



# **BUILDING A MARKETING STRATEGY FOR COMMUNITY TOURISM PRODUCTS IN CAN THO CITY FOR THE VIETRAVEL COMPANY**

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**Travel and Tourism Management**

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We have united, and tried our best during the implementation of the thesis, but the report results cannot avoid shortcomings. Therefore, we are looking forward to receiving your sincere comments to improve this topic further.

Authors of the thesis

## **PROMISE**

We have read, understood, and violations of academic integrity.

We, therefore, declare that this is the work of our group. The survey data, the results in this thesis are honest, and have never been published in other research works.

## ABSTRACT

Can Tho City which is known as one of the economic centers, has rich indigenous resources, taking advantage of rivers, canals, and its cultural characteristics, gradually asserting itself as the convergence of Vietnamese culture. Since then, Can Tho City has continuously promoted tourism exploitation, especially community tourism. However, travel companies have not paid much attention to marketing strategies so that tourists can enjoy community tourism. Community tourism in Can Tho is becoming more and more widely known, complete in the eyes of tourists who come to Can Tho, and using community tours. Therefore, this study was conducted to find out about the perception of visitors of the Vietravel company towards community tourism in Can Tho City. From there, give recommendations on appropriate solutions to support the development of a marketing strategy for community tourism products in Can Tho for the Vietravel company.

Throughout the thesis, one goal will be to analyze the feelings of tourists of Vietravel company from many provinces towards community tourism in Can Tho City and develop a marketing strategy for the tourism products community in Can Tho City Vietravel company. To accomplish that research goal, the topic has summarized the theories related to community tourism, the concept of marketing, the core issues of marketing and research as well as referenced the models, and articles. Research on community-based tourism development in Vietnam, and abroad before, from which to propose a research model to build a marketing strategy for community tourism products in Can Tho for Vietravel company. To clarify the research problem, the study uses a quantitative research method using questionnaires to collect samples, and the number of samples collected is 231 tourists participating in community tourism in Can Tho city of Vietravel company. Then, using the comparative method, the chart method to describe the current situation of community-based tourism in Can Tho City, and using the method of testing the reliability of the scale, analyzing the exploratory factors, the model Linear regression to analyze the perception of visitors of Vietravel company towards community tourism in Can Tho city. From these processed data, the research results show that there are 4 marketing factors to influence customer satisfaction: Core Values, Location & Price, Service Environment, and Communication. From there, we propose solutions to develop those 4 elements for Vietravel's community tour in Can Tho city.

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## ACRONYMS LIST

COVID-19: Coronavirus Disease 2019

GDP: Gross Domestic Product

UNWTO: The United Nations World Tourism Organization

OTT: Over The Top

AIDA: Attention, Interest, Desire, Action

TAT: Tourism Authority of Thailand

CBT: Community-based tourism

OTA: Online Travel Agent

EFA: Exploratory Factors Analysis

KMO: Test coefficient Kaiser-Meyer-Olkin

SPSS: Statistical Package for the Social Sciences

SWOT: Strengths, Weaknesses, Opportunities, Threats

# CHAPTER 1: INTRODUCTION

## 1.1 REASON FOR CHOOSING TOPIC

Tourism is an indispensable need in life, especially in today's developed society as society develops, the demand for entertainment is increasing. Along with the mission of meeting global tourism Vietnam with many beautiful natural landscapes that the creator has bestowed, and a culture imbued with national identity is one of the most attractive countries for tourists. In the current global integration process, Vietnam's tourism has more, and more conditions for development, especially the Mekong Delta with the center of Can Tho city will be an indispensable place in the travel itinerary of tourists international tourists when coming to Vietnam because Can Tho city has many potentials, advantages and favorable conditions for tourism development such as the development of the river, garden tourism, urban tourism, cultural discovery tourism national culture and agricultural civilization. With its important role, Can Tho City based on the available potential has made efforts to develop various types of tourism services to serve domestic and international tourists.

In Can Tho city, the model of community-based tourism is said to have many advantages to form, and develop, being blessed with fertile land, interlaced systems of rivers, and canals, etc. Own cultural characteristics gradually asserted as the convergence of the western river civilization. Specifically, Can Tho has Cai Rang floating market, Phong Dien floating market, Bang Lang stork garden; Tan Loc Island, Con Son Islet... Potentials of historical-cultural relics: Binh Thuy Dinh, Binh Thuy ancient house, Long Quang Pagoda, Nam Nha Pagoda, Oc Eo cultural relic area..., Can Tho also has intangible cultural heritages such as Don Ca Tai Tu, Ky Yen Festival in Binh Thuy communal house..., and traditional craft villages: Thuan Hung rice paper village, Thom Rom net weaving village, etc are increasingly vibrant and attract the attention of domestic tourists as well as tourists from all over the world to experience. However, most tourist attractions are still small, and spontaneous businesses, have not been promoted to their full potential, and advantages, limited investment resources, and products are still monotonous as well as business activities. Advertising and promotion have not met the requirements, and it is still difficult to cooperate with tour operators to bring tourists to visit. Most of the households doing tourism on the island only revolve around tourism products based on the family's available resources such as visiting fruit gardens, fish ponds, specialized products, or investing in upgrading almost every household not yet create boredom for tourists if coming the first time will not come the second time.

Currently, there are studies on community-based tourism in Can Tho City, but that research is old, so our group decided to choose the topic “BUILDING A MARKETING STRATEGY FOR COMMUNITY TOURISM PRODUCTS IN CAN THO CITY FOR VIETRAVEL COMPANY” to develop solutions to develop community-based tourism in a newer trend to develop community-based tourism for Vietravel company.

## **1.2 RESEARCH OBJECTIVES**

### **1.2.1 General objective**

Analyze the perception and feelings of Vietravel's visitors to the community tour of the company in Can Tho City, thereby building a marketing strategy for tourism products for the community tour for the Vietravel company.

### **1.2.2 Detail objective**

**Objective 1:** Describe the general situation of places in prominent community tours attracting tourists in Can Tho City for the Vietravel company.

**Objective 2:** Analyze the perception of visitors of Vietravel company towards community tourism in Can Tho City.

**Objective 3:** Develop a marketing strategy tour for community tourism products in Can Tho City for the Vietravel company.

## **1.3 LIMITATION OF RESEARCH**

### **1.3.1 Research object**

The object of the study is tourists from many different provinces participating in community tourism in Can Tho City of Vietravel company. The study uses the questionnaire method to collect samples, and the desired number of samples is 231 tourists participating in community tourism in Can Tho City of Vietravel company.

### **1.3.2 Research time**

The time to conduct the research paper with the topic "Building a marketing strategy for community tourism products in Can Tho City for Vietravel company" was carried out within 3 months from May 2023 to August 2023, time to collect comments from customers

participating in the community tourism in Can Tho City is June 2023, The data on the tourism situation in the topic is from 2019-2022.

### **1.3.3 Research area**

Research field "Building a marketing strategy for community tourism products in Can Tho City for Vietravel Company" to survey tourists visiting using community tours of Vietravel Tourism company in the locality. Table Can Tho City, specifically Con Son community tourism area, My Khanh tourist area, Ninh Kieu Wharf for sampling, the desired number of samples is the opinion of 231 tourists identified previously.

## **1.4 RESEARCH METHODS**

### **1.4.1 Data collection method**

Secondary data: data on the current situation of community-based tourism development in Can Tho City are collected from the following sources: research topics on tourism in Can Tho City in the period 2019-2022, data from the tourism association, data of the Department of Tourism Statistics, internal data of Vietravel company,...

Primary data: collected by surveying the opinions of 231 tourists on community tourism in Can Tho City with a convenient sampling method.

### **1.4.2 Analytical methods**

**Objective 1:** Use comparative and graphical methods to describe the current state of community-based tourism in Can Tho City.

**Objective 2:** Use the method of testing the reliability of the scale, exploratory factor analysis, and linear regression model to analyze the perception of tourists of Vietravel company towards community tourism in Vietnam in Can Tho City.

**Objective 3:** To synthesize from research results in objectives 1, and 2 to develop a marketing strategy for Vietravel's community tourism products in Can Tho City.

## 1.5 THIS STRUCTURE

In addition to the Introduction, Conclusion, List of Images and References.

The main body of the essay consists of four chapters:

**Chapter 1:** Introduction.

**Chapter 2:** Theoretical basis of tourism.

**Chapter 3:** Research Methods

**Chapter 4:** Development situation of Vietravel company in Can Tho City.

**Chapter 5:** Orientation and Strategy development solutions for community tourism products in Can Tho City of Vietravel Company

## **CHAPTER 2: THEORETICAL BASIS**

### **2.1 THEORETICAL BASIS**

#### **2.1.1 Concept of Tourism**

Along with the development of tourism, the concept of tourism is understood in many different ways depending on the perspective.

According to (Krapf, 1941) define: Tourism is the sum total of the phenomena, relationships arising from the movement, stopping of people in places other than their usual habitation; moreover, they do not stay there permanently, and do not have any activities to earn income the destination.

According to (Coltman, 1991) is the sum total of phenomena, relationships arising from the interaction between tourists, tourism businesses, local authorities, and local communities in the process of attracting, and retaining tourists;

According to the definition of the (World Tourism Organization, 2022) tourism is understood as the sum of relationships, phenomena, and economic activities arising from the journeys, and stays of individuals or groups abroad in their permanent residence for peaceful purposes. Where they go is not their workplace.

#### **2.1.2 Functions of tourism**

##### **2.1.2.1 Functions of economic tourism**

Tourism is a general economic sector, which plays an increasingly important role in sociolect-economic development. Tourism development will contribute to economic restructuring, bring in national budget revenue, attract investment capital, export local goods, and positively affect the development of economic sectors that have a high impact on the economy relate to. Tourism also contributes to the implementation of policies on hunger eradication, and poverty reduction, creating many jobs, and providing regular income for workers in many different regions. From a social perspective, tourism is an activity to serve people's needs for rest, entertainment, and learning. This is a very common need, the higher the standard of living, the greater the travel needs of people. For Vietnam, the tourism industry is considered one of the three key economic sectors, focusing on investment, constantly developing, and making positive contributions to the national economy.

According to researchers, since 1986, Vietnam's economy has undergone significant changes in many fields, such as agriculture, industry, and tourism. More and more tourists come to Vietnam, tourist attractions are exploited, and business activities are expanded in Vietnam.

### **2.1.2.2 Functions of tourism in terms of culture and society**

Where tourism develops, tourism will develop there, which is an effective tool for hunger eradication, and poverty alleviation. In places where tourism is developed, residents have higher incomes, can develop service professions, and consume agricultural products, handicrafts with higher prices, cultural values, and cultural values. The land is exploited to generate great income. People also receive vocational training, enjoy good technical infrastructure...

Traveling helps people get to know each other better, get closer to each other, create solidarity, and help strengthen social relationships.

Tourism contributes to expanding, and strengthening foreign relations, and increasing mutual understanding between peoples, and countries of the world.

Tourism development helps to raise the cultural level of tourists, and tourism industry people as well as residents.

Travel trips, sightseeing at historical sites, and cultural works will educate patriotism, and arouse national pride.

Tourism development helps to improve the infrastructure, embellish the landscape, protect the natural landscape, and positively change the landscape.

Thus, the impact of tourism on the culture, and society of a country is huge. In addition to bringing benefits to the country, some limitations need to be overcome. The question is to come up with practical measures to develop tourism in a sustainable way, reducing its negative effects on culture, and society.

### **2.1.2.3 Functions of ecotourism**

Benefits for those doing tourism: The ecotourism model brings high profits to tourism units. By taking advantage of natural resources, and locally available resources, tourism businesses can maximize profits. Raise understanding, awareness about environmental protection, and natural resources. Contributing to bringing prestige, creating a brand for tourism business units



Benefits for tourists: Satisfy the need to explore, explore new lands of those who love the "movement", and love the natural environment. Increase understanding of places with unique ecosystems, and understand the interactions between ecosystems with each other, and with human life. Relieve stress, and create a feeling of relaxation to promote health. Raise awareness, understanding, and love for nature, and the environment. Acquire many unique cultures, and have an understanding of customs, and traditional craft villages in many places.

Benefits for the local population: Ecotourism brings numerous benefits to the local population. In addition to helping to increase incomes, and improve people's lives, ecotourism also helps to bring a beautiful image of the locality to people in other regions as well as international friends, contributing to preserving, conservation of natural resources, natural resources, culture, and society of the locality.

Benefits to the environment, and natural resources: Not only providing visitors with interesting, wonderful experiences in nature discovery but also meeting the needs of entertainment, exploration, and relaxation. It also helps to raise awareness of protecting the environment, natural resources, and ecosystems of humans. This is an extremely positive impact, and plays an important role in the propagand a of environmental protection of ecotourism, making a great contribution to the protection of the environment, and natural resources.

### **2.1.3 Concept of community tourism**

Community-based tourism is often understood as an activity of a community participating in tourism. This activity started spontaneously in places with tourist attractions, and historical sites where residents participated in serving the needs of tourists.

Community-based tourism is a very diverse, and rich tourism model including many different forms depending on the factors of topography, historical long tides, natural scenery, etc. However, we can mention Some popular forms of community-based tourism that are used today such as Eco-tourism, agricultural tourism, rural tourism, village tourism, ethnic or indigenous tourism, and cultural tourism. (Cuong, 2019)

### **2.1.4 Concept of tourist destination**

According to Clauses 4 and 7, Article 3 of the Law on Tourism 2017, a tourist destination is a place where tourism resources are invested and exploited to serve tourists. In, tourism resources are natural landscapes, natural factors, and cultural values as the basis for forming tourism products, tourist sites, and tourist attractions, in order to meet tourism needs. (Phạm Thanh Hữu, 2017)

The tourist destination is a concept used to refer to a place with a higher tourist attraction compared to the surrounding place, based on the diversity of resources, quality of amenities, and recreational activities provided. provided to visitors. Tourist destinations have specific primary factors such as climate, ecology, cultural traditions, etc., along with secondary factors such as hotels, transportation - transportation and amusement park methodical planning. (Anh, 2017)

### **2.1.5 Concept of the tourist route**

A tourist route is a route linking tourist resorts, tourist spots, and tourist service providers, associated with road, railway, waterway, and air traffic routes. In each specific case, tourist routes can be intra-provincial, intra-regional, inter-regional, or international routes. If based on the type of means of transport, we can divide tourism routes by road, by air, by waterway. Tourist routes are considered special tourism products and the identification of tourist routes. Tourism must be based on certain standards to ensure the high attractiveness of tourism products. (Sĩ, 2023)

#### **2.1.5.1 Economically**

Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructure of a country, and plants a sense of cultural exchange between foreigners and citizens. (Yehia, 2019)

Tourism participates in a country's growth and development, primarily by bringing in multiple economic values and benefits, and secondly, by helping to build brand value, image, and identification in the region. As a significant contributor to economic growth, the tourism industry goes beyond attractive destinations (Samina Khalil, 2017). It plays a considerable role in boosting the economy of a nation. For most of the country, tourism is supposed to be the main engine for regional development, accelerating recent economic activity. It has a

positive impact on revenue growth, job opportunities, gross income, and production, but it can hurt the environment, due to such factors as road congestion, pollution, and ecosystem destruction (Ren, 2019)

### **2.1.5.2 Culturally**

Tourist destinations contribute to introducing the historical traditions, national culture, country, and people with friends from five continents in order to enhance mutual understanding and build solidarity, friendship, and peace with other countries. different peoples in the world.

A tourist destination contributes to the preservation and exploitation of the traditional cultural and historical heritage values of the nation not only for tourism but also for future generations.

