

Examining the development of Ba Na Hills Theme Park

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Abstract:

This study focused on analyzing the development of a theme park in Ba Na Hills and how this park site can be in the next 10 years. It is clear that there are problems that exist and affect the development of Ba Na Hills. However, this type of tourism in the case of Ba Na Hills may have values related to the economy and culture in Da Nang city and Vietnam. Besides, the development of Ba Na Hills can create more benefits for local people as well as help tourism in Da Nang reach further in the future. Therefore, the local government or related agencies need to have appropriate solutions and policies to deal with the environmental and health safety issues of tourists. This research applied Butler's model to analyze the current development of Bà Nà Hills with the conclusion that this park is now in at four stages of the model. Due to the features and values of this theme park, it is suggested that it should be preserved and continue to be developed as a tourist attraction. Butler's model can also be useful in forecasting the position of Bà Nà Hills whereby some recommendations can be made at the present to be able to create positive changes in the future.

Keywords: Ba Na Hills, development, theme park.

1. Introduction

1.1. Background information

Theme parks are a relatively new concept of tourist attractions and attempt to create a fantastic atmosphere of another place and time. The theme is primarily communicated through visual and vocal statements, as well as other senses like scent and touching. In today's theme parks and attractions, hotels, restaurants, and other recreation, and tourist facilities, theming is reflected through architecture, landscaping, costumed personnel, rides, shows, food services, merchandising, and any other services that impact the guest experience. (Milman, 2010). The theme park sector is different from traditional tourism outlets because it exists in a human-created, artificial environment, yet it is an increasingly competitive and attractive sector (Tayllor Lillestol, et al., 2015).

Scott (2008) stated that a theme park is a place to

help you get rid of the troubles of daily life as well as relationship problems or issues with your boss at work and replace them with happiness, experience, excitement, ecstasy, immersion in a virtual reality world. There is no escapism like a theme park. Whether you're discovering magical characters or enjoying a thrilling ride, theme parks have something for adults and kids alike to make a day out. For example, Europa Park in Rust, the largest theme park in Germany, is known as a magical place when they claim that "Everything is possible at Europa Park". When the guests come to the theme park, they can fully explore 15 European countries in just 1 day. The customers will be completely mesmerized by the lovely themed areas with typical architecture and traditional cuisine along with amazing attractions. Another example is Universal Studios Florida theme park which the adrenaline-filled attractions based on all people's favorite TV

shows and movies. Travelers can get caught up in the emotional ups and downs of Harry Potter, Transformers, and The Simpsons-themed rides. These theme parks have attracted a large number of visitors every year. For instance, it was reported by Tea Aecom (2018) that the Magic Kingdom at Walt Disney World in Lake Buena Vista, Florida is one of the top theme parks in the world, attracting 20.8 million visitors. In addition, the report also indicates that the Disney brand has attracted more than 157 million visitors to the Disney theme park. In 2006, 335 million people visited more than 400 theme parks in the US and generated about \$11.2 billion in revenue. Ady Milman (2010) showed that the number of people participating in the US amusement and theme park industry increased by 34.8% between 1990 and 2007. Obviously, for a country's tourism industry to develop and attract more tourists, there must be classy theme parks that can compete with other countries in the world. They are an important segment of the tourism and hospitality industry and serve as economic engines for the local communities they operate in (Bigné, et al., 2005; Manthiou, et al., 2016).

A case in point is Ba Na Hills in Da Nang city, Viet Nam. It is a tourist symbol of Viet Nam and all over the world. For four years in a row from 2015 to 2018, Sun World Ba Na Hills was bestowed the accolade of Top Tourist Resort of Vietnam by the Vietnam Association of Tourism. At the end of 2020, the World Travel Awards of the Asia region honored Ba Na with the award "The world's leading cable car system". The global World Travel Awards named Sun World Ba Na Hills with a hat-trick including 3 awards "World's leading cable car system 2020", "World's leading iconic tourist destination" and "world's leading iconic tourist bridge 2020". Also in 2020, the Dot Property Awards gave Sun World Ba Na Hills the award "Project of the Year in Southeast Asia voted by investors". The name Ba Na Hills has become a guarantee for the successful Da Nang trip of many tourists.

