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## Solutions for Tuyen Quang and Binh Phuoc international tourism promotion comparative analysis

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### Abstract

This article presents some solutions to enhance tourism promotion for Tuyen Quang and Binh Phuoc provinces representing the potential of tourism development in the North and in the South of Vietnam. Some comparisons have been made to stress differences in promotion activities policy set out by the government of those two provinces.

**Keywords:** Tourism promotion, tuyen quang, binh phuoc, Vietnam

### 1. Introduction

Today, tourism has been identified as a key economic sector in the process of socio-economic development of the country in general and of Tuyen Quang and Binh Phuoc provinces in particular. On the momentum of the overall development of the economy, Vietnam's tourism activities are on the path of professional and methodical development, contributing significantly to promoting economic growth and expanding international cooperation and promote the image to the world.

Recently due to the global economic downturn, climate change as well as geopolitical factors have significantly affected the development of the tourism industry in general, tourist decisions in particular. The fierce competition of market rules, especially the tourism industry, an economic sector with product characteristics that are both tangible and intangible, provides information, creates images of products and drawing tourists to tourist destinations is a necessary job for the tourism industry of the country in general and of each region in particular.

However, in order to achieve the purpose of drawing tourists to their localities and destinations, it is necessary to have the direction of policies, unified and transparent policies to guarantee the effective operation of specialized agencies, coordination among related agencies, and active participation of businesses. In particular, tourism promotion plays a very important role, is an effective tool for attracting tourists to tourist destinations. Therefore, researching tourism promotion activities is one of the issues that need to be carefully studied in the development of the tourism industry.

Based on the characteristics and strengths of the locality associated with reasonable orientations and solutions, recently, the tourism industry of the mountainous province of Tuyen Quang has been developing strongly. Not only contributing to the preservation and promotion of traditional cultural values; In addition to the budget revenue, tourism activities also directly create a stable income for thousands of workers in the area. Besides, Binh Phuoc is a province in the Southeast region, a gateway, a bridge between the Central Highlands region and provinces in the southern key economic region and the Kingdom of Cambodia, with a natural position that is very convenient for tourism development. However, up to now, the province has not fully exploited comparative advantages for development. Therefore, Binh Phuoc needs to have more comprehensive and integrated solutions for developing tourism.

Stemming from inherent potentials and limitations in tourism promotion activities of Tuyen Quang and Binh Phuoc, showing that in order to exploit effectively and be a tool to create bridges for tourism destinations, it is necessary to promote promotion activities, perfecting policies, apparatuses for tourism promotion. With the above approach, the study of

"International tourism promotion activities in Tuyen Quang and Binh Phuoc in order to propose solutions to promote tourism promotion activities is essential and urgent for tourism development in Tuyen Quang and Binh Phuoc.

## 2. Theoretical framework

Tourism promotion is a market research activity, propagandizing, promoting and campaigning in order to find and promote development opportunities and attract tourists<sup>[1, 2]</sup>. The content of tourism promotion from 2018 is specified in the 2017 Tourism Law, specifically<sup>[1, 2]</sup>:

1. Promote and introduce the country, people of Vietnam, cultural heritages, historical-cultural relics, famous landscapes, creative labor works of people, national cultural identity to increase tourist attraction.
2. Building and developing national, regional, local and business tourism brands; researching tourism market, building and promoting tourism products to suit the tastes of tourists.
3. Propagating and raising social awareness about tourism, contributing to ensuring a safe, safe, healthy and civilized tourism environment, promoting the nation's hospitable tradition.
4. Mobilizing, seeking opportunities, concentrating resources for investment in infrastructure development, material and technical foundations for tourism; diversify and improve the quality of tourism services.
  - Participate in a training course in accordance with Clause 4 Article 62 of this Law;
  - Wearing a tour guide's card while practicing as a tour guide;
  - International tour guides and domestic tour guides must carry along papers assigning tasks of enterprises organizing tour programs and tourism programs in Vietnamese while practicing. In case of guiding international tourists, tourist guides must bring travel programs in Vietnamese and foreign languages.

