

Solutions for sustainable development of inbound tourism in Khanh Hoa Province after Covid-19

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Abstract:

Sustainable tourism development is a top concern in all countries in the world, especially developing countries like Vietnam. Issues of environmental pollution, changes in habits in life and consumption, conflicts of economic interests between parties, a decrease in the number and quality of tourists after the Covid-19 pandemic, and many other problems are other potentially emerging. Khanh Hoa province is a tourist center in the South Central region and the Central Highlands. An interesting stop for inbound tourists when coming to Vietnam. In addition to the achievements, the inbound travel business in Khanh Hoa province has been revealing many factors that lack sustainability in terms of environment, economy, culture, and society. Therefore, to sustainably develop inbound travel tourism in Khanh Hoa province. The author used the research method of secondary documents, and analyzed the current situation of inbound tourism development in Khanh Hoa in recent years, thereby giving urgent solutions: Focusing on re-developing the inbound tourist market, assessing re-evaluate tourism resources in order to build suitable tourism products, have sales promotion strategies, apply information technology, increase investment in human resource development, raise people's and inbound travel community's awareness.

Keywords: Sustainable tourism, responsible tourism, inbound travel, travel, inbound tourism.

1. Introduction

The Covid-19 pandemic has devastated the world tourism industry to a very serious extent. According to the Tourism Development Research Institute, the number of international visitors in 2019 is more than 1.4 billion, tourism contributes nearly 9 trillion USD to the total global GDP. However, in 2020, the Covid-19 epidemic strongly impacted this growth. The number of tourists decreased by about 60-80%, and the world tourism industry lost about 3.3 trillion USD (equivalent to 4.2% of the total global GDP). In Vietnam, the past time, with political

stability, has contributed to the development of the economy, society, and tourism, but the Covid-19 epidemic has also had a strong impact on Vietnam's tourism. In 2019, Vietnam welcomed more than 18 million international visitors (up 16.2% compared to 2018), and the average growth rate of international tourists in the 4 years from 2016-2019 reached about 22%. Particularly in the field of the international travel business, as of 2019, there were 2,350 businesses licensed to do international travel business, but by the end of 2020 due to the impact of the Covid-19 epidemic, 95% of travel businesses

had been affected. The international travel service nationwide has stopped operating. Khanh Hoa is a tourist attraction center in the South Central region. Besides tourist attractions in Nha Trang City, Khanh Hoa also has many other places to attract tourists including Cam Ranh, Van Ninh, and Ninh Hoa. In 2021, when the Covid epidemic was complicated, international travel was frozen. Khanh Hoa Tourism welcomed 600,000 overnight guests, reaching 12% of the plan, down 51.91% over the same period in 2020, which international visitors reached 27,000 turns, down 93.82% compared to 2020, reaching 1.8% of the plan. Tourism revenue reached VND 2,400 billion, down 52.78%, reaching 13.73% of the plan. The first 6 months of 2022. Khanh Hoa Tourism welcomed 1046.2 thousand visitors, up 128.6% over the same period, reaching 87% of the plan. Which, international visitors reached 42.5 thousand arrivals, an increase of 122.5% compared to 2019. The number of days of guests staying was 210,9 thousand days, an increase of 152.8% over the same period. Khanh Hoa inbound tourism in particular and inbound tourism in the whole country, in general, has been reviving after the State decided to open borders, resume international flights, issue regulations on entry and exit, and prevent epidemics in the country's "new normalization". But to achieve the results in terms of revenue, the number of visitors and number of employees in the industry as before the Covid-19 epidemic is a difficult problem. Aware of this problem, Khanh Hoa's inbound travel business is promoting activities, maximizing its potential and available strengths, but due to the inbound tourism business has been stagnated for a long time, human resources have stopped working, accommodation, shopping, dining, and other support services have not yet recovered, so it is easy to reveal unsustainable factors. Based on the current status of the inbound tourism business in Khanh Hoa, the article focuses on analyzing several problems for sustainable tourism development, and at the same time proposes some key solutions for Khanh Hoa's inbound tourism sustainable development in "new normalization" conditions.