Tourist destinations contribute to the protection and development of traditional folk art forms to serve tourists. People's goal when traveling is to learn about local culture and customs through folk songs, ethnic music, dance, and drama... which are unique, unique, and attractive.

Tourism destinations contribute to promoting awareness and spiritual civilization for people by broadening their horizons, enhancing understanding, and enhancing national pride, and historical and cultural traditions. of local. (Anh, 2017)

### **2.1.5.3 Socially**

**Positive:** One of the major motivating factors for travel is to meet new people and learn about different cultures and tourism often leads to a greater understanding between people living in different societies. Very often, tourists benefit from new and improved facilities which are provided for tourists. This may include attractions and catering facilities – there is nothing stopping people living in a tourist destination from enjoying themselves in restaurants or visiting attractions built mainly for tourist use. Tourists will often gain a greater respect for the lifestyle of the people living in the area they are visiting. Increased tourism also leads to local communities improving their skills and improving their social status. In well-managed tourism developments, local people are encouraged to undertake education and training to enable them to feel part of the development.

**Negative:** There are a number of negative social impacts which have been identified. These are mainly related to the conflict between the tourists and the host community. These may result from the behavior of people living in the area who resent the tourists taking over their community. However, it is often more common that anti-social behavior from groups of tourists will be the cause of the conflict. Negative social impacts also include increased crime in the area, such as prostitution, illegal gambling, and drug dealing robbery. Very often, this is not related to local people but occurs as a result of criminal gangs moving into the area to exploit tourists and sometimes local people as well. In some destinations, local people have been obliged to move away from where they have traditionally lived to make way for tourism development. In certain destinations within the less developed world. There are many destinations where there is little or no conflict between local people and tourists. (Tourism, 2023)

#### **2.1.5.4 In terms of the environment**

**Positive:** The beneficial impact of tourism on the economic environment is the most important. Compared with other industries, tourism is a small, fast, non-polluting investment in the development of another industry. The development of tourism also increases local job opportunities, creates jobs - an important issue in society, reduces the frequency of social security events, and at the same time, local tourists promote cultural exchange and improve cultural quality (Phuong, 2017). In addition, In a number of destinations, tourism helps to ensure higher water quality and better protection of nature and local natural resources. It can generate additional resources to invest in environmental infrastructures and services (Counts, 2018).

**Negative:** With the development of tourism, the number of tourists is increasing, and the demand for clean water supply, wastewater, and waste treatment is increasing. If there are no measures to properly handle the problem of wastewater and daily-life waste at tourist attractions, hotels, and restaurants, the risk of environmental pollution is inevitable. Causing environmental degradation, spreading many diseases, and generating social conflicts. In addition, tourism development can cause gas pollution through exhaust emissions of automobiles, motorbikes, and boats, especially in key areas, and main traffic axes, causing harm to trees and wildlife Tourism development also causes noise from vehicles and visitors which can be troublesome for local residents and other visitors including wildlife. The

uncontrolled development of tourism activities can affect soil erosion, and change habitats. (Anh, 2022)

### **2.1.6 Concept of Tourists**

Although the tourism industry was born later than some other economic sectors, tourism activities have existed since ancient times, in ancient Egypt, Greece, and Rome, some forms of tourism appeared. such as business travel of Emperor's envoys, sports tourism through the Olympics, pilgrimages of religious believers, and medical tourism of the nobility.

For the tourism industry to operate and develop, "tourists" are the decisive factor. We know that without the activities of tourists, tourism businesses cannot do business. Without visitors, tourism activities become meaningless. From a market perspective, "tourist demand" is tourists, and "tourist supply" is tourism product suppliers. So what are tourists and what needs do they need? Therefore, there are many different definitions of tourists by organizations and researchers to better define who tourists are. The following are some of the concepts of tourists:

The definition of international tourist was established at the Rome Conference organized (Nation, 1963): “An international tourist is a person who temporarily stays abroad and lives outside his usual place of residence theirs for 24 hours or more”.

There are also other definitions of tourists such as the definition of the World Tourism Organization (WTO, 1989): “International tourists are those who go or will visit another country, with for different purposes for a maximum period of 3 months if more than 3 months, must be granted an extension permit. After the end of the visit and stay period, tourists are required to leave that country to return or go to another country; Domestic tourists are those who travel distances of at least 50 miles away from home for various reasons other than the possibility of changing jobs within the same day or overnight.”

### **2.1.7 Concept of tourism resources**

Tourism resources are the natural, cultural, and historical totality with all their components. All play a role in the recovery and development of people's physical and mental strength and their working capacity and health. Tourism resources are used for direct demand and indirect demand, applied to the production of tourism services. Currently, tourism is one of the most

resource-oriented industries. Then tourism resources play the role of a basic factor or a prerequisite for the formation and development of tourism in a locality.

Depending on the quantity of resources, their quality and levels of combination in the same area will bring different and special meanings to the development of tourism. This also means that the tourist attraction of a locality depends a lot on the tourism resources available in that locality.

#### **2.1.7.1 Classification of tourism resources**

In order to conduct research, manage, conserve, embellish, develop, and exploit tourism resources effectively in a sustainable way, it is necessary to conduct a scientific and appropriate classification of tourism resources.

The World Tourism Organization (UNWTO, 1997) has built a system to classify tourism resources into 3 categories, 9 groups including Potential supply types (3 groups: classic culture, classic natural, and thousands of years old) dynamic); current supply type (including 3 groups: roads, equipment, and overall image) and technical resource type including 3 feature groups: tourism activities, methods, and regional potentials.

Natural resources such as favorable climate for various types of tourism, topography, landscapes of mountains and rivers, plants and animals, sea and lakes, etc.

Socio-cultural resources such as art shows, music festivals, concerts, exhibitions, international conferences, science and technology, testimonies, dams or modern machinery, historical and cultural heritage sites, and scenic spots.

Although dividing tourism resources into three main categories, when statistics about tourism resources, Geogvgers Cazes - Robert Lanquar Yve Raynoum statistics resources according to factors identified by the World Tourism Organization, including Heritage natural, human and cultural heritage, infrastructure facilities and equipment for recreation and tourism, financial and economic resources.

The above classifications of tourism resources are based on certain characteristics of tourism resources, but in my opinion, it is easy to classify according to the origin of formation:

natural tourism resources and humanistic tourism resources. understand more and in this thesis I will also apply this classification to research.

*Natural tourism resources:* According to Clause 1 (Article 13, Chapter II) of the 2005 Vietnam Tourism Law, “Natural tourism resources include geological, topographic, geomorphological, climate, hydrological, ecological, natural landscape is being exploited or can be used for tourism purposes”. If properly planned, protected exploited in a sustainable way, most natural tourism resources are classified as inexhaustible resources, renewable resources or have a slow degradation process. Most of the exploitation of natural tourism resources is heavily influenced by weather conditions. Some scenic spots and natural resource-based tourism are often located far from densely populated areas.

*Humanistic tourism resources:* According to Clause 2 (Article 13, Chapter II) of the 2005 Vietnam Tourism Law, “Humanistic tourism resources include cultural traditions, cultural elements, folk arts, historical relics, ways of networks, archaeology, architecture, creative human works and other tangible and intangible cultural heritages that can be used for tourism purposes”.

If understood according to the origin of formation, it can be understood that humanistic tourism resources are resources of artificial origin created by humans. However, only humanistic resources that are attractive to tourists and can be exploited to develop tourism to create social, economic, and environmental effects are called humanistic tourism resources.

Humanistic tourism resources include physical and human resources such as historical relics, historical and cultural relics, contemporary works, souvenirs, and national treasures. Intangible humanistic tourism resources include festivals, traditional crafts and villages, art culture, culinary culture, customs, practices, languages, scripts, religions, and information sources. and sources of scientific knowledge and production experience. (tailuanvan, 2022)

### **2.1.7.2 Characteristics of humanistic tourism resources**

Humanistic tourism resources created by humans should be affected by time, nature and by humans themselves. Therefore, they are prone to degradation, destruction and are not capable of self-recovery even without the human impact. Therefore, historical and cultural relics, when abandoned, are also rapidly degraded; Intangible cultural values such as folk

songs, dances, festivals, traditional craft villages, customs, etc., when not effectively preserved and promoted, will be lost or disappear. Therefore, when exploiting humanistic tourism resources for tourism development purposes, it is necessary to pay attention to investing in conservation and restoration regularly, scientifically and effectively.

Humanistic tourism resources are created by humans, so they are popular. Where there are people, there are human resources. Therefore, localities and countries all have human resources, many of which are attractive to tourists, that have been or will be used for tourism development.

Humanistic tourism resources in each region, each country often have their own characteristics. Because natural conditions and socio-economic conditions are the nurturing factors that form humanistic tourism resources in each locality and country, the humanistic tourism resources in each region are not the same. Each country has its own unique value, contributing to creating unique tourism products that are competitive and attractive to tourists. Therefore, in the process of exploiting and preserving humanistic tourism resources, it is necessary to attach importance to the protection and promotion of the unique value of the resource.

Humanistic tourism resources are often distributed near residential areas, especially concentrated in densely populated areas. Because it was born in the process of social development and is a product created by humans. Unlike natural tourism resources, the exploitation of most human tourism resources is often less affected by weather phenomena such as rain or cold, so the seasonality is also less than that of tourism resources nature (Dung, 2023)

### **2.1.7.3 The role of tourism resources**

In tourism activities, tourism resources play an extremely important role. We must mention such as:

Tourism resources are one of the most basic factors that help form tourism products. Each tourism product can be created by many different factors, but tourism resources are considered the most necessary to help create extremely special points for each locality and each different country.



Tourism resources are an important basis for the development of all types of tourism. Because all types of tourism are born to satisfy the needs of tourists, improving the efficiency of tourism activities is based on tourism resources.

Tourism resources will affect the purpose of the visitor's trip. At the same time create the most favorable conditions to be able to meet the needs of the trip of those tourists. Tourism resources are an important component of a tourism territorial organization. (Vietsense, 2022)

## **2.1.8 Infrastructure concept**

### **2.1.8.1 Transportation system**

Tourism is associated with the movement of people over a certain distance. Therefore, tourism activities closely depend on the development of the transportation system including road network and means of transport. In fact, for the economy in general and the tourism industry in particular, to develop, it is necessary to prioritize the development of the transport network. The transportation network is considered a bridge between tourists and tourist destinations

### **2.1.8.2 Communication systems**

Communication is an indispensable part of tourism infrastructure. It is a necessary condition to ensure the information needs of domestic and foreign tourists. Particularly for tourism organizers, the means of communication will be important channels to promote, introduce images, and invite tourists to come to them. In general, a developed communication system will ensure the delivery of news quickly and in a timely manner, contributing to the expansion of exchanges and cooperation for economic development in general and the tourism industry in particular between the two countries regions, and countries around the world.

### **2.1.8.3 Water and electricity supply system**

This is an extremely necessary and important condition to ensure the essential needs of tourists. Its products directly serve the rest and entertainment of visitors. In short, infrastructure has an important meaning and really becomes a lever for the activities of the economy in general and the tourism industry in particular. (Phuong, 2018)

## **2.1.9 Consumer behavior**

### **2.1.9.1 What is consumer behavior**

According to (Leon Schiffman, 2013) consumer behavior is the dynamic interaction of factors affecting perception, behavior, and the environment through which people change. change their lives.

According to (Bennet, 1988) consumer behavior is the behavior that consumers display in finding, purchasing, using, and evaluating products and services that they expect will satisfy their needs. their individual needs.

According to (Charles W. Lamb, 2000) consumer behavior is a process that describes how consumers make decisions about choosing and discarding a product or service.

According to (Kotler, 2001) business people study consumer behavior to recognize their needs, preferences, and habits. Specifically, see what consumers want to buy, why they buy that product or service, why they buy that brand, how they buy it, where, when, and how much they buy it to develop marketing strategies to motivate consumers to choose their products and services.

Current consumer behavior research goes beyond the aforementioned aspects. That is, consumers are asked by businesses whether they are aware of the benefits of products and services they have purchased and how they feel and evaluate after using products and services. Because this will affect the subsequent purchases of consumers and affect the information about their products to other consumers.

Thus, consumer behavior is the customer's reactions under the influence of external stimuli and the internal psychological process that takes place through the process of deciding to choose goods and services.

### **2.1.9.2 Types of popular consumer behavior today**

*Complex buying behavior:* This type of behavior is encountered when a consumer buys an expensive product that is not often purchased. They are heavily involved in the consumer buying and research process before committing to an investment. Imagine buying a smartphone, a house, or a car, the buyer will need to consider different suitable options; This is an example of complex buying behavior. (John A. Howard, 1969)

*Discount buying behavior:* Consumers are heavily involved in the buying process but have difficulty identifying the differences between brands. "Contradictory chaos" can occur when consumers worry that they will regret their choice. (Abaido, 2017)

*Habitual buying behavior:* Habitual purchasing is characterized by the fact that the consumer has very little involvement in the product category or brand. Imagine grocery shopping: you go to the store and buy the usual fancy bread you buy. You are showing a habit pattern, not focusing too much on the brand. (G. Radha Krishna, 2013)

*Diversity-seeking behavior:* In this situation, the consumer buys another product not because they were dissatisfied with the previous product but because they seek variety, new products that contribute to refreshing the existing "collection". (Robertson, 2022)

### **2.1.9.3 Factors affecting consumer behavior**

Customer researchers always have a certain understanding and interest in the factors that affect consumer behavior towards their products or services. Those factors are as follows.

#### *External influences*

These are factors related to customers' psychology or personal problems that directly affect their buying behavior:

The first is the consumer's needs and wants, these are the wants and needs of the customer to own the product or service and to be satisfied only when it is fulfilled. Next is Knowledge and Experience, many customers choose a certain product or service often based on their knowledge or experience with these types of products. And consumers' values also greatly influence their purchasing decisions, such as carefulness or creativity. In terms of age, according to each stage of life, people have preferences and needs. demand and different consumer behaviors. In terms of occupation, consumers also depend a lot on each customer, because their income is what governs the way they consume. In terms of economic status, this is considered one of the prerequisite factors. so that users can decide on customer behavior. As for the higher the consumer's budget, the higher the distribution rate for luxury items and products, and the higher the spending rate on products. The need will decrease further. Finally, beliefs and attitudes, if a person has good faith in the product of the business, they will often come back and prioritize choosing that product. (Lok, 2019)

### *External factors*

Sometimes, the shopping behavior of customers is not affected from within but it comes from outside influences. The following are the external factors that influence consumer behavior:

The first is Product Distribution, customer behavior can be influenced by the product distribution of the manufacturer or supplier. For example the place of purchase, the mode of transportation, the arrangement of goods... Regarding price, it greatly affects the shopping behavior of consumers. Especially with products of the same type but different prices also make it difficult for customers to make decisions. Next is advertising and communication, these are the marketing, advertising, or communication strategies that distributors put in place to influence users' purchasing decisions. In terms of culture, this is a system of standards, customs, beliefs, or material values that people create. Culture is a fundamental factor that strongly influences customer needs and behavior. Subculture also influences, this is the ethnic origin, beliefs, ethnicity, way of earning a living, and the natural environment of people associated with subcultures and has a profound influence on the interests, ways of evaluating the preferences and values of the goods. About the social class: A group of people with an equivalent hierarchy in society and depends on many factors to form. Consumer behavior of each different stratum will have different needs and market weaknesses in terms of brands, products, places of purchase, etc. Regarding the family, this is a social group that has a strong impact on consumer behavior. Family members of different generations will interact with each other and influence the perception and decision to purchase and use products. And finally, the role of status, each person in society has a different status role and it is their role that has certain impacts on consumer behavior. They often decide to buy products that reflect their status. (Lok, 2019)

#### **2.1.9.4 The importance of studying consumer behavior**

Consumer behavior has a direct influence on whether customers decide to buy or not to buy a product. Therefore, the research helps businesses recognize and predict the shopping trends of each buyer segment, help classify specific customers and easily build appropriate and effective marketing strategies.

