ANALYSIS OF FACTORS AFFECTING THE DEVELOPMENT OF COMMUNITY TOURISM SERVICES IN HA GIANG PROVINCE

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A R T I C L E   I N F O

A B S T R A C T

With 450 questionnaires, the authors used SPSS software to analyze and found that the researched factors all had a positive impact on the development of community tourism services in Ha Giang province. In particular, the degree of influence on the development of CBT services in Ha Giang province in the order of importance is as follows: The level of organization and management of the tourism industry (QL), The participation of the community in the development of community tourism (TG), Tourism Resources (TN), Infrastructure Development (HT), Human Resource Training Development (NL). This result is the basis for us to choose appropriate solutions to improve the quality of community tourism services in Ha Giang province in the future.

Keywords: development, services, community tourism, tourists

1. Introduction

In the past 10 years, Ha Giang province has been a bright spot in the development of community tourism (CBT), with diverse topography and geology, many beautiful scenes to attract tourists. Currently, the number of accommodation and catering establishments in the province has increased continuously with many prices and quality to meet the requirements of diverse customer groups. Moreover, each district has built different tourist highlights to "hold" tourists to experience Ha Giang longer or have the goal of returning here on the next trip. This is the right direction of the locality to develop sustainable tourism. However, due to the short time of construction and development of tourism in the locality, the form of tourism is based on indigenous people whose level and understanding in providing tourism services are limited; Due to the requirements of world heritage management and environmental protection, many tourism services still do not meet the needs of tourists such as the number of standard hotels and homestays is not much, the seasonality of tourists Ha Giang's calendar creates a shortage of places to eat and stay in the peak season; the reproduction of cuisine, festivals, tours between districts in the province; The level of exploitation of new attractions is still slow… These issues greatly affect revenue, visitor satisfaction, and reputation for the "smokeless industry" of Ha Giang province. Therefore, we have analyzed the factors affecting the development of community tourism services in Ha Giang province over time, through a questionnaire with 03 groups of stakeholders including local tourism managers; travel and tourism enterprises, community tourism service business households; tourists. With 450 questionnaires, the authors used SPSS software to analyze and found that the researched factors all had a positive impact on the development of community tourism services in Ha Giang province. In particular, the degree of influence on the development of CBT services in Ha Giang province in the order of importance is as follows: The level of organization and management of the tourism industry (QL), The participation of the community in the development of community tourism (TG), Tourism Resources (TN), Infrastructure Development (HT), Human Resource Training Development (NL).

2. Overview

Nicole Hausle and Wollfgang Strasdas (2000) introduced the concept of community-based tourism: "Community-based tourism is a form of tourism in which mainly local people develop and manage. The economic benefits that come from tourism will stay in the local economy." According to this definition, the community is highlighted with the main role in tourism development right in the area they manage. They are also the direct beneficiaries of this activity (Prabhakaran, 2014).

Tourism service is the provision of travel services, transportation, accommodation, dining, entertainment, information, guidance, and other services to meet the needs of tourists. Tourism service is a combination of services and facilities based on exploiting tourism potentials to provide tourists with an enjoyable time, a complete travel experience and satisfaction. " - Article 4 - Law on Tourism 2017 Vietnam. Mean: ***Tourism services = Tourism resources + Tourist goods and services***

CBT service development is the process of increasing and perfecting tourism services such as travel, transportation, accommodation, dining, entertainment, information, guidance,

and other services to meet the needs of tourists in which the local community directly organizes and provides services to develop tourism, contribute to increase income, preserve national culture and natural resources, environment.

Factors affecting the development of community tourism services

Many domestic and foreign studies have focused on analyzing the factors affecting tourism development in general and tourism services in particular. Accordingly, groups of attributes have been built to assess the influence on tourism development and tourism services in Turkey, including a group of natural factors; social factors; historical factors; entertainment and shopping facilities; infrastructure, food, and shelter (Gearing et al., 1974). Hu & Ritchie (1993) also proposed a model consisting of 5 groups of factors including natural factors; social factors; historical factors; leisure and shopping conditions; infrastructure, cuisine, and accommodation, measured by 16 attributes to assess the degree of influence on the development of tourism services. Some of Aziz's views (2002) are quite agreed by the research team when he proposed a model consisting of 5 main groups of factors affecting the development of tourism services including geographical factors; socio-cultural factors; complementary properties; natural features; physical characteristics (Nguyen Thi Minh Nghia, 2017). In Vietnam, many studies comprehensively assess the factors affecting tourism development, notably the study of Bui Thi Tam (2012) based on the use of a rating model proposed by Hu & Ritchie (1993) adds the 'safety of destination' attribute. Dang Thi Thanh Loan & Bui Thi Thanh (2014) proposed factors influencing tourist attraction including natural resources; culture, history, and art; catering, shopping, and entertainment services; infrastructure; accommodation establishments; tourism environment; and access to prices for services. In addition, we also studied many other documents related to factors affecting the tourism service development of Mai Khanh (2015), Nguyen Trong Nhan (2015), Nguyen Trong Nhan (2016) … Since then in this study, the research team would like to propose 5 factors affecting the development of CBT services related to tourism in Ha Giang province, including Level of organization and management of tourism industry (QL), Community participation in tourism development. Community-based tourism (TG), Tourism resources (TN), Infrastructure development (HT), Human resource training (NL).

