
Original Paper

Factors Affecting the Sustainable Tourism Development of the Destination: The Case of the Binh Dai District, Ben Tre Province

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Abstract

This study analyzed the factors affecting sustainable tourism development in Binh Dai district, Ben Tre province based on people's assessment. The sample size of the study is 100 people living in Binh Dai and participating in tourism. The methods of descriptive statistics, reliability assessment of the scale and exploratory factor analysis were used in data analysis. Research results show that there are 7 factors affecting sustainable tourism development in Binh Dai, namely "Working experience", "Hospitable community", "Diverse ecosystem", "Environmental pollution", "Complete infrastructure and architecture of the tourist destination", "Easy and convenient transportation to circulate", "Poverty reduction through tourism".

Keywords: Ben Tre, sustainable tourism, tourism destination

1. Introduction

In the current process of global economic integration, tourism development has become the strategy of each locality. In addition, tourism is also considered as "smokeless industry" or "green industry" (Hall, 1998). Tourism development aims to highlight the national cultural identity of each region and exploit tourism's potential in socio-economic development (Luu Thanh Duc Hai, 2014). From there, creating an attraction for tourists about the values and symbols of each country (Nguyen Trong Nhan, 2016). Thanks to tourism activities, we can promote the image of Vietnam and the Vietnamese people to foreign tourists. But the problem of this "smokeless industry" is pollution in tourist areas and social evils related to tourism are increasing (Dong Thi Hue, 2015). That has become a big concern of the authorities, and the people around the world, so it is necessary to push the people doing tourism to find a new direction for themselves, which is to develop tourism in a sustainable way (Nguyen Thi Tu Trinh, 2018).

Binh Dai has the strength of a fairly complete infrastructure, and a long history of long-standing culture (Huynh Van Moi, 1997). Besides, Binh Dai is also the "cradle" of the revolution (Huynh Van Moi, 1997). With a full range of highly appreciated cultural and human values, a clean environment, gentle and courteous people, combined with the values of natural landscapes such as: sea, river, mangrove area, agro-ecological landscapes, diverse ecosystems, with many traditional craft villages imbued with national cultural identity... bring the prosperous development of Binh Dai district's tourism (Department of Culture and Information of Binh Dai district, 2019).

Thereby, the study analyzed the factors affecting sustainable tourism development in Binh Dai district, Ben Tre province based on the assessment of the people. The sample size of the study is 100 people living in Binh Dai and participating in tourism. The methods of descriptive statistics, reliability assessment of

the scale and exploratory factor analysis were used in data analysis. Research results show that there are 7 factors affecting sustainable tourism development in Binh Dai, namely “Working experience”, “Hospitable community”, “Diverse ecosystem”, “Environmental pollution”, “Complete infrastructure and architecture of the tourist destination”, “Easy and convenient transportation to circulate”, “Poverty reduction through tourism”.

2. Research Methods

2.1 Methods of Data Collection and Processing

The study mainly uses descriptive statistical methods, assesses the reliability of the scale and exploratory factor analysis used in data analysis, multivariate regression to test which factors affect the most strongly to sustainable tourism development in Binh Dai district. From the results of that research combined with the actual situation of the locality, the author conducts analysis, evaluation and inference to propose appropriate recommendations to meet the needs of sustainable tourism development in Binh Dai district.

2.2 Primary Data Collection and Analysis

Secondary data is compiled from statistical reports of tourism organizations such as the World Tourism Organization, Vietnam National Administration of Tourism, Tourism Development Research Institute, Department of Culture, etc. Sports and Tourism of Ben Tre province in the period of 2015 - 2020. In addition, the study also collects data from surveys on the Internet and scientific research articles published in journals related to travel needs and experiences. The study uses the method of comparing absolute values and relative numbers to analyze the situation of domestic and foreign tourism, the structure of travel activities, and compare the speed of tourism development over the years. Primary data was collected through a survey of 100 people living in Binh Dai district with a questionnaire through two forms: face-to-face interview and online interview to analyze the influencing factors on sustainable tourism development in Binh Dai district.

