

THE STUDYING OF THE KEY FACTORS AFFECTING CANTHO TOURISM DEVELOPMENT

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ABSTRACT: *In recent years, Cantho tourism is on the rise, the number of international tourists as well as domestic tourists increasing quickly. Cantho tourism is becoming more and more known in the world, many destinations in the Can tho are voted as the favorite destination of international tourists such as Ninh Kieu, Cai Rang... Cantho tourism is increasingly receiving the attention of the whole society. The quality and competitiveness of tourism in Cantho city are issues that receive a lot of attention and discussion. A multi-dimensional approach is to assessing tourism quality that will contribute to the formation of sound solutions to improve the quality and competitiveness of tourism in Cantho City. Therefore, the researchers want to find out the key factors affecting Cantho tourism development. Data surveyed 500 tourists in Cantho City. The surveying time is from 7/2017 to 2/2018. Data processed by SPSS 20.0 and method used by the multiple linear regression analysis. The research results showed there are three key factors affecting Cantho tourism development with level significance 5 percent.*

KEYWORDS: Cantho, Tourism, Tourism Development, Tay Do University

INTRODUCTION

According to Annual report of Vietnam tourism in 2016. The tourism sector is also contributing to creating jobs, addressing social security. By 2020, it is estimated that over 1.9 million people work in the tourism sector. Besides, there are 550,000 people who are direct laborers and 1.4 million are indirect workers. Tourism industry want to improve the quality of tourism to attract tourists, satisfying the increasing demand of tourists is an important orientation in the strategy of tourism development in our country. Of course, in the development of the tourism industry in particular and the social-economy in general, there will be many problems that need to be addressed. Conflict and the resolution of internal conflicts in themselves, the phenomenon is the origin and motivation of the process of movement, development.

Moreover, the development of tourism depends very much on the political will of governments at all levels from the central to local level, the close coordination of relevant ministries, the support from the organizations, national and international. There are the positive dynamics of the business travel business, the empathy and the participation of the community, the tourists and the encouraging interest of the media. It is important to propagandize and promote the image of tourism in the Cantho City as well as to find the inadequacies that need to be overcome so that Vietnam's tourism can become a trademark of each and every one of us as well as our international friends. Faced with that situation and combined with the practical requirements of the teaching job, the researcher had chosen topic ***“The studying of the key factors affecting Cantho tourism development”*** as a study. This study helps Cantho City improve policy on Cantho tourism development better in the future.

LITERATURE REVIEW

Human resources: Augustyn, M. (1998) studied human resource is the set of individuals who make up the workforce of an organization, business sector, or economy. Human capital is sometimes used synonymously with human resources, although human capital typically refers to a more narrow view i.e., the knowledge the individuals embody, economic growth and tourism development. Besides, Buhalis, D. (1999) showed that human resource planning is a management process includes an analysis of the needs of an organization under these conditions change, then, implement policies and measures implemented to meet that demand for developing tourism sector. Buhalis, D. (1999) viewed that human resource planning is linked closely with the planning and implementation of strategies, policies and business enterprises; it transforms the business objectives of the facts of human resources to meet the completion of that goal in improving tourism quality.

Infrastructure system: Chiaki Uemura (2005) viewed that infrastructure system is the basic physical and organizational structure needed for the operation of a society or enterprise, or the services and facilities necessary for an economy to function and tourism development. It can be generally defined as the set of interconnected structural elements that provide a framework supporting an entire structure of development. It is an important term for judging a country or region's development. Besides, Hall, C.M. (2000) showed that the term typically refers to the technical structures that support a society, such as roads, bridges, water supply, sewers, electrical grids, telecommunications, and so forth, and can be defined as the physical components of interrelated systems providing commodities and services essential to enable, sustain, or enhance societal living conditions. Viewed functionally, infrastructure facilitates the production of goods and services, and also the distribution of finished products to markets, as well as basic social services such as schools and hospitals; for example, roads enable the transport of raw materials to a factory. In military parlance, the term refers to the buildings and permanent installations necessary for the support, redeployment, and operation of military forces. Research by anthropologists and geographers shows the social importance and multiple ways that infrastructures shape human society and vice versa. Hall, C.M. (2000) showed that infrastructure Element factors including transportation systems, postal, internet, water, electricity and sewage. Infrastructure Policy: It refers to the actions that governments take in the economic field. It covers the systems for setting levels of taxation, government budgets, the money supply and interest rates as well as the labor market, national ownership, and many other areas of government interventions into the economy.

