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**Vietnamese enterprises in the tourism  
sector and foreign tourist's viewpoints  
on rapid development of tourism to  
Vietnam.**

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**Abstract**

With the development of national economy and transportation construction, more and more people choose to travel abroad as part of tourism. In recent years, the number of Taiwanese who have gone abroad has increased annually. According to Taiwan's Tourism Bureau(2018), the total number of citizens who went abroad reached 16 million. Within Asia, Southeast Asia has become the first choice for going abroad in recent years. There are many benefits brought about by the development of tourism in countries such as Vietnam. The most direct impact is economic growth and the development of other surrounding industries. These developments have arisen with the rise of relatively low-cost airlines and destinations like Vietnam offer a wide range of cultural and natural attractions that offer cheap prices.

The aims of this study want to explore the rapid development of Vietnam in recent years through the perspective of local Vietnamese businesses in the field of tourism and foreign tourists. Second, it also explores the factors contributing to the rapid development of the Vietnamese tourism industry by utilizing interviews and questionnaires to do more detailed research investigation. Thirdly, this study also explores what kind of factors can make Vietnam's tourism develop rapidly in the past few years, and the benefits it brings, to observe Vietnam's changes from a political, cultural and economic perspective. This research can be a bridge between Vietnamese stores and foreign tourists, giving enterprises and the Vietnamese government recommendations for improved tourism policies.

Key words: Vietnam, tourism development, foreign travel

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## INTRODUCTION

### Background

As the economy grows and develops, more and more people choose to travel abroad as one of the entertainment. According to data from the Ministry of Communications, the number of Taiwanese who went abroad last year reached 15 million.<sup>1</sup> These data can show that whether in transportation or tourism, it is continuously developing. In recent years, Taiwan's tourism industry has flourished. Apart from Japan, South Korea and Europe and the United States, Southeast Asian countries are also the first choice for everyone to go abroad. According to statistics,<sup>2</sup> there are more and more people traveling to Southeast Asia every year. The appreciation of Taiwanese currency and the cheapness of Southeast Asian countries. The price and the good development of the aviation industry are among the reasons for stimulating Taiwanese people to travel. In addition, there are geographical factors. Southeast Asian countries are in the tropics and have many island countries, diverse cultures and abundant marine resources, the natural environment, and the attractions, these can attract tourists to the local area to travel holiday.

Among them, Vietnam's tourism development is the fastest growing and brings economic benefits to Vietnam. According to the Vietnam National Administration of Tourism (2018), The number of international visitors to Vietnam during the year exceeded 15.594 million, an increase of 19.9% over the same period of the previous year. The number of Taiwanese visitors exceeded 714,000, ranking fourth, with an

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<sup>1</sup> “出國資料,”(交通部觀光局-觀光統計觀光統計資料庫 2018).

<sup>2</sup> “國人出國人數,”(交通部統計網 2018).

annual increase of 15.9%. The most direct benefit of rapid development of tourism is to bring economic growth. In addition to the tourism industry, it also drives other surrounding industries. Last year, there were more than 80 million domestic passengers in Vietnam, and the tourism revenue was about 620 trillion VND (about 26.8 billion U.S. dollars). The Vietnamese tourism department has set a target of attracting 15.5 million foreign tourists and 85 million domestic visitors this year.

Vietnam has reached a balance in the development of regional tourism. Ho Chi Minh City, Nha Trang, Da Nang, and Hanoi are the cities where many foreign tourists choose to travel. Each city has its own characteristics. Ho Chi Minh City, also known as the Oriental Paris, can feel the French colonial style from architecture, food to culture. The most famous in Nha Trang is the beach resort. Many people will choose to come to Nha Trang for island hopping, water activities and taste seafood. My Khe Beach in Da Nang is even listed by UNESCO as one of the “6 Beautiful Beaches in the World”. In addition, the nearby Hoi An Ancient Town and Bana Mountain are also worth to visiting. The former was listed as a World Heritage Site in 1999, while the latter has the longest single cable crane in the world. Finally, Hanoi, as the capital of Vietnam, is also a thousand-year old city. Another major focus of tourism to Hanoi is the Ha long Bay, which was listed as a World Natural Heritage in 1994 and has one of the 7 wonders of the sea. In Hanoi, you will find that every place is full of Vietnam’s profound history, culture and artistic beauty. The different types of tourism promoted by Vietnam in the north, middle and south to achieve the balance of overall development of the region.

This study also wants to explore what kind of factors can make Vietnam's tourism develop rapidly in the past few years, and the benefits it brings, to observe Vietnam's changes from a political, cultural and economic perspective. Vietnam also has obstacles



in sightseeing, and the climate threat from geographical location. Domestic traffic jams, and other Southeast Asian countries now have this problem. Vietnam's subway is estimated to be opened in 2020, and now everyone is riding motorcycles and driving as the biggest mode of transportation. In addition, there are not many open visa-free countries and many restrictions. These are all factors that influence the development of tourism in Vietnam. This research can be a bridge between Vietnamese stores and foreign tourists. Through objective and subjective aspects can clearly to know each other and become better.

Ho Chi Minh City, also known as the East Paris, what kind of charm is there, attracting a large number of tourists to the local tourist every year? As the largest city in Vietnam and the most populous city. Vietnamese used to call it Saigon, which is a city with extremely high development in Vietnam in terms of transportation, tourism, economy and culture. In Ho Chi Minh City, it can be found that it combines the simple life of the past, but at the same time it is in rapid development. In addition to being the capital of Vietnam in the past, it is also a French colony, so there are many unique immigrant buildings. Most people go to Ho Chi Minh City and choose to live in the district 1. From the French colonial period, the district 1 was the center of Ho Chi Minh City, the financial business district and the sightseeing area. There are two convenient advantages for tourist to travel. First, the airport is in the urban area, which can save traffic and time. At the same time, is also the largest international airport in Vietnam, with the most routes and flights. The concentration of two sightseeing spots, most of the famous sightseeing spots, such as the Saigon Central Post Office, coffee apartments, etc., are in the district 1. Although Ho Chi Minh City does not have a perfect transportation system, such as subways and buses, it does not make people feel inconvenient. The cheap taxi fare and cooperation with the platform is the main mode

of transportation for tourists. Finally, the climate part, Ho Chi Minh City is divided into rainy season and dry season. Compared with North Vietnam, it is better warmth and stability. With the government policy and the strong promotion of airlines, the foreign tourists in Ho Chi Minh City have also grown significantly in recent years. According to the statistics of the General Statistics Bureau of Vietnam, the total number of foreign visitors received by Vietnam in the first six months of 2018 was about 7.89 million, an increase of 27.2% over the same period in 2017. Among them, 2.56 million people in mainland China, up 36.1%; South Korea 170,000 times, up 60.7%. The number of tourists from mainland China accounts for 32.5% of the total number of international tourists.

It can be seen that in recent years, the Vietnamese government has been very active in developing tourism in Ho Chi Minh City, and also hopes that foreign investors will come to invest and let Ho Chi Minh City rise to the next level regardless of cultural or economic development.

Nha Trang is a coastal city near Ho Chi Minh City. It is the preferred holiday and diving destination in Vietnam. It is located on the easternmost side of the southern coastline of Vietnam. In Nha Trang, the main economic income comes from tourism. It can be seen that the development of tourism is important to the city of Nha Trang. It is like shipbuilding, fishery and service industries in the nearby cities. It is also very important for Nha Trang. Nha Trang has the title of Little Maldives. The weather in the four seasons is pleasant and comfortable. It is also the main reason for attracting tourists to vacation. It also makes full use of its natural resources. Nha Trang has a world heritage of Sino-Vietnamese and North Vietnam, and because of its special terrain, In addition to the beauty of the volcanic mud, it is also invested in the development of the hot spring industry. In addition to the island, there are also many small islands around

Nha Trang. These islands are rich in marine ecology and are one of the must-see destinations for international divers. In recent years, with the increase of tourists, you can see the establishment of more and more five-star hotels.

And foreign investment, like in the Nha Trang, there are many Chinese to buy the house. For the government, these are inevitably the advantages that can drive the growth of the entire economy, but we must also pay attention to what to do when developing tourism, so as not to destroy the local natural environment, and thus achieve a win-win situation.