3. Results and Discussion

3.1 Situation of Tourism Activities in Binh Dai

3.2.1 Cultural Activities – tourism

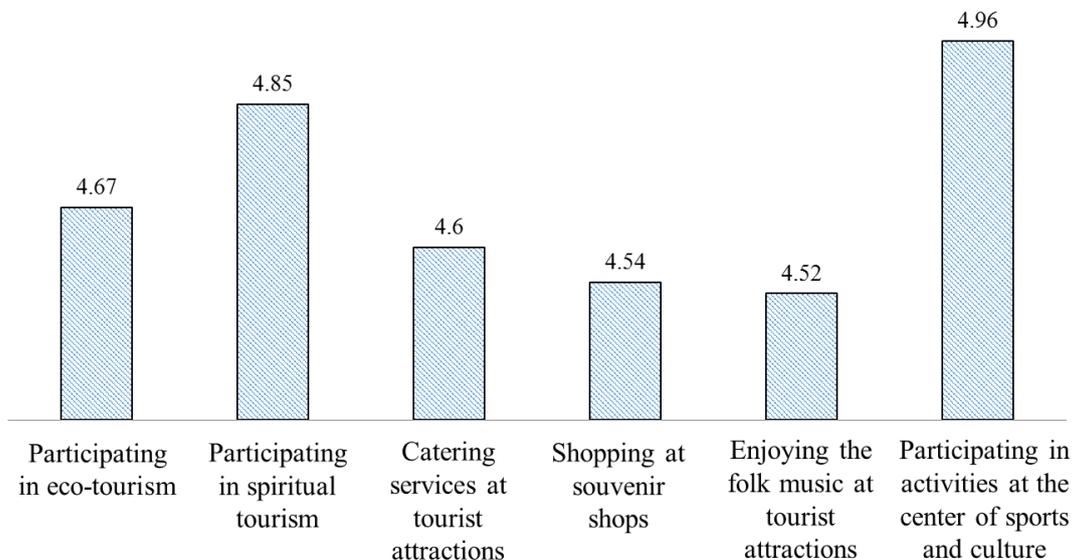


Figure 1. Mean of People’s Level of Liking for Cultural and Tourist Activities in Binh Dai District, Ben Tre Province (n=100 people)

Source: Survey results, 2019

Figure 1 shows the mean of people's level of liking for cultural and tourist activities in Binh Dai district that people here all like cultural and tourism activities organized by the locality, or like to participate in tourism activities such as: Participating in eco-tourism (4.67); Participating in spiritual tourism (4.85); Catering services at tourist attractions (4.60); Shopping at souvenir shops (4.54); Enjoying the folk music at tourist attractions (4.52) and participating in activities at the center of sports and culture (4.96).

3.2.2 Types of Tourism

To evaluate the types of tourism operating in Binh Dai district of Ben Tre province is one of the important factors to know the level of demand of tourists for each type of tourism in Binh Dai district. From there, it is possible to give appropriate solutions to orient Binh Dai tourism development in a sustainable orientation.

Table 1. Mean of People's Agreement with Development-oriented Tourism Types in Binh Dai District, Ben Tre Province (n=100 People)

Types of tourism	Mean
1. Ecotourism	4.6
2. Spiritual tourism	4.27
3. Tourist Resort	2.81
4. Homestay tourism	3.75
5. Cultural tourism	4.41

Source: Survey results, 2019

Table 1 shows that there are 4 types of tourism that are being developed in Binh Dai district, Ben Tre province. The mean of all types of tourism is in the range of 2.81 - 4.60. Thereby, it shows that these types of tourism are mostly in the level of agreement, the type of ecotourism is rated the highest (4.6). Only the type of resort tourism is not agreed (2,81).

3.2.3 Tourist Highlights

Table 2. Mean of Survey People's Agreement with Tourism Highlight in Binh Dai, Ben Tre Province (n=100 People)

Tourist highlights	Mean
1. Huynh Tan Phat memorial zone	3.98
2. Long Phung ancient communal house	3.98
3. Long Thanh ancient communal house	3.96
4. Van Phuoc pagoda	4.38
5. Binh Dai church	4.12
6. Thua Duc beach	4.50
7. Ba Tu islet homestay	4.23
8. Tam Hiep islet ecotourism	4.22