1.2. The research settings

"Ba Na Hills, constructed by Sun Group, created a landmark for tourism of Da Nang, the central region, and Vietnam in general," said Phung Xuan Khanh, director of Tien Phong Travel. 10 years since

it was officially put into operation, this destination has become a "magnet" to help Da Nang tourism develop strongly. According to statistics from Da Nang Department of Culture - Sports - Tourism, in 2008, the total number of visitors to Da Nang was only 1.26 million, less than 1/3 of the number of visitors to Ho Chi Minh City. At that time, Da Nang was known for its beautiful pristine beaches, and the majestic mountain scenery of the romantic Central Coast but there was only a shortage of entertainment and recreational activities, so tourists only consider Danang as just a transition place for travelers between Hue and Hoi An. But only 1 year later, in 2009 when Sun World Ba Na Hills opened with a cable car project that achieved four Guinness records, the number of domestic visitors immediately increased by 15% compared to the previous year, bringing the total number of visitors to Da Nang over 1.35 million even though this is a difficult period for the tourism industry (Vietnam tourism, 2009). In 2017, Ba Na welcomes 1.7 million visitors out of a total of 6.6 million tourists to Da Nang. From 2009 to 2018, Ba Na welcomed an increase of more than 160 times, while Da Nang also recorded a 463% increase in visitors (The Ho Chi Minh City Party Committee, 2019). However, by comparison, the number of visitors to Vietnam in 2019 was 18.01 million arrivals, ranking only 4th in Southeast Asia, after Thailand Land was 39.8 million arrivals, Malaysia was 26.1 million arrivals and Singapore is 19.11 million visits (Statista Research Department, Mar 29, 2021). This paper, therefore, aims to further analyze the development of theme parks in Ba Na Hills by using Butler's model. Besides, policies and strategies dealing with current problems are also discussed to help create positive changes for this attraction in the future and to attract more tourists.

This research is going to organize into five main parts. First, a literature review is provided to present background information on theme parks and the development of this type of tourism in Ba Na hills. The methodology is described in the second section. Third, the findings are presented to discuss how far this theme park site has grown by applying Butler's model. After that, some predictions are identified to discover how Ba Na Hills could be in the future if some changes were being made at

the present. The final section will include a summary and some conclusions of the paper. This paper contributes to providing the basis for research on theme park management and how this form of tourism could develop in the future.

2. Literature Review

2.1. Theme park definitions

According to Cornelis (2010), research on attractions and theme parks can be considered sparse and relatively recent. In addition, much of the limited public research on theme parks has focused on the Walt Disney Company or has emerged from an American perspective (Cornelis, 2010; Clave, 2007; Swarbrooke, 2002; Wasko, 2001). A theme park is quite similar to an amusement park. While there is no official guide to the difference between theme parks and amusement parks, an amusement park focuses more on thrilling rides like roller coasters and other rides that there is no obvious narrative aspect or defining sites in the park (e.g. Cedar Point, Kings Island), while the mainstream theme unifies the structure and organization of a theme park through architecture, games, shows, merchandising, catering, costumes and other services (Milman, 2010). For further clarifications, King (2000) defined theme parks as social art pieces designed as the four-dimensional symbolic landscape that evokes the impression of reality and imagination, place and time. The Collins dictionary named a theme park as an amusement park where landscaping, buildings, and

attractions are based on one or more specific themes, such as jungle wildlife, fairy tales, and the archetypal old west while Japan's MITI (1994) defined theme parks as leisure facility that uses the entire space for shows and events, with or without gaming facilities. Lewis and Clacher (2001) explained a theme park as a center that offers rides and attractions around a central theme. Theme parks may not only provide core services such as vehicles but may also provide catering facilities, retail stores, banking facilities, and even accommodation. In other words to Daneshku (1995), a theme park is a packaged leisure experience that removes parking, dining, and anxiety about what to do. There is consensus among scholars that theme parks are places that have games, types of entertainment with content, and concepts that are more selective to be able to be based on or follow a certain idea or style.