2. Theory overview

2.1. *Origin of the inbound travel business*

The term travel has been used for a long

time by many ethnic groups in the world and is understood as the movement of people away from their permanent residence, which, if we go deep into the historical analysis, and the development of travel will realize that people have always traveled; trading needs, trade between countries, tribes, visiting religious facilities (church, monastery, temple...), participating in sports, festivals, cultural events. The Greeks and Romans participated in the first Olympic Games event in 776 BC. Missionaries and religious believers make pilgrimages to Mecca, the old town of Jerusalem, and temples in India, and China. From walking to rudimentary means of traction, humans have invented steam engines and trains. This is a revolution that changes human society, bringing tourism, and travel activities to a new page in development history. The author would like to review the important milestones that are decisive to the development of the travel industry.

In 1825 The first steam-powered railway line is opened from Stockton to Darlington, England

In 1840 Cunard built the first steamship for cruises.

In 1841 Thomas Cook organized the first package tour by train for 570 guests.

In 1869 Thomas Cook organized the first tour packages to Europe (Germany, Switzerland, Egypt...) and the United States. Around this time, American Express was founded in part by Henry Wells and William Fargo. Travelers can transfer money and use checks while traveling. After World War I (1914-1918) and World War II (1939-1945), the technology of automobile and aircraft manufacturing developed, and the transportation system was built leading to radical changes in the tourism business. Many tourists and commercial centers, tourism business organizations, and transportation and communication systems were invented and built. People's income gradually improves, paid holidays are longer, and many people own personal vehicles and have a high ability to pay for vacations.

Thomas Cook is considered the ancestor of the modern package tour, but due to contemporary socio-economic conditions, he and his associates only cared about and organized domestic tours within the UK and brought them together. British tourists go abroad without paying attention to the

inbound tourist market. Therefore, when researching the inbound tourism business, world tourism needs to mention travel agencies and transportation, the first founders in France, Switzerland, the USA, and Germany organized to welcome Thomas Cook's outbound tourist group.

2.2. Travelers/travel business

Travelers; From the basic content of tourism activities, travel in a broad sense includes all human movement activities as well as activities related to that movement; *Travel business activities*; are understood as an enterprise that invests to perform one, several, or all of the jobs in the process of creating and transferring products from the production sector to the tourism consumption sector to receive commissions or profits. With this approach, tourism activities include travel activities but not all travel activities are tourism. Travel business services can be the business of one or more than one or all services and goods that satisfy most of the essential needs, typical of tourists (Nguyen Van Manh et al., 2006) According to the Law on Tourism (2017): "Travel service business is the building, sale, and implementation of part or the whole of a tour program for tourists."

2.3. Travel businesses/Inbound tourists

According to the Law of Vietnam (2017), "Tourism enterprise is a unit with legal status, independent accounting established to make a profit through transactions, the sign of travel contracts and organizations performing tourism activities, tour programs sold to tourists". Tourists are divided into 2 objects, international tourists and domestic tourists, international visitors include outbound tourists and inbound tourists. Tourists coming to Vietnam are foreigners, Vietnamese people residing abroad are called inbound tourists.

2.4. Benefits of inbound tourist business

The inbound travel business is an important and decisive part of the development of each country and destination. Derived from the contradiction in the tourism supply-demand relationship and the characteristics of tourism production and consumption. The inbound travel business was born and operates as an objective reality to resolve that supply-demand conflict, bringing many benefits to customers and stakeholders. Because tourism supply is fixed, tourism demand is scattered everywhere.

The inbound travel business is in a position to connect tourism supply and demand, promoting the development of domestic and international tourism.

+*Benefits for manufacturers (hotels, restaurants, airlines...)*: Consume a large number of products, ensure the planned, regular, stable supply, and improve service quality. Based on the contract signed between the parties, business risks are shared. Manufacturers can reduce advertising costs, sell directly, and focus more on travel objects with fewer brokerage costs but get higher business results.

