests and the average stay is 1.5 days/guest.

Key international tourist markets such as the US, Thailand, Japan, Australia, China, and European countries staying in Quang Ninh have increased sharply recently. Contributing to revenue growth is higher than the growth in the number

of visitors, this has confirmed that the quality of Quang Ninh's tourism activities and services has been improved for development.

Through investigation, domestic visitors to Quang Ninh come from all three regions, North - Central - South, of which mainly visitors are from the Northern provinces because of convenient transportation.

This shows that the area has great tourist attractions, a sign confirming the development of Quang Ninh tourism. Thus, with this criterion, it can be assessed that it meets the requirements of sustainable development.

Criteria for return rate and tourist satisfaction: Researching the correlation between tourist characteristics and travel frequency and intention to return to travel also depends on the tourist area. calendar, gender, education level, and occupation of the guest. Survey results show that: Tourists in Quang Ninh province tend to visit many times, the number of tourists visiting 2 times or more accounts for 89.7% of the total number of tourists, of which mainly tourists are tourists. traveling 2 times and 3 times (37.2% and 31.7% respectively). Most of the tourist attractions in Quang Ninh attract tourists to return for a second visit or more, and most visitors intend to return to Quang Ninh to continue exploring. Ha Long, Uong Bi, Van Don, and Co To are attractive destinations for tourists who visit many times and intend to return to travel. In terms of gender, the majority of both male and female tourists have traveled here 2 times or more and intend to return to travel. The ratio of male and female visitors is relatively equal in the number of times they travel and their intention to return to travel. It is worth noting that male visitors are more likely to travel to Quang Ninh many times (3 times or more) or for the first time than female visitors. Education level also affects the number of times a tourist travels and their intention to return to travel. Guests with college, university, and post-graduate degrees have a higher travel frequency than other groups, perhaps because this group has a higher and more stable source of income than educated tourists. education at the secondary and high school levels, customers with stable income, such as officials, workers, office staff, and those who have and are proactive in their time, often travel many times in Quang Ninh. Most guests, regardless of their occupations, want to return to travel in Quang Ninh. This result reflects the tourism attraction (tourism attraction) in Quang Ninh is very large.

Table 2: Correlation between tourist characteristics of tourists and survey area

Number votes Ratio		Number of travel times calendar				The guest Has attended a determined turn again Quang Ninh tourism	
		1 time	2 times	3 times	≥ 4 times	Yes	No
Number promissory note (promissory note)		15	54	46	30	114	11
Ratio (%)	Mong Cai	33.3	16.7	10.9	13.3	17.2	0
	Ha Long	13.3	27.8	13.0	13.3	14.2	72.7
	Quang Yen	33.3	16.7	15.2	3.3	16.4	0
	Co To	6.7	11.1	23.9	23.3	16.4	27.3
	Uong Bi	0	16.7	26.1	10.0	17.9	0
	Van Don	13.3	11.1	10.9	36.7	17.9	0

Source: Summary of survey results

According to the survey, the rate of tourists returning to travel in Quang Ninh is quite high, the number of tourists with 2 or more schedules accounted for 89.7%, 3 or more schedules accounted for (52.4%), and only 10.3%. Guests

visit Quang Ninh for the first time. Investigate the number of days guests stay The calendar in Quang Ninh shows that guests staying for 2 days and 1 night or more account for a very high proportion 90.3%, of which guests staying 3 days

2 nights account for the highest rate of 37.2%, 4 days 3 nights: 14.5%, from 5 days 4 nights or more is 18.6%, worth noting the number of guests staying over 7 Daily also accounts for 4.8% - these are mainly visitors to Quang Ninh for tourism purposes calendar rest nourishment.

In Quang Ninh, tourists often stay overnight in motels (37%) and guest hotels (47.6%), in the area du calendar only 18.6%, by ship, or boat (11.7%) and only stay at friends' and acquaintances' houses (16.6%). Time of travel choice of Customers usually visit on holidays (53.1%), summer vacation (33.8%), and tourists on weekdays only (8.3%), but often choose to go on weekends (15.9%). Due to time often save residence long should guest Go du calendar spend from first million hindrance go up accounting for very rate High (above 97%), 3 million hindrance go up (74.5%), quantity guest available heart spend above 6 million occupation rate no small (29.7%).