### Tourism promotion policy

- The State regulates the coordination mechanism between state management agencies on tourism at the central and local levels and organizations and individuals doing tourism business in carrying out propaganda, advertising and promotion activities and travel.
- Ministries, agencies and mass media agencies, within the scope of their tasks and powers, shall coordinate with central state agencies in charge of tourist tickets in organizing propaganda, promotion and promotion activities. Tourism promotion at home and abroad.
- The State creates favorable conditions for the use of foreign experts and mass media to participate in propaganda and promotion activities in order to raise the image of the country, people and tourism of Vietnam.
- The State encourages and takes measures to raise tourism awareness for all levels, sectors and strata of society.

## 3. Overview of tourism industry in Tuyen Quang and Binh Phuoc

### 3.1 Overview of tourism in Tuyen Quang

Tuyen Quang is a mountainous province located in the Northeast of our country, about 165 km north of Hanoi. The

natural area is 5,870 km<sup>2</sup>, the population is over 732,256 people with 22 ethnic groups living together<sup>[6]</sup>. Tuyen Quang is a province that converges all strengths to develop various types of tourism: History, spirituality, ecology and culture. With over 500 historical and cultural relics in the area, Tuyen Quang province is like a revolutionary museum of the whole country. In addition, the province is also a place to start, converge and intersect with the culture of ethnic minorities in the Northern mountainous region with many special festivals, legends, folk songs full of love, and where nature is bestowed with poetic beauty. People here have long had a reputation not only in appearance but also hidden beauty of kindness, affection and hospitality. Tuyen Quang promises to be an attractive destination for tourists<sup>[6]</sup>. Places to visit Tuyen Quang<sup>[7, 8]</sup>:

- Ban Ba Waterfall
- Ho Na Hang Lake
- Thac Mo Waterfall
- My Lam Mineral Spring
- Relics of Tan Trao commune
- Tuyen Quang temple

### 3.2 Overview of tourism in Binh Phuoc

Not knowing the preferential nature or the creation of the earth, Bu Dang district of Binh Phuoc province has more than 400 hectares of grasslands. A grassland of nature associated with rapids and the S' tieng ethnic group in the southern Truong Son range is unique on the Southeast Asia map, if not the world. And yet, Binh Phuoc is also a province in the southern key economic region, a land transition from the Central Highlands to the Southeast with 41 ethnic groups living together<sup>[4, 5, 12]</sup>. Binh Phuoc also has 36 relics from the national special level to the provincial level. But on the current tourist map, Binh Phuoc does not have any true resorts. Is the Politburo's Resolution No. 08-NQ / TW of January 16, 2017 on developing tourism become a key economic sector to push Binh Phuoc tourism "to take off"? Binh Phuoc is like a pearl of the Southeast. With its majestic nature and a series of little-known landmarks, this land still has countless mysteries that everyone needs to discover<sup>[10, 11, 15]</sup>. Tourist destinations not to be missed in Binh Phuoc<sup>[9, 10, 15]</sup>:

- Bu Lach grassland
- Soc Bom Bo
- Bu Gia Map National Park
- Ho Suoi Lam Lake
- Ba Ra Mountain - Thac Mo
- Bu Dang rubber forest
- Cat Tien National Park
- Waterfall No. 4
- Standing Waterfall
- My Le eco-tourism area
- Elephant Falls
- Soc Siam tourist area

## 4. Solutions to enhance international tourism promotion in Tuyen Quang and Binh Phuoc

### 4.1 Solutions to enhance international tourism promotion in Tuyen Quang

Based on the reality of tourism development, Tuyen Quang tourism activities in the period of 2011-2015 have achieved many positive results. Completing the master plan for tourism development in Tuyen Quang province to 2020, with orientation to 2030; completing the detailed planning

of tourist areas and destinations in the province. Mobilizing and concentrating capital sources to support investment in tourism infrastructure, material and technical foundations. Tourism promotion and promotion are concerned; build and advertise well the Thanh Tuyen Festival brand, attracting a great deal of attention from domestic tourists and international friends. Activities of cooperation and cooperation in developing inter-regional and inter-provincial tourism are promoted. To build a number of tourist areas, spots and routes with typical and typical tourist products of the province such as historical, cultural, spiritual, eco-tourist and resort tourism. Mechanisms and policies for investment incentives for tourism development are completed. Organizing the apparatus, the contingent of tourism officials is strengthened and gradually improved. The preservation and promotion of the value of historical, revolutionary and traditional cultural sites in service of tourism development are concerned. Socialization of tourism is promoted and achieved many results. Tourism activities have contributed to restructuring the economy, creating jobs, increasing incomes for people, gradually turning tourism into an important economic sector of the province, contributing to promoting socio-economic development [6, 7, 15].