2.2. Features of theme parks

The main feature of theme parks is the existence of themes called the "face". It is organized around a theme park space. Each particular theme can combine main and auxiliary services, ensuring that the theme park functions as a complex. It not only recognizes the park but

Table 1. Characteristics of theme parks

Function	Characteristics
Advertising function	Turn tourists into national and regional advertising media with the help of animation programs
Stable function	It creates positive emotions and promotes mental stability
Adaptive function	It allows you to move freely from your everyday environment
Educational function	It provides an opportunity to acquire new knowledge with a vivid impression
Improving function	Promotes both physical and intellectual improvement
Informational function	You can get new information
Compensatory function	Free people from the tiredness of everyday life

(Levochkina, 2018)

Table 2. Types of theme parks

Type of theme park	Attributes
1. Adventure	Excitement and action, Frightening, Mysterious, Thrill rides
2. Futurism	Advances in society and technology, Discovery, Exploration of science and technology, Robotics, Scientific, Science fiction
3. International	Flavours of the world, International village, Miniature replicas, Scenic spots, World expositions
4. Nature	Animals, Floral displays, Horticultural gardens, Landscaping, Marine life, Natural wonders, Ocean, Wildlife
5. Fantasy	Animation, Cartoon characters, Childhood enchantment, Children's play park, Fairy tales, Magic, Make believe, Myths and legends
6. History and culture	Aboriginal, Authentic, Cultural heritage, Cultural village, Gold rush, Historic ambience
7. Movies	American Wild West shows, Comedy, Motion pictures, Show business, Stunt shows

Source: Wong & Cheung, 1999

also helps create a festive atmosphere that elicits the right response from consumers (Levockhina, 2018). Particular attention is paid to the topic selection and its development. Theme parks have many similarities to other types of parks, but it is worth noting that the organizational and operational principles are very different. The functional purposes of theme parks are presented in Table 1.

2.2. Categories of theme parks

Theme park has various types and has been categorized differently. According to Seiji Kawamura & Tadayuki Hara (2010), the scope can be broad, covering subjects such as history, age, foreign countries, nations, space, future, fantasy, nature, environment, industry, and technology. It can be classified basing on seven theme types and related attributes (Wong & Cheung, 1999), for example:

In addition, it is also classified based on features and divided into four types of thematic parks: city parks; regional parks; parks resort-type; highly specialized parks (Levockhina, 2018).

3. Research methods

This paper draws on secondary data firstly from journal articles that address key theories of theme parks and secondly from online magazines or news reported in the local newspaper as this source is providing more information and data about Ba Na Hills which can not be found in empirical research documents. The focus of this paper is on analyzing the development of this attraction. Therefore, the study applies a Butler model - a tourism lifecycle model. Butler's well-documented concept of tourist destination lifecycle (Butler, 1980) is adapted from product lifecycle marketing ideas and used to study the rise and fall of tourist destinations and the areas in which they are located (Lesley France, 1991). Butler has identified six stages in the development of tourist destinations: exploration, involvement, development, consolidation, stagnation, and rejuvenation or decline. Thus, this model is useful for discussing and predicting the evolution of Ba Na Hills from the present to the future.

4. Findings of the study

The following stages explain more clearly how this destination life cycle model was applied to the theme park called Ba Na Hills from mid-1901 to recent years.

4.1. The exploration stage

Butler explained this stage when a small number of tourists visited the destination and the facilities on the premises were not developed. It is based on the main tourist attractions. This can be natural or cultural and has no side attractions. Tourism has no economic or social significance for residents. In 1901, the Governor-General of Indochina let Debay – a Marine Captain search for an area to build a resort for French soldiers and officers. In April 1901, Debay discovered Nui Chua, where the climate is fresh, the terrain is flat, and plans to build a resort right here. From 1914 to 1928, the French promoted the construction of Ba Na Hills resort, the French began to complete the roads connecting Ba Na with National Highway 1. In 1925, Ba Na Hills Danang was officially put into service and opened to welcome the first guests to visit. At this time, Ba Na was still unspoiled, only a few items were built, but it has also become a famous tourist area throughout Indochina.

4.2. The involvement stage

According to Butler's model, residents engage in tourism when they see a destination's potential as visitor numbers begin to increase. In addition, there is the appearance of secondary tourist facilities such as hotels ready to provide necessary services for visitors. Besides, it also creates increased pressure on governments to improve transport facilities for tourists. These features are consistent with the status of Ba Na Hills in the years 1997 to 2000. In 1997, Da Nang city repaired and rebuilt Ba Na in the direction of an eco-tourism area, along with building a road connecting the foot to the top of Ba Na with a length of 15km, creating favorable conditions for bringing the city to the next level. the building materials to the top. In 2000, investors together with the city government embarked on the construction of a series of resort items such as motels, restaurants, etc. In 2006, Ba Na Hills welcomed about 97.000 visitors (Vietnam tourism, 2019).