With this criterion, it is determined in number 1 and is considered to be relatively durable and solid in broadcast develop du calendar.

Criteria for enhancing physical and infrastructure capacity: Accommodation facilities Tourism services in Quang Ninh increased in both quantity and quality. Speed increases Average growth in the number of establishments reached 5.3 %/year, number of rooms reached 7.7%/ year for Quang Ninh; soy sauce response To be 7.0 %/year. Number muscle department save residence and number room Ranking continuously increases each year higher than the previous year. Room occupancy reached the central jar of 60.9 % for Quang Ninh. Although course, due to guest practice central according to time Tourism services should be at capacity Use varies according to season. Muscles Food establishments and entertainment systems increase every year. However, no response yet response the soft bridge belongs to the Multi number guest du calendar, price chief High, dense especially enter time service du calendar. Transportation system _ transfer like a car, ship du calendar... increase go up about number quantity and quality, Present replied response enough soft bridge.

Supply system grants electricity, water, pine fairy contact lost, road deliver pine Satisfied Okay investment and synchronization towards modernity. Quang Ninh with the policy of dedicating resources from the bank policies and mobilizing priority resources to support investment in developing a series of industries submitted delivery pine and muscle department Summer floor du calendar, pepper expression like cabbage create elevate grant route 18 from Ha Long City to City. Uong Bi; bringing grid power to Co To island and island communes of Van district Fort; Telecommunications technical infrastructure covers mobile and internet coverage to all tourist destinations. In the year 2018, give enter history use road High-speed Quang Ninh - Sea Room, cargo port Are not Quoc international Cloud Fort, road High-speed Summer Long - Cloud Fort, build Special Van Don special economic zone...In addition, Quang Ninh also completed the investment in building an international cruise port, with 5-star yachts to serve tourists. greed Mandarin Bay Summer Long, Bai Death Long favorable profit and easy than before This. Face other, province Quang Ninh Satisfied sounding call the home head private give the attend judgment war comb broadcast develop du calendar and create new products that attract an increasing number of domestic tourists water and Quoc international like BIM Group, Sun Group, practice group

FLC...

However, during the tourist season, due to a large number of visitors and increased demand, it is not yet available enough, the arrangement of facilities is not reasonable and many projects under construction have not yet been accepted to put into history used to serve the people and tourists, also caused Obstacles to tourism activities... Thus, with the criteria of economic infrastructure, tourism is guaranteed Love Bridge gives sustainable development.

Summary of results assessing the level of sustainability of the economic aspect of tourism Quang Ninh like the table below This:

Table 3: Summary of assessments of the level of economically sustainable tourism development

TT	Pepper will fight the price	Trong number	Point fight price			
			first	2	3	4
first	Collect imports from the Du calendar and Billions in du calendar in muscle Structure international	3			*	
2	So quantity tourists in the year	2				*
3	Turn rate return again and the comedy heart belong to guest du calendar	first		*		
4	Increase strong power force muscle department object matter - Infrastructure floor	3			*	
Total point evaluation			28			
% so with points fight price			58.3			
Level degree fight price			Durable solid central jar			

Source: Summary of survey results

b. Social sustainability

To mobilize all resources, make tourism a key economic sector, an important driving force for the province's socio-economic activities, raising the level of Quang Ninh tourism, especially as a tourism center. Ha Long has become a distinctly attractive tourism brand, worthy of international class. Thus, the demand for tourism labor in all fields, training levels, and types of labor will increase in the coming time. The overall picture of human resource needs shows that additional training is needed every year in all areas of the tourism industry to meet development needs. However, to properly meet that requirement requires tourism human resources not only to be trained in sufficient quantity but also to meet quality requirements, which means having a high level of knowledge and management skills, professional skills, foreign languages as well as appropriate professional qualities and attitudes.