The most famous tourist city in middle Vietnam is Da Nang City. In addition to being the fourth largest city in Vietnam, it is also the largest and most important city in middle Vietnam. Like Nha Trang, with its white sandy beaches and clean coast, Da Nang is also known as the Hawaii of the East. Famous attractions such as Bana Mountain, Hoi An Ancient Town, etc., Bana Mountain is a frequent resort in the French colonial period. The government has used local geographical features and developed new tourist attractions, like in The Golden Bridge on the Bana Mountain and the Skywalk combine with the amusement park to attract different visitors to Da Nang. In recent years, there are many Koreans visiting here in Da Nang.

In addition to the local investment by Korean companies, as well as the development of international routes, there are as many as 10 airlines in the international network of Da Nang, which provide an international line from South Korea to Da Nang. Therefore, in the urban area, I saw many Korean restaurants and Korean sign because of the local development policy that caters to tourists.

As the capital of Vietnam, Hanoi, it is located in the north of Vietnam. Because it is located at the confluence of many rivers, it is called Hanoi, and it is also the ancient

capital of Vietnam. Since 1000 years ago, there has been a record of dynasty rule. The capital of Vietnam, Hanoi's impression is not new or trendy, but this historic city is blessed with natural scenery, historical sites with profound historical sites, exotic ancient architecture, hundreds of years of business traditions, and countless Shops, shopping, etc. The charm of Hanoi continues to attract visitors who are curious about the city.

### **Motivation**

Since the end of the Vietnam War, the reunification of the South and North has only passed 40 years. As a developing country, Vietnam's performance in recent years has been very eye-catching. It has not only attracted many countries to invest and set up factories, but also has driven the development of many domestic industries. Like tourism, manufacturing, etc., Vietnam has experienced wars and colonies, so it has a diverse culture and exotic atmosphere. In recent years, the Vietnamese government has vigorously promoted tourism, and the prosperity of Vietnam's aviation industry has allowed many foreign tourists to travel. researchers will use interviews and questionnaires to understand Vietnamese enterprises in the tourism sector and foreign tourist's viewpoints on rapid development of tourism to Vietnam.

### **Research Purpose**

The purpose of the study to explore Vietnamese enterprises in the tourism sector and foreign tourist's viewpoints on rapid development of tourism to Vietnam. The study issue will focus on their viewpoints. Both the enterprises and foreign tourist have their own viewpoints. Why choose Vietnamese enterprises and foreign tourist to be my research population? First, the Vietnamese enterprises are operated by local people. In recent years, with the development of the tourism industry in Vietnam, they can directly

observe the development trend. Because they are Vietnamese, they are more familiar with the cultural and historical background of Vietnam and analyze the problems that may be encountered in the future from an objective perspective. Compared with Vietnamese, foreign tourists are strange to Vietnam. They come from different countries. Each country has different religions, cultures, ethnicities, etc., which also makes foreign tourists have different viewpoints on Vietnamese tourism. Through interviews with the owners and questionnaires to foreign tourists, we can understand the viewpoints of both sides on tourism in Vietnam. One is the initiator, the other is the recipient. For the tourism industry and the government. They can see the chart to know tourist's satisfaction, and manage their own and future operations. The adjustment and improvement of the policy can truly achieve an effective bridge between the two sides.

### **Research Question**

1. What are the challenges for Vietnam in the future of tourism development?
2. Does the Vietnamese government's tourism policy only bring benefits?
3. Can the development of tourism industry drive economic growth and other industries?

### **Contribution**

This study provides an overview of the relationship between Vietnamese enterprises in the tourism sector and foreign tourist. Focusing on their viewpoints on research questions. Vietnam's tourism industry has great potential for development, and the government also regards tourism as one of the important economic industries. Although it is developing well, the scale cannot keep up with the countries in the region. Help the tourism industry or the Vietnamese government to have a basis or reference for developing future business policies or systems. Other Southeast Asian countries that are developing tourism can also follow this model to study the viewpoints of both sides.

## **Limits**

The summer vacation will stay for a month in Vietnam for data collection and interviews. Although I have learned some Vietnamese, I am not fluent enough to communicate smoothly, the most effective way is that I may need to rely on translators to complete the research. The questionnaire for collecting foreign tourists is random, but still hopes to collect a large number of population for later analysis of the data.

## **Delimits**

This study mainly restricts foreign tourists (non-Vietnamese) and Vietnamese enterprises (Vietnamese) as research subjects. The scope of the study is to collect data from tourists and Vietnamese enterprises near the sightseeing spots in four major tourism cities in Vietnam, Ho Chi Minh City, Nha Trang, Da Nang and Hanoi.

I would like to choose these four cities as the main reasons for my questionnaire. Firstly, they are the representative cities of North, Central and South Vietnam. Apart from the developed densely populated cities, they are also the key cities chosen by most tourists to visit Vietnam. Secondly, their cities have different natural landscapes. For tourists, they can choose their own sightseeing purposes, such as Hanoi, the capital, Ha Long Wan, a world heritage site, and the birthplace of Vietnamese traditional culture. danang and nha trang have beautiful coastlines. Nearby islands are lined up, which are necessary for divers and sea-loving tourists to go to Vietnam. South Vietnam, the most representative and famous city, Ho Chi Min City, is the economic and tourism center of Vietnam. Many colonial customs and relics left over from the war can be found in this city. Through questionnaires to investigate the tourists in these cities, their motivation, purpose, and tourism experience.

## LITERATURE REVIEW

### Vietnam tourism; as pro-poor tourism

Developing a country's tourism can bring it benefits. Such as driving economic development, expanding international cultural exchanges, increasing employment opportunities, etc. <sup>3</sup>Vietnam's GDP grew by 7.08% in 2018, and foreign trade totaled \$482.2 billion. In recent years, Vietnam's various economic indicators have been brilliant, including GDP, inflation, import and export trade and foreign direct investment. In addition, Vietnam's determination and achievements in actively participating in regional economic integration are believed to help the future drive economic development to a higher level.<sup>4</sup>

Tourism can be also a tool for economic development and poverty reduction. The industries covered by tourism are very wide, such as travel, aviation and manufacturing. After experiencing war and colonization, Vietnam has experienced rapid growth and development in recent years. Vietnam's tourism development is mainly divided into three periods. First, 1960-1975, for the purpose of political development. During this period, the Vietnam War was encountered, and the domestic situation is still in a state of turmoil. Therefore, after the end of the war, the government gives priority to the stability of national conditions and political development as the main goal. Second, 1976-1990, The Socialist Republic of Vietnam was established on July 2, 1976. South and North Vietnam was Union. During 1990, Vietnam gradually became a developing country, and the government also realized the development potential of tourism. After

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<sup>3</sup> Truong, V. D. (2013). Tourism policy development in Vietnam: A pro-poor perspective. *Journal of Policy Research in Tourism, Leisure and Events*, 5(1), 28-45.

<sup>4</sup> “越南 2018 年經濟成長現況及 2019 年展望”專題報告 (駐越南代表處經濟組撰 2018)

the Vietnam War, Vietnam was greatly negatively affected by economic, health, environmental pollution, and so on. At last, after 1990, Vietnam maintains very open economic decisions. So when the government wants to use tourism as a tool to reduce poverty, first to understand the local ecology, taking local needs as a priority

### **The history of tourism accommodation industry in Vietnam**

Mainly aimed at Vietnam, after the experience of open policy, the development of Vietnam's tourism accommodation industry is divided into five periods.<sup>5</sup> Vietnam implemented Doi Moi in 1986 to learn about China's Reform and Opening. And strengthen economic openness and investment. The purpose is to establish a market economy led by socialism. Divided into these five periods, can study and analyze the changes of accommodation providers in state-owned enterprises, foreign direct investment, private enterprises and the field.

**Period 1: 1986-early 1990:** In the early of doi moi, most of the hotels were government-owned, managed by the National Tourism Administration of Vietnam (VNAT), and the size of the hotel was small and the low of quality. During this period, visitors from Vietnam were still from other communist countries. The equipment is still traditional and old.

**Period 2: 1990-1994:** After 1990, the government gave up the monopoly, opened up the market, encouraged foreign investment, and allowed private and foreign

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<sup>5</sup> Suntikul, W., Butler, R., & Airey, D. (2010). The influence of foreign direct investment on accommodation patterns in Vietnam as a result of the open-door policy. *Current Issues in Tourism*, 13(3), 261-277.

<sup>6</sup> Cooper, M. (2000). Tourism in Vietnam: Doi Moi and the realities of tourism in the 1990s. *Tourism in south and Southeast Asia: issues and cases*, 167-177.



investors to participate, due to the growing number of foreign business travelers in Ho Chi Minh City and Hanoi. So, began to establish a foreign joint venture hotel.