4.3. The development stage

For this stage, the site is expected to have tourist numbers increasing continuously and external organizations will provide secondary tourism attractions. In addition, natural and cultural attractions will be developed and marketed. In

2007, Da Nang city decided to hand over the entire Ba Na Hills tourist area to Sun Group. Also from here, Sun Group built the Ba Na - Suoi Mo cable car route, known as the most modern cable car in the world at that time. Soon after, this group also built many unique works to attract the attention of tourists, including an indoor entertainment area, a cable car route that achieved four international records, a French village, a train climbing fire, etc... In 2009, Ba Na Hills welcomed 257,900 visitors, 2.6 times higher than in 2006. In 2010, the number of visitors to the resort was about 440,000, but in 2011, the number of visitors increased to about 593,696, and in 2012 the number of visitors to the resort was 761,154, an increase of 120% compared to 2011. By 2017, after building two cable car routes Hoi An - Marseille and Bordeaux - Louvre, Ba Na mountain tourist area was also officially merged into Sun World Group.

4.4. The consolidation stage

During this period, tourist arrivals continued to increase and the region's economy was closely tied to tourism. In 2018, Ba Na Hills appeared with the world-famous Golden Bridge, which attracted many tourists to visit and admire. Ba Na Hills has made a significant contribution to the development of Vietnam's tourism industry during its 10 years of operation. Vietnam received 15.5 million foreign tourists in 2018 and 7.3 million foreign tourists in the first five months of 2019. In 2016, Da Nang attracted 1.28 million foreign tourists, four times more than in 2009. Da Nang is now up 25%. In terms of foreign tourists and 30.6% of tourism income. At the same time, Da Nang airport witnessed a remarkable growth in the number of passengers, from 2,079,758 passengers in 2009 to 13,300,000 passengers in 2018 (Sun World Ba Na Hills, 2019). According to a survey, two out of three foreign tourists visiting Da Nang will visit the Golden Bridge, which was selected as one of the top 100 attractions in the world in 2018. In 2019, the Golden Bridge effect is even increasing, when only from the beginning of 2019 to June, Da Nang welcomed a record increase in the number of international visitors by air, reaching 757.5 thousand arrivals, an increase of 56.5% compared to the previous year. with the same period in 2018. Generally in the first quarter of 2019, according to

a report by the People's Committee of Da Nang City, the total number of tourists to the city was estimated at more than 1.8 million, up 16.4% over the same period in 2018, of which international visitors estimated reached 876.5 thousand turns, up 31.2% (The Ho Chi Minh City Party Committee, 2019). In 2019, there are a total of 39 international routes to Da Nang with a frequency of 466 flights/week and 9 domestic routes with a frequency of 655 flights/week. Associate professor Ph.D. Tran Dinh Thien said "Ba Na brings Vietnam a promotional image, creates a very strong tourist attraction for Da Nang, thereby, bringing significant income to the people of Da Nang and to the state budget. In the past, what did Ba Na do when anyone came to travel? And now, a day, tens of thousands of people come and pay to satisfy their needs. A famous tourist destination, with an enchanting "Hand" bridge, it has a strange attraction to visitors."

5. Discussion

5.1. Advantages and disadvantages of Ba Na Hills

Laying the basis for Vietnam's leisure tourism: with impressive visitor numbers over the past decade to Da Nang in particular and Vietnam in general, Ba Na Hills has become a springboard for Vietnam's resort tourism and theme park industry. Tourists mainly focused on tourism activities and discovered new landscapes and cultures. But as the economy grew and became more integrated into the world economy, their needs gradually changed. Today, tourist attractions with many interesting entertainments are designed to provide visitors with an unforgettable experience. Recreational tourism is also a national gold mine, and investors are taking advantage of the great opportunities this trend offers. Disneyland theme parks are a testament to the success of fun tourism (VIR, 2019). Besides the success of Bana Hills as a pioneer in this area, the Sunworld Chain includes five amusement parks nationwide under the Sun Group, namely Sun World Danang Wonders (Da Nang City), Sun World Fancy Pan Legend (Lao Cai), Sun World Halong Complex (Quang Ninh), Sun World Hong Tom Nature Park (South Phu Quoc). Vingroup has built Vinpearl Land in many famous tourist destinations such as Nha Trang and Phu Quoc. The arena has a resort and entertainment complex, Arena Kamran. Ba Na Hills' popularity and other ongoing entertainment

projects have made Vietnam a world-famous vacation destination. In addition to promoting the economy, and tourism, Ba Na Hills also plays an important role in serving the Vietnamese people themselves. Tourism offers experiences: it gives people the opportunity to see different sights, eat different foods, and enjoy different services like a new world has opened up. Also Mr. Dang Minh Truong - Chairman of the Board of Directors of Sun Group said: “That is also the reason why we design Ba Na Hills as it is today, with works and services that bring experiences different from ordinary life usually Vietnamese” (vnexpress, 2019).

