

## **SOLUTIONS CONTRIBUTED TO THE SUSTAINABLE TOURISM DEVELOPMENT: A CASE OF CANTHO CITY**

**Dr. Tran Kieu Nga<sup>1</sup> and Dr. Tran Thi Kieu Trang<sup>2</sup>**

Manager of Facility of Accounting – Finance and Banking, Tay Do University  
Manager of Continuing Science Department, Tay Do University

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**ABSTRACT:** *Cantho City is at the center of the Mekong Delta, one of the leading localities in the region to attract domestic and foreign tourists, especially since Cantho became a centrally-run city. Infrastructure and tourism facilities are upgraded and more and more complete. According to statistics, 70% of visitors to Cantho visited the water garden, floating markets Cai Rang and Phong Dien. Besides, tourists are combining visits to the garden, the village and experience the type of home-stay tourism in the vicinity. The researchers surveyed 500 tourists in Cantho City. The surveying time is from 7/2017 to 2/2018. Data processed by SPSS 20.0. The research results showed there are three key factors affecting Cantho tourism development with level significance 5 percent. Based on the research result, the researchers had solutions contributed to the sustainable tourism development.*

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

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### **INTRODUCTION**

Cantho City is more and more prosperous, contributing to the economic, cultural and social development. Tourism services in recent years have changed their appearance and have grown significantly over the years. This is also a good foundation for Cantho to connect with provinces and cities in the region and the whole country. Besides, Cantho City is bringing Cantho tourism integration and sustainable development. Talking to Cantho Tourism, tourists think about the riverside countryside, there are intertwined river system, covering the island is Con Con, Con Khuong, Con Son and Con Tan Loc, mix into lush orchards, fertile fields... It is known that Cantho is focusing on building unique tourism products. Specifically, in the coming time, Cantho will focus on exploiting tourism types such as: MICE tourism (travel meetings, awards, conferences, seminars and exhibitions); Eco-tourism of riverside gardens; combining cultural and historical tours to visit traditional craft villages.

Besides, Cantho City is investing infrastructure, destination, cuisine, resort and tourism products... investment in quality human resources and professional is one of the key stages. Cantho tourism cooperates with a number of universities and colleges in the area are actively training high-quality tourism human resources, significantly contributing to improve skills and qualifications for managers. Hotel staff, restaurants, meet the increasing demand of visitors. At the same time, Cantho City continues to instruct and facilitates gardeners and farmer households to invest in building many products to attract tourists, visit orchards and participate in gardening services such as: cook in the wild, catch fish, garden, visit the process of producing cocoa, enjoy the song. Faced with that situation and combined with the practical requirements of the teaching job, the researchers had chosen topic “*Solutions contributed to the sustainable tourism development: a case of Cantho City*” as a study. This study helps Cantho City improve policy on the sustainable tourism development 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. The research results 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)

### Research results

Cantho City is a central city of the Mekong Delta, a hub linking the localities in the region to the South East and the whole country. Cantho City also has many potentials, advantages and favorable conditions for socio-economic development. Assembly, especially tourism development. The research results showed that descriptive statistics for tourists' information belloyed.

**Table 1: Descriptive Statistics for tourists' information**

	Frequency	Percent	Valid Percent	Cumulative Percent
Local tourists	124	25.6	25.6	25.6
Foreigner tourists	361	74.4	74.4	100.0
<b>Total</b>	<b>485</b>	<b>100.0</b>	<b>100.0</b>	
Female	169	34.8	34.8	34.8
Male	316	65.2	65.2	100.0
<b>Total</b>	<b>485</b>	<b>100.0</b>	<b>100.0</b>	
Single	150	30.9	30.9	30.9
Married	335	69.1	69.1	100.0
<b>Total</b>	<b>485</b>	<b>100.0</b>	<b>100.0</b>	
Postgraduate	29	6.0	6.0	6.0
College	108	22.3	22.3	28.2
Graduate	348	71.8	71.8	100.0
<b>Total</b>	<b>485</b>	<b>100.0</b>	<b>100.0</b>	
Under 5 years	77	15.9	15.9	15.9
From 5 to 10 years	335	69.1	69.1	84.9
More than 10 years	73	15.1	15.1	100.0
<b>Total</b>	<b>485</b>	<b>100.0</b>	<b>100.0</b>	
Under 10 million VND	42	8.7	8.7	8.7
From 10 to 20 million VND	391	80.6	80.6	89.3
More than 20 million VND	52	10.7	10.7	100.0
<b>Total</b>	<b>485</b>	<b>100.0</b>	<b>100.0</b>	