**Period 3: 1995-1996:** More and more foreign hotels and state-owned hotels have created challenges. They found that although the quality of the facilities has improved, the government has no clear laws to manage the tourism industry. They provide more services, upgrading and improving equipment, and the star rating and price system during this period is clearer.

**Period 4: 1996-1999 :** In the early period, the hotel occupancy rate in Vietnam was very high. The overall hotel occupancy rate in hotels in Hanoi reached 85-90%, but during the peak period, there were some factors that led to the decline of Vietnamese tourists, visa monitoring, Asian financial turmoil, improper enforcement, etc.

**Period 5: 1999-present :** Vietnam has experienced rapid economic and industrial development and growth. The number of accommodation and tourism is growing every year. Among them, Hanoi and Ho Chi Min City have the most hotels. In today's Vietnam, the rapid development of tourism, Government policy can be combined with the transformation of hoteliers to achieve a win-win situation.

The final conclusion is the best development characteristics and trends of the Vietnamese accommodation industry in the past 20 years.

## **A REVIEW OF VIETNAM TOURISM DEVELOPMENT POLICY**

As with many developing countries, Vietnam regards tourism as an important economic sector because it is a way to obtain foreign exchange. Tourism creates

opportunities for the economy like business, trade and investment, and can promote local Cultural features as well as national monuments, tourism requires a lot of manpower, and therefore will drive employment rates and opportunities for employment.

Since the 21st century, with the progress of aviation industry and transportation construction, Vietnam has attracted many international and domestic tourists' willingness to visit. The subways in Ho Chi Minh City and Hanoi are estimated to start operating in 2020. The soundness of the mass transit system will make passengers feel the convenience of sightseeing. The aviation industry is also growing stronger with the support of the government, the development of routes, the number of aircraft purchases, and so on. The Vietnamese government has also formulated many policies for tourism development in the past 20 years, and with other Southeast Asia. Compare the country's tourism policies, observe the problems that may be faced in the future development, and formulate a more complete system.

Vietnam has many advantages in developing tourism, natural ecology, cultural heritage, colonialism and feudal history. Now Vietnam has become a popular tourist destination, considering factors such as safety, convenience, hospitality and cheap price. <sup>7</sup>According to the World Tourism Organization, Vietnam has received the third place in the world to receive the third largest increase in foreign tourists in 2017. Whether it is on the air or by land to enter Vietnam, it is growing every year.

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<sup>7</sup> “Regional Department for Asia and the Pacific”(world tourism organization 2019)

## Vietnam tourism development strategy

Since 2001, the Vietnamese government has actively developed a system for tourism and set a goal to regard tourism as a pioneering economic sector. <sup>8</sup>It hopes to promote the development of tourist areas in all provinces and strengthen cooperation between tourism and other industries. Re-management planning of state-owned enterprises, from 2011 to 2020, the Vietnam Tourism Bureau has set a goal: tourism must become a very important source of national economic income. In order to achieve this goal, the government diversified to operate tourism and focus on green tourism. Also pay more attention to the international market and enhance the tourism image of Vietnam.

The chart below shows the regulations promoted by the Vietnamese government at different times and the goals that hope to achieve.

*Table 1: Outstanding tourism development policies in the 2000-2016 period*

<b>Tourism policy</b>	<b>Targets</b>	<b>Solutions</b>
The tourism development strategy for the period of 2001-2010	<ul style="list-style-type: none"> <li>- Annual growth rate : 10-11,5% By 2005: International tourist arrival : 3-3,5 millions; Domestic tourists: 15-16 millions.</li> <li>- By 2010: International tourists: 5,5-6 millions; domestic tourist: 25-26 millions</li> </ul>	<ul style="list-style-type: none"> <li>Mobilizing state, private and foreign investment in tourism. - Developing tourism areas.</li> <li>- Improving coordination and international cooperation in tourism</li> </ul>

<sup>8</sup> Dufey, A., Grieg-Gran, M., & Ward, H. (Eds.). (2008). (Rep.). International Institute for Environment and Development. Retrieved from <http://www.jstor.org/stable/resrep16545>

<sup>9</sup> Truong, V. Dao, and Anh Le. "The evolution of tourism policy in Vietnam, 1960–2015." *CM Hall, & SJ Page, The Routledge Handbook of Tourism in Asia* (2016): 191-204.

<p>The tourism development strategy for the period of 2011-2020</p>	<ul style="list-style-type: none"> <li>- By 2015: International tourists 7-7,5 millions , Domestic tourists: 35-37 millions. - Direct tourism contribution to GDP: 5,5-6,0%.</li> <li>- By 2020: International tourists: 10-10,5 million; Domestic tourists: 47-48 millions. Direct contribution to GDP 6,5-7,0%.</li> </ul>	<ul style="list-style-type: none"> <li>- Priority is given to attracting foreign tourists - Diversifying types of tourism</li> <li>- Developing green tourism</li> </ul>
<p>National tourism promotion program for the 2013-2020 period</p>	<ul style="list-style-type: none"> <li>- Organizing the 3-4 tourism promotion activities in each key international tourism market (North East Asia, Southeast Asia and Pacific, North America, Western Europe and East of Europe) by 2020.</li> <li>- Building a portal for promotion and professional travel deals by 2020.</li> </ul>	<ul style="list-style-type: none"> <li>- Enhancing tourism promotion at home and abroad</li> <li>- Developing electronic marketing</li> <li>- Diversifying tourism funding sources</li> </ul>
<p>Vietnam tourism brand development strategy to 2025 vision to 2030</p>	<p>Developing and promoting a number of prominent tourism areas to locate destinations for tourists in Vietnam.</p> <ul style="list-style-type: none"> <li>- Strengthening linkages and support localities to promote tourism</li> </ul>	<ul style="list-style-type: none"> <li>- Vietnam’s tourism slogan: Vietnam- Timeless charm - Lotus – Vietnam’s tourism logo.</li> <li>- Developing the local tourism brands, tourism business brands</li> </ul>

Vietnam’s tourism industry, under the influence of policies, has developed well over the past 20 years and is growing steadily. According to the Vietnam Tourism Bureau, the current tourism development strategy has almost been realized, including tourists. Quantity, income of tourists and GDP brought by tourism.

## **The rise of low-cost airlines drives the growth of tourism**

Vietnam's development in the aviation industry in recent years is also very eye-catching. Most foreign tourists come to Vietnam to take the aircraft as a means of transportation. Therefore, the development of the route and the government's policy in the aviation industry are very important. <sup>10</sup>There are four airlines in Vietnam, two of which are low-cost airlines (VietJet Air, JetStar Pacific Airlines). Their biggest advantage is to provide more destinations and cheap fares to attract more tourists to Vietnam, Vietnam. Because there are many trades with Taiwan, there are many routes to Taiwan. In 2018, Vietnam became the country with the largest number of Taiwanese going to Southeast Asia.

## **Tourism and poverty alleviation**

Tourism in Vietnam is seen as a means of improving the economy and getting rid of poverty<sup>11</sup>. In the article, it is pointed out that locals believe that poverty is due to lack of food and income. The internal reason is that the government's resources are not evenly distributed, resulting in differences in development. The external reason is that after the colonization plus the war, it takes time to recover. The local tourism sector in Vietnam has benefited non-poor and tourism operators, but this has also caused conflicts of interest among members of society. Local residents hope to have more Participation, in the tourism industry, such as host families or tour guides, the former is the lack of funds, the latter is the problem of foreign language level, in Vietnam, the

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<sup>10</sup> Pearson, J., O'Connell, J. F., Pitfield, D., & Ryley, T. (2015). The strategic capability of Asian network airlines to compete with low-cost carriers. *Journal of air transport management*, 47, 1-10.

<sup>11</sup> Truong, V. Dao, C. Michael Hall, and Tony Garry. "Tourism and poverty alleviation: Perceptions and experiences of poor people in Sapa, Vietnam." *Journal of Sustainable Tourism* 22.7 (2014): 1071-1089.

need for a suitable method for the public to participate in the development of the tourism industry, can It can be seen that the poor people and policy makers have different priorities, hoping to pay more attention to those who have experienced poverty and to develop a more effective way to alleviate poverty.