Source: Survey results, 2019

Table 2 shows that in the tourist attractions of Binh Dai are the highlight for tourists, there are 05 places

rated at the agree level: Van Phuoc pagoda (4.38); Binh Dai church (4.12); Thua Duc beach (4.50); Ba Tu islet homestay (4.23); Tam Hiep islet ecotourism (4.22). For the remaining 03 sites located at neutral level: Huynh Tan Phat memorial zone (3.98); Long Phung ancient communal house (3.98) and Long Thanh ancient communal house (3.96). In particular, Thua Duc Beach is agreed by many people as the highlight of Binh Dai tourism. Because it is a fresh, quiet, and beautiful pristine beach. If you once set foot here, you will be mesmerized by the wild and strange beauty of nature here. Each area of sea sand is like a soft silk embracing the strangely clear blue sea. In the middle of that scenery are rows of shady poplars fluttering in the cool sea breeze, the sound of waves, wind, and leaves seem to be merging and creating impromptu music that makes everyone happy and can't resist the chance to enjoy it. A colorful picture with such clear sounds will make you relax and forget all the hustle and bustle of life and work... (PVS – NVA, 36 years old).

3.2.4 Information Accessing

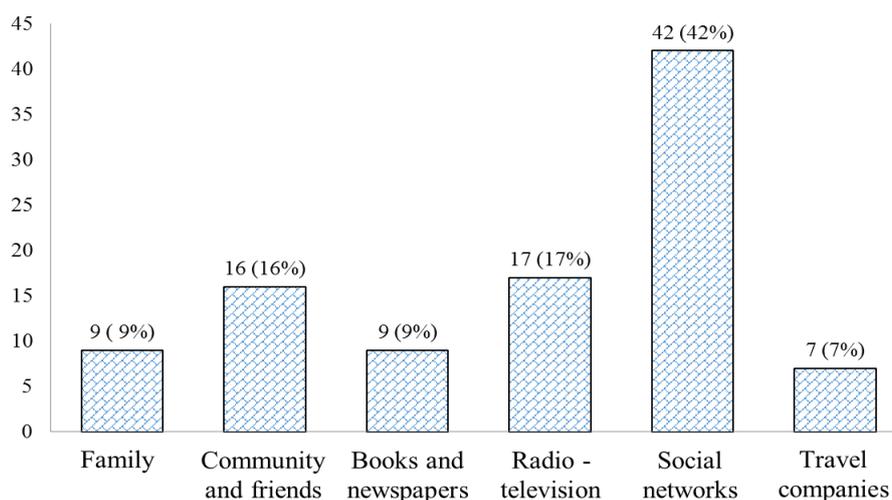


Figure 2. How to Access Information about Binh Dai Tourist Destination (n=100 People)

Source: Survey results, 2019

Figure 2 shows that, there are 06 ways of people accessing information about tourist destinations in Binh Dai, specifically as follows: from social networks account for the highest with 42 responds (42%); from family with 9 responds (9%); from community and friends with 16 responds (16%); from books and newspapers with 9 responds (9%); from radio - television with 17 responds (17%), and travel companies with 7 responds (7%) making up the lowest.

3.3 Factors Affecting Sustainable Tourism Development in Binh Dai District

3.3.1 Assess the Reliability of the Scale Using Cronbach's Alpha Coefficient

To determine the factors affecting tourism development in Binh Dai district, Ben Tre province, the author conducted interviews with 100 subjects. The analytical model includes 6 groups and 27 observed variables. The reliability of the scales is evaluated through Cronbach's Alpha coefficient. Cronbach's Alpha coefficient is used to exclude unsuitable variables and variables with sum coefficients less than 0.3 (these variables will be excluded), and the selection criteria have Cronbach's Alpha reliability from 0.6.

(1) Human factors group scale has Cronbach's α coefficient of 0.731 and 06 observed variables. Through 2 times of testing, there are 5 variables with variable correlation coefficient - adjusted total ranged from 0.298 to 0.631. Variables with variable correlation coefficient – adjusted sum less than 0.3 excluded were “Foreign language ability”.

(2) Social factor group scale has Cronbach's α coefficient of 0.820 and 5 observed variables.

Through 2 times of testing, there are 3 coefficients of variable correlation - the total correction ranges from 0.594 to 0.792. The variables with variable correlation coefficient – adjusted total less than 0.3 excluded were “The association between enterprises and the state” and “Tourism development policy”.

(3) Material factors group scale has Cronbach’s α coefficient of 0.825 with 4 observed variables. Through 2 times of testing, there are 3 variables with variable correlation coefficients - adjusted total ranges from 0.642 - 0.735. Variables with variable correlation coefficient - adjusted sum less than 0.3 were excluded as: “Comfort infrastructure (Wifi, air conditioner, ...)”.