+*Benefits for tourists*: Through travel services, tourists save money, time, and effort in searching for trip experiences from travel agencies. Thereby, giving visitors a feeling of safety and comfort. Through package tours and group tours, guests have many opportunities to interact, exchange, create social relationships, and enhance mutual understanding.

+ *Benefits to the destination, and the country*: When visitors come to a certain tourist destination, it will bring many benefits to the subjects there, especially economic benefits such as goods, eating, and drinking "exported on the spot", through which it is possible to analyze, evaluate the consumption characteristics of inbound tourists with minimal costs, introduce the image of the country and people of Vietnam to friends around the world.

+*Benefits of the tour operator*: Improve the position and reputation of Vietnam's inbound travel business brand on the world tourism map, create prestige and high discount from suppliers and tourist destinations.

2.5. Sustainable tourism

According to the concept of sustainable tourism of the World Tourism Organization (WTO) introduced at the United Nations Conference on Environment and Development in Rio de Janeiro in 1992: "Sustainable tourism is the development of activities. Tourism activities aim to meet the current needs of tourists and care for indigenous peoples while preserving and enhancing resources for future tourism development. Sustainable tourism will have the plan to manage resources to satisfy the economic, social, and aesthetic needs of people while maintaining cultural integrity, biodiversity,

development of ecosystems, and support systems for human life”.

2.6. *The goal of sustainable tourism*

+ *Environmental protection*: It is necessary to manage the use of natural resources so as not only to satisfy current needs but also to ensure future tourism development needs. Besides, in the process of tourism development, the impacts of tourism activities on the environment will be limited along with contributions to efforts to embellish resources and protect the environment. Maintain and improve the quality of the landscape, both in rural and urban areas, to avoid environmental degradation.

+ *Preservation of cultural values*: Respect and enhance the value of historical heritages, national cultural identities, traditions, and special identities of local communities in tourist destinations.

+ *Efficient use of resources*: Resources here are considered natural, human, and cultural, ... are exploited and used in a reasonable way to be able to serve the development of the tourism industry for a long time. long and sustainable

+ *Economic efficiency*: Ensure economic efficiency and competitiveness so that businesses and tourist attractions can continue to develop and achieve long-term profits.

+ *Satisfaction of tourists*: Provide safe and quality services to satisfy the needs of visitors.

+ *Development for the locality*: Maximize the contribution of visitors and tourism activities to the development of the local economy in tourist destinations and tourist areas.

+ *Job creation and income enhancement*: Increase the quantity and quality of jobs for local people created by tourism activities.

+ *Social security*: Maintain and enhance the quality of life of local people, including social organization structure and access to resources, life support systems, and avoidance of degradation and exploitation. Overexploitation of the environment as well as society in any form.

2.7. *The benefits of a sustainable travel business*

Sustainable development becomes the center of development in all fields as the country enters the “new normalization”. Environmental pollution (water, air, noise, etc.) is becoming more and more serious along with the rapid development of modern industrial society. The income and life expectancy

of people are inversely proportional to the quality of life, and the gap between the rich and the poor is differentiated from urban to rural areas. That leads to a low-income social class, being unable to access housing, health care, and education services. Therefore, focusing on sustainable development will create conditions for all equal development actors when participating in economic development associated with environmental protection. The term “sustainable development” was introduced by the World Council on Environment and Development with the basic content: “Sustainable development is a development that meets the needs of the present without compromising the ability of future generations in meeting their needs”. In tourism, sustainable tourism development is inseparable from the concept of sustainable development. According to the World Tourism Organization, sustainable tourism is “tourism that takes into account the present and future economic, social and environmental impacts, on the needs of tourists, of the tourism industry, of the environment and the development of communities”. Sustainable tourism has 3 main pillars (International Ecotourism Society, 2004): (1) *Environmentally friendly*, sustainable tourism has a low impact on natural resources, reducing minimize the impact on the environment (plants and animals, habitats, resources, energy use, and pollution, etc.) and strive to benefit the environment. (2) *Social and cultural closeness*, It does not harm the social or cultural structures of the community in which they are performed. Instead, it respects local culture and traditions. Engaging stakeholders (individuals, communities, tour operators, and government managers) in all stages of planning, development, and monitoring, educating stakeholders about their role. (3) *Having economic benefits, contributing economically to the community, and generating fair and stable income for the local community and stakeholders*. It benefits the owner, employees, and people around. An inbound travel business organization that meets all three of the above criteria will “do good business by doing well”. This means that conducting an inbound travel business in many ways may not destroy natural, cultural, and economic resources. The business that is conducted based on these three criteria can enhance the conservation of natural