*Build and optimize marketing campaigns:* Marketing optimization is all about doing a better job of reaching your business's goals. It's the process of making adjustments to your marketing efforts based on the data you gather. You can make these tune-ups using the

marketing tools and tactics spelled out in your marketing strategy. That way, you can make sure that their results align with your ambitions. (Mailchimp, 2022). Marketing optimization is crucial to running a business because it helps you get the most bang for your buck. You want to ensure that every marketing dollar you spend will be effective. Marketing optimization helps you analyze and adjust different elements of your marketing mix to ensure you're targeting the right people, with the right message, at the right time in the right place. This not only helps you save time and money, but it also helps you deliver a better customer experience. Of course, the ultimate goal of marketing optimization is to drive sales and revenue. By making your marketing strategies more effective, you can increase your conversion rates and reach more of your target audience. This can lead to more customers and more revenue for your business. (mediatool, 2023)

Finally, marketing optimization can give you a competitive advantage. If you can effectively analyze and adjust your marketing tactics, you can differentiate yourself from the competition and stand out in the

*Brand personalization:* Brand personalization involves collecting and analyzing the data and extracting insights that help create a unique experience for each individual. They help hyperfocus your marketing strategy on customers and transform the mass marketing approach into a “one-on-one marketing strategy”. And doing things differently than most brands, there's a huge competitive advantage in personalizing the marketing strategy. Based on the analyzed data, businesses will have a basis to build marketing campaigns suitable for each customer segment, can touch the right customer insight, optimize the customer care process and make them loyal consumers of the business. Personal marketing can easily turn your customers into loyal customers. According to statistics, they attract 40% of users into loyal customers. In addition, it is worth noting that up to 80% of shoppers only buy from brands with good personalized marketing. This will be an extremely effective way to contribute to brand building. In the context of customer needs becoming more and more complex and sophisticated, consumers always expect businesses to be able to customize the shopping experience according to their preferences, and brand positioning according to their preferences. Personalized style is the best way a business can do to touch the right customer insight. (Larry Light, 2015)

*Product innovation and improvement:* Product innovation refers to changes that improve design, materials, feel, look, capacity, functionality, and overall user experience. An

improvement can be tangible, such as a physical product, or intangible, like software or services. Product innovation helps companies stay relevant in their market and continue growing and improving over time. A company's ability to innovate is considered essential for its long-term viability. Companies need to venture out of their comfort zone and get creative when designing new products. (Marvin L. Patterson, 1993)

### **2.1.10 Concept of Marketing**

According to the (UK Chartered Institute of Marketing, 2016): “Marketing is the process of organizing, and managing all production, and business activities from discovering the real needs of consumers on one side specific goods to the production, and delivery of those goods to the final consumer to ensure that the company earns the expected profit.”

According to (Vu The Phu, 2015): “Marketing is all activities of an enterprise to identify unsatisfied needs of consumers, to find products, and services that businesses can produce find ways to distribute them to convenient locations at the most appropriate prices, and times for consumers.”

In short, marketing is the entire system of business activities from the design, pricing, promotion, and distribution of products that satisfy the needs of the target market to achieve the intended goals.

### **2.1.11 The Core Issues of Marketing**

One of the effective marketing strategies in tourism is the 4p strategy. With the marketing mix model, you will use them to evaluate products, services, and fluctuations in the market. Importantly with the 4p marketing model, you will know what your business strategy is having problems with, and where you can adjust accordingly.

**Product:** Tourism includes a wide range of different factors such as accommodation, food, drink, transportation, scenic beauty, historical importance of the place, geographical status, and spiritual attraction to God. The fact that a destination is considered important comes from the customer's point of view. Not everything is visible in it; It is a combination of tangible, and intangible elements. A destination is a “product” in tourism. From a marketing mix perspective, since the travel business is all about the 'tourist' experience, it requires to be treated differently.

**Price:** Price is an important factor in the 4Ps of travel and tourism. It is the amount that the customer pays for a service package. High package prices, reasonable prices, or low prices are all decided by the experience of visitors. Pricing should be based on provision, accommodation, food, standards, transportation, standards, entertainment, and aspirations met. That is why some destinations are very expensive while others are modestly priced. Tourism products are rarely homogeneous. This is due to different locations, and also to people, and other factors that make up the customer experience. As a result, pricing strategies are diverse. For most travel businesses, pricing is market-based. It can be said that in the tourism industry, price competition is not caused by the price but by-products. It also depends on seasonal factors because the tourism business is seasonal.

**Promotion:** In tourism, promotional activities include inspiring, educating, persuading, and reminding tourists about a brand or product. It refers to the marketing strategies used to spread awareness about a brand or product. Various digital channels, including traditional devices, OTT, are used in the tourism industry. Enterprises can apply the AIDA model. This model supports businesses in achieving their advertising strategies, and campaigns effectively. Different demographic segments may have different responses to your marketing efforts. Therefore, consistent advertising must be realistic throughout the traveler's journey.

**Place:** In tourism, the distribution aspect is considered very difficult. The link between the travel service provider, and the customer is called the distribution system. By definition, distribution involves delivering products to customers. It consists of various activities carried out so that the product is accessible, and available to potential customers at all times.

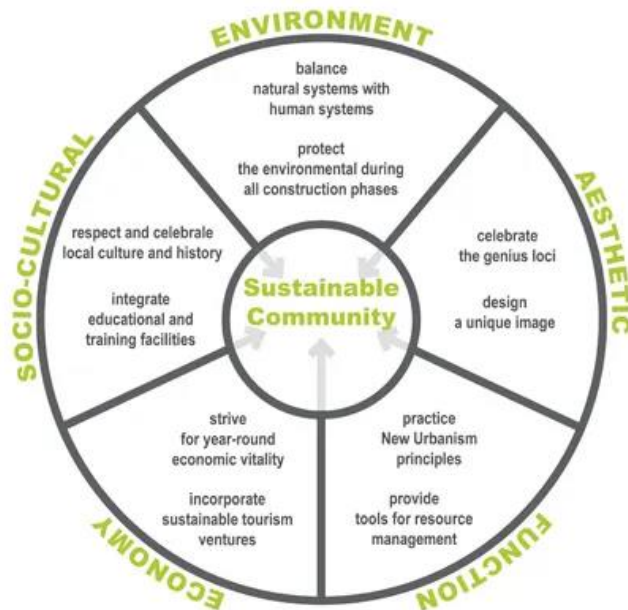
### **2.1.12 Marketing manager**

According to (Philip Kotler, 2020): "Marketing management is the analysis, planning, implementation, and control of measures aimed at establishing, consolidating, and maintaining profitable exchanges with established buyers. selected to achieve the stated objectives of the business.

According to the (American Marketing Association, 2020): "Marketing management is the process of planning, executing the planning, pricing, promotion, and distribution of products, services, ideas to create exchange, and satisfaction. organizational, and customer goals."

In short, marketing management is planning, allocating resources, implementing, evaluating, and making decisions in the marketing activities of an enterprise to achieve the best efficiency, and productivity.

## 2.2 SOME MODELS OF COMMUNITY TOURISM DEVELOPMENT IN VIETNAM AND FORWARD

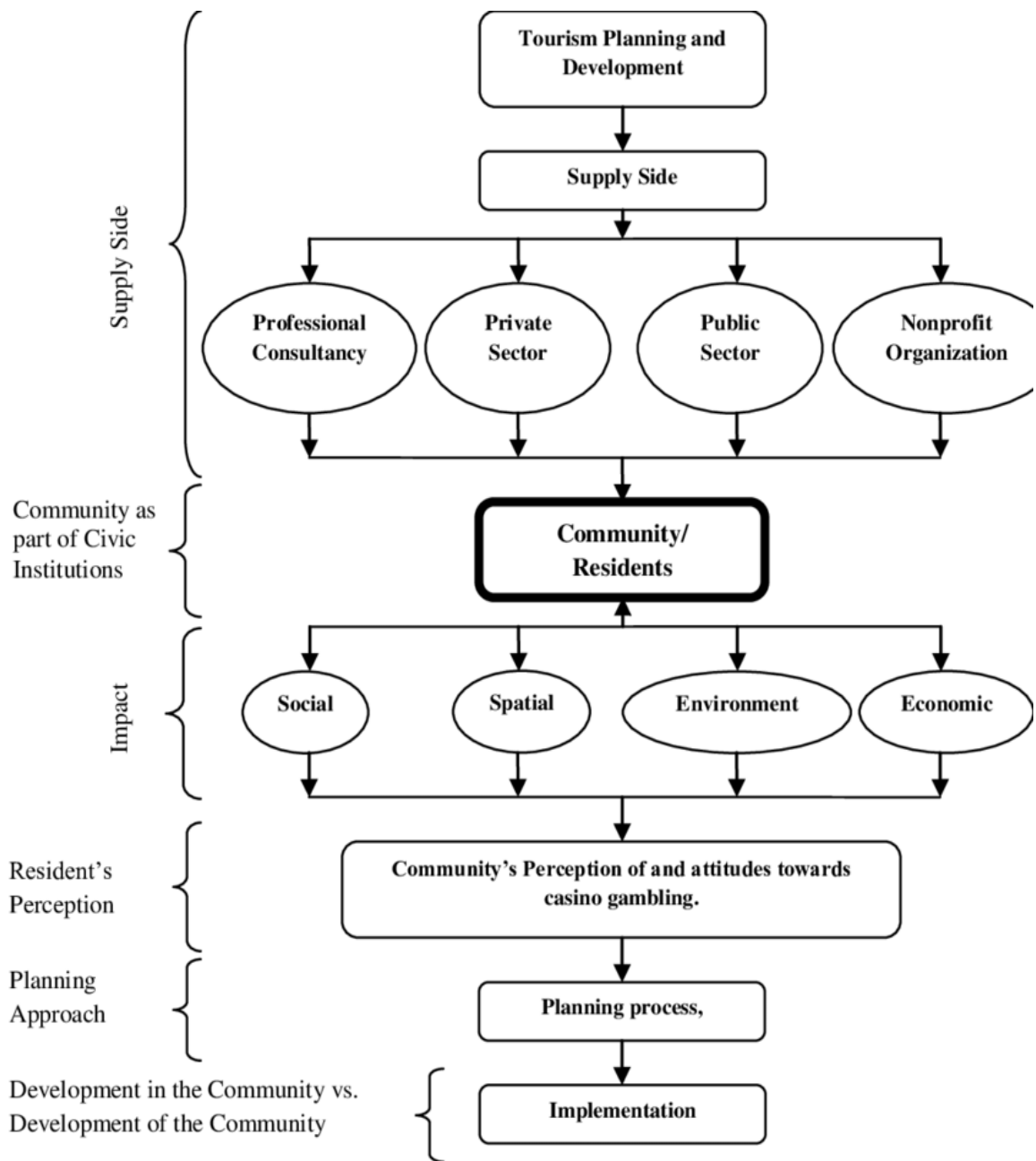


*Figure 2.1 Sustainable community tourism model*

Sustainable development means considering a combination of factors because the sustainability of individual parts does not necessarily make a sustainable community. Sustainable communities must include all the parts to make it whole:

By bringing together these five components—sociolect-cultural, environment, aesthetic, function, and economy—a truly sustainable community includes diversity in local, and regional transportation, economy, tourism, housing, local services, aesthetic cohesion, a sense of place, identity, and a sense of local ownership. (Catalina Ávila LaFrance, 2013)





**Figure 2.2 A community centered tourism development model**

The structure of the model is framed by 6 stages:

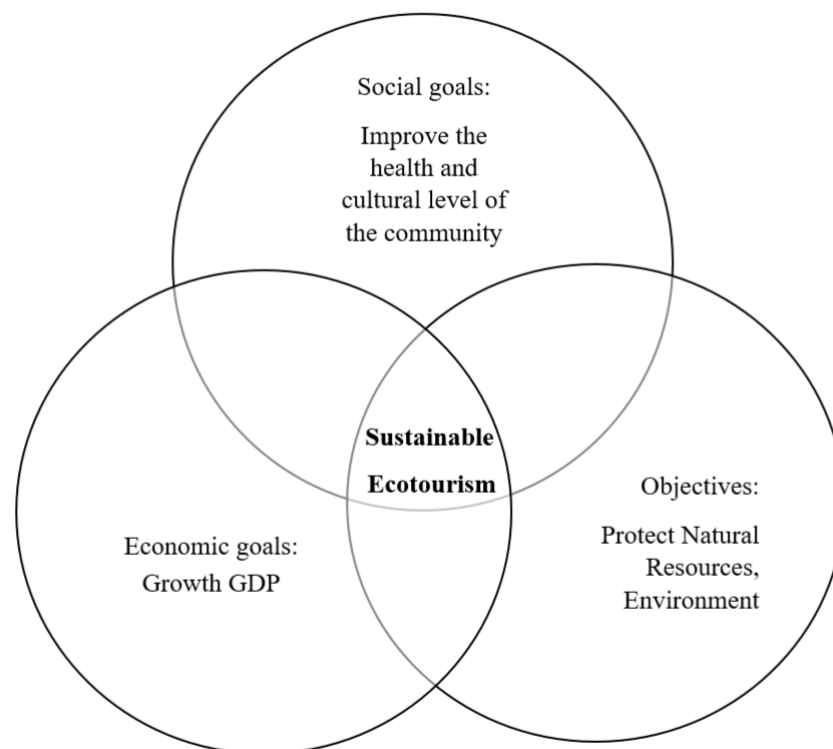
(i) supply side in which tourism planning, and development is contemplated

Alipour & Vughaingmeh Journal of Rural and Community Development 5, 3 (2010) 175–202-179, and decided by an amalgamation of different layers in the society, including the community as a formidable stakeholder;

- (ii) community/residents which are seen as the main layer in the process (i.e., as part of civic institutions), and the subject of our research (i.e., community-centered model);
- (iii) impact which can be social, economic, political, cultural, spatial, and environmental;
- (iv) residents' perceptions (i.e., attitudes towards casino gambling as a form of tourism);
- (v) planning approach (i.e., concerns of the tourism planners, and managers in relation to different approaches);
- (vi) implementation (i.e., development in the community vs. development of the community). (Alipour, 2009)

The model assumes a process whereby the community is present all along, and will remain a partner throughout the planning, and implementation process. The model is based on a community centered approach to tourism planning, and development with community perceptions taking center stage. (Alipour, 2009)

Through the model of community-based tourism development of Thua Thien Hue, we see that community tourism as well as ecotourism must have 3 main goals to be able to develop,