(Source: The researchers' collecting data and SPSS)

The table 1 revealed showed that the result of the descriptive statistics: having 500 tourists but 485 tourists processed and interviewed from 7/2017 to 2/2018. In addition, 150 persons are single with 30.9 % and 335 persons who are married with 69.1 %.

**Table 1: Cronbach's Alpha testing for the Cantho tourism development**

No.	Content	Cronbach's Alpha
1	Human resources (HRS)	<b>0.935</b>
2	Infrastructure system (IST)	<b>0.911</b>
3	Political, economic and social environment (PES)	<b>0.920</b>
4	The Cantho tourism development (CTD)	<b>0.918</b>

(Source: The researchers' collecting data and SPSS)

Table 2 showed that Cronbach's Alpha if Item deleted greater than 0.6 and Cronbach's Alpha is very reliability. They are very reliability.

**Table 3: Descriptive Statistics for Human resources (HRS)**

Contents	N	Min	Max	Mean	Std. Deviation
HRS1: Leaders in Cantho city had human resource planning that is sufficient to needs for the tourism development	485	2.00	5.00	4.0268	.94547
HRS2: Leaders in Cantho city had human resource planning that is the task of business priorities of tourism development	485	2.00	5.00	3.9093	.98334
HRS3: Leaders in Cantho city had the capacity of forecasting labor demand and supply that is good for tourism development	485	1.00	5.00	3.4351	1.08636
HRS4: Leaders in Cantho city had the training facilities, labor supply base has good solutions for human resources development of tourism	485	2.00	5.00	3.7361	1.28582
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,...	485	1.00	5.00	3.6495	1.32710

(Source: The researchers' collecting data and SPSS)

Table 3 showed that max value is 5, minimum is 1, mean is around 3.0 and Std. Deviation is around 1.0. This data is very good and suitable for the next analysis.

**Table 4: Descriptive Statistics for Infrastructure system (IST)**

Contents	N	Min	Max	Mean	Std. Deviation
<b>IST1:</b> Leaders in Cantho city had built the ability of the services that are to meet ports, bridges and airports	485	1.00	5.00	3.4144	.90647
<b>IST2:</b> 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	485	1.00	5.00	3.5155	.95252
<b>IST3:</b> Leaders in Cantho city had built policies such as credit, Finance, Commerce and Science & technology... are very good for tourism development	485	1.00	5.00	3.4041	.95432
<b>IST4:</b> Leaders in Cantho city had built the garbage collection systems that are good for tourism development	485	1.00	5.00	3.3588	.91314
<b>IST5:</b> 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	485	1.00	5.00	3.3093	.89027

(Source: The researchers' collecting data and SPSS)

Table 4 showed that Descriptive Statistics for Human resources (HRS) include: max value is 5, minimum is 1, mean is around 3.0 and Std. Deviation is around 1.0. This data is very good and suitable for the next analysis.