(4) Natural factors group scale has Cronbach’s α coefficient of 0.746 and 4 observed variables with variable correlation coefficients - the adjusted total ranges from 0.428 to 0.675. No variables are removed.

(5) Financial factor group scale has Cronbach’s α coefficient of 0.755 and has 4 observed variables with variable correlation coefficients - adjusted total ranges from 0.492 to 0.691, so no variables are excluded.

(6) Cultural factor group scale has Cronbach’s α coefficient of 0.226 and 4 variables. All variables in this cultural criterion have variable correlation coefficients - total correction less than 0.3, so 04 variables excluded are “Places are increasingly being restored and repaired”; “Commercialize local traditional activities to serve tourism”; “People give up their traditional jobs to do tourism” and “Superstitions are increasing”.

Table 3. Reliability Scales and Characteristic Variables (n=100 People)

The scale	Feature variable	Cronbach’s Alpha
F1: Human factors	X1; X2; X3; X4; X6	0.731
F2: Social factors	X9; X10; X11	0.820
F3: Natural factors	X16; X17; X18; X19	0.746
F4: Material factors	X21; X22; X23	0.825
F5: Financial factors	X24; X25; X26; X27	0.755

Source: Survey results, 2019

Thus, after evaluating the reliability of the 5-level scale of independent factors with 19 observed variables, it is eligible to conduct exploratory factor analysis (Table 3).

The data test results show $KMO = 0.683 > 0.5$ and $Sig = 0.000 < 0.05$; total variance analysis = 64,551 satisfying the condition for exploratory factor analysis.

Table 4. KMO and Bartlett’s Test (n=100 Residents)

Kaiser – Meyer – Olkin Measure of Sampling Adequacy		0.683
Bartlett’s Test of Sphericity	Approx. Chi – Square	897.823
Sphericity	DF	171
	Sig	0.000

Source: Survey results, 2019

Table 4 of the rotation matrix shows that there are 5 factors affecting sustainable tourism development in Binh Dai district, Ben Tre province:

Human factors include the following variables: (X1) Gender; (X2) Education level; (X3) Work experience; (X4) Attitude to serve tourists; (X6) Professional knowledge.

Social factors include the following variables: (X9) The association between tourist destinations; (X10) Communication information; (X11) Friendly, hospitable community.

Natural factors include the following variables: (X16) The climate is favorable for tourism development; (X17) Diverse ecosystem; (X18) Environmental pollution (dirty water, garbage, ...); (X19) The burning of votive paper pollutes the environment.

Material factors include the following variables: (X21) Complete infrastructure and architecture of tourist attractions; (X22) Easy and convenient traffic to circulate; (X23) Complete medical system and health care services.

Financial factors include the following variables: (X24) Improved living standards through tourism; (X25) Job creation through tourism; (X26) Poverty reduction through tourism; (X27) Appropriate investment from the state budget.

Table 5. Rotation Factor Matrix

Observed variables	1	2	3	4	5
X3	0.812				
X2	0.768				
X1	0.675				
X18		0.802			
X17		0.779			
X16		0.714			
X19		0.504			
X11			0.899		
X10			0.840		
X9			0.757		
X26				0.783	
X24				0.712	
X27				0.700	
X25				0.694	
X21					0.873
X22					0.867
X23					0.737

Source: Survey results, 2019

3.3.2 EFA Exploratory Factor Analysis

According to Hoang Trong and Chu Nguyen Mong Ngoc (2005), to calculate the factor score for each case of observed variable, the following equation is used:

$$F_i = W_{i1} X_1 + W_{i2} X_2 + \dots + W_{ik} X_k$$

Where:

F_i : estimate the value of the factor i

WI: factor weight

K: number of variables

Based on the rotation factor matrix table (Table 5), we have the following factor score equations:

$$F1 = 0.397 X3 + 0.354 X2 + 0.321 X1$$

The human factors group is affected by 3 variables: (X1) Gender; (X2) Education level; (X3) Work experience. In which, X3 has the strongest impact due to its large factor score.

$$F2 = 0.404 X11 + 0.359 X10 + 0.324 X9$$

Social factors group is affected by 3 variables: (X9) The link between tourist destinations; (X10) Communication information; (X11) Friendly, hospitable community. In which, X11 has the strongest impact due to its large factor score.