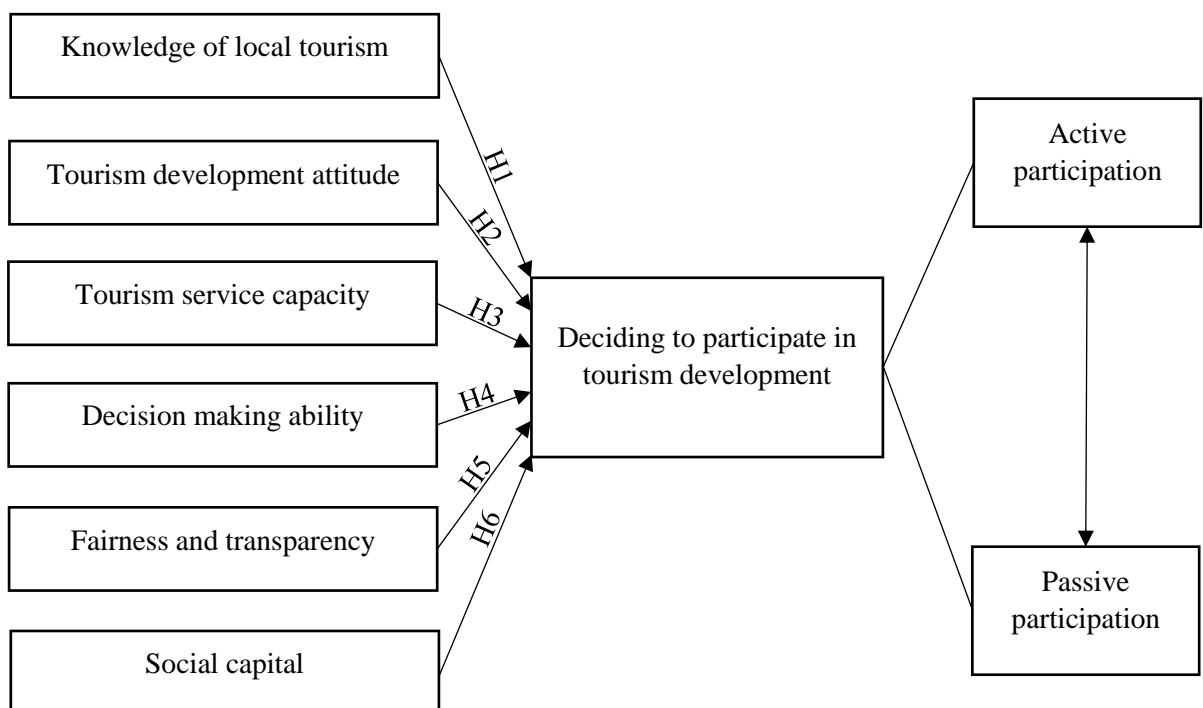


***Figure 2.3 Current Situation and Model of Community-Based Tourism Development in Thua Thien Hue***

and create sustainable community tourism: including the goal of protecting natural resources,

and environment, social goals including improving health, cultural level of the community, and finally GDP growth target. (duhocakina.edu.vn, 2023)

Through the proposed model to evaluate the factors affecting the decision of local communities to participate in tourism development, the author continues to synthesize, and inherit from related studies to form 5 more groups of factors. The next factor about the current participation of local communities in tourism development is 1) attitude towards tourism development; 2) tourism service capacity; 3) decision-making ability; 4) fairness, and transparency in the participation process; 5) social capital: the relationship between households, and stakeholders. (Dung, 2021)



**Figure 2.4 Proposed Model Assessing Factors Influencing Decisions to Participate Local Communities In Tourism Development**

### **2.3 COMMUNITY TOURISM DEVELOPMENT TREND IN THE WORLD AND IN VIETNAM WORLD AND IN VIETNAM**

The representative of the host country Maldives said that the island nation is famous for its expensive, and luxurious resort tourism, so the change of the promotion strategy to target a wide range of guests for the community tourism segment. However, according to the general trend of young people who want to move and explore more, currently community-based tourism and home-stay models are gradually being implemented in this country. For

Nicaragua, tourism is an essential industry for eradicating hunger, reducing poverty, improving people's living standards, and contributing to the preservation of local identity, culture and heritage; Therefore, the Government of this country promulgates policies to support tourism development, and raise people's awareness about the role of tourism, creating conditions for local communities to access finance, investment, training in technology, and digital promotion. Malaysia emphasizes the importance of capacity training for local people to become “storytellers”, has appropriate policies that encourage young people to stay locally, and participate in the tourism industry, rather than in the tourism industry. move to big cities. Meanwhile, Indonesia focuses on environmental sustainability certification programs for businesses, and community-based tourism destinations, recently increasing training for the community on new processes, procedures to ensure safety health, and safety in the face of the Covid-19 pandemic. After a 2-year hiatus due to the p, andemic, this UNWTO Global Summit is an opportunity for state agencies, experts, businesses, and the community to share views on promoting product diversification. Community tourism products; sharing benefits equally among the parties involved; empowering, and helping local communities develop sustainably, creating lasting livelihoods. The Deputy Director General of the Tourism Authority of Thailand, and (TAT) in Trat province, said that Koh Mak is not aimed at attracting many tourists, but rather for quality tourists. visitors to activities that are environmentally responsible, and reduce their carbon footprint”. Here, visitors can find joy through eco-friendly activities such as coral farming, and scuba diving or experience the uniqueness of dyeing souvenirs with the natural colors of local people. The current trend of developing community-based tourism in our country is the development of community-based tourism, which has received a lot of attention from localities as well as those who directly travel. When the whole world is dealing with the Covid pandemic, somewhere in Vietnam, health problems are still guaranteed. Types of safe tourism are emerging in an attractive, and experiential way. In, community tourism is not out of this trend. Tourists are more interested in living responsibly with natural resources, and created values. The harmonious combination of natural identities, community culture, and government management has promoted community-based tourism to develop stronger than ever. With its inherent purpose, and value, community tourism deserves to be a wonderful experience not to be missed. Low cost, friendly service, and valuable experience are the highlights of community tourism. Along with the development of the tourism industry, community-based tourism has become a bright spot worth experiencing. Low cost, friendly service, natural space, and interesting culture are the things that attract tourists and how

wonderful it would be to be able to travel while also making a significant contribution to the preservation and preservation of the nation's traditional values.

## **2.4 SOME RESEARCH ON COMMUNITY TOURISM**

The research direction focuses on topics, theories from master's theses, and international articles on the topic of community tourism that have been studied before.

According to (Nguyen Thi Thanh Kieu, 2016) in the study of developing community-based tourism in the Don Duong district, Lam Dong province, the research was carried out with the goal of providing solutions to develop the type of community-based tourism in Vietnam. Don Duong district, Lam Dong province, thereby contributing to positively changing the lives of indigenous people, especially the Churu ethnic community. The topic sets out tasks such as: systematizing the theoretical basis of tourism, and community, analyzing the conditions for community tourism development, from which to survey, evaluate, and analyze the strengths, and weaknesses, and the following: proposed some solutions to develop community tourism in Don Duong district. The study used two methods of qualitative, and quantitative research. the qualitative method through in-depth interviews with 3 stakeholders including tourists, local government, and the private sector. Quantitative research is carried out by surveying questionnaires for local people in order to collect information, and then give recommendations, and solutions to develop community-based tourism in this place. The results show that Don Duong district has advantages for tourism development including natural, and cultural tourism resources, along with supporting policies from the local. These are considered important factors to promote the development of community tourism here. (Kiều, 2016)

According to (Dao Minh Anh & et al, 2017) in the study of Community-based tourism development in Vietnam - a case study in Duong Lam, and Ban Lac ancient villages, a form of tourism with the participation of local communities, community-based tourism Community development is currently being encouraged, especially in developing countries towards sustainable development. The development of CBT has had a good impact on the local economy, culture, and environment, as well as certain challenges faced. This article focuses on researching community-based tourism development activities in Lac village - Mai Chau - Hoa Binh, and Duong Lam ancient village - Son Tay - Hanoi, including tourism resources, the participation of stakeholders, tourism products, and local tourists; as well as

the impact of community-based tourism on the two localities. The study uses field methods, and interview methods to collect data, and uses other statistical methods such as synthesis, comparison, and analysis. The study of these two situations is necessary to evaluate the local community-based tourism development activities, draw some conclusions, and research implications to develop community-based tourism for other localities in the region Vietnam.

(Đào Minh Anh, 2017 )

According to (Le Thanh Dien, 2017) in the study of community tourism development in Konplong district, Kon Tum province, the research was carried out with the wrong goal of studying tourism development activities in Konplong district, in fact, it will propose solutions to develop community-based tourism in the district, in order to improve the living standards of local communities, contributing to sustainable tourism development. The article uses research methods based on collecting, and researching documents, synthesizing methods, analyzing data, documents, investigation methods, field surveys, and sociological investigation methods. Method of collecting expert opinion, statistical method, comparison, and economic calculation. From there, it is possible to focus on, and create local tourism development by assessing the current state of tourism development in the KonPlong district. Survey of conditions, and solutions to develop community-based tourism in KonPlong district. On that basis, promote, and call for investment sources to plan to create community-based tourism connected with Mang Den Eco-tourism, and other types of tourism, thereby creating opportunities for community-based tourism development fields in the Kon Plong region in the future. (Diễn, 2017)

According to (Pham Thi Lam, 2018) in researching the development of community tourism in Cam Thanh commune, Hoi An City, Quang Nam province, the purpose of the thesis is from analyzing, and evaluating the potential, and current situation of tourism development. Tourism and community-based tourism development in Cam Thanh will have a more objective view of the situation of tourism activities here so that appropriate adjustments, and orientations can be made to bring tourism here to develop in a sustainable way, bringing high efficiency, contributing to the development of Cam Thanh commune in all aspects. Data sources are collected from research results, books, domestic, and foreign newspapers, magazines, electronic websites, documents, and reports of management agencies. Synthesize the sources of documents, data, assessment results, sociological surveys and actual surveys and besides, the survey method by questionnaire along with the in-depth interview method.

Through the results of the survey, analysis and evaluation, it is found that Cam Thanh meets all the necessary conditions to develop community-based tourism, although, at present, there are conditions that are not really outstanding to be able to meet the needs of the community. the best response to local tourism activities. It can be understood that the potential for community-based tourism development in Cam Thanh commune is entirely possible if there is a specific tourism development method. (Lâm, 2018)

According to (Nguyen Thi Lan, 2019) in the study of community-based tourism development in the west of Thanh Hoa province, community-based tourism development is associated with conservation to minimize negative impacts, affecting the environment, natural landscape, heritage and indigenous cultural identity, promoting the active participation of local communities in tourism. The western area of Thanh Hoa province is the residence of many ethnic minorities with a rich, diverse cultural, spiritual life, has the advantage of natural, cultural tourism resources, and many archaeological relics, historical sites, conservation areas, and national parks are suitable for developing community-based tourism. Based on survey data on community-based tourism in the west of Thanh Hoa province, the article analyzes the current situation, and suggests some solutions to effectively develop community-based tourism, ensuring principles of community tourism, towards sustainable development here. (Nguyễn Thị Lan, 2020)

According to (Huynh Truong Huy & et al, 2019) in the study analyzing marketing activities of community tourism in Con Son, Can Tho City, the objective of the study is to analyze the current situation of tourism marketing activities in Con Son, Can Tho City, through the use of use, and delineate functions of tourism marketing activities of entities involved in business, and management of Con Son tourist area. To be more precise, the field survey method is used at Con Son, and the households involved in the local tourism industry as well as invited visitors. The results show that tourists appreciate, and are positively impacted by factors such as marketing, entrance fees, friendliness of local people, and tourism programs when visiting Con Son. These are considered important factors in tourism marketing promotion to attract, and retain tourists in Con Son. (Huỳnh Trường Huy, 2019)

According to (La Thi Bich Quang, 2021) in the study of sustainable community-based tourism development from the theoretical perspective of stakeholders. As a case study in the Northwest region of Vietnam, the study was conducted to clarify the role of stakeholders, and groups to act toward the goal of building sustainable tourism in the Northwest region.



With the topic on the research objective, the following questions were raised: How is the development of community-based tourism in the Northwest mountainous region based on socioeconomic-environmental aspects? What activities are being carried out to promote sustainable CBT? What are the key stakeholders? What is the role of each party, and the activities that each party has performed in the sustainable development of CBT sites? What are the unsustainable aspects of CBT development activities? What needs to be done to develop, and enhance sustainability at the destination for the future model of community tourism? Data sources to solve the above questions are collected from qualitative research methods, field surveys, visitor surveys, secondary data from relevant individuals, organizations and units. From that, the thesis has proposed solutions, recommendations for stakeholders, with each group of activities to help deploy effective, and sustainable community-based tourism models in practice. In sustainable development, the balance of economy - society - the environment is the goal towards. To achieve this goal, stakeholders need to understand, and perform their roles well. The thesis has contributed to clearly defining the activities of the stakeholders. (Quang, 2021)

According to (Dao Ngoc Canh et al, 2018). In the study of rural tourism development based on the Khmer community in Tinh Bien district, An Giang province, the research was carried out because, in the process of modernizing the country, the more tourists find the idyllic beauty, the more tourists will find it. fresh air, and communication values in the countryside. But in Tinh Bien district, An Giang tourism still exists in the form of potential, spontaneous, and ineffective, so research is done to find out, and propose solutions to improve. The research methods used are the field survey method, secondary data collection, and analysis method, primary data investigation, and processing method, and consultation method. From there, it shows that the development of tourism based on the Khmer community is still limited because the people's skills, and knowledge about tourism are still very limited, the people are still poor, and the roads are not developed yet. Therefore, much attention, support from agencies, authorities, and mass organizations at all levels from districts, communes, and hamlets are needed, contributing to building a new countryside, and preserving, and promoting traditional cultural values. (Đào Ngọc Cảnh, 2018)

According to (Nguyen Quang Hop, 2020) in the study of community-based tourism development in the western region of Ha Giang Province: Potentials, opportunities, and challenges, the development of community-based tourism is a trend in tourism development. in areas with favorable conditions. Ha Giang is a province in the northern mountainous



region, blessed with majestic scenery, and many tourist attractions. Besides, this is also a locality where the basic indigenous culture still retains its status quo. For Ha Giang, tourism development has been focused on developing the locality, especially in the northern region of the province. In addition, the Western region, although tourism has not really developed, has a lot of potential for developing community-based tourism. This article aims to assess these opportunities, challenges, and potentials in tourism development of this area, and at the same time suggest some solutions for fine in developing community-based tourism. The article uses research methods such as descriptive statistics, and SWOT analysis. After that, with its strengths, weaknesses, opportunities, and challenges, in order to develop community-based tourism, it is necessary for the locality as well as Ha Giang province to have many synchronous solutions to promote tourism development. develop. In, training, and fostering human resources, building, and diversifying tourism products, and strengthening promotion, and advertising activities: linkage in tourism development are essential solutions that need to be implemented immediately to develop community-based tourism in this area. (Høp, 2020)

According to (Trinh Chi Tham et al, 2021) in researching the current situation of community Eco-tourism development in Con Son, Can Tho City, community Eco-tourism tends to develop more, in which mainly are local people to do it. With the use of field survey methods interviews with tourists, and local people doing community ecotourism, the article aims to assess the current situation of community ecotourism development in Con Son, Can Tho City. The results show that Con Son has a lot of potential to develop community Eco-tourism, the number of visitors to Con Son increased more than 10 times, and tourism revenue increased more than 11.6 times from 2016 to 2019. However, tourism Con Son community ecology is hindered by many factors such as limited human resources, people doing tourism spontaneously, ineffective tourism promotion policies, and infrastructure not meeting the development needs well. In tourism development, the linkage in tourism development is still weak, the promotion, and promotion of tourism is still lacking, and tourism products are not attractive. Some solutions are given: Local authorities need to: invest in improving infrastructure, upgrading, and expanding main roads to tourist spots on the dunes; support capital sources for activities to promote, promote the image of Con Son; training, improving tourism knowledge, skills for people; strengthen planning, and management of tourism activities to limit the duplication of community Eco-tourism products in the locality. Business establishments need to: promote the image of Con Son to tourists; create a bridge

between tourists, and tourist attractions. The local community needs to: study, cultivate knowledge, skills, gain experience on how to do tourism in general, community Eco-tourism in particular; preserve, protect the tourism environment, enhance responsibility in minimizing negative impacts on the environment. (Trịnh Chí Thâm, 2021)