resources, appreciate cultural values, and bring benefits to communities and destinations.

3. Methodology

The main research object of the article is the current situation of inbound tourism in Khanh Hoa province. Information will include many constituent elements: culture, society, tourism resources, restaurants, hotels, human resources, tourism products, destinations, technical facilities, and images. In the process of conducting the research, to ensure scientific and practicality, the author has applied the knowledge of tourism in combination with several other scientific disciplines (information technology, psychology, culture, economics, and business administration) based on specific methods as follows:

+ *Method of document research*: Learn all scientific articles and specialized books that are related to inbound tourism in general and Khanh Hoa's inbound tourists in particular through google scholar.

+ *Methods of collecting, inheriting documents, selecting information, and researching secondary documents*: related to the current topic such as articles, journals, and theses literature of the previous authors as a basis for the theoretical basis of the topic.

+ *Descriptive statistical method*: Using tourist interview questionnaires combined with observation to collect information to capture the needs of visitors.

+ *Participating method*: The author directly participates and observes several typical tourism tours/routes being exploited today.

4. Research results and discussion

4.1. Overview of inbound travel business in Vietnam before the Covid-19 pandemic

Vietnam - an attractive destination on the world tourism map, is an important economic sector that contributes significantly to the gross domestic product growth. According to data from the General Department of Tourism, the total revenue from tourism only reached VND 1,340 billion in 1990, by 2019, that figure will be VND 755,000 billion (equivalent to USD 32.8 billion), of which the total revenue from international tourists reached 421,000 billion VND (18.3 billion USD), total revenue from domestic tourists reached 334 trillion VND (14.5

billion USD). Tourism's direct contribution to GDP is also increasing. 2015 reached 6.3%; in 2016: 6.9%; in 2017: 7.9%; in 2018: 8.3% and in 2019: 9.2%. Tourism is gradually moving towards becoming a spearhead economic sector according to the target of Resolution 08-NQ/TW dated January 16, 2017, of the Politburo (Vietnam Tourism Administration, 2020). Vietnam tourism in 2019 was honored in 5 award categories of the World Travel Awards, including World's Leading Heritage Destination (first award); World's best golf destination (first award); Asia's top destination (2nd consecutive year); Asia's Leading Cultural Destination (2nd time in a row); Asia's premier culinary destination (for the first time). The competitiveness of Vietnam's tourism has improved significantly according to the World Economic Forum's 2019 Tourism Competitiveness Report, ranking 63/140 economies, compared to ranking 67/136 in 2017. Vietnam surpassed Indonesia to rank 4th in the region in terms of international arrivals (Vietnam tourism administration, 2019).

4.2. Current situation of inbound tourist business in Khanh Hoa province

Khanh Hoa is an economic locomotive and tourist attraction center in the South Central region. According to a report by the Khanh Hoa's Department of Tourism, there are 138 travel service businesses, of which 118 are international travel organizations. Since the beginning of 2020 until now, due to the Covid-19 epidemic, the operation of travel service businesses has faced many difficulties, especially those specializing in the inbound market. Due to the not-ending epidemic and long-lasting economic consequences, travel businesses still exist but are no longer as healthy as before, offices are closed, employees are laid off, and tourism trends and guest markets have changed. Before the Covid-19 pandemic, from the place of receiving nearly 100 flights every day bringing tourists from China, Russia, Korea, Malaysia, and Thailand to Khanh Hoa, from the end of March 2020, Cam Ranh Airport stopped flights to serve tourists. Losing the source of international tourists, businesses specializing in serving inbound customers are almost inactive. Most international travel businesses cut off laborers revoked business licenses and changed business purposes from international to domestic. However,