The same development of tourism industry will drive other industries, such as manufacturing, hotel industry, aviation industry, etc., based on tourism facilities, tourism resources as a development project, in Vietnam, the tourism industry is regarded as a cultural economic industry, can join the cultural industry in the tourism industry, such as tour guides and explanations in tourism, production and sales of souvenirs and handicrafts. When the government formulates development policies for the tourism industry, it also needs to go. Considering the development of other industries, the effect of social stability and resource allocation can be achieved.

### **Overdevelopment's impact of sightseeing**

The section will introduce some of the negative effects of the tourism industry. The tourism development in Vietnam has long been dominated by the Vietnam Tourism Bureau and the travel industry. The long-term development of the overall development tends to increase the quality, and the local people's habits and attitudes are not good, and some even destroy the natural tourism resources of the recreation area. It is a hidden worry for the local development of tourism and recreation industry.

Sightseeing tours have become a part of people's lives. Since the beginning of the tourism era, Vietnam has attracted many visitors from other places, in addition to its unique natural resources. Most of the recreational activities are concentrated in the developed landscapes or play areas. In contrast, environmental damage is an

indisputable fact because of the high frequency of use, the attitude of local operators and the excessive development of venues and the increase in the number of tourists.

After over-exploitation of environmental use, natural disasters such as earth and stone, and natural resurgence, we recognize the importance of environmental balance and tourism from the loss, and ignite the issue of sustainable management and environmental protection. However, regional tourism development may also cause negative effects such as environmental turmoil, traffic congestion, rising prices and land prices, cultural changes, resource destruction, and increased crime rates. As a result, local residents resist exclusion, which is a frequent problem in diverse societies. The government should promote regulations such as environmental conservation while developing tourism while taking into account environmental protection.

Convenient air transportation, visa-free preferential measures in some countries, and the recent establishment of five-star resorts and shopping centers, Hanoi, Da Nang, Ho Chi Minh City, have become popular tourist spots in recent years. Among them, it is located in the south, and Ho Chi Minh City is the most. According to the Vietnam National Tourism Administration, Ho Chi Minh's travels last year reached 28 million, of which international tourists accounted for 7.5 million.

Overall, the number of international tourists in Vietnam reached 15.5 million last year, a threefold increase from the five million in 2010. The number of tourists in 2018 has grown by 2.7 million compared with the previous year. The problem of "excessive sightseeing" in Venice, Amsterdam and Kyoto, that is, the phenomenon that tourists or tourists are not able to continue to operate due to the explosion of tourists, is also happening in Vietnam.

When the tourism industry develops in this way, it brings many benefits to the local economy, such as employment and infrastructure development. But there are also some shortcomings like environmental issues. For example, the garbage brought by tourists has affected the sea and the natural environment. There is also the price of tourists coming up, which affects the living standards of many locals.

Take Nha Trang, a beach resort, for example. It used to be only a weekend to gather people, but now there are a lot of tourists from China and South Korea, and the bay is very lively every day. Plastic waste and waste pile up everywhere along the road to the city center.

According to the statistics of the World Sightseeing Tourism Association, tourism finance accounts for about 10% of global GDP. In the absence of outsourcing of the tourism industry, more and more countries encourage the development of tourism industry. The United Nations Tourism Organization even says that the tourism industry is "One of the few development opportunities in poor countries." Some people think that "the tourism industry can bring wealth, reduce poverty, and protect natural and cultural heritage, but only if it must be regulated." But is this really the case?

The tourism industry is not as polluting as the officially declared industry. As with all other industries, the tourism profits that the bottom workers can share are very limited, and they are often faced with harsh labor conditions. Low salary and environmental deterioration

The industrialization and standardization of tourism have caused local culture to be affected. According to Erika Harms, a tourism expert at the United Nations Foundation, "The concept of sightseeing has changed completely with industrialization



and standardization.” Today’s sightseeing is almost a factory-line travel model. The difference between each place is replaced by chain restaurants, theme parks, etc., which instead loses the nature of the original sightseeing and can’t highlight the local cultural characteristics, so the role of the government in this is very important. How to make foreign cultures combine local characteristics to create a win-win situation

## **Methodology**

In this chapter, I will describe my research design and why I use this research design in my research. Next part I would talk about the source of data. What my data is, where I can get them. In the last section, after collect the data and explain how to analyze it.

### **Research Design**

The research is one-case survey study base on viewpoints between Vietnamese enterprises in the tourism sector and foreign tourists visiting Vietnam. I mainly want to observe what the two sides think about the rapid development of tourism in Vietnam. For the industry, we should be able to experience more profoundly. Since the reform and opening up to the present, the overall change, foreign tourists can give more opinions to the industry based on their own experience.

### **Sources of Data**

Because this research will go to Vietnam to do research in person, the research will be based on Vietnamese tourists and foreign tourists nearby the Vietnam sightseeing spots. There are two types of data. First is primary. The information must be collected. Second is secondary data, existing information, select the required information. The data I need has the economic growth of Vietnam, the development of the tourism industry and the air transport industry. To observe their changes. In addition to the information that can be obtained from books or on the Internet, I also want through interview to learn more about the reasons and trends of tourism development in Vietnam.

## **Data Collection**

The study used questionnaires and interviews. The objects collected were divided into two categories. The first was foreign tourists near sightseeing spots, and the second was Vietnamese enterprises in the tourism sector. I chose the most representative tourist cities in North, Central and South Vietnam, Hanoi, Da Nang, Nha Trang and Ho Chi Minh. Through the collected data, to analyze the tourism characteristics of different regions, as well as the overall satisfaction, the government and local tourism operators can then develop a more complete operating policy to achieve quality improvement.

The questionnaire is for random distribution of foreign tourists at sightseeing spots. North, Central and South Vietnam each account for 1/3. The questionnaire is divided into three parts, which are the motivation of tourism, the description of tourism experience, and the overall satisfaction after tourism. Degree, although this is a single way of collecting information, it is the most direct understanding of the feelings of foreign tourists in Vietnam.

In the second part, I want to simple describe the questions about the interviews and the interviewers. Although there is no way to do more interviews because of time constraints, I have chosen the representative tourism industry as the target of my interview. The tourism industry actually covers other industries, so the tourism industry is bound to bring benefits to other industries.

For the first question. "What are the viewpoints on the rapid development of tourism in Vietnam?" The positive and negative level. The most obvious result of the development of tourism is that it has improved economically. I want to know if there

are other positive or negative effects besides the economy, such as environmental pollution or external cultural shocks.

For the second question. “In the future, what are the barriers to development tourism industry in Vietnam?” Whether the government is formulating a tourism policy or a tourism company’s operating policy. Both them are needs to understand your strengths and weaknesses before you do future planning. What are the challenges that Vietnam may face in developing tourism in the future? These issues are worthy of in-depth study. After all, the development of the tourism industry is sustainable rather than a short-term collection of benefits.

For the third question. “Is the government's tourism policy effective in driving the development of the local tourism industry?” Since the beginning of the reform and opening up of the Vietnamese government since 1990, Taking the development of the tourism industry as a very important part of improving the Vietnamese economy. Many tourism regulations have been enacted and goals that are expected to be achieved in the future. After 30 years, will these policies be effective in cooperating with local operators? Or do tour operators know about these policies? Let the tourism industry or the general public increase the participation rate.

For the fourth question. “How to balance with foreign tourist’s requirement to business policy?” Because there are more and more foreign tourists in Vietnam, how can the tourism industry adjust its business model to different national conditions and cultures, and thus increase the income from tourism revenue.

Through these questions, guide the interviewees to express their own experiences and opinions, and then respond to the questions of this research. And to achieve the purpose of collecting data.

## **Data analysis**

In my research, I used the survey questionnaire and interviewed to collect my data. The questionnaire is for foreign tourists who come to Vietnam for travel, and the interview is for the operators of Vietnamese enterprises involved in tourism. Although the questionnaire collection is a one-way method, the questionnaire can be used to get the most direct satisfaction of the tourists. The advantage of the interview is that the Vietnamese enterprises can share their own experience, and after the research is completed, the results of the research can be provided to the Vietnamese enterprises, so that the operator can formulate the business policy to take into account the foreign tourist's preferences help to improve the overall tourism environment and satisfaction.

In the summer of 2019, I went to Vietnam for three weeks and went to the four most representative tourist cities in Vietnam. In Ho Chi Minh City, Nha Trang, Da Nang and Hanoi, the distribution model of the questionnaire is random, because it is more average and fair.