Based on the results of previous empirical studies on the perception of service quality for community tourism, the team proposes the following research hypotheses:

H1: Product strategy has a positive effect on perceived service quality

H2: Price has a positive effect on perceived service quality

H3: Tourist attraction has a positive effect on perceived service quality

H4: Communication Strategy has a positive effect on perceived service quality

H5: Human resources has a positive or negative effect on perceived service quality

H6: Procedure has a positive effect on perceived service quality

H7: Service has a positive or negative effect on perceived service quality

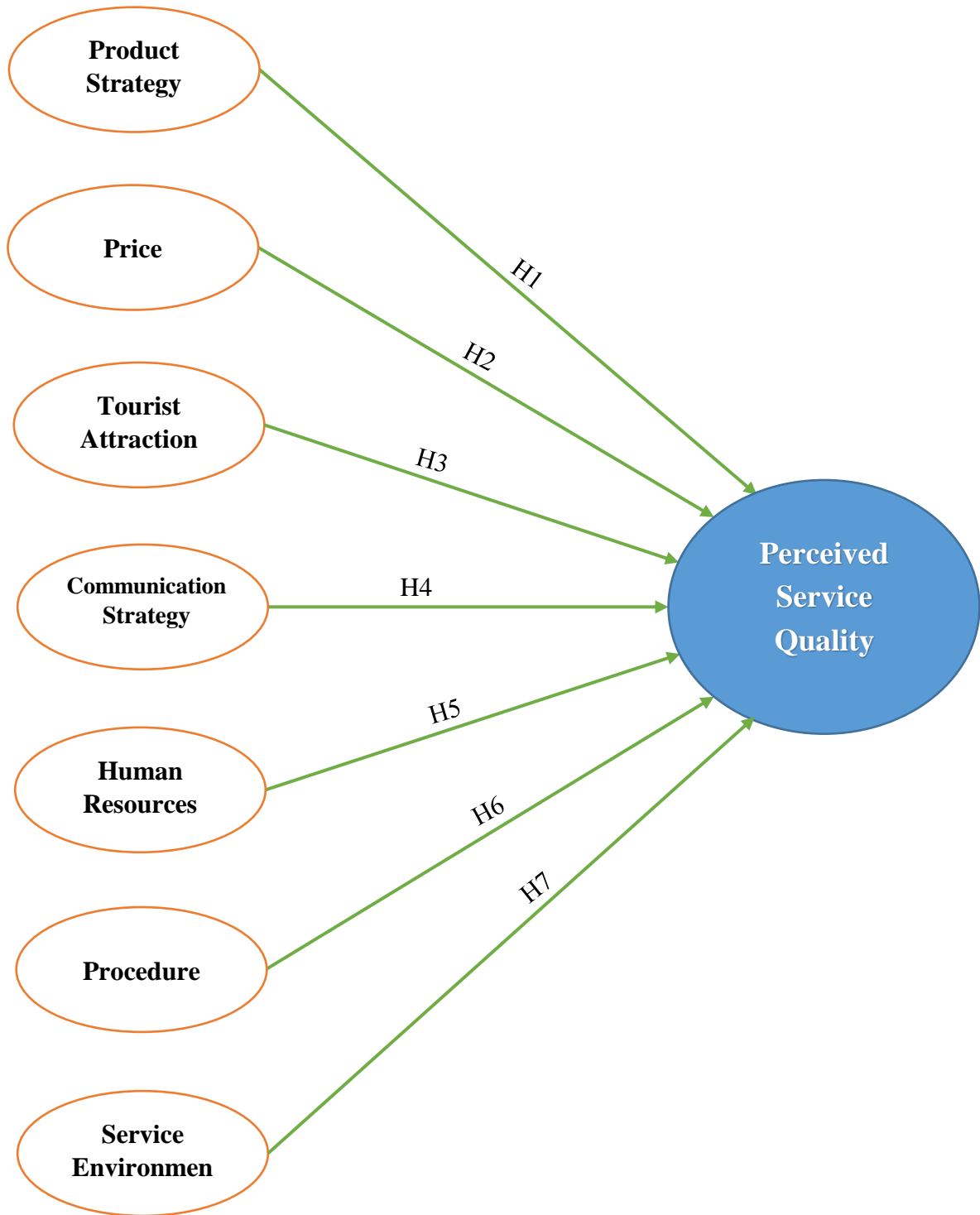
After reading research papers as well as previous research models on community tourism development strategies in other provinces such as An Giang, Hanoi, Dong Nai, Ha Giang and Can Tho, there are also Foreign research papers to develop marketing strategies for Vietravel company to propose a proposed research model. From there, the survey questions that form the independent variables in the proposed model extracted from previous research papers are most suitable for the topic "Building a marketing strategy for community tourism products in Can Tho City for" the Vietravel Company"

Group	Variable name	Source
1. Product Strategy	1. Are you satisfied that the community tour of Vietravel company in Can Tho city is unique and diverse	Huỳnh Trường Huy, etal.(2018)
	2. Are you satisfied with Vietravel's experiences and activities in the community life	
	3. Are you satisfied with the entertainment activities in the community tour of Vietravel company	Lê Thành Diễn (2017)

	4. Are you satisfied with the special dishes enjoyed in the community tour of Vietravel company	Đào Ngọc Cảnh, etal.(2018)
<b>2. Price</b>	5. Do you feel the tour cost is reasonable	Huỳnh Trường Huy, etal.(2018)
	6. Do you feel the cost of accommodation services on the tour is reasonable	
	7. Do you feel the cost of entertainment activities in the tour is reasonable	
	8. Do you feel the cost of specialty products is reasonable	
	9. Do you feel the cost of transportation on the tour is reasonable	
<b>3. Tourist attraction</b>	10. Convenient and modern transportation system and means of travel between destinations	Phạm Thị Lâm (2018)
	11. Stable electricity, water, and internet systems at community tourist sites	
	12. Sanitary conditions at community tourism sites are clean	Huỳnh Trường Huy, etal.(2018)
	13. Security conditions at community tourism sites ensure safety	
	14. Space to stay in tourist destinations is quiet and airy	Đào Minh Anh, etal.(2017)
<b>4. Communication Strategy</b>	15. You can listen to the information about the tour and make sure to know all the information that the Vietravel company conveys	Huỳnh Trường Huy, etal.(2018)
	16. Do you know about tourism information forums about Vietravel's community tours	Phạm Thị Lâm (2018)
	17. Do you know about the press conferences, seminars, and fairs on community tourism that Vietravel organizes	Huỳnh Trường Huy, etal.(2018)
	18. You know about the special preferential policies and gifts of Vietravel company for customers on all platforms	Huỳnh Trường Huy, etal.(2018)
<b>5. Human Resources</b>	19. Guide knowledgeable about the history, geography, culture at the destination	Phạm Thị Lâm (2018)
	20. The tour guide has fluent and attractive narration skills	
	21. Attitude and service style of professional and methodical guides	Huỳnh Trường Huy, etal.(2018)

	22. The tour sales staff of Vietravel have a professional and welcoming attitude	
	23. Service staff at tourist attractions have a warm, honest and enthusiastic attitude towards tourists	Phạm Thị Lâm (2018)
<b>6. Procedure</b>	24. Fast, compact and reasonable tour registration process	Huỳnh Trường Huy, etal.(2018)
	25. The tour route is arranged reasonably, serving the needs in time during the tour	Phạm Thị Lâm (2018)
	26. Clear, accurate and transparent tour schedule	
<b>7. Service Environment Strategy</b>	27. Natural landscape with distinctive features of gardeners	Huỳnh Trường Huy, etal.(2018)
	28. The friendliness and hospitality of the locals	Lê Thành Diễn (2017)
	29. The destination landscape still retains the characteristics of the Mekong River	Huỳnh Trường Huy, etal.(2018)
	30. The natural environment at the tourist destination is fresh and clean	Phạm Thị Lâm (2018)
	31. Environmental sanitation is well taken care of by the authorities and people at the destination	

*Table 2.1: Questionnaires from previous research papers to build the proposed research model*



*Figure 2.5 Proposed Research Model*

## **CHAPTER 3: METHODOLOGY**

### **3.1 RESEARCH METHODS**

In this study, the dependent variable is the customer's perceived service quality. The independent variables are product, price, location, communication, human resources, process and service environment. 5-level Likert scale: In this topic, the distance chosen for analysis is a 5-level Likert scale - level (1: Totally disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Totally agree) are used to assess the customer's perceived service quality. The Likert scale is one of the most commonly used, and essential psychological measurement tools in the social sciences, and educational research (A. Joshi et al, 2015).

A survey-like online questionnaire created on Google's forms platform was used for this study. One of the most common data collection methods in social science research is the use of questionnaires. The evaluator may also collect reasonably explanatory data using the questionnaire most legitimately, and reliably possible.

### **3.2 SAMPLES**

Our research project uses 242 forms. The time that our group collects the data is in June 2023. In order for the data to be most convincing, and accurate with our topic, most of us will collect the forms at the tourist resorts in the field in Can Tho City.

### **3.3 DATA COLLECTION METHOD AND PROCEDURES**

Primary data was collected using an internet application called Google Forms, and a survey form with questionnaires. After a month-long survey, the total data we collected was 231 samples. There are 155 direct survey samples and 77 online survey samples. Answers to the online survey have been received; The questionnaire is divided into 8 parts, including 7 independent variables and 1 dependent variable. The sections show how the independent variable and the dependent variable are related.

The means, standard deviations of each component detected by the questionnaire survey were determined after the data were analyzed using SPSS statistics. Descriptive statistics is a method to generalize the goal of the research, it includes the synthesis of data, succinct, presentation, calculation, and identification of various characteristics. The values used in the study are mainly the maximum, minimum, and average values of the factors considered.

### **3.3.1 Check the reliability of the scale with Cronbach's Alpha coefficient**

Cronbach's Alpha is a well-liked metric of reliability. The reliability of a sum (or average) of  $q$  measures, where the measurements may be raters, events, alternative forms, or questionnaire/test items, is indicated by Cronbach's alpha. When the measurements include multiple questionnaire or test questions, which is the most common application, Cronbach's Alpha is a measure of "internal consistency" reliability. Only variables with a total correlation coefficient greater than 0.3, and a Cronbach's Alpha coefficient higher than 0.6 are acceptable for inclusion in the analysis of the variables listed below. Several experts agree that the scale is excellent, and the connection is stronger if Cronbach's Alpha is 0.8 or higher (Quoc Huy et al., n.d.).

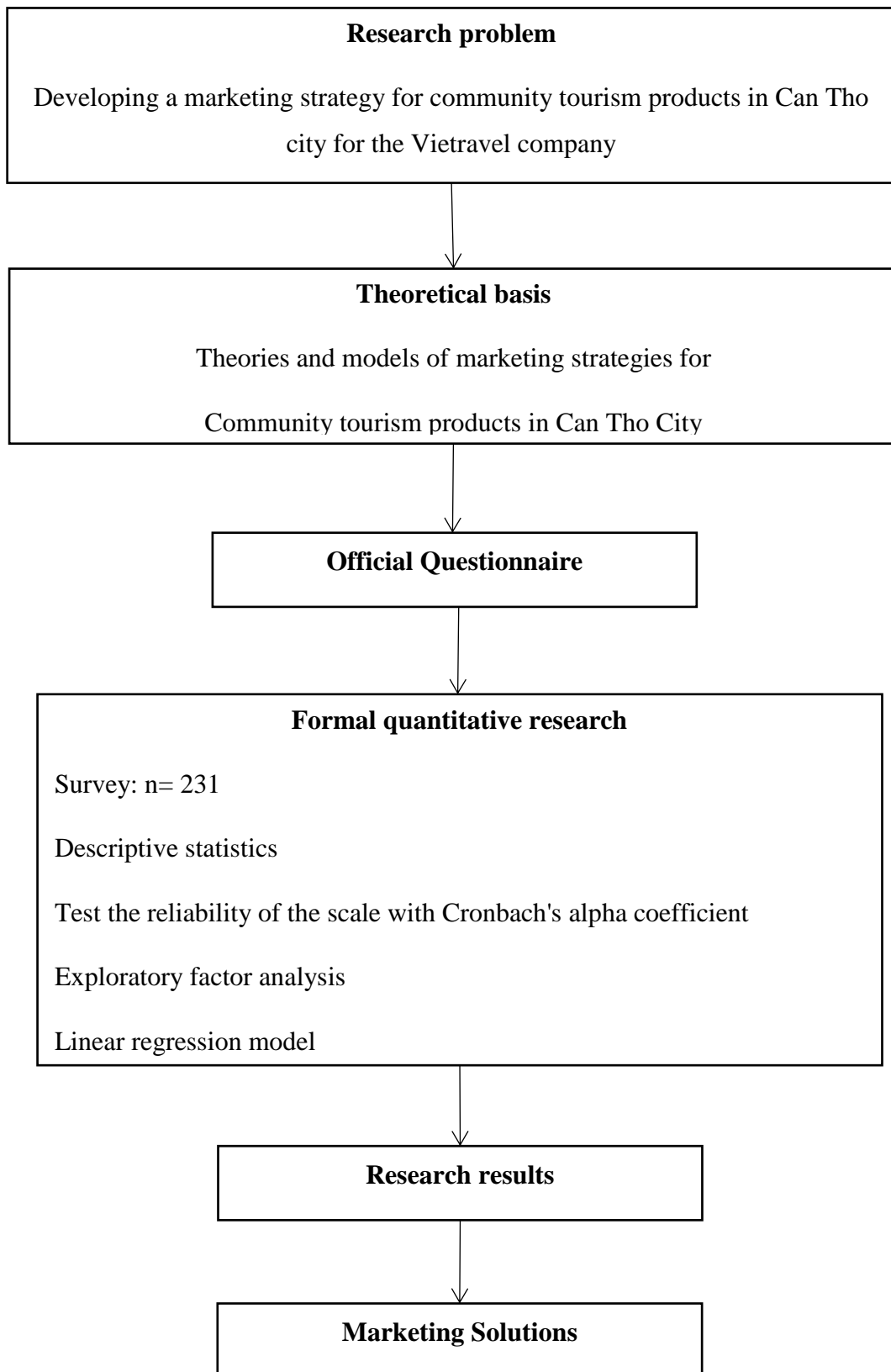
### **3.3.2 Exploratory factor analysis**

EFA is a multivariate statistical technique whose primary goal is to ascertain the connection between observable independent variables, and unobserved dependent variables, which are also known as latent variables (Norris & Lecavalier, 2009).

### **3.3.3 Linear regression model**

Linear regression is a data analysis technique that predicts the value of unknown data using another known, and related data value. It mathematically models the unknown or dependent variable, and the known or independent variable as a linear equation. For example, suppose that you have data on your expenses, and income for the last year. The linear regression technique analyzes this data, and determines that your expenses are half your income. They then calculate an unknown future cost by halving the known future income.

*Figure 3.1 Data collection route*





### **3.4 SUMMARY**

Survey results at community tourism sites in Can Tho City have collected a total of 242 forms, and filtered for official research into 231 forms, and research papers using formal quantitative research. including descriptive statistics method, scale reliability test with Cronbach's Alpha coefficient, exploratory factor analysis method, and linear regression model to analyze the impact of factors on quality perception. Customer service quality to the marketing strategy for community tourism products in Can Tho City for Vietravel company.