this redirection faces many difficulties because domestic tourism is also affected by Covid-19, so the number of visitors decreases. Disease developments are still complicated, causing the cancellation and postponement of tours to happen continuously; experience in the domestic market is limited, so the business is not very prosperous. “There are companies that do well in the international market, but it is difficult to move to the domestic market. After the government issued a policy to open the border on March 15, 2022. The number of domestic tourists and international tourists to Khanh Hoa increased rapidly, creating good conditions for the recovery of tourism activities, Khanh Hoa Department of Tourism is actively coordinating with relevant agencies to implement a program to restore and attract tourists in the summer. Many beaches, amusement parks, tourist attractions, and tourist streets are quite crowded and bustling. Some shopping spots, eateries, and restaurants are crowded again. According to Table 1, thanks to efforts to recover tourism after the epidemic, in the first 6 months of the year Khanh Hoa welcomed more than 1,046,000 tourists, up 128.6% over the same period in 2021; reaching 87.2% compared to the plan in 2022. Which, international visitors reached 42,507 arrivals, up 122.5% over the same period, exceeding the plan set out for 2022 is 40,000 turns. Tourism revenue in 6 months is estimated at nearly 5,550 billion VND, up 209.4% over the same period, exceeding the plan set for 2022 by 4,000 billion VND. However, Khanh Hoa tourism also revealed many unsustainable factors to achieve the same revenue and number of visitors as before the Covid-19 epidemic

Khanh Hoa had a spectacular revival in the

summer. However, the main source of visitors is domestic tourists, and the inbound market recovered quite slowly. The total number of visitors staying in Khanh Hoa in 2022 reached more than 2.4 visitors, an increase of 287.25 % over the same period, and tourism revenue reached nearly 12.828 billion VND. Despite strong growth, the Khanh Hoa tourism industry is still waiting for international visitors. Currently, only the Korean tourist market has recovered well with about 110,000 visitors, accounting for nearly 75% of the province’s total international arrivals in 2022. The Department of Tourism has coordinated with Cam Ranh International Airport, working with airlines to expand routes connecting destinations to develop tourism activities. Key markets such as China and Russia are still temporarily suspending access to Khanh Hoa, and Western and Eastern European markets also have many obstacles, so they have not returned. However, the restoration of the international tourist market needs a road map and depends on the opening policies of countries.

4.3. Challenges of Khanh Hoa Tourism to attract inbound tourists

In addition to the impressive results and achievements, Khanh Hoa tourism in the past time has also faced many difficulties and challenges that need to soon have orientations and solutions to attract more inbound tourists shortly.

+ Khanh Hoa currently lacks theme parks and cultural products - one of the choices of high-spending international groups when traveling. Entertainment services are scattered in many places. The pedestrian streets are very small in scale and have few products, with almost no local cultural identity. Music venues and discos are only allowed

Table 1: Statistics of tourists to Khanh Hoa province (2017 - 2022)

Targets	2017	2018	2019	2020	2021	2022
Total of (million turns)	5,430.486	6,215.588	7,000.055	1,247.784	642,000	2,570.000
Inbound	2,022.121	2,793.256	3,560.231	437.637	22.700	275.000
Domestic	3,408.365	3,422.322	3,439.824	810.147	619.300	2,300.000
Grand revenue (billion VND)	17.000	21.822	27,130.7	5,087.4	2,430	12,828

Source: Khanh Hoa Tourism Administration(2022)

to open until midnight. Performing arts programs such as the Duca show, and Talk show, although well-invested, with content and form imbued with Vietnamese identity but have not yet been for all inbound tourists.