Although there are only three interviews the materials accessed are limited, they represent different regions and occupations in Vietnam. The tourism industry actually covers a wide range of aspects. The respondents included the food and beverage industry, the service industry and the manufacturing industry. The interviewees were designed to gain different industries' views on Vietnam's tourism, combined with the experience of their own industry, and responds to the research questions. The following is a table to get a clearer understanding of the interviewed objects and background.

	WORK/OCCUPATION	WORK EXPRENCES	LOCATION
<b>A</b>	Restaurant owner	3 years	Ho Chi Minh
<b>B</b>	Home stay	1 year	Da Nang
<b>C</b>	Souvenir seller	5 years	Hanoi

**Table 2. Background of the three interviewees**

Interviewee A is an owner of the French restaurant in Ho Chi Minh, called MonkeyGallery. Opened in the first district of Ho Chi Minh, the first district is also the area with the most tourists. As a restaurant operator for 3 years, because southern Vietnam was once colonized by France, can feel French characteristics in food or architecture. Interviewee A wants to let the visiting guests not only taste the authentic Vietnamese dishes, but also eat the special fusion dishes. The main reception is relatively high-end guests.

Interviewee B is a business owner who operates a home stay in Da Nang. Da Nang is a city rich in natural resources, beautiful sea and green mountains. The apartment is located near the coast of Da Nang and can be reached by walking. The first floor of the apartment also operates a coffee shop. Drinking coffee is a daily life for Vietnamese. Nowadays, because of the large number of sightseeing developments and the presence of international hotels in Da Nang, tourism has become very competitive. Although interviewee B has only been operating for 1 year, he has great ideas. He hopes to run a coffee shop through the homestay and city guides, so that people can get closer to each other.

Interviewee C is a street vendor selling souvenirs in Hanoi. There are not so many sightseeing spots in Hanoi compared to Ho Chi Minh and Da Nang, and the city is still developing. Interviewee C have been selling souvenirs near Hoan Kiem Lake for more

than five years. Hoan Kiem Lake is the central area of Hanoi. Every holiday will be very lively. Monuments, markets and food surround this lake.

According to my research purpose, I have four questions. For Vietnamese sightseeing employers, their viewpoints on Vietnamese tourism.

1. What are the viewpoints on the rapid development of tourism in Vietnam?
2. In the future, what are the barriers to development tourism industry in Vietnam?
3. The government's tourism policy effective in driving the development of the local tourism industry?
4. How to balance with foreign tourists in business policy?

#### **What are the viewpoints on the rapid development of tourism in Vietnam?**

According to the answers provided by my interviewees, they all maintain a positive attitude. Because they are now involved in the tourism industry as their occupation, so the experience is also profound. The three interviewees are all major tourist cities in North, Central and South Vietnam. They are Hanoi, Da Nang and Ho Chi Minh. The services provided are mainly based on foreign tourists. The interviewees also mentioned that it is the development period of the tourism industry, so it is obvious that the benefits brought by the tourism industry. However, all three interviewees mentioned that the current government is like policy distribution, tourism unions, and how to maintain and follow-up implementation guidelines when tourism development reaches its peak. For an operator, it is actually a matter of concern, because the government's policy has a wide-ranging impact. Today, for a company that lives in the tourism industry, it hopes to get more protection, has clear goals, and cooperates well with each other industry.



In the literature review, some government-related tourism-related policies were mentioned. After briefing the three interviewers, they did not know much about the content of the policy.

The main reason for their regulation and management is from the local tourism development bureau. There are good and bad, the advantage is that the Tourism Development Bureau will make policy planning according to the tourism resources of different regions and the needs of local operators. The disadvantage is that the overall tourism in Vietnam is easy to be cut, how to effectively integrate regionally, so that foreign tourists can travel more smoothly.

Currently in the Vietnamese tourism market, it still tends to be Chinese and Korean tourists. The industry hopes that the government can actively take measures to develop markets in other countries. Interviewee C mentioned that Khanh Hoa in South Vietnam. Have good marine resources and a warm climate, but a few years ago, because of the poor relations between China and Vietnam, the sudden deterioration of tourism at that time, which caused some small businesses, was severely impacted at that time.

### **What are the barriers to development tourism industry in Vietnam?**

The Vietnamese tourism industry has flourished in recent years and is one of the fastest growing countries in the world. However, there has also been a problem of "excessive sightseeing", which has affected the local environment and resources. The problem of "excessive sightseeing" in Venice, Amsterdam and Kyoto is the phenomenon that tourists or tourist destinations cannot be operated continuously due to the explosion of tourists. It is also happening in Vietnam. When the tourism industry develops in this way, it brings many benefits to the local economy, such as employment and infrastructure development. But there are also some shortcomings like

environmental issues. For example, the garbage brought by tourists has affected the sea and the natural environment. There is also the price of tourists coming up, which affects the living standards of many locals.

Interviewee B said waste and waste management is a big problem for them. There are no waste management systems in many parts of Vietnam. Da Nang is also a city with natural marine resources as a tourist attraction, so wastewater treatment is also a big problem. Nearly 90% of the households in Vietnam have not been connected to the sewage treatment system. Therefore, the increase in the number of tourists and tourism industries has increased the environmental problems. The government should start thinking about how to establish a local sustainable tourism industry model, but to form a new social atmosphere and establish a new system, only the store's efforts are limited.

The second is the issue of global warming. According to the latest research in the United States, the impact of sea level rise on humans will be three times as expected by 2050, which may almost erase some of the most important coastal cities in the world. By then, southern Vietnam will be completely inundated. Vietnam has more than 20 million people living on land that is about to be inundated, accounting for almost a quarter of the total population.

The impact of inflation. The inflation in Asia is high, and the problem in Vietnam is particularly serious. The inflation rate is second in Asia, the stock market has plummeted, and the trade deficit has surged. The National Bank of Vietnam has offered a series of measures against inflation, and inflationary pressures may be alleviated, but Vietnam's economic growth will also be affected.

## **The government's tourism policy effective in driving the development of the local tourism industry?**

The tourism industry actually contains different industries. The interviewees, although small in number, represent different industries, including manufacturing, accommodation and catering. Use their work experience and perspectives to give advice on different aspects of the problem.

After the Vietnam War, due to the economic depression at the time, the government wanted to improve the domestic economy through reform and opening up. In addition to attracting foreign investment, it also wanted domestic enterprises to improve production efficiency. Sightseeing tourism is an important asset for foreign exchange creation outside Vietnam, and services such as catering, tourism, and hotel transportation account for nearly 8% of Vietnam's GDP.

According to my research hypothesis, most of the enterprises can have a good match with the policy, and know the market direction, goals and so on that the government wants to develop.

But after I briefly described it to the interviewees through table1, the three were obviously not clear about the policy content. Whether the government has formulated these policies and implementation, it has not achieved good communication and common goals with local tourism companies. The Vietnamese government wants to reduce poverty through the development of the tourism industry. Interviewees feel that although the overall economy and tourism development have improved significantly, they have not achieved much growth in their business. How to get local people to participate in it, I think it can provide homestay, local guides, etc., so that the sightseeing experience can be more detailed. The government's role is unclear, the policy is unclear, the local attractions are full of one-day attractions, resources cannot be integrated, and there is no way to give assistance to the industry.

### **How to balance with foreign tourist's requirement to business policy?**

Through my observation, there are many Chinese and Korean in Nha Trang and Danang, and even many local Chinese and Korean restaurants there. Vietnam has a large number of Korean companies, such as Lotte, which have a large number of investment plans in Vietnam. They build restaurants, supermarkets, cinemas and so on. How should the local industry compete with these big companies?

Interviewee B opened a homestay in Da Nang. He said that although the equipment and promotion are not as good as foreign companies, they can strengthen their own characteristics and combine local culture so that passengers can have more choices.

Interviewee A is a hawker selling souvenirs in Hanoi. He feels that as more and more foreigners come to the local area for sightseeing, in addition to designing English price lists, they can also pay for actions in combination with actions such as apple pay or wechat pay. It is more convenient in terms of consumption.

Interviewee C is the owner of French cuisine in Ho Chi Minh City. Since South Vietnam was once colonized by France, there are some French characteristics in architecture and cuisine. He feels that he can combine the advantages of the two sides to let the tourists get novelty experience when they taste the food.