## **CHAPTER 4: ANALYSES AND FINDINGS**

### **4.1 OVERVIEW OF VIETRAVEL CAN THO BRANCH**

Vietravel is one of the first tour operators in Vietnam, specializing in providing modern package tour services in the Vietnamese tourism market. Vietravel was established in 1995 under the name of Tourism, and Transport Marketing Company under the ministry. The name Vietravel was officially used in 2010 when the br, and changed to a one-member limited liability company, and completely became a travel company 4 years later.

As an enterprise with a predecessor from the Ministry of Transport, Vietravel soon gained valuable experience in the tourism industry, and soon shaped its own development, and business path. From the headquarters located in Ho Chi Minh City, Vietravel quickly expanded its branches to all regions of the country, helping to meet the needs of moving between regions of the Vietnamese people. With a high-quality service system, and a system of domestic, and foreign partners, Vietravel has successfully brought countless tours to hundreds of partner businesses, trusted by customers, and expanded the tourism market country. (Vietravel, 2023)

On January 1, 2014, officially transformed into Vietnam Transport Marketing, and Tourism Joint Stock Company or Vietravel. In addition to the head office located in Ho Chi Minh City, Vietravel's branches are distributed throughout the provinces, and cities in the country such as Hanoi capital, Hai Phong, Quy Nhon, Quang Ninh, Nha Trang, Da Nang, Quang Nam, Quang Ngai, Lao Cai, Phu Quoc, ..., and representative offices in Australia, Cambodia, USA, France, Thailand, and, Singapore. In addition to the core field of tourism, Vietravel also entered the OTA market through investment in the startup project TripU, and the establishment of the travel airline Vietravel Airlines.

And in Can Tho City, Vietravel was officially established in October 2002. Vietravel Can Tho branch is currently one of the leading travel agencies of Can Tho City in particular, and the Southwest region in general. Inheriting, and promoting the experience, and bravery of the famous tourist, Vietravel Can Tho branch has become a reliable address for a large number of tourists in the Mekong Delta region. With an impressive economic growth rate, and an increasing educational level, Can Tho City has been identified by Vietravel as a key, and potential tourism market. Therefore, right from the first days of its appearance on Tay

Do I, and, the Vietravel branch has invested very methodically from the selection of personnel, perfecting the ability to communicate with customers to the introduction of tours high-quality travel. Besides, attractive annual promotions have created a great attraction for tourists in the Mekong Delta.

Over 25 years of construction, and development, Vietravel from the position of a pioneering enterprise in the field of transport tourism, has now become a well-known br, and in the domestic, and international tourism community. During its operation, Vietravel has won countless prestigious awards such as the Top 100 Most Famous Br, ands in Vietnam (2009), First Class Labor Medal (2011), Asia's Leading Travel Company (2014), Group Tour Operator (2019), Asia's Leading Tour Operator (2022); Vietnam's Leading Tour Operator (2022); Vietnam's Leading Travel Agency (2022). (Vietravel, 2023)

## **4.2 SOME CITY TOURS OF CAN THO COMMUNITY AT VIETRAVEL COMPANY**

**2 days 1 night:** Can Tho - Purple House - Truc Lam Phuong Nam Zen Monastery - My Khanh Tourist Area - Cai Rang Floating Market - Fruit Garden

**2 days 1 night:** Can Tho - Cai Rang floating market - Fruit garden - Snakehead fish bay - Con Son - Purple House

**2 days 1 night:** Ong Pagoda - Khosa Rangsay Pagoda - Ninh Kieu Wharf - Can Tho Cruise - Cai Rang Floating Market - Truc Lam Phuong Nam Zen Monastery - My Khanh Ecotourism Area

*“Specific tours are listed for sale by Vietravel company on the online website”*

Can Tho - Purple House - Truc Lam Phuong Nam Zen Monastery - My Khanh Tourist Area - Cai Rang Floating Market - Fruit Garden (Vietravel, 2023)



*Figure 4.1 Boats to buy and sell agricultural products on the floating market*



*Figure 4.2 Boats to buy and sell agricultural products on the floating market*





*Figure 4.3 Fruit picking in the garden*



*Figure 4.4 Can Tho Bridge*

### **Day 1 - Can Tho - My Khanh - Purple House ( 3 meals)**

**Morning:** Visit Truc Lam Phuong Nam Zen Monastery: You can both visit the monastery, and check-in in on many beautiful items at the monastery such as the area of the empty tower, the area of the Arhat statues, the 33 incarnations. Bodhisattva, garden space in the living area, small garden area opposite the Temple...

My Khanh Eco-tourism area: admire, and visit the architecture of the ancient houses of the South; discover the process of making, and enjoy specialties in traditional craft villages; Visit, and enjoy the fruit-laden orchard. Experience some fun activities in My Khanh. Have lunch at My Khanh Tourist Area.

**Afternoon:** Car takes you to visit "Purple House" which is the place to enjoy coffee, the hottest photography studio today. As the name suggests, from the house, and the decoration details to the bicycle, swing, chair, etc., this place is full of purple colors. In addition, the inside of the house is decorated in the style of an old Southern middle-class house with time-colored, reminiscent, and evocative items for many people such as a jar made of dried coconut, a radio, and an oil lamp.

**Evening:** You are free to visit Ninh Kieu Wharf, President Ho Chi Minh's monument, Love Bridge, and shopping in Can Tho City.

Overnight in Can Tho.

### **Day 2 - Can Tho - Cai Rang Floating Market - Fruit Garden (2 Meals)**

Morning: You depart to visit the Cai Rang Floating Market - the common feature of Western floating markets is that it is located at the junction of three rivers (branch of Cai Rang, and Hau rivers). Coming to the market at this time, you will not only be immersed in the lively atmosphere, bustling with buyers, and sellers but also have the opportunity to admire the beautiful floating market picture at dawn. Enjoy breakfast on the floating market, and learn about the life of the merchants.

After that, you visit the coconut, the western noodle factory, and the fruit garden - enjoy, and check in at the garden (depending on the season, you can enjoy different kinds of food, and different fruits). After having lunch and end the tour program, and see you again.

**Table 4.1 Shows the number of visitors to Can Tho in 2019, 2020, 2022**

Year	Number of visitors to Can Tho City
2019	8.8 million visitors
2020	5.605.865 million visitors
2022	5.134.605 million visitors

*Source: Statistics from Can Tho City Tourism Association*

In 2019, Can Tho Tourism welcomed 8.8 million visitors, an increase of 4.6% over the same period in 2018. Staying guests reached over 3 million arrivals, up 13.1%, of which international stays reached over 409,000 visitors, up 12.4%. compared with the same period of the year. Total revenue from tourism reached over VND 4,435 billion, up 17.2% over the same period last year. (Lam, 2019)

It is estimated that in 2020, tourists to Can Tho City. Can Tho reach 5,605,865 million turns, down 36.8% over the same period, reaching 60.9% of the year plan. (lịch, 2020)

Information at the conference, the Can Tho City Tourism Association said: In 2022, the total number of visitors, and tourists will reach 5,134,605, an increase of 142% over the same period, reaching 128% of the year plan. (Biên, 2022)

### **4.3 CUSTOMERS' ASSESSMENT ON THE QUALITY OF VIETRAVEL'S CAN TOUR COMMUNITY TOUR SERVICE**

#### **4.3.1 Customer Characteristics**

**Table 4.2 Gender of respondents**

Gender	Frequency	Percent
Male	121	52.4

Female	110	47.6
<b>Total</b>	<b>231</b>	<b>100.0</b>

*Source: Statistics from the survey results of 231 tourists participating in community tourism in Can Tho City of Vietravel company, 2023*

According to survey results from 231 tourists participating in community tourism in Can Tho City of Vietravel company from many provinces. Regarding gender, the survey sample has a higher proportion of men with 121 male customers, equivalent to 52.4%. The remaining 110 customers are female, equivalent to 47.6%. Although there is a difference in the proportion of men, women, this difference is not too significant.

**Table 4.3 Age of respondents**

Age	Frequency	Percent
Under 22 years old	59	25.5
From 22-30 years old	68	29.4
From 30 – 40 years old	56	24.2
Từ 40 – 50 years old	32	13.9
Over 50 years old	16	6.9
<b>Total</b>	<b>231</b>	<b>100.0</b>

*Source: Statistics from the survey results of 231 tourists participating in community tourism in Can Tho City of Vietravel company, 2023*

According to the survey results from 231 customers participating in community tourism in Can Tho City of Vietravel company from many provinces, the average age of customers coming to Can Tho, and participating in community tours. Copper is widely distributed in many different age groups. The age group with the highest percentage when participating in community tours in Can Tho is 22 - 30 years old, accounting for 29.4%, and in turn, the age groups under 22 years old account for 25.5%, and from 30 to 40 years old account for 24.2%. These are the ages of customers who have the highest demand for participating in community tours of the Vietravel company in Can Tho City. Customers with the lowest rate when



participating in community tours in Can Tho City are those in the age group over 50 years old, accounting for 6.9%.

**Table 4.4 Shows the education level of the respondents**

<b>Education</b>	<b>Frequency</b>	<b>Percent</b>
College	19	8.2
University	107	46.3
After university	63	27.3
High school	25	10.8
Intermediate	17	7.4
<b>Total</b>	<b>231</b>	<b>100.0</b>

*Source: Statistics from the survey results of 231 tourists participating in community tourism in Can Tho City of Vietravel company, 2023*

According to the survey results from 231 tourists participating in community tourism in Can Tho City of Vietravel company from many provinces, the education level of Vietravel Can Tho customers, the university degree has a large component. with 107 guests, and accounting for 46.3%, with this level of education, customers can easily learn and grasp information quickly, can access scientific, and technical advances, and use the services of Vietravel Can Tho company easily. Next is the graduate level with 63 guests, accounting for 27.3%; general level with 25 guests, accounting for 10.8%; college degree with 19 guests, accounting for 8.2%. The lowest level is the intermediate level with 17 guests, accounting for 7.4%.

**Table 4.5 Occupational statistics of respondents**

<b>Occupational</b>	<b>Frequency</b>	<b>Percent</b>
Freelance	66	28.6
Student	77	33.3
Office staff	25	10.8
Freelance business	36	15.6

Workers and Employees	17	7.4
Tourguide	1	0.4
Housewife	9	3.9
<b>Total</b>	<b>231</b>	<b>100.0</b>

*Source: Statistics from the survey results of 231 tourists participating in community tourism in Can Tho City of Vietravel company, 2023*

According to the survey results from 231 tourists participating in community tourism in Can Tho City of Vietravel company from many different provinces, the survey about the occupation of Vietravel Can Tho customers is mostly students account for the highest percentage at 33.3% because in this age group, students - college student will be traveling with their families, so they will account for the highest percentage in the survey. Freelancers have 66 guests, accounting for 28.6%; freelance business has 36 guests, accounting for 15.6%; office staff has 25 guests, accounting for 10.8%; employees have 17 guests, accounting for 7.4%; housewives have 9 guests, accounting for 9%, and the lowest rate is tourguide accounting for 1% because most of the students who study tourism have just graduated from school to get experience, so the survey rate for the tourguide industry is the lowest.

**Table 4.6 Statistics of respondents' place of residence**

Place	Frequency	Percent
Bac Lieu	16	6.9
Can Tho	84	36.4
Ca Mau	10	4.3
Ho Chi Minh	30	13
Vinh Long	24	10.4
Dong Thap	3	1.3
Kien Giang	14	6.1

Soc Trang	37	16
An Giang	1	0.4
Binh Phuoc	1	0.4
Hau Giang	11	4.8
<b>Total</b>	<b>231</b>	<b>100.0</b>

*Source: Statistics from the survey results of 231 tourists participating in community tourism in Can Tho City of Vietravel company, 2023*

According to the survey results from 231 tourists participating in community tourism in Can Tho City of Vietravel company from many provinces, the largest number of visitors participating in community tours are customers in the Can Tho. Because at present, Can Tho City has many types of community-based tourism development, so people in Can Tho City will easily access, and participate in tours. The percentage of survey respondents who are Can Tho people has 84 guests, and accounts for 36.4%. Following in turn is Soc Trang with 37 guests, accounting for 16%, and Ho Chi Minh City with 30 guests, accounting for 13%. The lowest rate of 0.4% is the number of customers from 2 provinces, An Giang, and Binh Phuoc. It shows that accommodation has a high degree of influence on the process of choosing a destination when participating in a tour.

**Table 4.7 Statistics of respondents' average monthly income**

Monthly income	Frequency	Percent
Under 5 Million	63	27.3
From 5 – 10 Million	61	26.4
From 10-15 Million	54	23.4
From 15-20 Million	43	18.6
Over 20 Million	10	4.3
<b>Total</b>	<b>231</b>	<b>100.0</b>

*Source: Statistics from the survey results of 231 tourists participating in community tourism in Can Tho City of Vietravel company, 2023*

According to the survey results from 231 tourists participating in community tourism in Can Tho City of Vietravel company from many provinces, an important criterion to consider when researching also affects the decision to visit. Community tour participation is the average monthly personal income. The highest percentage of personal income in the survey is under 5 million with 27.3% (mainly students, college students), and the lowest rate is 20 million with 4.3%. Depending on the economic conditions of the research subjects will also be different, customers who are willing to spend on a vacation instead of an experience trip will not give preference to community tourism. As shown on the survey of 231 tourists, the income of over 20,000,000 VND is only 10 guests, equivalent to 4.3%.

**Table 4.8 Statistics of respondents' time participating in community tourism in Can Tho City**

<b>Time</b>	<b>Frequency</b>	<b>Percent</b>
2021	26	11.3
2019	46	19.9
2022	94	40.7
2023	40	17.3
2020	25	10.8
<b>Total</b>	<b>231</b>	<b>100.0</b>

*Source: Statistics from the survey results of 231 tourists participating in community tourism in Can Tho City of Vietravel company, 2023*

According to survey results from 231 customers from many provinces, about the situation of community tourism in Can Tho City in recent years, specifically from 2019 to 2023. Then 2022 is the year with the highest number of visitors. The number of tourists going to community tourism is the highest in the survey with a rate of 40.7%. Following the summary are the years 2019 with a rate of 19.9%, 2023 with a rate of 17.3%, and 2021 with a rate of 1.3%. The year that the number of tourists participating in community tours in Can Tho has

the lowest rate is 2020 at 10.8% due to the photo of the Covid-19 epidemic, so 2020 tourism is frozen, leading to a low rate. In 2019, community-based tourism in Can Tho City recorded an increase in the number of visitors. In early 2020, the outbreak of the Covid-19 epidemic paralyzed all activities, and after the epidemic situation was controlled, the dem, and for travel increased. Tourism has increased sharply, and therefore, the number of people going to community tourism in Can Tho City has also increased.

**Table 4.9 Statistics of expenditure of respondents when participating in community tourism in Can Tho City**

Spending	Frequency	Percent
500.000 VND - 1.000.000 VND	32	13.9
1.000.000 VND - 2.000.000 VND	65	28.1
2.000.000 VND - 3.000.000 VND	57	24.7
3.000.000 VND - 4.000.000 VND	59	25.5
Trên 4.000.000 VND	18	7.8
<b>Total</b>	<b>231</b>	<b>100.0</b>

*Source: Statistics from the survey results of 231 tourists participating in community tourism in Can Tho City of Vietravel company, 2023*

According to survey results from 231 tourists participating in community tourism in Can Tho City of Vietravel company from many provinces, the spending level of Vietravel customers for community tours when coming to Can Tho City is not too high. With spending from 1,000,000 VND to 2,000,000 VND, accounting for about 28.1%, this is a stable spending level for community tour customers in Can Tho. The lowest spending rate is over 4,000,000 VND, accounting for 7.8% because, in this level of spending, customers will be very balanced, coming to Can Tho to participate in a community tour, they will not be willing to spend. too much money like other attractions tour.