Political, economic and social environment: International Labour Organization (ILO) (2001) showed that economic environment has maintained its predecessor's focus on macroeconomic stability, while keeping a political eye on continued high (albeit declining) unemployment and low incomes. In addition to pursuing macroeconomic stability as its first priority, the Government is taking further steps to attract foreign investment and stimulate growth. Tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Besides, Liu, A., & Wall, G. (2003) researched that sustainability principles refer to the environmental, economic, and social-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Tourism development: Stevenson, N., Airey, D., & Miller, G. (2008) studied that tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable

tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary. Besides, Tosun, C. (2001) showed that tourism development should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices among them.

Methods of Research

Methods of collecting scientific information based on the study of existing documents and tapes and the logical thinking process to draw the necessary scientific conclusions.

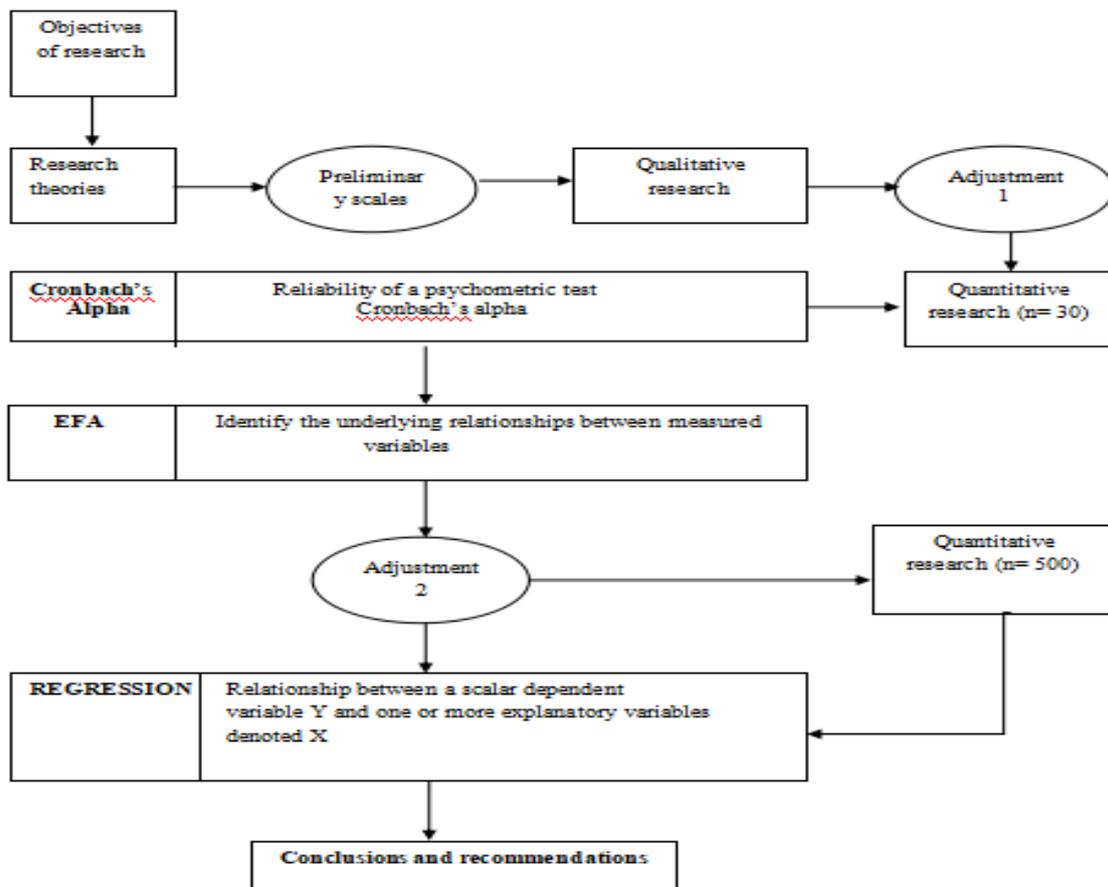


Figure 1: Research processing for the Cantho tourism development

Figure 1 showed that the data surveyed 500 tourists in Cantho City. In 2017, Cantho City attracted more than 7.5 million domestic and foreign tourists to visit, and up 41% over the same period last year and reached 135% compared with the plan.... In this study, first phase, the researchers surveyed 10 managers of tourism department, 10 experts related to the tourism management in Cantho City. And then the researchers had surveyed 10 lecturers related to the tourism teaching in Cantho University. So, total is 30 persons surveyed. Second phase, the researchers had surveyed 500 tourists in Cantho City among more than 7.5 million domestic and foreign tourists to visit Cantho City in 2017. However, there were 485 samples processed who related and answered nearly 18 questions. Model and test research hypotheses. Dochartaigh, N. O. (2002) researched that Data collected were tested by the reliability index (excluding variables with correlation coefficients lower < 0.30 and variable coefficient