$$F3 = 0.344 X18 + 0.340 X17 + 0.377 X16 + 0.191 X19$$

Natural factors group is affected by 4 variables: (X16) Favorable climate for tourism development; (X17) Diverse ecosystem; (X18) Environmental pollution (dirty water, garbage, ...); (X19) The burning of votive paper pollutes the environment. In which, X18 and X17 have the strongest impact due to their large factor scores.

$$F4 = 0.404 X21 + 0.409 X22 + 0.292 X23$$

Material factors group is affected by 3 variables: (X21) Infrastructure, architecture of complete tourist attractions; (X22) Traffic is easy to circulate, convenient to move; (X23) Complete medical system and health care services. In which, X21 and X22 have the strongest impact due to their large factor scores.

$$F5 = 0.377 X26 + 0.350 X24 + 0.335 X27 + 0.342 X25$$

Financial factors group include the following variables: (X24) Improved living standards through tourism; (X25) Job creation through tourism; (X26) People reduce poverty through tourism; (X27) There is a reasonable investment from the state budget. In which, X26 has the strongest impact due to its large factor score.

Table 6. Factor Score Matrix (n=100 People)

Observed variables	1	2	3	4	5
X3	0.397				
X2	0.354				
X1	0.312				
X18		0.344			
X17		0.340			
X16		0.337			
X19		0.191			
X11			0.404		
X10			0.359		
X9			0.324		
X26				0.377	
X24				0.350	

X27	0.335	
X25	0.342	
X21		0.404
X22		0.409
X23		0.292

Source: Survey results, 2019

3.3.4 Regression Analysis

To identify, measure and evaluate the level of impact on sustainable tourism development in Binh Dai district, Ben Tre province, multivariate regression method is used between 7 factors affecting the level of sustainable tourism development of Binh Dai tourism obtained from EFA analysis: Working experience (X3); Friendly and hospitable community (X11); Diversified and rich ecosystems (X17); Environmental pollution problems (X18); Complete infrastructure and architecture (X21); Easy traffic to move around (X22) and reduced population tourism poverty (X26) based on the multivariable regression model of Hoang Trong and Chu Nguyen Mong Ngoc, (2005) as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e (*)$$

(*) Where:

Y: is the dependent variable

X1, X2, X3, X4, X5: are independent variables

β_i : is the regression weight

e: is the error

After the process of including 7 independent variables into regression analysis using SPSS software, the results are shown as follows:

Table 7. Multivariate Regression Model Results

Variable	Coefficient (β)	Exp coefficient (β)	Significance level (Sig.)
Work experience	X1 0.014	0.012	0.000
Friendly, hospitable community	X2 0.159	0.141	0.000
Diverse ecosystem	X3 0.054	0.048	0.000
Environmental pollution problem	X4 0.161	0.232	0.000
Complete infrastructure and architecture of tourist attractions	X5 0.123	0.017	0.000
Poverty reduction through tourism activities	X6 0.149	0.142	0.000
Easy and convenient traffic to circulate	X7 0.139	0.130	0.000
Sig.F	0,000		
Adjusted R ² coefficient	0,640		

Source: Survey results, 2019

Based on Table 7, we can see that the regression results show that the adjusted R^2 coefficient = 64% > 50%, means that the variation of relevance of sustainable tourism development under the influence of factors explained by the factors included in the model. The rest of the factors have not been studied. Sig.F. Value = 0.000 < 0.05 has statistical significance, so this model is accepted and the independent variables can predict the dependent variable. The rewrite regression equation as follow:

Relevance of sustainable tourism development = 0.012 *Work Experience* + 0.141 *Friendly and hospitable community* + 0.048 *Diverse ecosystem* + 0.232 *Environmental pollution problem* + 0.017 *Complete tourist site infrastructure and architecture* + 0.142 *Poverty reduction through tourism activities* + 0.130 *Easy and convenient traffic to circulate*.

$$(Y = 0.012 X_1 + 0.141 X_2 + 0.048 X_3 + 0.232 X_4 + 0.017 X_5 + 0.142 X_6 + 0.130 X_7)$$

Through this model, we see that 7 influencing factors all have an impact on sustainable tourism development in Binh Dai district, Ben Tre province. No factors were removed in the regression model.