### **4.3.2 Customer evaluation of Vietravel's Can Tho community tour service quality**

According to the survey results, the customer service quality perception factors for the service quality perception in the community tours of Vietravel Can Tho company are rated from very low to very high by customers. At the same time, when using Vietravel Can Tho's community tours, customers can experience many different services, and community tours. In general, the mean value of the independent variables has not much difference (mean = 2.10 - 2.42). However, it still shows a different assessment of the importance level between the independent variables.

**Table 4.10 Customer evaluation to develop a marketing strategy for community tourism products in Can Tho City for Vietravel company**

No	Criteria	Minimum	Maximum	Mean
	<b>Product Strategy</b>			
1	Are you satisfied that the community tour of Vietravel company in Can Tho City is unique and diverse	1	5	2.24
2	Are you satisfied with Vietravel's experiences and activities in the community life	1	5	2.25
3	Are you satisfied with the entertainment activities in the community tour of the Vietravel company	1	5	2.35
4	Are you satisfied with the special dishes enjoyed in the community tour of the Vietravel company	1	5	2.41
	<b>Price</b>			
5	Do you feel the tour cost is reasonable	1	5	2.23
6	Do you feel the cost of accommodation services on the tour is reasonable	1	5	2.18
7		1	5	2.24

	Do you feel the cost of entertainment activities in the tour is reasonable			
8	Do you feel the cost of specialty products is reasonable	1	5	2.2
9	Do you feel the cost of transportation on the tour is reasonable	1	5	2.29
	<b>Tourist Attraction</b>			
10	Convenient, and modern transportation system, and means of travel between destinations	1	5	2.22
11	Stable electricity, water, and internet systems at community tourist sites	1	5	2.14
12	Sanitary conditions at community tourism sites are clean	1	5	2.28
13	Security conditions at community tourism sites ensure safety	1	5	2.22
14	Space to stay in tourist destinations is quiet, and airy	1	5	2.23
	<b>Communication Strategy</b>			
15	You can listen to the information about the tour, and make sure to know all the information that the Vietravel company conveys	1	5	2.33
16	Do you know about tourism information forums about Vietravel's community tours	1	5	2.32
17		1	5	2.41

	Do you know about the press conferences, seminars, and fairs on community tourism that Vietravel organizes			
18	You know about the particular preferential policies, and gifts of Vietravel company for customers on all platforms	1	5	2.36
	<b>Human Resources</b>			
19	Guide knowledgeable about the history, geography and culture at the destination	1	5	2.32
20	The tour guide has fluent, and attractive narration skills	1	5	2.38
21	Attitude, and service style of professional, and organized guides	1	5	2.27
22	The tour sales staff of Vietravel have a professional and welcoming attitude	1	5	2.13
23	Service staff at tourist attractions have a warm, honest and enthusiastic attitude toward tourists	1	5	2.1
	<b>Process Strategy</b>			
24	Fast, compact and reasonable tour registration process	1	5	2.18
25	The tour route is arranged reasonably, serving the needs in time during the tour	1	5	2.17
26	Clear, accurate and transparent tour schedule	1	5	2.24
	<b>Service Environment Strategy</b>			



27	Natural landscape with distinctive features of gardeners	1	5	2.31
28	The friendliness and hospitality of the locals	1	5	2.3
29	The destination landscape still retains the characteristics of the Mekong River	1	5	2.41
30	The natural environment at the tourist destination is fresh and clean	1	5	2.4
31	Environmental sanitation is well taken care of by the authorities and people at the destination	1	5	2.42
	<b>Perceived Service Quality</b>			
32	I am happy to introduce to everyone around after experiencing Vietravel's community tourism service	1	5	2.24
33	I am willing to use the community calendar services that Vietravel provides to customers in the future	1	5	2.21
34	I am willing to use other travel services that Vietravel provides to customers in the future	1	5	2.17

## **4.4 ANALYSIS OF FACTORS AFFECTING CUSTOMERS' FEELING ON THE QUALITY OF THE COMMUNITY TOUR TOUR SERVICE OF VIETRAVEL COMPANY**

### **4.4.1 Cronbach's Alpha test results**

Through the test results of Cronbach's Alpha coefficient, the independent variable scales are reliable and the correlation coefficients of the total variables are all high (> 0.5). Cronbach's

Alpha coefficients of all scales are greater than 0.6 (Nunnally, and Burnstein 1994), so the condition is satisfied. Therefore, the variables in 8 groups of independent factors all meet the conditions to be included in the next exploratory factor analysis

**Table 4.11 Results of testing the reliability of the scale**

<b>Observed variables</b>	<b>Total Correlation</b>	<b>Alpha if type variable</b>
<b>Product Strategy</b>		
SP1	0.744	0.822
SP2	0.746	0.819
SP3	0.715	0.832
SP4	0.674	0.85
<b>Cronbach's Alpha of Subjective Norm: 0.868</b>		
<b>Price</b>		
GIA1	0.757	0.882
GIA2	0.749	0.884
GIA3	0.769	0.879
GIA4	0.768	0.88
GIA5	0.747	0.884
<b>Cronbach's Alpha of Subjective Norm: 0.903</b>		
<b>Tourist Attraction</b>		
DD1	0.743	0.892
DD2	0.752	0.89
DD3	0.755	0.89
DD4	0.787	0.883

DD5	0.801	0.88
<b>Cronbach's Alpha of Subjective Norm: 0.908</b>		
<b>Communication Strategy</b>		
TT1	0.689	0.858
TT2	0.782	0.822
TT3	0.699	0.856
TT4	0.767	0.828
<b>Cronbach's Alpha of Subjective Norm: 0.876</b>		
<b>Human Resources</b>		
NL1	0.773	0.88
NL2	0.761	0.882
NL3	0.77	0.88
NL4	0.718	0.891
NL5	0.774	0.879
<b>Cronbach's Alpha of Subjective Norm: 0.904</b>		
<b>Procedure</b>		
QT1	0.821	0.825
QT2	0.725	0.906
QT3	0.833	0.813
<b>Cronbach's Alpha of Subjective Norm: 0.894</b>		
<b>Service Environment</b>		

MT1	0.776	0.892
MT2	0.723	0.903
MT3	0.817	0.883
MT4	0.793	0.888
MT5	0.77	0.893
<b>Cronbach's Alpha of Subjective Norm: 0.912</b>		
<b>Perceived Service Quality</b>		
HL1	0.814	0.765
HL2	0.687	0.882
HL3	0.767	0.808
<b>Cronbach's Alpha of Subjective Norm: 0.872</b>		

#### 4.4.2 Exploratory factor analysis results

After 3 times conducting exploratory factor analysis by Principal components method, the Varimax factor rotation method obtained the following results:

The first time: shows that the results of the first exploratory factor analysis are faulty because the variable (GIA1) has results both in group 1, in group 2, and the variable (SP3) has no results in all the variables. groups from 1-5 should have to run again to eliminate the two variables GIA1, and SP3

The second time: shows that the exploratory factor analysis results must also be rerun because the NL4 variable has duplicate results in both groups 1, and 2, so the exploratory factor analysis results must be rerun to remove the NL4 variable.

The third-factor analysis results were conducted with 28 observed variables. The results from 4 groups of factors with reasonable, and guaranteed test criteria:

(1) Reliability of observed variables (Factor loading > 0.5)

(2) Test the model's suitability with  $0.5 < KMO = 0.942 < 1.0$ , so factor analysis is suitable with the data in the model.

(3) Bartlett test on the correlation of observed variables P value =  $0.000 < 5\%$  of closely correlated variables

(4) The test of cumulative variance =  $69,757 > 50\%$  shows that 69.757% of the variation in the quality of community tourism services in Can Tho City is explained by the following groups of factors:

**Table 4.12 Results of exploratory factor analysis after rotation**

Observed variables	Factor group			
	1	2	3	4
(QT1) Fast, compact, and reasonable tour registration process	0.762			
(QT3) Clear, accurate, and transparent tour schedule	0.761			
(NL1) Guide knowledgeable about the history, geography, culture at the destination	0.731			
(NL3) Attitude, and service style of professional, and methodical guides	0.648			
(NL2) The tour guide has fluent, and attractive narration skills	0.638			
(NL5) Service staff at tourist attractions have a warm, honest, and enthusiastic attitude towards tourists	0.638			
(QT2) The tour route is arranged reasonably, serving the needs in time during the tour	0.629			
	0.625			

(SP2) Are you satisfied with Vietravel's experiences, and activities in the community life				
(SP1) Are you satisfied that the community tour of Vietravel company in Can Tho City is unique, and diverse	0.622			
(DD3) Sanitary conditions at community tourism sites are clean		0.738		
(GIA4) Do you feel the cost of specialty products is reasonable		0.723		
(DD5) Space to stay in tourist destinations is quiet, and airy		0.716		
(GIA3) Do you feel the cost of entertainment activities in the tour is reasonable		0.674		
(GIA2) Do you feel the cost of accommodation services on the tour is reasonable		0.618		
(DD1) Convenient, and modern transportation system, and means of travel between destinations		0.606		
(GIA5) Do you feel the cost of transportation on the tour is reasonable		0.593		
(DD4) Security conditions at community tourism sites ensure safety		0.589		
(DD2) Stable electricity, water, and internet systems at community tourist sites		0.587		

(SP4) Are you satisfied with the special dishes enjoyed in the community tour of Vietravel company		0.541		
(MT3) The destination l, andscape still retains the characteristics of the Mekong River			0.834	
(MT5) Environmental sanitation is well taken care of by the authorities, and people at the destination			0.764	
(MT4) The natural environment at the tourist destination is fresh, and clean			0.756	
(MT1) Natural l, andscape with distinctive features of gardeners			0.748	
(MT2) The friendliness, and hospitality of the locals			0.676	
(TT4) You know about the special preferential policies, and gifts of Vietravel company for customers on all platforms				0.809
(TT2) Do you know about tourism information forums about Vietravel's community tours				0.742
(TT3) Do you know about the press conferences, seminars, and fairs on community tourism that Vietravel organizes				0.67
(TT1) You can listen to the information about the tour, and make sure to know all the information that the Vietravel company conveys				0.591

<b>Total variance extracted (%)</b>	<b>69.76%</b>
KMO (Kaiser-Meyer-Olkin Measure of Sampling Adequacy): 0.942	
Bartlett's Test of Sphericity: Sig = 0.000	

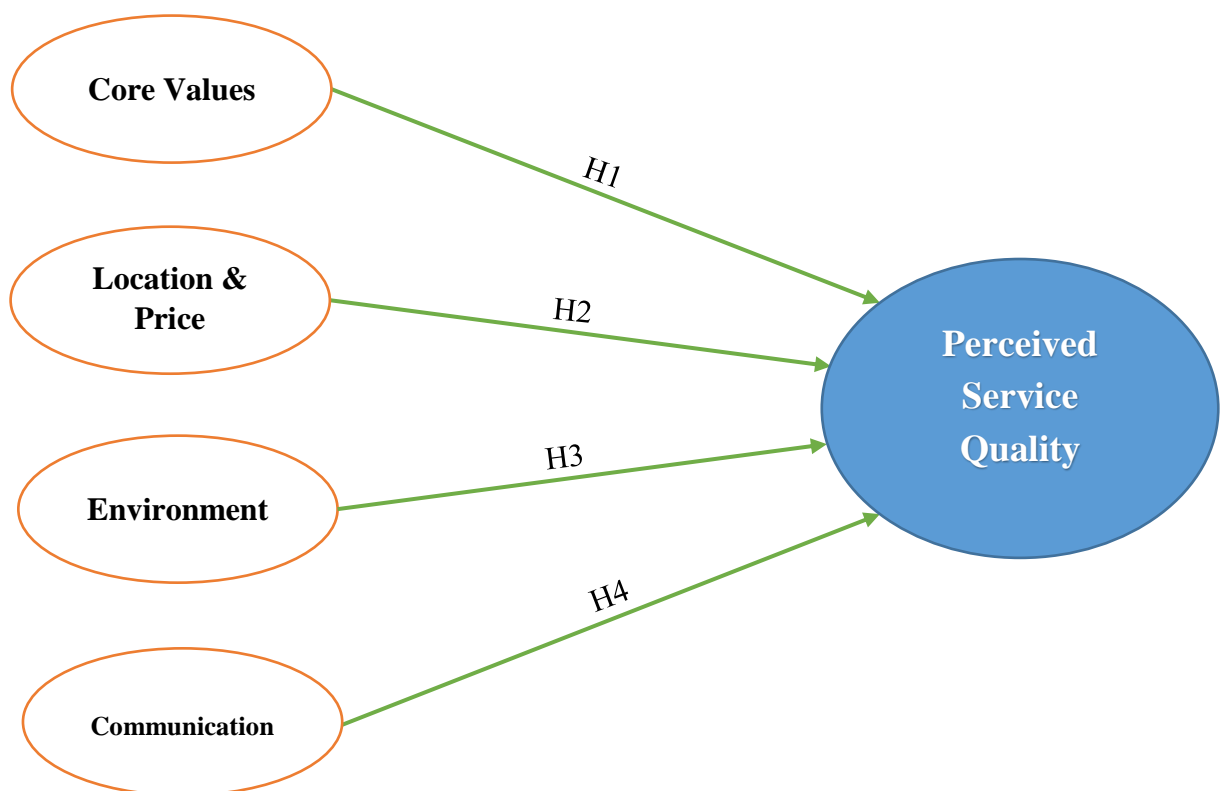
After 3 runs to get EFA exploratory factor analysis results, there are only 4 independent variables left with reasonable, and guaranteed test criteria, with an adjusted research model, and research hypothesis. adjust:

Group 1: Core values include variables (QT1, QT3, NL1, NL3, NL2, NL5, QT2, SP2, SP1)

Group 2: Location, and price include variables (DD3, GIA4, DD5, GIA3, GIA2, DD1, GIA5, DD4, DD2, SP4)

Group 3: Environment (MT3, MT5, MT4, MT1)

Group 4: Communication (TT4, TT3, TT2, TT1)



*Figure 4.5 Studies adjusted after analyzing factors*



H1: Core Values has a positive effect on perceived service quality. It is consistent with previous research models: Huynh Truong Huy, et al. (2018); Le Thanh Dien (2017); Pham Thi Lam (2018)

H2: Location & Price has a positive effect on perceived service quality. It is consistent with previous research models: Huynh Truong Huy, et al. (2018); Le Thanh Dien (2017); Pham Thi Lam (2018)

H3: Service Environment has a positive effect on perceived service quality. It is consistent with previous research models: Huynh Truong Huy, et al. (2018); Dao Minh Anh, et al. (2017); Pham Thi Lam (2018)

H4: Communication has a positive effect on perceived service quality. . It is consistent with previous research models: Huynh Truong Huy, et al. (2018); Dao Minh Anh, et al. (2017); Pham Thi Lam (2018)

#### 4.4.3 Regression results

**Table 4.13 Analysis results of factors affecting the decision of community tourism products in Can Tho City for Vietravel company**

<b>Factor</b>	<b>Beta</b>	<b>Value P</b>	<b>VIF</b>
<b>Core values</b>	0.591	0.000*	1.000
<b>Location &amp; price</b>	0.398	0.000*	1.000
<b>Environment</b>	0.386	0.000*	1.000
<b>Communication</b>	0.285	0.000*	1.000
R2 adjustable			0.732
Durbin-Watson value			1.911
The P value of the test F			0.000
Observed variables			231

The results in the table show that the F test used in the analysis of the variance table is a hypothesis test about the fit of the overall linear regression model. The idea of this test is

about the linear relationship between the dependent, and independent variables. We see that the model P value is very small (0.000), so the regression model is very suitable, and can be used.