**Table 5: Descriptive Statistics for Political, economic and social environment (PES)**

Contents	N	Min	Max	Mean	Std. Deviation
<b>PES1:</b> Leaders in Cantho city had built the political and natural environment that are very good for developing business operations of tourism development	485	1.00	5.00	3.1711	.96080
<b>PES2:</b> Leaders in Cantho city had built the stable economic environment and good opportunities are for business development of tourism	485	1.00	5.00	3.1835	.96495
<b>PES3:</b> Leaders in Cantho city had built wonderful social environment there many beautiful places for the development of tourism	485	1.00	5.00	3.0969	.97112
<b>PES4:</b> Cantho City is low inflation and young population and security places	485	1.00	5.00	3.2763	.93041
<b>PES5:</b> Income per month is growing in Cantho city and low cost for buying tours	485	1.00	5.00	3.2330	.93891

(Source: The researchers' collecting data and SPSS)

Table 5 showed that Descriptive Statistics for Political, economic and social environment (PES) include: max value is 5, minimum is 1, mean is around 3.0 and Std. Deviation is around 1.0. This data is very good and suitable for the next analysis.

**Table 6: Descriptive Statistics for the Cantho tourism development (CTD)**

Contents	N	Min	Max	Mean	Std. Deviation
<b>CTD1:</b> Tourist is completely agreement with the human resources affecting the development of tourism in Cantho city	485	1.00	4.00	3.3113	.66802
<b>CTD2:</b> Tourist is completely agreement with the infrastructure system affecting the development of tourism in Cantho city	485	1.00	5.00	2.3773	.61983
<b>CTD3:</b> Tourist is completely agreement with good political, economic and social environment affecting the development of tourism in Cantho city	485	1.00	4.00	3.2680	.71460

(Source: The researchers' collecting data and SPSS)

Table 6 showed that Descriptive Statistics for Cantho tourism development include: max value is 5, minimum is 1, mean is around 3.0 and Std. Deviation is around 1.0. This data is very good and suitable for the next analysis.

**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 <sup>a</sup>				
		Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval	
					Lower	Upper
Con.	.439	-.001	.100	.000	.239	.635
HRS	.245	.000	.019	.000	.207	.281
IST	.302	.001	.030	.000	.246	.362
PES	.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 (HRS), infrastructure system (IST), political, economic and social environment (PES) affecting the Cantho tourism development.

**Table 8: Testing of Bootstrap Specifications for the key factors affecting the Cantho tourism development**

Bootstrap Specifications						
Sampling Method	Simple					
Number of Samples	5000					
Confidence Interval Level	95.0%					
Confidence Interval Type	Percentile					
Bootstrap for Coefficients						
Model	B	Bootstrap <sup>a</sup>				
		Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval	
					Lower	Upper
Con.	.439	.000	.101	.000	.238	.635
HRS	.245	.000	.019	.000	.207	.282
IST	.302	.001	.030	.000	.247	.362
PES	.188	-.001	.026	.000	.135	.238

a. Unless otherwise noted, bootstrap results are based on 5000 bootstrap samples

(Source: The researchers' collecting data and SPSS)



Table 8 showed bootstrap results are based on 5000 bootstrap samples, the Sig. column is smaller significance level 0.05 and statistically significant data. This means that Human resources (HRS), infrastructure system (IST), political, economic and social environment (PES) affecting the Cantho tourism development with Sig. is 0.05.

## CONCLUSIONS AND RECOMMENDATIONS

In past years, Cantho City had invested heavily in infrastructure, tourism infrastructure, diversified and sustainable tourism products that are close to nature, environmentally friendly, contributing to socio-economic development, worthy of being the central city of the Mekong Delta. The research results showed that there were three factors that affecting Cantho tourism development. They include: human resources (HRS), infrastructure system (IST), political, economic and social environment (PES). 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. This is science evident for the managers of Cantho City to apply the results for developing Cantho tourism industry. Based this research results, the researchers have managerial implications contributed to the sustainable tourism development of the Cantho City following:

### Recommendations

**Recommendations for improving Human resources (HRS):** Cantho City continues to promote investment to promote this unique heritage value. Over the past time, the Cantho City has organized many training courses on tourism for people and small traders in Cai Rang floating market. This helping small businesses better understand the importance and benefits of sustainable tourism development, Cantho City continues to find and innovative way of thinking, how to travel. Besides, Cantho City continues gradually improve the quality, increase competitiveness, build Cai Rang floating market is the tourist destination increasingly attractive to visitors. Cantho City continues to mobilize the branches, levels and the whole society to participate in the development of tourism with the motto "people travel, home for tourism". Cantho City continues to diversify tourism products: to attract tourists, the city has organized many practical tourism activities such as: Dinh Binh Thuy; Tan Loc Fruit Festival. Cantho City continues to survey and build tourism products in districts. Completion of dossiers proposing the recognition of the typical tourist destinations. Regarding the training and retraining of tourism human resources, it is necessary to coordinate with the concerned departments and units to take advantage of the training support sources in 2018, to implement the plan on training, raising the awareness of human resources. Cantho City continues to organize training courses on professional skills, foreign languages, communication and behavior skills for district officials; to effectively implement the program on development of tourist human resources for tourism development in Cantho city, in the 2017-2020 period with a vision to 2030.

**Recommendations for improving infrastructure system (IST):** Cantho City continues to attract and exploit natural conditions to develop sustainable tourism, the Cantho city is calling for investment, especially ecotourism and community tourism. Cantho City of an urban waterway is organizing tour programs, supporting the guidance of delegations at home and abroad to work, visiting a number of tourist destinations in the area. Cantho City continues to

to innovate methods and improve the efficiency of promotion activities associated with products and markets, domestic and foreign tourism events. Cantho City continues to coordinate and guiding tourist activities at destinations, ensuring quality of service on the basis of assessing and recognizing services to meet tourist service standards.

In addition to exploiting the domestic market promotion and promotion to attract international tourists to the city has also been concerned by the city leaders through the signing of agreements linking economic development, to support policies for investment in tourism development, to participate in international trade fairs and exhibitions, to open new international flights to Ho Chi Minh City. Besides, Cantho City has proactively promoted cooperation and linked tourism development with other localities in the Mekong Delta and other cities with strong tourism advantages. Since Cantho Airport officially came into operation, it has created favorable conditions for trade and tourism between the North, Central and South, between Cantho and other provinces and cities in the Mekong Delta region.

### **Recommendations for improving Political, economic and social environment (PES):**

Cantho City has to intensify the coordination of inspection and examination of tourist business establishments; promptly remind and guide tourist enterprises to well implement the provisions of law on tourist business; to strictly adjudicate sanctioning establishments, to ensure security and safety, to fight against fires and explosions, to raise the quality of services, to provide services, to behave politely, professionally and to the environment, food hygiene... ensure the tourist activities: Safety - Friendly - Quality.

Cantho City has policies to attract enterprises for sustainable tourism development and continues building good economic and social environment in order to encourage and create favorable conditions for tourism enterprises in the locality to study and develop new tourism product tour programs in order to raise the quality and diversity of tourist products in service and attraction. tourists. Besides, Cantho City should appraise the ranking of tourist accommodation establishments; granting and changing tourist guide cards; to evaluate the issuance of signboards for the provision of tourist services to tourist service establishments. In order to develop tourism sustainably, CanTto City needs to be diversified in terms of tourism, creating unique and distinctive features for each type of tourism, building good political, economic and social environment for not only tourists but also investors in tourism industry. In addition, it is necessary to focus on linking, training and investing in the construction of areas and points that are unique to Cantho City. Finally, CanTto City continues effectively to implement the policy of restructuring the economy, linking with the reform of the comprehensive and synchronous growth model to ensure rapid and sustainable tourism development. Cantho City continues ensuring urban order and discipline; to make positive changes in the observance of the planning management of the sustainable tourism development, construction order, social order and safety, traffic safety, environmental protection and urban landscapes for sustainable tourism development. Cantho City continue attracting the tourism enterprises and branches tourism developing to new heights, affirming its role as a key economic sector and contributing positively to the socioeconomic development of the city towards the goal of building a city. Cantho city is smart - green urban, modern place, the position is central and the driving force of the Mekong Delta.

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