The policy objectives of tourism need to conform to the trend of the world. In response to the changes in the internal environment, under the limited resource constraints, taking into account the environmental integration, we will adjust and correct in a timely manner based on the "sustainable tourism" to meet the needs of the people and the needs of national development.

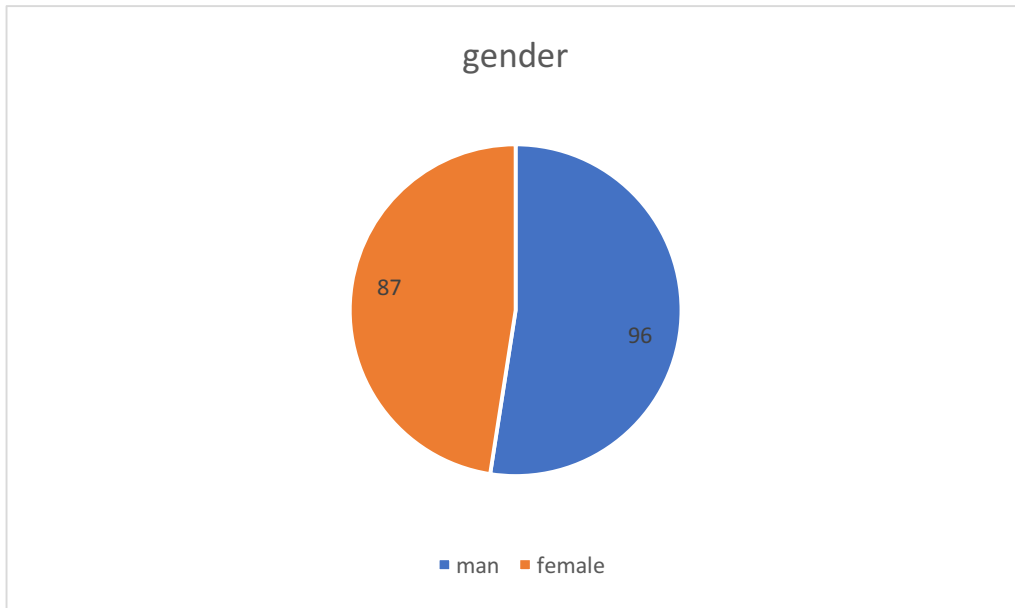
### **Foreign tourist's viewpoints on rapid development of tourism to Vietnam.**

The next step is to understand the views of foreign tourists after sightseeing in Vietnam. With the development of transportation, more and more routes are being

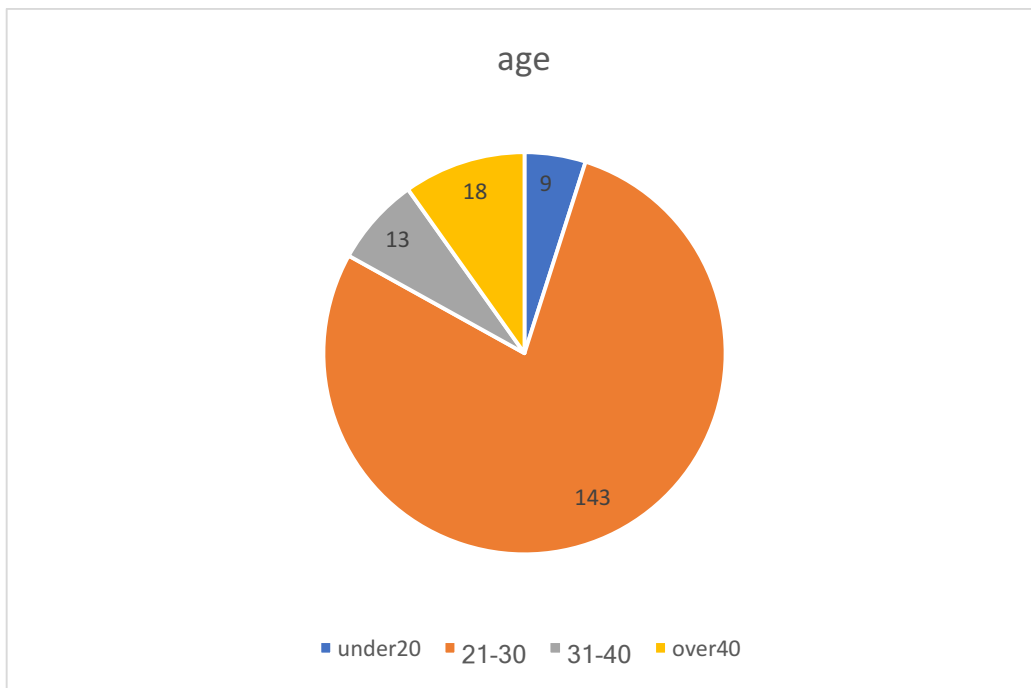
developed, making Vietnam a tourist choice. According to the Vietnam Tourism Bureau, foreign tourists reached more than 15 million in 2018, accounting for about 3/4 of Taiwan's total population. Although the way information is collected is different from the industry, the questionnaire is the most direct way to reflect the opinions of the passengers. It will be divided into three parts, namely travel motivation, travel experience, and overall satisfaction. A total of 183 valid questionnaires were distributed in the vicinity of famous tourist attractions in Ho Chi Minh, Nha Trang, Da Nang and Hanoi, and the following data were obtained based on the SPSS analysis method.

In the interviewee's data, the male-female ratio is about half each, 96 males (52%) and 87 females (48%), with an average age of 21-30 as the main tourist group, and occupational aspects are business staff and offices. The staff accounted for 60% of the total number of people, and about 112 foreign tourists who came to Vietnam for sightseeing. The main market in Korea and China accounted for 70%. The questionnaire was distributed randomly and controlled by North, Middle, and the number of questionnaires in South Vietnam is as similar as possible. The questionnaire is divided into three parts: travel motivation, destination experience, and visitor satisfaction. See table 3 -7 for details.

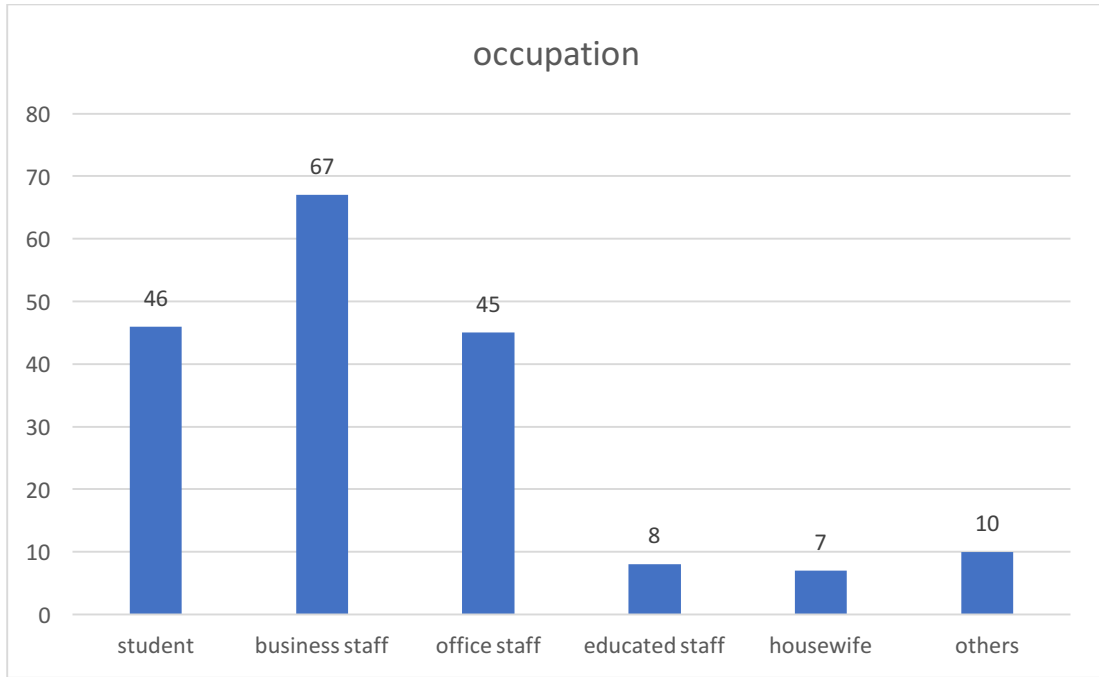
### The foreign tourist's basic data sheet - Frequency Analysis