Specifically, results from the regression analysis model and Table 7 show that the order of factors affecting sustainable tourism development in Binh Dai is as follows: Environmental pollution has the strongest impact on sustainable tourism development in Binh Dai with the highest Beta coefficient (0,161); following by Friendly and hospitable community with Beta coefficient of (0,159); Easy and convenient traffic to circulate with Beta coefficient of (0.139); Complete infrastructure and architecture of tourist attractions with a Beta coefficient of (0,123); Work experience with Beta coefficient of (0.014); the last factor is the Diversity Ecosystem factor with a Beta coefficient of (0.54).

4. Conclusions and Recommendations

4.1 Conclusion

In the conclusion, the study has some conclusions according to each research objective and results as follows:

According to people in Binh Dai district, Binh Dai is a place that attracts tourists inside and outside the province because of its rich and diverse tourism resources such as: diverse natural resources. The most prominent natural resources such as sea, dunes, ecological forests... have beautiful natural landscapes that attract tourists. Besides, the climate also helps Binh Dai develop tourism. Cultural resources include a system of ancient pagodas, communal houses and churches, diverse architecture, with a harmonious combination of east-west architecture. Therefore, Binh Dai tourism is increasingly asserting its position in tourism development activities, as well as generating income for people from tourism activities. More and more places become the highlight for tourists coming to Binh Dai to relax and visit. In addition, people here also actively participate in local tourism activities.

Through people's assessment of factors affecting sustainable tourism development in Binh Dai district, there are 5 groups of factors affecting: Human factors; Natural factors; Social factors; Financial factors; Material factors. In which, "Environmental pollution" in the group of natural factors is assessed by the people as the strongest impact on sustainable tourism development.

4.2 Recommendation

4.2.1 For Governments at All Levels

Training human resources for tourism

Development of human resources for tourism is an activity to increase the quantity and quality, and working efficiency of the workforce who are currently and going to work directly in the tourism industry, such as tourism management, tourism operations.

Upgrade and invest in equipment for local short-term tourism training institutions. Regularly open short-term professional classes to improve professional qualifications in management skills and work skills. In addition, they must know how to operate and use information technology applications and technical means in tourism service activities.

Through working experience and cooperation with professional training, tourism management will be

convenient and create high efficiency.

Investment in tourism development

In order to improve the efficiency of tourism development investment in Binh Dai district, Ben Tre province, it is necessary to have a policy to call for investment capital to build infrastructure for tourism development.

For tourist sites, it is necessary to plan in detail according to current regulations so that investors can spend money to carry out the work according to the approval of the local government. In addition, the People's Committee of Ben Tre province coordinates with the People's Committee of Binh Dai district and Binh Dai Culture, Sports and Radio Center to research and develop detailed planning of tourist attractions in the district in a focus and practical orientation, based on the local annual budget or financial support from the central government.

Promote investment in high-quality and attractive tourist zones and sites to fully satisfy the requirements of tourists... Invest in developing a synchronous system of quality accommodation facilities and public facilities. other supporting travel services. In addition, synchronously develop entertainment and sports facilities to support activities for tourists at tourist sites in Binh Dai. Especially the essential needs of domestic tourists for entertainment activities.

Enhancing citizen participation responsibility

Enhancing and raising awareness of community responsibility and participation in tourism development.

Any economic sector lacking interest and support in economic development or sharing benefits with the community may face difficulty in the economy and the community's life. This means in that case the community has to make the most of the natural resources in the area to serve their lives, which will wear out resources, damaging the tourism environment. The role of the community is very important in tourism development, because the friendliness and hospitality in community tourism also creates the development of tourism. The sharing of the community will contribute to resolving conflicts arising in the development process, which is extremely important in the potential orientation of developing tourist attractions and tourist clusters by synchronous measures.

It is necessary to raise awareness in order to enhance the hospitality and responsibility of the people in the orientation of tourism development.

Protecting ecosystems

It is necessary to develop a master plan for the use of ecosystems, conduct detailed surveys and studies on the status of the ecosystem, the area of the coast, the ecological forest, the islets, etc., through satellite images, aircraft photographs, and field research. The research results will be the scientific basis for the master planning of rational and sustainable use of land and resources in coastal areas.

Research aquaculture industries developing in coastal areas such as raising oysters, raising clams or fish species with high economic value to gradually replace shrimp farming in the Ecosystem. It is also necessary to improve the structure and diversify aquaculture to meet the strict demands of the market and minimize the risk of disease in order to well serve the development of ecotourism.