+ The training of human resources, especially high-quality human resources in the field of tourism, has not yet met the demand, especially in terms of quantity and quality limitations, specifically human resources for management, and tour guides such as Chinese, Russian, Korean, and some other rare languages. This problem became more serious after the Covid-19 epidemic. Tour operators and inbound tour guides have changed jobs and do not want to return to the profession. These opportunities for foreigners to enter the country to do travel business and work as guides create unbelievably in Khanh Hoa. In addition, the sense of law observance of some domestic organizations and individuals is not good when aiding foreigners to hide, conduct business or organize tours unbelievably, affecting the quality of services and brands. Khanh Hoa tourism in particular and Vietnam tourism in general.

+ The statistics in Table 1 show the number of visitors to Khanh Hoa increased steadily over the years before the Covid epidemic. But the current investment in infrastructure development such as airports, railway stations, ports, and amusement parks has not kept pace with the growth in tourist arrivals to the province, leading to overcrowding. affect the quality of tourism services and services, especially during the peak tourist season.

+ The management of environmental sanitation, social order, and safety in many tourist spots is still weak. The state of unsanitary, security and order, the phenomenon of soliciting, peddling, begging, and “chopping off” tourists still occurs. Specifically, when a ship docks at Nha Trang port, the army of street vendors gathers at tourist attractions such as Ponagar towers, Hon Chong, Long Son pagoda, Ganh Da pier, etc. causing many inconveniences for tourists.

+ Some local travel agencies are too dependent on sending partners, loyal to the traditional B2B business model. Not actively investing in applying information technology to marketing and promoting products directly to customers according to the B2C

model through online sales channels. This leads to passivity in management and administration, and profits are shared.

+ Despite the government’s support for tax reduction and tax debt, many local travel businesses still face many difficulties. Unfair competition, lower prices, and poor quality land tour services for Korean and Chinese partners such as the “0 dong tour”. Bringing customers into compulsory shopping destinations with foreign elements with high prices and poor quality. If this happens again, it will cause unsustainable tourism development in the local economic and social pillars.

+ Some areas in Khanh Hoa develop tourism too quickly, such as restaurants, hotels, and resorts, but do not comply with detailed planning, ignoring environmental protection and ecological landscapes. For example, in the North Cam Ranh peninsula tourist area, there are 7 projects put into operation including Melia Vinpearl Cam Ranh Beach Resort), Duyen Ha luxury resort, Fusion Resort Cam Ranh, eco-tourism area and Euro window luxury resort (including Mövenpick Resort Cam Ranh and Radisson Blu Resort), Alma Resort Cam Ranh and Golden Bay urban area project. In addition, in the Bai Dai area, there are 8 projects put into operation in phase 1 including Cam Ranh Riviera Residences and Resort, Selected Noa Resort Cam Ranh, Golden Peak Resort and Spa, Swandor Cam Ranh Resort, The Anam Resort, Phat Dat luxury resort (Wyndham Garden Cam Ranh Resort); Prime eco-tourism area - Prime Resorts and Hotels (Aurai Resort Cam Ranh by Pearl) and Evason Ana Mandara Resort and Spa. This has the potential to negatively affect the sustainable development of the resort tourism industry, which inbound tourists attach great importance to tourism development associated with the conservation of natural tourism resources.

+ The number of visitors to Khanh Hoa has increased steadily, but how to get tourists to spend more is still a problem that Khanh Hoa tourism must find a way to solve. besides sightseeing and sleeping in hotels, have few options for entertainment and shopping. Tourism products in general lack identity, are slow to innovate, are less creative, duplicate, and lack competitiveness, making it difficult to attract tourists who stay for a

long time or come back, especially since the “night economy” serving locals and tourists have not been interested in development, the added value of tourism products is low, there is a lack of linkage in product development. These are challenges to overcome and need the breakthrough thinking of tourism stakeholders.

+ Khanh Hoa tourism currently focuses on exploiting the advantages of marine resources with pure services without diversifying, exploiting complementary tourism products, prolonging the stay, and increasing the spending of tourists. Currently, tourism products are still slow to receive investment in innovation to improve quality. Typically, the 4-island tour in Nha Trang over the years has not changed much in terms of form and content, the sea tour is less attractive when diving, watching coral reefs at Hon Mun, temporarily exploiting stopped. Other types of eco-tourism and learning about local culture have become outdated and lack attraction for inbound tourists.