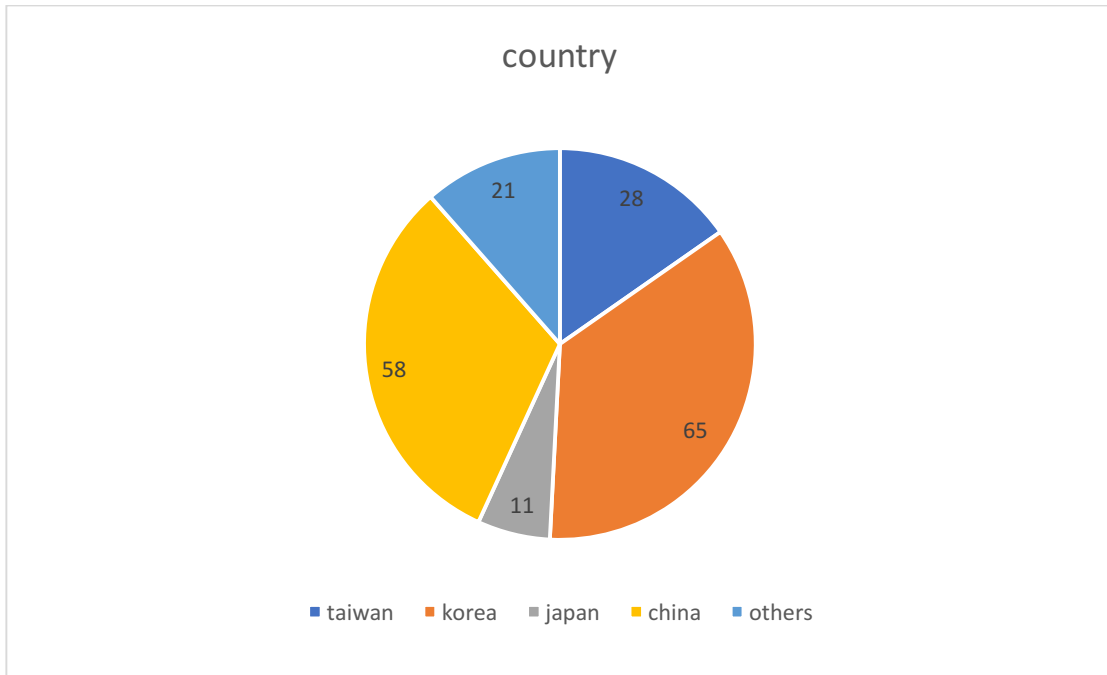
**Table 3. The chart of gender data collection from foreign tourist.**



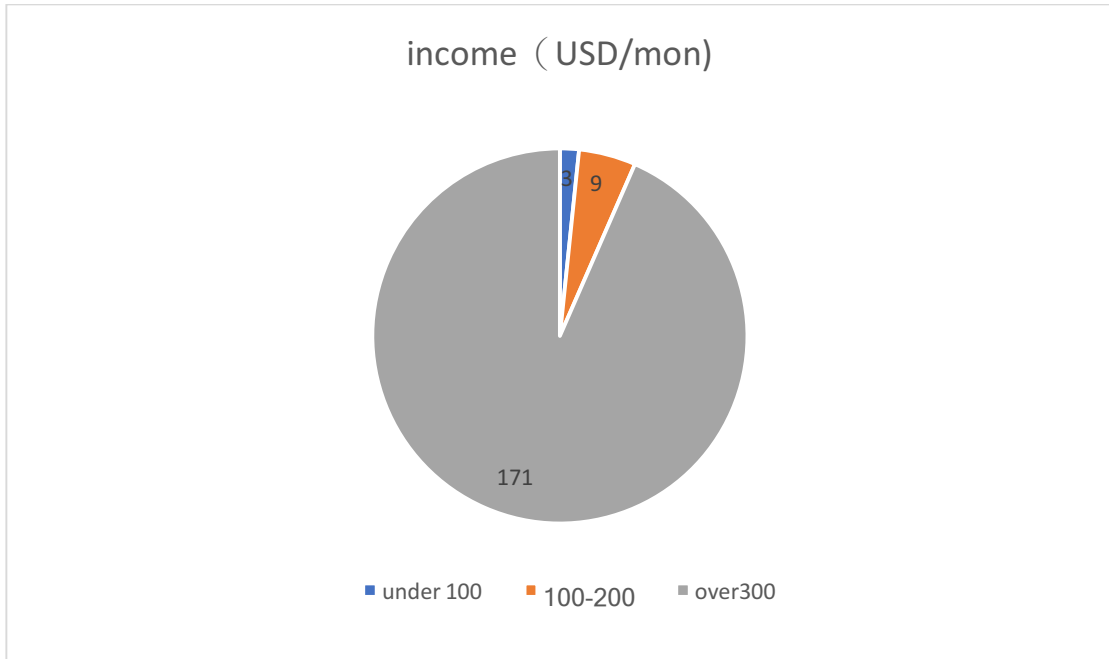
**Table 4. The chart of age data collection from foreign tourist.**



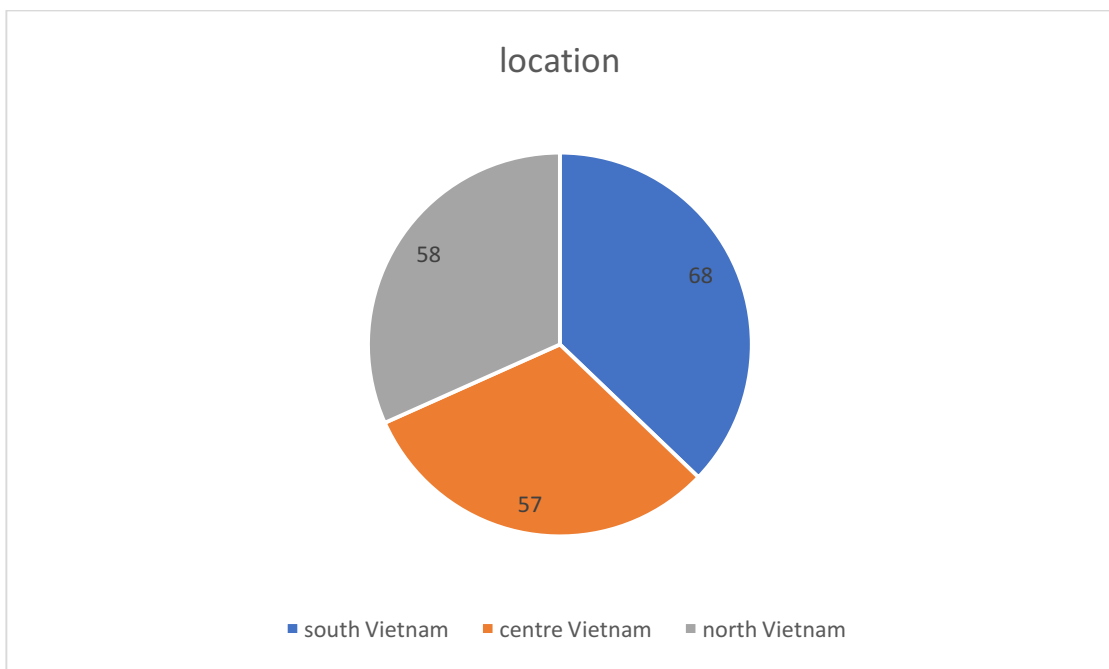
**Table 5. The chart of occupation data collection from foreign tourist.**



**Table 6. The chart of country data collection from foreign tourist.**



**Table 7. The chart of income data collection from foreign tourist.**



**Table 8. The chart of location data collection from foreign tourist.**



Through these chart, we can basically understand the objects of the questionnaire. Next, will analyze the questionnaire questions based on travel motivation, travel experience and satisfaction.

**Table 9. Travel Motivation Statistics**

<b>NO.</b>	<b>QUESTION</b>	<b>AVG</b>	<b>SD</b>
1-1	<b>To get enough rest and relaxation.</b>	3.39	0.915
1-2	<b>The local weather is suitable for sightseeing</b>	3.67	0.000
<b>1-3</b>	<b>Cheap prices</b>	<b>4.14</b>	<b>1.000</b>
1-4	<b>Enrich travel experience</b>	3.68	0.743
1-5	<b>Suitable for traveling with family and friends.</b>	3.27	0.760
<b>1-6</b>	<b>Travel environment</b>	<b>4.17</b>	<b>1.000</b>
<b>1-7</b>	<b>Natural scenery</b>	<b>4.09</b>	<b>0.863</b>
1-8	<b>Historical sites of Vietnam</b>	3.46	0.806
1-9	<b>Coastal style</b>	3.47	0.886

Describe the various motivations for sightseeing in Vietnam, which is the first in the tourism environment, with an average of 4.17, followed by cheap prices, with an average of 4.14, and finally a natural scenery with an average of 4.09.