Exploiting monopoly: The road leading to the top of Ba Na is blocked by Sun Group, and if you want to go there, you have to go by cable car with the price from 350,000 to 500,000 VND”. However, Sun Group said that they are not banned, but are only concerned about the safety of visitors to the top of Ba Na. And the person responsible for the environmental resources of Da Nang city confirmed that this city has assigned the entire Ba Na tourist area to Sun Group for exclusive exploitation, including the road to the top of the mountain (Tuoi Tre News, 2015). On August 8, 2019, Da Nang announced the restoration of the road to Ba Na peak. After being restored, the route will only serve forest ranger activities, fire prevention, and transportation of construction materials and necessities for Ba Na tourist area, as an escape route in the event of an incident (Tuoi Tre News, 2019). In Ba Na often happens overcrowding because there are too many tourists coming. During the peak summer tourist season, Ba Na Hills theme park welcomes thousands of visitors every day. Although it is a weekday, the Ba Na Hills tourist destination still has hundreds of tourist groups coming here to visit. This famous theme park of Da Nang City is a favorite destination for locals and tourists throughout the country (Dan Tri News, 2020).

5.2. Predictions

Ba Na Hills may experience The Stagnation Stage: Short-range future and The Rejuvenation Scenario: Middle-range future. In The Stagnation stage, Butler argued that the number of visitors peaked during this phase and has reached or exceeded resilience. The number of tourists visiting Bana Hills is also declining due to the Covid19

epidemic. There was a case when Ba Na Hills area was overloaded when discounting promotional tickets in 2013. Right from 7 am (April 14), a large number of Da Nang people and domestic and foreign tourists flock to Ba Na Hills tourist area in Hoa Ninh commune, Hoa Vang district (Da Nang) to visit. The sudden increase in the number of visitors caused serious congestion on the route leading to the tourist area, along with an overload in this tourist area. Captain Tran Hoa, Traffic Police Department - Da Nang City Police said: “The traffic jam happened at 7 am this morning due to the overcrowded number of visitors to Ba Na Hills tourist area. It’s also already overloaded, so we won’t let any vehicles continue up there to avoid further congestion.” (Da Nang News, 2013). A representative of the business department of Ba Na Tourist Area said that every day Ba Na serves about 14,000 tourists, sometimes up to 17,000 visitors at peak times. This number corresponds to the average number of visitors to Da Nang City in 1 day (Thanh Nien News, 2019). According to Dan Tri Newspaper released in 2020, during the peak of the summer tourist season, Ba Na Hills theme park welcomes thousands of visitors every day. The area of the cable car operator is just over 150m², but the number of people waiting for the ticket check is too large, sometimes causing disorder. Also according to Viet Nam Moi newspaper, when interviewing tourists in Ba Na Hills, it was known that “One square meter to one hundred people take pictures”. Ms. Le Chinh expressed: “There are so many people that it is difficult for the family to have a private photo!”.

Epidemiological evidence for severe acute respiratory syndrome coronavirus 2 (SARSCoV2) suggests that this novel virus can be transmitted directly from person to person through airborne droplets and indirectly through contaminated environments (R Karia et al, 2020; Government of Ontario. Accessed, 2020). It can survive on the surface for hours to days. In the absence of drug intervention, health authorities around the world have taken strict social distance measures that recommend hand washing, the use of PPEs (masks), and increased disinfection of public spaces to curb the rapid spread of the virus. Many of these measures were taken early in the pandemic, along with the

closure of non-essential businesses (medRxiv, 2021). The global theme park market is expected to shrink from \$73.5 billion in 2019 to \$71.6 billion in 2022. This 2.7% decline can be attributed to earnings and confidence worldwide consumer decline. The failure to contain the pandemic in the United States also weakened earnings expectations as the United States accounted for 33% of the global market last year (Linchpin, 2022). Da Nang city in general and Ba Na Hills, in particular, are no exception when it comes to the impacts of the covid-19 pandemic. In 2021, the Covid-19 epidemic has seriously affected tourism activities in Da Nang city. According to statistics, in 2021, the number of guests staying at accommodation establishments in Da Nang city is estimated to reach nearly 1.17 million visitors, down 55.8% compared to 2020. Of which international visitors are estimated at 110,000 turns, down 84.2% over the same period; domestic tourists were estimated at nearly 1.06 million arrivals, down 45.5% over the same period; revenue from accommodation and travel services is estimated at 2,554 billion VND, down 36.6% compared to 2020 (Da Nang city portal, 2022). Ms. Tran Nguyen, head of sales of Sun World (Sun Group), said that Ba Na Hill - the “leading bird” of Sun Group, the revenue in the past two years compared to 2019 decreased by 96% (Thanh Nien News, 2021).