Cronbach's alpha < 0.60), factor analysis explored (remove the variable low load factor < 0.50). Dillman, D.A (2000) showed that the hypothesis was tested through multiple regression analysis with linear Enter method in this research, the Likert scales applied to this questionnaire form for inquiring the opinions as well as estimate of respondents towards their decision. The five scales following: (1) Strongly disagree; (2) Disagree; (3) Neutral/Normal; (4) Agree and (5) Strongly agree. Multiple regression analysis used to understand which among the independent variables are related to the dependent variable, and to explore the forms of these relationships.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

Y: the Cantho tourism development

$\beta_0 - \beta_3$: Regression coefficients.

Human resources (X1), Infrastructure system (X2), Political, economic and social environment (X3)

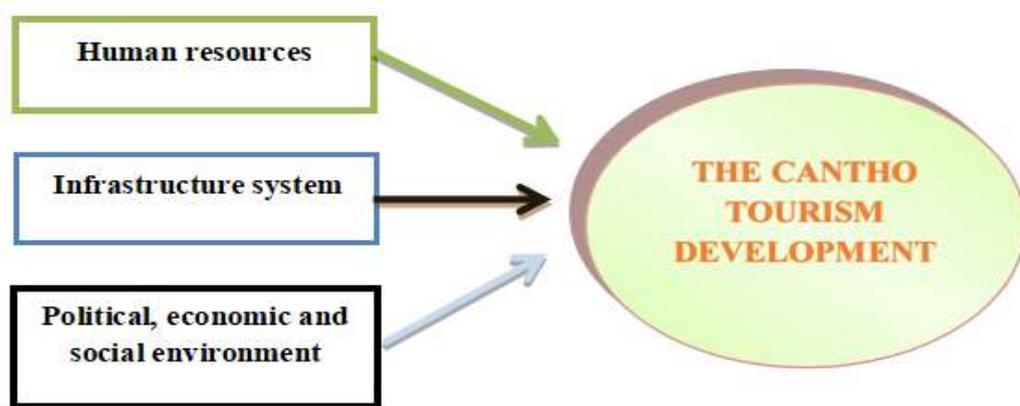


Figure 2: The model for the Cantho tourism development

Hypothesis:

H1: There is a positive relationship between human resources and the Cantho tourism development;

H2: There is a positive relationship between infrastructure system and the Cantho tourism development;

H3: There is a positive relationship between political, economic and social environment and the Cantho tourism development.

Research results**Table 1: Cronbach's Alpha testing for the key factors affecting the Cantho tourism development**

	Content	Cronbach's Alpha
Code	Human resources (HRS)	
HRS1	Leaders in Cantho city had human resource planning that is sufficient to needs for the tourism development	0.935
HRS2	Leaders in Cantho city had human resource planning that is the task of business priorities of tourism development	
HRS3	Leaders in Cantho city had the capacity of forecasting labor demand and supply that is good for tourism development	
HRS4	Leaders in Cantho city had the training facilities, labor supply base has good solutions for human resources development of tourism	
HRS5	Leaders in Cantho city had built universities and training centers had the best solutions for human resources development of tourism and Cantho human resources meet the tourism development demand such as English, IT, soft skills and major skills,...	
Code	Infrastructure system (IST)	Cronbach's Alpha
IST1	Leaders in Cantho city had built the ability of the services that are to meet ports, bridges and airports	0.911
IST2	Leaders in Cantho city had built the system of inter-provincial road is good for tourism enterprises and the waste water treatment system of industrial parks is convenience for tourism development	
IST3	Leaders in Cantho city had built policies such as credit, Finance, Commerce and Science & technology... are very good for tourism development	
IST4	Leaders in Cantho city had built the garbage collection systems that are good for tourism development	
IST5	Leaders in Cantho city had built the infrastructure services of electricity, water, IT, free Wi-Fi that are good for tourism enterprises and the phone service and internet infrastructure is good for tourism development	
Code	Political, economic and social environment (PES)	Cronbach's Alpha
PES1	Leaders in Cantho city had built the political and natural environment that are very good for developing business operations of tourism development	0.920
PES2	Leaders in Cantho city had built the stable economic environment and good opportunities are for business development of tourism	
PES3	Leaders in Cantho city had built wonderful social environment there many beautiful places for the development of tourism	
PES4	Cantho City is low inflation and young population and security places	
PES5	Income per month is growing in Cantho city and low cost for buying tours	

(Source: The researcher' s collecting data and SPSS)

Table 1 showed that three components include: Human resources (X1), infrastructure system (X2), political, economic and social environment (X3) surveyed Corrected Item-Total Correlation greater than 0.3 and Cronbach's Alpha if Item deleted greater than 0.6 and Cronbach's Alpha is very reliability. They are very reliability.