Compared with other tourist cities, Vietnam provides a very cheap tourist environment. We can know that price is the most important factor. For foreign tourists visiting Vietnam, they think that they can get a very cost-effective travel. The government and the industry can think about, in addition to the price advantage, what better service can be brought to the passengers in the existing environment?

**Table 10. Travel experience of tourists visiting Vietnam Statistics**

NO.	QUESTION	AVG	SD
2-1	Local cultural characteristics	4.25	0.000
2-2	Natural jungles	4.06	0.707
2-3	Colonial architecture	3.84	0.807
2-4	Vietnam's monuments	4.04	0.753
2-5	The coast of Vietnam and the surrounding water activities	4.11	0.731
2-6	The weather in Vietnam	3.96	0.600
2-7	Interacts with local residents and stores	4.00	0.000
2-8	The food in Vietnam	4.01	1.000
2-9	Convenient transportation	3.23	1.000
2-10	The hotel in Vietnam	3.65	0.765

2-11	<b>Go shopping in Vietnam</b>	3.680	0.000
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Describe the experience of tourists after sightseeing, and the degree of experience of respondents to various sightseeing spots. Which is local cultural characteristics the first with an average of 4.25, followed by a coastal style with an average of 4.11. Finally, there is a natural jungle with an average of 4.06.

Because of its colonial relationship, Vietnam culturally contains the characteristics of other countries, making the culture of this country diverse and inclusive. From the chart, we can also know that most of the tourists who come to visit are interested in the natural resources of Vietnam. When the government actively develops sightseeing, it also needs to pay attention to how to maintain natural resources to achieve sustainable development.

**Table11. Tourist Satisfaction Statistics**

NO.	QUESTION	AVG	SD
3-1	<b>Very satisfied with this tour</b>	4.23	0.815
3-2	<b>Willing to come back to Vietnam for sightseeing.</b>	4.18	0.900
3-3	<b>Willing to recommend Vietnamese tourist attractions to friends and family</b>	4.07	0.762
3-4	<b>Sightseeing commentary is very clear</b>	3.85	0.701

3-5	<b>Language barriers do not affect my perception of local tourism</b>	3.75	0.715
3-6	<b>Good attitude of store</b>	3.78	0.649
3-7	<b>Local specialties and souvenirs</b>	3.30	0.782
3-8	<b>Vietnamese food and drink is clean and hygienic</b>	3.43	0.576
3-9	<b>Facility safety of sightseeing spots</b>	3.51	0.000
3-10	<b>The navigation of the scenic spot is good</b>	3.23	0.712

In terms of respondent satisfaction, this study found satisfaction with tourists to Vietnam. The first three items are satisfactory for the overall tourism, with an average of 4.23, followed by a willingness to visit Vietnam again, with an average of 4.18. Finally, is willing to bring friends and family to Vietnam for an average of 4.07.

Through the above three charts, it can be shown that after the foreign tour to Vietnam, the overall tourism satisfaction is high. Although the chart cannot be used for two-way communication, it can directly express the current foreign tourist experience and travel degree. Now, Vietnam is still in the midst of tourism, and the government and industry can use these charts to make the next policy plan.

## CONCLUSION

Based on the data analysis results obtained in the previous chapter, I can get some discoveries about the four main questions and survey questionnaire I want to explore.

The three interviewees were all positive to treat development and sightseeing. But at the same time, they are also worried, because now they are in the growth stage, so the direct feeling will be obvious. They said that they have not said that they have not seen the government have a long-term plan. Mainly relying on the local tourism bureau to enact the bill, it is easy to cause the region to easily cause regional uneven development. The tourism policy can not only consider the interests of large enterprises. They feel that the tourism resources are deprived and hope to develop the tourism market of other countries.

There are many barriers to the development of sightseeing. The biggest obstacle in Vietnam is the pollution of the natural environment. Central & South Vietnam are famous for their natural jungles and coastal areas, such as waste management, sewage treatment, etc., which have become problems for Vietnam. The second is the balance of income, along with economic growth, how to not let the gap between the rich and the poor widen the gap between the rich and the poor, reduce the negative impact of inflation, etc. Developing tourism as an economic tool of the Vietnamese government requires more detailed policies, because the tourism industry also includes other industrial tourism industries. Other industrial structures.

After the foreign tourists have visited Vietnam, the overall satisfaction is high. It can be shown that the Vietnamese government has been promoting tourism in recent years.

## Tools for Data Analysis

# 外國旅客對於越南觀光發展及滿意度問卷調查

親愛的小姐/先生：

您好，我是文藻外語大學國際事務系的學生，首先感謝您撥空協助問卷的填寫，本問卷為學術性質的調查研究，所有填答資料僅供學術研究使用，您的意見沒有對錯之分，內容絕對保密，敬請安心填答。

祝福您 健康平安！

文藻大學國際事務系  
指導老師：焦源鳴教授  
學生：姚皓文

### 基本資料

- 1.性別：男 女
- 2.年齡：16歲以下 16-20歲 21-29歲 30-39歲 40-49歲  
50-59歲 60歲以上
- 3.職業：農林漁牧 公 商 教 工 退休 學生 其他\_\_\_\_
- 4.國籍：中國 韓國 台灣 美國 澳洲 日本 其他\_\_\_\_
- 5.每月所得：1萬元以下 1~2萬元 2~3萬元 3~4萬元 4~5萬元  
5~6萬元 6萬元以上
- 6.旅遊目的（可複選）：價錢便宜 自然生態豐富 歷史古蹟 海岸  
風情 其他\_\_\_\_
- 7.旅遊地區：北越(河內、海防) 中越(峴港、會安) 南越(胡志明、芽庄)

第一部分：以下是有關於來訪越南之外國旅客旅遊動機的敘述，依照自身實際

情況在下列空格中打「✓」。

1.您這次來越南之旅游動機...		非常不同意	不同意	普通	同意	非常同意
1-1	我希望來越南旅行能得到充分的休息與放鬆	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-2	當地氣候適合觀光旅行	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-3	在越南物價便宜，使我提升到當地旅遊意願	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-4	豐富自身旅遊經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-5	越南適合與家人、朋友一起來旅遊	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-6	旅遊環境使我很滿意	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-7	我喜歡越南的自然風光	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-8	我對越南的歷史古蹟有興趣	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-9	海岸風情對我來說，很放鬆很舒壓	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

第二部分：以下是有關於來訪越南之外國旅客旅遊體驗的敘述，依照自身實際

情況在下列空格中打「✓」。

1.您這次來越南旅遊後體驗的敘述...		非 常 不 同 意	不 同 意	普 通	同 意	非 常 同 意
2-1	越南當地的人文特色	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-2	越南的自然叢林	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-3	越南的移民風情建築	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-4	越南的古蹟	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-5	越南的海岸以及周邊水上活動	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-6	越南的氣候	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-7	在越南與當地居民、店家互動	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-8	越南的美食料理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-9	越南的交通方便	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



2-10	越南的酒店住宿	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-11	在越南購物	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

第三部分：以下是有關於來訪越南之外國旅客旅遊後滿意度的敘述，依照自身

實際情況在下列空格中打「✓」。

1.您這次來越南旅遊後滿意的敘述...		非常 不同 意 <sup>1</sup>	不 同 意	普 通	同 意	非 常 同 意
3-1	這次旅遊使我滿意	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-2	我願意再來越南觀光	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-3	願意向朋友、家人推薦越南的觀光景點	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-4	觀光景點解說是清楚的	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-5	語言隔閡並不會影響我對當地觀光的認知	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-6	商家態度良好	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3-7	當地的特產以及紀念品	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-8	越南的餐飲美食乾淨衛生	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-9	觀光景點的設施安全性	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-10	景區的指引導覽動線良好	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Interview Question:**

1. What are the viewpoints on the rapid development of tourism in Vietnam  
(positive/negative)?
2. In the future, what are the barriers to development tourism industry in Vietnam?
3. Is the government's tourism policy effective in driving the development of the  
local tourism industry?
4. How to balance with foreign tourists in business policy?

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