+ On the other hand, the province’s tourism industry is still limited in planning and long-term strategic orientation, lacking sensitivity in attracting and developing key tourism markets. Khanh Hoa tourism is passive and depends on a few large markets such as China and Russia. Tourists from China and Russia currently account for 80-90% of the total number of international tourists to Khanh Hoa, with Chinese tourists accounting for nearly 74% of the total. Despite the strong growth of Chinese tourists, it also brings many new challenges, affecting the sustainable development of Khanh Hoa tourism. One obvious direct consequence is a sharp decline in visitors from Europe, Australia, the US, and Canada due to cultural conflicts between tourist groups at the destination. This situation not only unbalances the international tourist market but also affects the efficiency of the tourism business in the long run.

+ The food service establishments of Nha Trang are quite rich and diverse with many different types such as restaurants, cafes, bars, clubs, and eateries located along the central streets of the city. In addition to local specialties, there are also cuisines of many countries that are famous for their culinary cultures such as China, Japan, India, Italy, and Korea. The situation of slashing tourists still

occurs, selling without listing prices, of unknown origin during the peak season.

Solutions to develop sustainable inbound tourism in Khanh Hoa province

From the above challenges, the author would like to suggest some solutions to develop Khanh Hoa’s inbound tourism in a sustainable way.

Firstly, Khanh Hoa needs to research and invest in building unique tourist attractions that combine tradition and modernity with charm and appeal to all inbound tourists, especially children tourists, students, researchers who want to have a summer vacation, learn about marine resources, crystal white sand, agarwood, Cham culture, Vietnamese. Coordinating with foreign organizations and embassies to develop cultural and art performances for tourists such as painting, sculpture, music, carnival, and sports to promote local culture and strengthen cultural exchanges among nations

Secondly, based on assessing the demand for tourism labor in the area, the locality needs to consult and order training operations with tourism faculties such as Khanh Hoa University, and Nha Trang University about training programs, and recruitment needs, especially focusing on labor resources for Khanh Hoa’s core customer market (customers who speak Chinese, Russian, Korean and some rare languages). There should be guidance and sanctions for domestic and foreign organizations and individuals that do not comply with the law in the management and guidance of tourists in the province as well.

Thirdly, Khanh Hoa needs to focus on investing and promoting key transport infrastructure projects for tourism development such as runway No. 2 and the new International Terminal at Cam Ranh international airport; Nha Trang Tourist Port; Nha Trang urban transport infrastructure; Transport infrastructure is necessary for the expansion of tourism development space to the west of Nha Trang, Dien Khanh, and North Cam Ranh and Van Phong peninsula tourist areas. To encourage and attract investors to upgrade, increase investment in new services in tourist areas, improve service quality, and diversify tourism products. At the same time, the Department of Tourism has coordinated with Cam Ranh international airport, and Cam Ranh international terminal company to work with

airlines to expand routes connecting destinations to develop tourism activities.

Fourthly, Khanh Hoa Tourism needs to disseminate the code of conduct in tourism widely and more often to stakeholders. Coordinating with the police and vocational schools to propagate education and vocational training for street vendors and street children with opportunities to have jobs towards eradicating the situation of begging, and robbery of tourists at tourist destinations in Khanh Hoa soon.

Fifthly, Khanh Hoa tourism business organizations need to be more proactive in promoting and finding sources of visitors through the B2C model. This is not only in line with the needs of tourists in the 4.0 technology era, but also proactively in service work, maximizing profits in business.

Sixthly, To create equality and a healthy business environment, Khanh Hoa Department of Tourism needs to raise the awareness of law observance of travel businesses, especially organizations with foreign elements, through propaganda and dissemination of knowledge in addition to inspection, supervision, and processing. To build a unique and different Khanh Hoa tourism brand, travel organizations must say no to “no money” tourism from Chinese travel agencies because the economic benefits are very low but cause a lot of bad for local tourism in terms of food service, sightseeing, forcing customers to go shopping and other additional services.