Table 2: Cronbach's Alpha testing for the Cantho tourism development

The Cantho tourism development (CTD)		Cronbach's Alpha
CTD1	Tourist is completely agreement with the human resources affecting the development of tourism in Cantho city	0.918
CTD2	Tourist is completely agreement with the infrastructure system affecting the development of tourism in Cantho city	
CTD3	Tourist is completely agreement with good political, economic and social environment affecting the development of tourism in Cantho city	

(Source: The researcher' s collecting data and SPSS)

Table 2 showed that three items in the Cantho tourism development surveyed Corrected Item-Total Correlation greater than 0.3 (Cronbach's Alpha = 0.918) and Cronbach's Alpha if Item deleted greater than 0.6 and Cronbach's Alpha is very reliability.

Table 3: KMO and Bartlett's Testing for the Cantho tourism development

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.771
Approx. Chi-Square			9077.058
Bartlett's Test of Sphericity	df		105
	Sig.		.000

Total Variance Explained

Com.	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings ^a
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	5.999	39.991	39.991	5.999	39.991	39.991	4.052
2	4.053	27.021	67.012	4.053	27.021	67.012	5.127
3	1.625	10.831	77.843	1.625	10.831	77.843	4.914
4	.846	5.642	83.485				
5	.765	5.098	88.584				
6	.426	2.842	91.426				
7	.370	2.470	93.895				
8	.251	1.673	95.568				
9	.194	1.293	96.862				
10	.168	1.122	97.983				
11	.121	.806	98.790				
12	.087	.582	99.371				
13	.052	.345	99.716				
14	.033	.221	99.936				
15	.010	.064	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

(Source: The researcher' s collecting data and SPSS)

Table 3 showed that the results showed that KMO coefficient had: $0.5 \leq KMO \leq 1$ (KMO: Kaiser-Meyer-Olkin). KMO is an index used to examine the appropriateness of factor analysis. KMO value significantly larger factor analysis is appropriate. KMO coefficient is 0.771 and the

level of significance (Sig) is 0.000. Exploratory Factor Analysis (EFA) is consistent with survey data of 500 tourists but 485 tourists processed by SPSS 20.0.

Table 4: Structure Matrix testing for the Cantho tourism development

Code	Component		
	1	2	3
HRS1	.924		
HRS4	.922		
HRS5	.911		
HRS2	.878		
HRS3	.849		
IST3		.873	
IST4		.872	
IST5		.855	
IST2		.844	
IST1		.839	
PES1			.999
PES2			.992
PES3			.925
PES5			.598
PES4			.587

(Source: The researcher's collecting data and SPSS)

Table 4 showed that there are three components affecting the Cantho tourism development. Table 4 showed that there are three components: Human resources (X1), infrastructure system (X2), political, economic and social environment (X3).

Table 5: KMO and Bartlett's Testing for the Cantho tourism development

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.744
Approx. Chi-Square	1091.465
Bartlett's Test of Sphericity df	3
Sig.	.000

Total Variance Explained

Com.	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.585	86.179	86.179	2.585	86.179	86.179
2	.260	8.664	94.843			
3	.155	5.157	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

Code	Component
	1
CTD1	.948
CTD2	.923
CTD3	.914

(Source: The researcher's collecting data and SPSS)

Table 5 showed that KMO of the Cantho tourism development is 0.744 (KMO: Kaiser-Meyer-Olkin). KMO is an index used to examine the appropriateness of factor analysis. KMO value significantly larger factor analysis is appropriate. KMO coefficient of the Cantho tourism development is 0.744 and the level of significance (Sig) is 0.000 and % of Variance is 86.179.

Table 6: Testing the key factors affecting the Cantho tourism development

Model Summary^b

M.	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.700 ^a	.489	.486	.44410	1.515

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	90.924	3	30.308	153.673	.000 ^b
Residual	94.864	481	.197		
Total	185.788	484			

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			To.	VIF
Con.	.439	.121		3.641	.000		
X1	.245	.020	.400	12.272	.000	.997	1.003
X2	.302	.032	.386	9.553	.000	.650	1.539
X3	.188	.030	.252	6.234	.000	.649	1.541

(Source: The researchers' collecting data and SPSS)

Table 6 showed the Sig. column is smaller significance level 0.05 and statistically significant data to explain the variation of the Cantho tourism development. Besides, the regression coefficient is positive. This means that the impact of the independent variables in the same direction with the Cantho tourism development and explaining by 48.6 percent.