Review and evaluate economic resources and environmental impacts of some combined forestry and fishery models in order to promote the achievements and draw lessons learned. It is necessary to continue to build models of shrimp farming in combination with ecosystem protection ...

Another urgent issue is that the area used for eco-tourism and community-based tourism needs to be accounted for to ensure that the farming area is only from 1/5 to 1/4 of the total surface area according to the combined model of agroforestry and fishery in the ecosystem zone. Introduction ecosystems and marine animal resource protection education should become part of education and instruction at all levels of education. Organize training courses on the role of the ecosystem in the orientation of sustainable tourism development.

Reducing waste and pollute the environment

Develop and complete mechanisms, policies and laws, and organize the apparatus on control of environmental pollution, especially the marine environment; mobilize local authorities to strengthen the sanction system to handle violations of waste management; strengthen the implementation of solutions for collecting, transporting and treating plastic waste; strictly handle agencies and enterprises that violate regulations in the Government's Decree No. 38/2015/ND-CP on waste and scrap management, and the Ministry's Circular No. 36/2015/TT-BTNMTT&MT on hazardous waste management; develop a process to classify and collect recyclable plastic waste and implement a form of labeling for materials to determine the ability to recycle plastic waste...

Relevant agencies should study and develop methods to determine the amount of plastic waste at sea, especially in tourist areas; apply economic tools to prevent and reduce plastic waste. In addition, it is necessary to replicate and apply plastic recycling initiatives such as art products using recycled materials; support the plastic wastes recycling workshop model; encourage organizations and individuals to research and produce environmentally friendly materials to replace single-use plastic and nylon products in tourist areas...

Increase efficiency of collection of plastic wastes and plastic bags; improve the efficiency of plastic waste management towards minimizing the amount of waste to be treated through promoting recycling, sorting at source, limiting the amount of waste to be buried, in order to save land resources and reduce environmental pollution; closing unsatisfactory landfills.

Investing in developing tourist sites

Management agencies need to promote socialization, mobilize all economic sectors, invest resources for tourism material and technical facilities. It is necessary to plan, arrange and build service facilities such as motels, healthcare, dining, entertainment...; Strictly manage services and service prices for tourists; Raise the sense of service in business, avoid losing the Vietnamese traditional cultural value.

To develop and diversify tourism products, especially chains of linkages and services; respond to international tourism standards; in parallel with conservation and development, image promotion and promoting the role of historical sites, destinations and tourist areas; build special image, brand, and national tourism identity.

Promote linkages with tourist destinations in the province, thoroughly exploit tourism service routes, form tours and common tourist routes such as: itineraries between Ben Tre - Binh Dai; Ho Chi Minh City - Binh Dai ... to diversify products, improve attractiveness, attract customers inside and outside the province.

The linkage and connection for tourism development

There should be a link between the tourism industry and businesses and households participating in ecotourism activities: to collect information, as well as mobilize support and cooperation in different types of ecotourism, through which to consult with authorities in formulating a tourism development strategy associated with environmental protection.

The link between the tourism industry and tourism vocational training units: demanding training according to survey results and actual statistics of human resources serving tourism. Regularly combine and organize internships for students on models of environmental protection.

Strengthening the promotion of tourism in a professional manner aimed at the target market, using tourism products and tourism brands as the focus. Tourism promotion associated with national image promotion, in line with the defined objectives. Linking tourism promotion with trade promotion, investment promotion and diplomacy and culture.

Focusing on developing national tourism brands on the basis of regional, local, enterprise and product brands. Focusing on developing brands with a high competitive position in the region and internationally. Strengthening coordination between sectors, levels and localities to ensure a uniform effect.

4.2.2 For the People

People need to raise awareness of environmental protection, preserve and promote local tourist attractions.

Doing tourism business in accordance with the law and the allowed framework, by registering a business license with the local government.

Boldly investing in the development of community-based tourism and eco-tourism, closely coordinating with local authorities, and exploiting capital from the state budget. Linking with tourist sites inside and outside the province to promote tourism image.

Increasing the frequency of participating in learning about tourism in localities with a developed tourism background.

Actively investing in equipment to develop tourism, shape tourism products to attract tourists.

Regularly raising tourism awareness and level through short-term training courses organized by competent authorities, or actively seeking information on tourism business and services. Equipping this source of knowledge will increase acumen in the field of tourism activities.

Strictly implementing food safety, environmental hygiene and safety in tourism development.

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