Seventhly, restaurants, hotels, and resorts in Khanh Hoa must strictly comply with detailed planning, construction design, and join hands with the state and local people to protect the environmental protection, landscape. Avoid harming biodiversity, depleting freshwater resources, and polluting the environment.

Eighthly, Khanh Hoa needs to invite experts and scientists to hold seminars, give suggestions on specific local tourism products, and diversify tourism products to attract returning tourists such as health tourism. related to massage therapy mud bath, dental tourism, night market tourism, and especially the development of MICE tourism species to limit the seasonality in tourism and increase revenue from MICE tourists. In addition, it is necessary to link regional and inter-regional tourism types based

on the advantages of tourism resources to create unique and attractive tourism product chains.

Ninthly, Developing sea and island tourism in Khanh Hoa is an inevitable trend, but to attract more inbound tourists, it is necessary to build offshore tours associated with environmental protection; plastic-free tours, and experience the daily life of local people. Because the diving tour to see the coral at Hon Mun has been stopped, displaying shows of corals, marine animals, and plants at the destination during island tours will be appreciated by visitors. Tourism business organizations need to work together to lower the price of entrance and cruising fees. Organizing sports activities on the sea such as windsurfing, sailing, and canoeing must ensure absolute safety for visitors.

Tenthly, Khanh Hoa Tourism needs to review all resources to have the best tourism products to serve the source of traditional Chinese-speaking tourists by 2023. In addition, it is necessary to diversify tourism products and markets, avoiding dependence on the Northeast Asian market. Increase investment and linkage with ASEAN, India, and Northwest Europe regional partners, North America, Arab. etc. Promoting responsible tourism and professional working forces, priority products for each key market, and priority customers. Especially overseas Vietnamese tourists after more than 2 years have not been able to return to their homeland. Step by step building a roadmap to attract and serve tourists from China, Korea, Japan, Russia, and Eastern European countries in the coming time when the epidemic and war in this region are under control.

Eleventhly, Khanh Hoa tourism needs to promote the exploitation of marine culinary culture, including fishing, farming, processing, cooking, and activities to enjoy street food at the night market area. Producing high-quality souvenirs related to local aquatic resources such as bird's nests, lobster, squid... to introduce and promote inbound tourists. Some outstanding activities at night in Nha Trang such as waterway tours, enjoying music, and eating on a yacht; City tours and sightseeing along the sea by cyclo need to be promoted and put into operation. Sanctions and strict penalties for restaurants, cyclo services, selling goods without prices, slashing tourists.

5. Conclusion

Khanh Hoa is a province with great potential for tourism development, diverse and rich natural conditions, many scenic spots, long-standing cultural traditions with many festivals, fine customs, and traditions, and unique, many unique historical, religious, architectural, and artistic relics. Especially, Khanh Hoa has a very beautiful coastline stretching from Dai Lanh commune to the end of Cam Ranh Bay. This is an important condition to attract inbound tourists (including Vietnamese overseas). Due to the adverse effects of the Covid-19 pandemic, and political instability in the world over the past two years. Khanh Hoa's inbound tourism has frozen. To “defrost” and revive the inbound tourism industry is an urgent but difficult task. The State and stakeholders need to change from awareness to action for more sustainable development goals based on three pillars of the economy, society, and environment, suggested solutions need to be implemented synchronously and drastically to restore inbound tourism, affirm the brand and reputation of Khanh Hoa tourism in the region and the world●

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Quản trị hoạt động...

(Tiếp theo trang 29)

Ngoài ra, hầu hết các công ty vận tải VN là doanh nghiệp nhỏ và vừa, có thể bị thiếu nguồn lực tài chính, kỹ thuật và các chuyên gia có trình độ. Hỗ trợ của chính phủ là cần thiết trong các vấn đề về môi trường. Chính phủ VN nên phát triển các chính sách môi trường tốt để mang lại động lực kinh tế, giảm bớt những bất ổn dài hạn và cung cấp các nguồn lực cần thiết cho ngành vận tải●

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