Table 7: Testing of Bootstrap Specifications for the key factors affecting the Cantho tourism development

Bootstrap Specifications

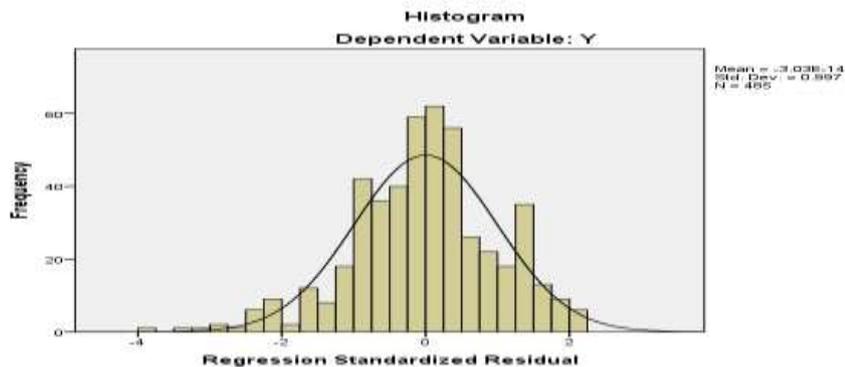
Sampling Method	Simple
Number of Samples	3000
Confidence Interval Level	95.0%
Confidence Interval Type	Percentile

Bootstrap for Coefficients

Model	B	Bootstrap ^a				
		Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval	
					Lower	Upper
Con.	.439	-.001	.100	.000	.239	.635
X1	.245	.000	.019	.000	.207	.281
X2	.302	.001	.030	.000	.246	.362
X3	.188	.000	.027	.000	.134	.239

a. Unless otherwise noted, bootstrap results are based on 3000 bootstrap samples
(Source: The researchers' collecting data and SPSS)

Table 7 showed the Sig. column is smaller significance level 0.05 and statistically significant data. This means that human resources (X1), infrastructure system (X2), political, economic and social environment (X3) affecting the Cantho tourism development.



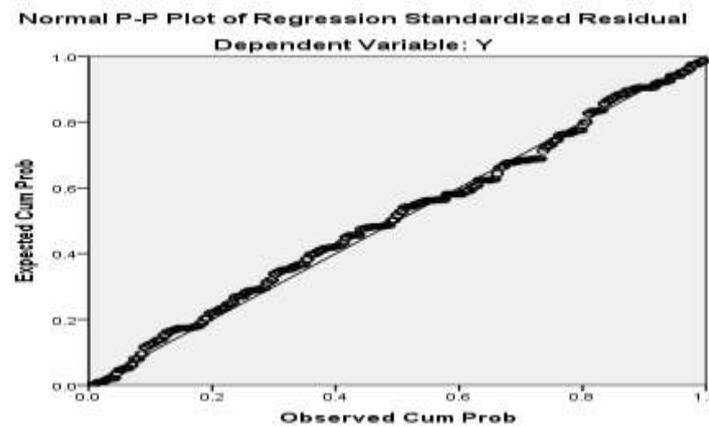


Figure 3: Testing Normal Residual

Figure 3 showed that there is testing normal residual. This is the hypothesis about the importance of checking the residual plots when performing linear regression analysis. The result showed that the residuals are normally distributed.

CONCLUSIONS

Can Tho is one of the localities with potential and favorable conditions to develop tourism such as: characteristic of the intertwined river system, fertile soil, fresh green fruit of four seasons; many festivals, traditional craft villages, valuable cultural and historical relics; Where there are the living of the Kinh, Hoa and Khmer that have created a very typical culture of Tay Do people. Besides, Can tho has the system of gardens along the city as tourism such as My Khanh tourist village, Cong Duong, Vam Xang, Ba Cong, Muong, Con Son community tourism...; Ninh Kieu tourist spots, Cai Rang floating market, Phong Dien, Bang Lang stork gardens... They have become attractive destinations for tourists. In addition, the Cantho city also has a system of transport infrastructure, the material and technical facilities are widely and synchronously invested many types of tourism, entertainment are invested rich and diverse. Research results showed that there were the key factors that affecting Cantho tourism development. Data surveyed 500 tourists in Cantho City but 485 tourists processed. The surveying time is from 7/2017 to 2/2018. Data processed by SPSS 20.0 and method used by the multiple linear regression analysis. The research results showed there are three key factors affecting Cantho tourism development with level significance 5 percent. This is science evident for the managers of Cantho City to apply the results for developing Cantho tourism industry.

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