3. Proposed research model

From the content of the literature review, the authors build a research model (Model 1) as follows:
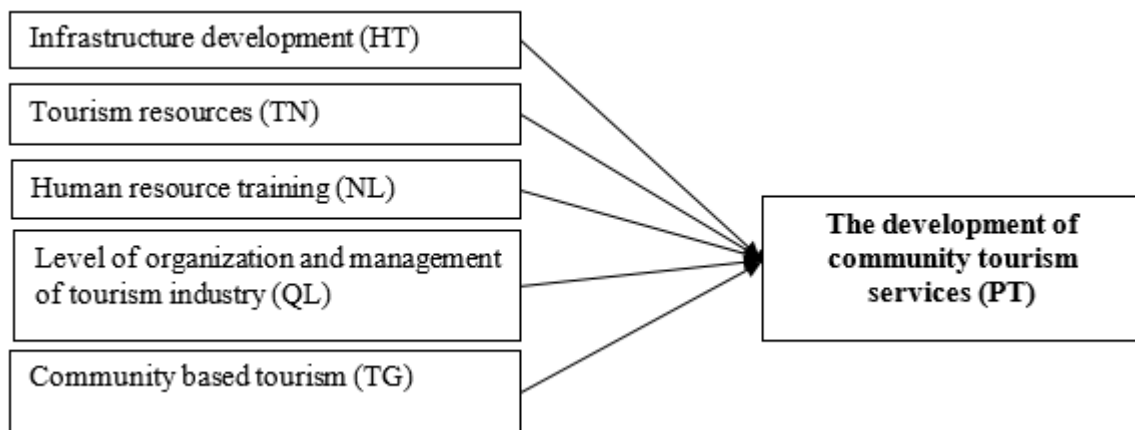

Figure 1. Model of factors affecting CBT service development in Ha Giang province
(Source: Compiled by the research team, 2020)

- Investigation results

Conducting 03 groups of related subjects during the period from August 1, 2020, to September 30, 2020, the research team obtained the results in Table 1 as follows:

Table 1. Survey results

Subjects of investigation	Number of votes issued	Number of votes received	Number of valid votes
Local tourism manager	33	33	33
Travel and tourism enterprises, community tourism service business households	40	37	37
Tourists	450	400	380

(Source: Compiled by the research team, 2020)

4. Results and discussion

Summarizing survey data and using SPSS software, the authors analyzed the factors affecting the development of community tourism services in Ha Giang province as follows:

Performing regression analysis of the research model in Table 2 shows that: $R^2 = 0.356$, this shows that 35.6% of the change in the level of influence on the development of community tourism services in Ha Giang province is solved by the independent variables in the research model.

Table 2. Analysis of the relevance of the factors
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.596[a]	.356	.345	.859	1.688

a. Predictors: (Constant), HT, TN, NL, QL, TG
b. Dependent Variable: PT

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.763	5	23.953	32.468	.000[b]
	Residual	216.890	294	.738		
	Total	336.652	299			

a. Dependent Variable: PT
b. Predictors: (Constant), HT, TN, NL, QL, TG

(Source: Summary of survey results, 2020)

ANOVA analysis showed F = 32,468, with Sig. < 0.01, it can be concluded that the model is consistent with the actual data. In other words, the independent variables are linearly correlated with the dependent variable and the confidence level of the results reaches 99%.

Table 3. Result of factor model

	Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Dependent variable							
PT							
Independent variables							
TN	.263	.077	.160	3.410	.001	.991	1.009
QL	.374	.046	.409	8.190	.000	.877	1.140
TG	.175	.047	.183	3.689	.000	.887	1.127
NL	.176	.057	.149	3.102	.002	.943	1.060
HT	.182	.056	.152	3.235	.001	.992	1.008

(Source: Summary of survey results, 2020)

Model testing of influencing factors in Table 3 shows that all variables in the model are significant at the 95% confidence level. In other words, the independent variables are significant with the dependent variable PT (Development of CBT services). The variables in the model are positively related to the PT variable. The variance exaggeration factor VIF is very small (VIF < 1.2), so these independent variables are not closely related, so there is no multicollinearity phenomenon. Therefore, the relationship between the independent variables does not significantly affect the explanatory results of the regression model.

The research model is explained in the following model:
PT = 0.263*TN + 0.374*QL+ 0.175*TG + 0.176*NL + 0.182*HT
- Unnormalized coefficient analysis

Infrastructure development (HT) has a coefficient of 0.182, which means that there is a positive relationship with the variable Development of CBT services (PT). When the interviewees rated the factor "Development of infrastructure" increased by 1 point, the development of CBT services increased by 0.182 points (provided that other factors remained unchanged).