#### **Firslly, propaganda and tourism promotion**

Continue to promote the propaganda to cadres, party members, union members, members and people about the role, position and importance of tourism for the province's socio-economic development; on awareness and responsibility in protecting sustainable tourism environment, ensuring the quality of tourism services; building civilized behavior, open and sincere attitude towards tourists. Mobilize the political system to actively participate in advocacy to exploit the potential of tourism development [7].

#### **Secondly, on tourism planning**

Focusing on the implementation of the overall planning on tourism development of the province, striving to build Tan Trao historical, cultural and ecological tourist area into a national tourist area; to step by step build My Lam mineral spring tourist resort into a high-class resort and ecological area of the region; to build Na Hang - Lam Binh geological park into a national geological park; to build Thanh Tuyen Festival into an international Festival; completing the Intangible Cultural Heritage Document "Then Tay - Nung - Thai Viet Nam" to submit to UNESCO for recognition of the representative intangible cultural heritage of humanity [7].

#### **Thirdly, on tourism product construction**

To prioritize investment in building a number of separate and specific tourist brands of the province, such as Tan Trao historical, cultural and ecological tourist area, Thanh Tuyen festival, Dong Tien festival, Mau procession festival Ha temple, Cage festival ... to form special tours and tours to attract and meet the needs of tourists [7].

#### **Fourthly, on state management and development of tourism human resources**

Promote the role of the Provincial Tourism Development Steering Committee; streamlining, renewing and improving the operational efficiency of the tourist resort management boards of the province [7]. Focusing on training and

retraining to improve management skills, professional skills, foreign languages, culture of communication and behavior for state management officials in tourism at the provincial, district and city levels, and committees tourism management and communes with tourist sites and destinations; fostering and improving skills for laborers working in tourism; Guide tourism-making skills to people. Periodically organize skills competitions in the field of hotels, restaurants, guides and explanations; adopt mechanisms and policies to attract and receive foreign human resources that have been highly trained in tourism; open tourism training industry at Tan Trao University [7].

#### **Fifth, attracting investment, linking regions to develop tourism**

Improve the efficiency of administrative reform, especially administrative procedures; create an attractive and open investment environment; renovating tourism investment promotion, focusing on inviting businesses, especially reputable large enterprises and corporations to invest in the construction of high-class hotels and resorts (eco-zone, amusement park, high-class commercial-service area, golf course, etc.) Mobilize funds and effectively use the Provincial Tourism Development Assistance Fund. Proactively link and cooperate in tourism development, connecting tours, regional routes, organizing interregional events, especially the program of tourism through the heritage areas of Viet Bac, connecting tourism with Northwestern provinces. Program of connecting tourism cooperation in four provinces: Tuyen Quang, Hanoi, Vinh Phuc and Thai Nguyen; connect tourism with Ho Chi Minh City to diversify and develop the tourist market as well as attract investment in tourism [7].

#### **3.2 Solutions to enhance international tourism promotion in Binh Phuoc**

On November 9, 2010, the Center for Investment, Trade and Tourism Promotion of Binh Phuoc province was established under the Decision No. 2589 / QD-UBND of the People's Committee of Binh Phuoc Province [4]. Participate in developing programs, projects to promote investment, trade and tourism of the province in each period to submit to the provincial People's Committee for approval, and organize the implementation of those programs and schemes after they are approved [4]. To advise and propose to the Provincial People's Committee mechanisms and policies related to investment, trade and tourism promotion; building a database of potentials of the province, simultaneously promoting and disseminating investment incentive policies and images of trade and tourism activities outside the province and abroad in order to attract investment of businesses and organizations [4]. Helping the Provincial People's Committee to coordinate and relationships with relevant agencies and organizations such as: Vietnam Trade Office in foreign countries, Embassies, Vietnam Chamber of Commerce and Industry, legal training organizations, Foreign partners entering Vietnam have related activities in accordance with the law to collect information, research, forecast, orient, develop markets, consumer and export goods, and receive products and orient solutions to deal with trade barriers to export products of the province; support branding of commodity products of the province and businesses [4]. Coordinate with relevant agencies and units at home and abroad to develop an annual, five-year local

marketing strategy to promote the image and people of Binh Phuoc <sup>[4]</sup>.