Therefore, in the next few years, the number of tourists may decrease and Ba Na Hills needs to have long-term measures and policies to attract tourists back. At the stage of The Rejuvenation Scenario: Middle range future, it is required that the tourist area have a major change in tourist destinations or previously untapped tourism resources may be found. The covid-19 epidemic is also controlled to restore the movement of tourists as smoothly as before. In November 2021, Ba Na Cable Car Company - a member of Sun Group has just mobilized VND 1,500 billion from the bond market to invest in two projects of Cable Line 8 and the Castle project of the theme park complex Sun World Ba Na Hills location (Invest Global, 2021). Besides, Ba Na Hills also constantly improves, innovates, expands, and invests in many other unique tourism products. Typically, cable car line 6 has been completed and put into service from April

30, 2021. The construction of Ba Na castle is rushing to complete with an indoor entertainment area with a floor area of 3.8 hectares. Ba Na wine cellar will be a center for distilling, processing, and displaying wine with an area of 1.98 hectares. In the future, visitors will have the opportunity to experience the wine-making process, from growing grapes in the garden at the foot of the mountain to bottling, and enjoying the Ba Na wine brand at 4 high-class wine tasting rooms. Not only that, the museum area combines water landscape design by the consulting unit Casamonti - Italy, in conjunction with the art organization Franco Dragone - the USA, which has successfully held major shows of Michael Jackson, Celine Dion will create many new and interesting experiences for visitors. Ba Na Mixed-use (Ba Na Festival Cultural Area) has a floor area of 6.2 hectares, with design inspiration from ancient Greek culture and Renaissance architecture also promises to be a new destination for culture. Culture, festivals as well as rich cuisine for visitors to Ba Na. Along with that, a Volcanic Castle with a combination of art and high technology will give visitors a spectacular and attractive show that is unique in Vietnam as well as in Asia (CADN Online News, 2022). The diverse, classy, and vibrant service items around the top of Ba Na Hills will also create a driving force to attract more tourists to Da Nang, increasing the length of stay as well as the spending per day. tourists, increase local budget revenue, and contribute to quickly reaching the target of 15 to 20 million visitors per year by 2030 (CADN Online News, 2022). Although the covid-19 epidemic is still complicated and unpredictable, there is still hope as there are vaccines and revisions to health and safety measures that are expected to lead to a global theme park growth of 9% in 2022 (Linchpin, 2022). In Vietnam, Deputy Prime Minister Vu Duc Dam agreed with the proposal to reopen tourism activities under new normal conditions from March 15, 2022 (Viet Nam Government Portal, 2022). Foreign tourists can easily come to Vietnam with simplified entry procedures and more and more international flights reopening.

6. Conclusion

This study focused on analyzing the development of Ba Na Hills theme park and how it can be in the next few years. There are controversial and

existing problems in developing this type of theme park. However, developing Ba Na Hill can create more benefits for the locals in Vietnam. Therefore, the local government or involved authorities should adopt appropriate solutions and policies to deal with issues of overcrowding and destination management. This research applied Butler's model to analyze the current development of Ba Na Hills theme park with the conclusion that this site is now in the Consolidation Stage. Due to the features and values of this attraction, it is suggested that Ba Na Hills should be preserved and continue to be developed as a tourist attraction. Butler's model can also be useful in forecasting the position of Ba Na Hills whereby there are some recommendations that can be made at the present to be able to create positive changes in the future●

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Đề xuất sử dụng...

(Tiếp theo trang 90)

Chính vì vậy, việc lựa chọn Python để giảng dạy từ các môn học lập trình cơ sở cho tới những môn học nâng cao sẽ giúp rèn luyện, nâng cao kỹ năng lập trình cho sinh viên, tạo lợi thế cạnh tranh nghề nghiệp của sinh viên trong tương lai●

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