Tourism resources (TN) has a coefficient of 0.263, which means that there is a positive relationship with the variable Development of CBT services (PT). When the interviewees rated the factor "Tourism resources" increased by 1 point, CBT service development increased by 0.263 points (provided other factors remained unchanged).

Human resource training (NL) development has a coefficient of 0.176, which means that there is a positive relationship with the variable Development of CBT services (PT). When the interviewees rate the factor "Development of human resource training" by 1 point, CBT service development increases by 0.176 points (provided other factors remain unchanged).

The level of organization and management of the tourism industry (QL) reached a coefficient of 0.374, which means that

there is a positive relationship with the variable Development of CBT services (PT). When the interviewees rated the factor "Tourism management organization level" increased by 1 point, CBT service development increased by 0.374 points (provided other factors remained unchanged).

Community participation in the development of community tourism (TG) reached a coefficient of 0.182, which means that there is a positive relationship with the variable Development of CBT services (PT). When the interviewees rated the factor "Development of infrastructure" increased by 1 point, the development of CBT services increased by 0.182 points (provided that other factors remained unchanged).

- Normalization factor analysis

Table 4 analysis of the normalization coefficient shows that: The variable Level of organization and management of the tourism industry (QL) contributes 19.16%, the variable Community participation in the development of community-based tourism (TG) contributes 17.4%, the variable Tourism Resources (TN) contributes 15.2%, the variable Infrastructure Development (HT) contributes 14.4%, the variable Human resource training development (NL) contributes 14.2% to CBT service development. Ha Giang province.

Table 4. Normalization coefficient analysis

Variable Beta	Normalized	%	Ordered Effect
TN	0.16	15.2%	3
QL	0.409	38.8%	1
TG	0.183	17.4%	2
NL	0.149	14.2%	5
HT	0.152	14.4%	4
Total	**1.053**	**100.0%**	

(Source: Summary of survey results, 2020)

Thus: through the tests, it is possible that the factors affecting the development of CBT services in Ha Giang province are in order of importance: The level of organization and management of the tourism industry (QL), The participation of the community in community-based tourism (TG), tourism resources (TN), infrastructure development (HT), and human resource training (NL) development.

5. Conclusion

From the analysis results, the authors found that the research factors have a positive influence on the development of community tourism services in Ha Giang province over the past time with different importance. Research shows that, if local authorities and people operating in the field of community-based tourism have many solutions related to promoting the above factors, it will help increase the quality and bring more efficiency in the developing tourism services of Ha Giang province in the future. The research team would like to suggest some policies as follows:

- Raising awareness, renewing thinking about tourism development: Renovating thinking about tourism - considering this as a spearhead economic sector and developing according to the law of market economy; at the same time, they are well aware that tourism is an effective means to promote local production and export, capable of making great contributions to economic development, creating many jobs, transforming the economic structure and creating incentives. force for other sectors and fields to develop, bringing about economic, cultural, social, political, foreign affairs and security and defense effects in many aspects;

- Investment in the development of infrastructure, material and technical facilities in service of tourism and development of specific tourism products: investment in the development of tourism infrastructure, giving priority to the development of transport systems such as Hanoi - Ha Giang expressway, national highways 4C, 279, 34...and traffic routes connecting to key tourist areas and attractions of the province; Develop a system of material and technical foundations for tourism, develop tourist accommodation establishments close to nature in service of eco-tourism; invest in auxiliary service works to develop clean and high-tech agricultural eco-tourism; experience tourism, community tourism, medicinal tourism, traditional craft villages; Exploiting and promoting ethnic traditional cultural values. Ly Thi Hue, Nguyen Thu Thuy, Dinh Tran Ngoc Huy, Le Ngoc Nuong, Nguyet Viet Binh, Dam Thi Thanh Huyen, Nguyen Thi Minh Thao. (2020) also mentioned the roles of banks in financing credit for SMEs in the north region of Vietnam. Continue to build and improve community tourism villages; Survey and identify outstanding typical tourism products of each tourist area in the province to have an investment plan and encourage people and businesses to invest and develop to attract tourists...

- Strengthening links, promoting tourism: Focusing on cooperation and development of affiliate tours with units with many advantages and experiences. Innovating the way and content of tourism promotion and promotion, increasing the application of smart technology, improving the professionalism and effectiveness of tourism promotion at fairs, tourism festivals, and festivals...

- Developing human resources for tourism development: Building a community-based tourism ecosystem to create conditions for business households and people to do tourism professionally. Be proactive in training business households and tourism workers to improve the quality of tourism services and the image of the destination.

- Creating a favorable environment for businesses and communities to participate in tourism service development: Branding tourist areas and attractions associated with forming souvenir products, local specialties, and traditional cuisine; adopt policies to support enterprises, craft villages, and artisans in creating higher quality souvenir products. Create favorable conditions for people to directly participate in business and benefit from tourism; Enhancing the role of the community, promoting the role of socio-professional organizations related to tourism.

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