-Coordinate with departments, agencies and localities to build an annual portfolio of investment calls for each investment area and investment area.

- Coordinate with Economic Zone Authority, Department of Industry and Trade, and Land Fund Development Center in calling for and promoting investment in projects that are suitable to the planning into economic zones, industrial parks and industrial complexes the land reserve fund for industrial development, managed by units, is aimed at proactively promoting investment, trade and tourism effectively.
- Collecting, exploiting, processing, forecasting, supplying and disseminating market information, socio-economic information of the province; collect information on domestic and export market research, customers, current policies and conduct attraction activities in the field of commerce and tourism to serve investment, trade and travel; receive information on the market's supply and demand capabilities to form a provincial data bank on tourism and trade <sup>[4]</sup>.
- To act as the focal point of receiving and guiding investment procedures, investment documents, and coordinating with functional agencies related to investment procedures such as Department of Planning and Investment, Department of Industry and Trade, and Zone Management, Department of Natural Resources and Environment, Department of Construction, Public Security, Department of Taxation organizes activities to promote investment, trade and tourism at home and abroad; search and develop tourism cooperation programs in and out of the country, create favorable conditions for businesses to participate <sup>[4]</sup>.
- Support enterprises in the province to find and access medium and long-term financial sources of banking organizations, investment support funds ...; building and developing Vietnamese brands; set up a showroom to introduce export products; guide enterprises and investors in the administrative procedures in the process of implementing investment projects.
- Guide and advise domestic individuals and economic organizations and foreign partners to select investment and cooperation partners, conduct negotiations and receive projects in accordance with law; procedures for setting up domestic and foreign enterprises.
- Conducting market surveys and researches; organize or coordinate to organize trade fairs, fairs and exhibitions for export products inside and outside the province; organizing or participating in conferences, seminars on investment, trade and tourism promotion.
- Organizing the reception and arrangement of programs for foreign businesses, organizations and agencies to enter the province to learn about the province's investment, trade and tourism environment; providing or recommending the provision of services to domestic and foreign businesses such as office leasing, conference rooms, secretarial services, interpreters and professional experts, sightseeing, meeting with businesses.
- Organizing or coordinating to organize professional fostering and capacity building for managers in enterprises engaged in investment, trade and tourism activities in the province.

- Advise and support businesses to establish representative offices of trade and tourism in the country and abroad, galleries, shops selling products in accordance with the law; organize or support the organization of provincial business delegations to conduct market surveys, attend domestic and foreign fairs, exhibitions and forums; participating in consulting on mechanisms and policies, solutions to encourage investment in consultancy, providing legal and technical services for business operations.
- Issuing newsletters, publications on the investment, trade - import, export and tourism environment; participate in the provincial economic information publications in accordance with the law to serve the propaganda and advertising of products related to trade and tourism.
- Providing public services via the Center's electronic information system; participate in implementing e-commerce portal to meet the needs of buying, selling, consulting investment procedures, projects, product brands and landscapes, eco-tourism areas of the province online in order to serve organizations and individuals wishing to find information.
- Carrying out other tasks related to investment, trade and tourism promotion assigned by the Provincial People's Committee and Chairman.

#### 4. Conclusions

Vietnam is a country that attracts foreign tourists to visit and explore by unique, new and ancient natural wonders, ... so we need to develop more places. pristine, rustic like in Tuyen Quang and Binh Duong provinces to have more new attractions for domestic and foreign tourists <sup>[13-15]</sup>. Tuyen Quang is a province that converges with all its strengths to develop various types of tourism: History, spirituality, ecology and culture. Binh Phuoc needs to have more comprehensive and integrated solutions for the development of "Smokeless industry". Tourism activities bring a lot of positive effects on nature conservation, environmental enhancement, infrastructure improvement and especially for the country's economy. Promotion activities in Tuyen Quang will develop faster because this land has a long revolutionary tradition - a place that preserves more cultural heritages than Binh Phuoc, so it is easy to create curiosity to explore. Foreign tourists want to visit and learn about the cultural values here bring <sup>[7, 8]</sup>.

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