Quang Ninh Province focuses on training and developing human resources. This work is carried out in many different forms, consistent with reality, requirements, and development goals. The province focuses on international cooperation, regional linkages, promotion, and branding; Implements a tourism human resource training program, and guides businesses to train human resources according to the tourism professional standards set by the Ministry of Culture, Sports and Tourism.

The establishment of the Quang Ninh Department of Tourism based on separation from the Department of Culture, Sports, and Tourism is a pioneering step, determining that the province is transforming its economy,

and identifying the tourism industry as a key economic sector. sharp. The number of tourism workers in Quang Ninh is constantly increasing, on average over 15%/year, especially the workforce with basic training and tourism expertise. However, due to the seasonal nature of the tourism business, the workforce in the industry often fluctuates, making labor training difficult; Limited labor qualifications in terms of expertise, awareness, communication skills, and foreign language proficiency. With this criterion, it can be assessed that tourism development is relatively sustainable " *Pepper contributions part tell exist and broadcast Huy the price treat literature chemistry land direction*".

Quang Ninh is a province inhabited by many ethnic groups with their own cultural identities and conditions for the formation of new tourism types and products that attract tourists. Local cultural values at the destination become objects of sightseeing and searching understand attract tourists. Therefore, the Quang Ninh tourism industry also focuses on Centrally exploiting festivals, organizing cultural and tourism weeks, flower festivals, and opening routes for new sightseeing... so that tourists can better understand the culture and people of Quang Ninh. Delicately combining traditional cultural features in tourism development is a unique feature of Quang Ninh. Traditional festivals are used as an advantage to develop tourism, whereas tourism is an industry that creates conditions to preserve and promote cultural traditions—chemistry people clan.

Quang Ninh on the one hand strives to preserve, inherit, and promote capital This precious traditional culture on the other hand selectively absorbs the cultural identity of all regions of the country and the cultural quintessence of humanity to build a foundation Modern culture, rich in national identity in a close relationship with development economics and especially tourism development. The row is located, celebrating the Canaval Festival Summer Long, the Yen Tu Cherry Blossom, and the Yellow Apricot Festival aims to introduce and promote to domestic and international tourists the people, land, and unique cultural identity of Quang Ninh ethnic groups. Besides modern festivals and new festivals, the concept of waterfall the price treat belonging to ceremony festivals traditional in the land direction in conscious Quang Ninh has not yet brought sustainable results. Partly because of the nature of the market school, Festival tourism activities are often spontaneous, small-scale, and fragile. The labor ty du calendar in Quang Ninh is Not yet uncle in arrive dense point This should exploit LHDL-rich potential power This is still a term mechanism. To the ceremony festival mounted with the du calendar and To bring about sustainable results, Quang Ninh needs to improve its ability to ensure order and security entirely at the destination, resolutely dealing with behavior that distorts the true value of the festival. Besides, it is necessary to improve the quality of local tourism infrastructure connected to the area not convenient to return traffic, take the price cultural treatment fly object can enter product du calendar to du guest Have can live next greed family active working with indigenous people. This evaluation criterion is associated with 1 for evaluation level degree durable solid belonging to du calendar Quang Ninh.

5. Some Solutions

5.1 Group of solutions to mitigate the impact of natural conditions on development Developing sustainable tourism in Quang Ninh province

Reduce light work dynamic in Climate change main to be preferred response with Climate change. Reduce light Climate change or that's it Reduce GHG emissions - the cause of climate change. This group of solutions bag includes and these prize France like after:

First of all, it is necessary to mobilize people and tourists to voluntarily reduce waste, reuse and recycle waste (3R), not litter, etc. Strengthen control of collection and management. waste treatment in specific localities and areas in the province; Establish transfer and collection sites for waste periodically, localities need to have teams go to gathering points to collect waste in landfills. Next, Quang Ninh tourism needs to invest and innovate technical facilities in an environmentally friendly direction such as: Replacing refrigeration equipment that uses CFC gas at accommodation establishments and hotels. Reducing CO2 emissions from passenger vehicles (increasing investment and completing electric vehicle routes to transport tourists); Strengthen the implementation of GHG inventory at the provincial level, contributing to perfecting the inventory level and promoting the development of the national carbon market.

Based on the results of the investigation and survey, the researcher proposed solutions for sustainable development sustainable tourism to cope with the complex situation of climate change for the community local communities in the survey area with specific results as follows: LHDL development Environmentally friendly (84.7%), Minimize waste, encourage the use of waste recycling products in tourism (82.0%), popular propaganda for people people, du guest about Climate change and these work dynamic arrive du calendar (Billion rule copper idea 75.3%), Build system protection policy system nature, tight tourist spots, adjustments Inappropriate policies and strategies (70.7%); Strengthen management of the area natural tourist attractions (70.0%), Encourage increased tree planting in tourist destinations (67.3%), Hoc asked for experiences from countries around the world to develop domestic tourism climate change conditions (64%); Promote the application of clean scientific and technological achievements into the tourism sector (60.0%), increasing the use of alternative energy (54.7%); Encourage economical use of water and energy (53.3%). With tourists, the rate of Agreement with tourism sustainable development solutions is quite high, with the rate agrees with solutions to develop environmentally friendly LHDL (74.5%), reduce waste, and encourage the use of recycled waste products in tourism (59.3%), build a system resource protection policy, the point du calendar chop tight than, thing correction the main book, war comb Not yet edema fit (55.9%)...

5.2 Group of solutions for sustainable development of the tourism industry adapting to the socio-economic conditions of Quang Ninh province

To adapt to climate change, Quang Ninh province and its tourism industry need attention to solutions for sustainable

tourism development in terms of economic, social, and cultural aspects and tell v lip school - talent original. The group prize France tool can bag include:

Firstly: Enhance the role of state management, need to have appropriate policies fit with things to sue real see off of land direction.

- Issue preferential policies for tourism investment in terms of capital, taxes (capital loans, tax reductions), and long-term land leases to build tourist areas, hotels, and amusement parks;

- Build an open tourism investment environment mechanism (Administrative reform according to the one-stop model), encourage calling for investment while still ensuring strictness and flexibility in management.

Promulgate documents and circulars providing specific guidance on unifying the management and operation of service and tourism activities in the direction of tourism development associated with protecting natural resources and the environment and adapting to climate change.

Second: For the management and organization of tourism activities

Strengthen the unified management and direction of sectors and levels for tourism activities, and closely coordinate with sectors, levels, and local authorities where tourist destinations are located.

Continue to promote administrative reform, and complete and improve the effectiveness of the state management apparatus for tourism from province to district, creating a favorable legal corridor for businesses to operate.

Build a team of capable tourism managers suitable to the needs of tourism management and development in the process of regional and international integration.

Strengthen the management of security, order, and environmental sanitation, urge inspection of tourism activities in the local area, to promptly prevent violations of the law and negative manifestations: culture and community.

Increase investment in infrastructure and technical facilities to serve tourism development: Planning of tourist areas and destinations must ensure that they can face floods and rising sea levels, taking into account factors such as: stabilizing geology, geomorphology, and sea level rise factors specifically, by sea dyke system planning. Construction of infrastructure and technical infrastructure to serve tourism (traffic, accommodation facilities, entertainment areas...) needs to take into account climate change adaptation, design to adapt to weather fluctuations, and avoid and Ensure safety against storms, floods, and coastal areas. High-end tourist accommodation facilities aim for green architectural models, with standards for newly built foundation pillars by climate change forecasts (especially for the 3 areas predicted in advance according to the climate change scenario (B2): City. Mong Cai, Van Don District, Quang Yen Town).

Invest in vehicles, equipment as well as human resources to serve passenger transport and rescue in the event of natural disasters and extreme climate events. Invest in natural disaster early warning systems, rescue information, and timely on-site response forces to ensure the highest safety for tourists.

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