The model's adjusted R2 coefficient is 0.732, which means that about 73.2% of the variation of intention to decide on community tourism products in Can Tho City for Vietravel company of customers can be explained from the relationship linear system among the elements in the model.

Durbin-Watson value at the model = 1,911 (range  $dU - 4 (dU)$  in table A2 of Durbin-Watson) with a  $dU$  value of 1,809, and  $(4 (dU))$  of 2,191) to see the explanatory factors for Purchase intention has an impact on each other but is not significant, we can ignore similar objects. The exaggerated value of the variance of the variables in the model is 1,000 (much smaller than 10). Therefore, we conclude that the variables included in the model do not have multicollinearity.

*The H1 coefficient of “Core Value” ( $\beta_1 = 0.591$ ), has a positive effect (+) so the relationship between “Core Value”, and “Building a marketing strategy for community tourism products in Can Tho City for Vietravel” is the same direction.* Therefore, this hypothesis is accepted (results in Table 4.13 - Results of analysis of factors affecting the decision of community tourism products in Can Tho City for Vietravel company). Components in "Core Values" such as (Product Strategy, Process and Human Resources) are important factors influencing the choice of customers leading to the process of developing marketing strategies for customers community tourism products in Can Tho City for Vietravel company. When customers feel good about the products provided, and the service attitude is professional, and friendly, the decision to use Vietravel's tour will be more. This result is consistent with the study of Huynh Truong Huy, et al. (2018); Le Thanh Dien (2017); Pham Thi Lam (2018).

*The H2 coefficient of “Place, and Price” ( $\beta_1 = 0.398$ ), has a positive (+) effect, so the relationship between “Place, and Price”, and “Building a marketing strategy for community tourism products in Can Tho City for Vietravel” is the same direction.* Therefore, this hypothesis is accepted (results in Table 4.13 - Results of analysis of factors affecting the decision of community tourism products in Can Tho City for Vietravel company). The components in "Location, and Price" are important factors affecting the choice of customers leading to the process of building a marketing strategy for community tourism products in

Can Tho City for the Vietravel company. When customers find a place new, attractive, and reasonable price, and save a lot of money, the choice of buying a tour of Vietravel company will be more. This result is consistent with the study of Huynh Truong Huy et al. (2018); Pham Thi Lam (2018); Dao Minh Anh, et al (2017).

*The H3 coefficient of “Environment” ( $\beta_1 = 0.386$ ), has a positive effect (+), so the relationship between “Environment”, and “Building a marketing strategy for community tourism products in Can Tho City Poetry for Vietravel Company” is the same direction.* Therefore, this hypothesis is accepted (results in Table 4.13 - Results of analysis of factors affecting the decision of community tourism products in Can Tho City for Vietravel company). The components of "Environment" are important factors affecting the choice of customers leading to the process of building a marketing strategy for community tourism products in Can Tho City for the Vietravel company. When the environment is green, clean, beautiful, and hygienic, and the air is fresh, it will also contribute to promoting the purchase intention of customers. This result is consistent with the study of Huynh Truong Huy et al. (2018); Pham Thi Lam (2018); Le Thanh Dien (2017).

*The H4 coefficient of “Communication” ( $\beta_1 = 0.285$ ), has a positive effect (+), so the relationship between “Communication”, and “Building a marketing strategy for community tourism products in Can Tho City” Poetry for Vietravel company” is the same direction.* Therefore, this hypothesis is accepted (results in Table 4.13 - Results of analysis of factors affecting the decision of community tourism products in Can Tho City for Vietravel company). The components in "communication" are important factors affecting the choice of customers leading to the process of developing a marketing strategy for community tourism products in Can Tho City for the Vietravel company. Strong communication, providing adequate information on electronic websites, easy for customers to search, update, and buy tours conveniently, and easily right on the app, website or e-commerce platform will also increase the selection choose to buy a tour at Vietravel because of its convenience. This result is consistent with the study of Huynh Truong Huy & et al. (2018); Pham Thi Lam (2018).

## CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

### 5.1 BASIS OF PROPOSED SOLUTION

Based on the analysis results of factors affecting the decision of community tourism products in Can Tho City for Vietravel company in chapter 4, there are proposed solutions for core values, location and price, service environment. Therefore, those factors coincide with the 4 elements of the 4P strategy in Marketing, the level of success in applying 4P in marketing will strongly affect the revenue of Vietravel company in the future, so there are suggested solutions as follows:

**Table 5.1 Table of proposed solutions**

The basis for the proposed solution	Recommended solution
Regression results show that core value has positively affects Core Value	The solution to developing core values of community tour in Can Tho City of Vietravel company
Regression results show that core value has positively affect Location, and Price	The solution to developing the location, and price of community tours in Can Tho City of Vietravel company
Regression results show that core value has a positive impact on the environment	The solution to developing of a community tour service environment in Can Tho City of Vietravel company
Regression results show that core value has positively affect Communication	The solution to developing community tour communication in Can Tho City of Vietravel company

### 5.2 PROPOSED SOLUTIONS

#### 5.2.1 Solution for Developing Core Values Community Tour in Can Tho City of Vietravel

To develop the core value of community tours in Can Tho City of Vietravel company. Vietravel company needs to provide solutions for developing processes when customers want to buy tours, develop the company's human resources, and the company community tourism products in Can Tho.

Regarding the process, Vietravel company needs to create conditions for customers to register for tours faster and more compactly by optimizing the company's website to provide full and eye-catching information, and clear and accurate tour schedules, transparency must clearly show what the business has done and experienced, the website ensures stable operation, no broken or broken links, especially the booking system so that customer operations can be done quickly. In addition, the tour itineraries offered to tourists participating in community tourism in Can Tho City of Vietravel company need to reasonably arrange the main tourist attractions arranged from time to time. Departure date to the end of the tour so that it is reasonable, which point should go first, and which point should go later to be both convenient to move and attract customers.

In terms of human resources, Vietravel should train and select guides who are knowledgeable about the history, geography, and culture of the destination with fluent, attractive presentation skills and the customer's attitude and service style. Vietravel's tour guides must be professional and methodical, in addition, Vietravel should advise community resorts in Can Tho City when the company has cooperated and experienced the need to train and train its staff. Service staff at tourist attractions have a warm, honest, and enthusiastic attitude toward tourists so that the service quality of community resorts in Can Tho City is more and more developed.

Moreover, the community tour of Vietravel company in Can Tho needs to be more unique, they need to link to discover new community tourism destinations but exploit enough advantages of agroecological landscapes, industry and culture of the river life of the local people form tourism products from which new destinations are known to more people and contribute to the more diverse community tours in Can Tho City such as Lu Gia Xeo Nhum ecological garden, Mekong Silt resort, Muong Dinh resort. In addition, the company needs to comment and offer solutions to develop more in traditional community tourism areas such as Cai Rang floating market, Con Son, My Khach tourist area. Mrs. Le Dinh Minh Thy, director of Vietravel Can Tho, gives her own opinion: "If talking about community tourism in Can Tho, Con Son is the place to build products, as well as connect with the most effective travel agencies. People here know how to actively find us and they flexibly respond to the market. Thus, for effective community tourism activities in Can Tho City, we need to be provided with raw products first, then survey and will sit down with local people and the opinions of tourists to discuss and adjust accordingly. If we want to sell products, we have to partially satisfy the needs of customers."

## **5.2.2 Solution Development on Location, and Price of Community Tours in Can Tho City of Vietravel Company**

Vietravel's solutions to develop community tourism sites in Can Tho City by Vietravel company need conditions such as sanitation at community tourist sites, accommodation space, transportation system, means of transportation, and transportation convenient transportation, security and order conditions, stable electricity, water, and internet systems. In order to have a good community-based tourism area, these factors must be developed. According to the community tours that the Vietravel company has done, we will propose some solutions to help community tourism develop more and more.

Firstly, regarding the environment, the Vietravel company Can Tho branch needs to make recommendations for community tourism areas in Can Tho City needs to develop a strategy for environmental protection in tourist areas with specific plans for planting and protecting trees in tourist areas, well manage infrastructure and environment in tourist areas, encouraging and guiding people and tourist service establishments to collect garbage in a scientific and reasonable manner.

The accommodation space must be clean and airy, which can be built in places with lots of trees or places where it can be integrated with the environment. In addition, transportation is a prerequisite for the birth and development of the tourism industry, so the means of transportation in the community tourist sites must be modern, and the roads must be easily circulated between the city's destination, there are many different means of transportation, the means that other places do not have can create excitement for tourists when coming to community tourism sites in Can Tho City.

Moreover, the issue of security is also very important when tourists come to community tourist sites, security at tourist destinations needs to be tighter, to ensure safety for tourists when traveling in the city of Can Tho.

Finally, the electricity, water, and internet systems must always be stable, there are always backup solutions when the electricity, water, and internet systems have problems and these are also problems affecting the return of tourists in the future.

In addition, the price is also an issue that greatly affects the choice of a tour for tourists. For the community tours that Vietravel is implementing, the prices are at a stable level, neither too low nor too high, suitable for the income of many households. From there, it shows that

the costs for entertainment activities in the tour are reasonable, the cost of accommodation services on the tour is reasonable, and the transportation costs in the tour are reasonable. But in today's competitive market, not only Vietravel but also many other travel companies still have that reasonable price. Therefore, we will offer solutions so that customers can easily choose Vietravel's tour compared to other companies. To make a difference with other companies, the company can offer vouchers to customers who have birthdays in the month or will reduce tour prices during Tet holidays, typical cultural occasions of the South. That way, Vietravel community tours will be easily accessible to many tourists.

### **5.2.3 Environmental Services Development Solutions Community Tours In Can Tho City Of Vietravel Company**

According to the current situation of environmental service development for community tours, we must have solutions to orient and contribute to promoting the positive aspects of community tours in Can Tho to Vietravel company can attract more visitors.

Regarding destinations doing tourism to develop local tourism is no longer a new thing, but doing tourism right is not for everyone. Currently, the exploitation, and construction of eco-tourism areas, and tourist areas to visit fruit trees are developed a lot. However, these destinations cannot be developed sustainably in the long term and according to the tour itineraries that Vietravel has implemented, and provided to tourists, we will propose some solutions so that Vietravel can contribute to promoting community tours to improve and develop optimally. We must pay attention to building tourism but still keep the characteristics of the region, build new ones, and not destroy the old ones. The link has formed a community tourism route with many typical products such as enjoying specialty fruits, boating on canals, listening to folk music, experiencing rustic cuisine and handicraft village products arts, and crafts, and learning about the traditional culture of the people in the southern river region, these are the most typical features, and keep it in full play so that it can help the community tour be known, and experienced more.

On the other hand, the natural landscape that keeps the beauty of the garden house is also an issue that needs to be mentioned. As well as keeping the characteristics of tourism in the Mekong Delta, creating a unique beauty for each gardener will prevent tourists from seeing the overlap between destinations. The tour itineraries of Vietravel in the community destinations in Can Tho are also relatively reasonable, but there is no diversity, only a few places can do this well. Vietravel must have activities to promote calling, and organizing

tourism promotion activities, contributing to preserving the national cultural identity, and nature at the community tourism destination. Therefore, if it is developed with distinct beauties, it will help develop, and promote community-based tourism to domestic, and foreign markets, helping Vietravel's community tours in Can Tho in particular, and in the Mekong Delta in general highly appreciated.

In addition, the issue of environmental sanitation, and the natural environment at the destination is also evaluated by Vietravel's customers and influences the selection process in the tour itinerary. Due to the rapid development of tourism in some localities, tourism activities have become out of control, putting great pressure on the responsiveness of natural resources, and the environment, causing local pollution., and the risk of long-term environmental degradation. The destinations of community-based tourism, sometimes forget this important issue. For tourism to develop sustainably, creating a green - clean - beautiful, safe, and friendly tourist environment is one of the decisive factors., and so, to be able to conduct community tours more professionally, and completely, Vietravel should have solutions to contribute to change, and promote better tour quality. Vietravel should have activities, and meetings to help people raise awareness of the environment, and the importance of community tourism, along with focusing on promoting propagate, anda, and training on environmental protection and Vietravel needs to organize volunteer activities to call for company employees to volunteer to pick up trash in community tourist areas in Can Tho City. With a beautiful, clean, and fresh tourist environment, the number of tourists coming to these destinations will be comfortable, and satisfied, the quality of Vietravel's tours is increasingly appreciated and attracts a large number of tourists to choose to come with community tourism and the issues of environmental services Vietravel will pay more attention to, which will make the community tour routes in Can Tho in particular, and the Mekong Delta in general improve, develop strongly, and attract a large number of tourists community tourism option.

#### **5.2.4 Communication Development Solution Community Tour In Can Tho City Of Vietravel Company**

With the explosion of the information technology revolution, many tourist destinations and travel companies take advantage of this power to create widespread and cause significant effects. Communication greatly affects the choice of customers and the image of the travel



company, namely Vietravel, the Can Tho branch. Based on the results analyzed in the above sections, some solutions can be drawn to develop communication for the inadequacies.

Gift policies and incentives for customers are popular on all platforms, but the number of customers accessing the above information is quite limited, the solution we offer is to help most of Vietravel's customers continue. If you can access it and then consider buying a tour so that the company's revenue will increase faster, it will still post promotional and promotional information on social networking platforms such as on the company's website, Facebook. Currently, the TikTok platform is being used by many people, so to capture the market, we will create funny clips to promote images and share promotional information with customers. In addition, the company is also selling tours on e-commerce platforms such as Shopee, Young people use Shopee quite a lot, so selling and communicating incentives in the above time is also a solution. You can create a Zalo group for customers who have participated in tours at Vietravel, then send information about promotions and gratitude to customers to understand and consider participating in the holiday seasons. Can be combined with other marketing methods to improve marketing effectiveness such as from website to leaflet, phone or website of Vietravel company.

The company's tourism forums take place, but few customers attend and capture information about the time and location of these forums. Therefore, we also have a solution to the above problem, which is to be able to announce the forums that will take place and organize a live stream for customers who can't participate directly, but still can access online so as not to miss out on any preferential program via travel. And help them not have to spend time, effort, and expense to go to the place to find out and order travel products and services, but just use a computer connected to the internet to search and look up information about the upcoming trip to your destination and select, register, and pay for your travel trip online.

Vietravel should open press conferences, seminars, and fairs about community tourism so that customers can learn and better understand the community tours that the company sells, and also advertise more about the company, about new tours and new programs for customers to understand. Make sure all customers involved are aware of what is going on in the meeting. Find ways to communicate that are easiest to understand and grasp for customers of all ages.

These are some of the measures we have taken to improve the communication of the Vietravel company in Can Tho City. We are helping the company marketing communicate

better with customers and bring higher performance than before, significantly improving the problems that are still inadequate in the past time based on surveys and opinions of tourists.

### **5.3 CONCLUSION**

The study is conducted with 3 main objectives the first is to describe the general situation of prominent community-based tourist attractions attracting tourists in Can Tho City. Second, analyze the perception of visitors of Vietravel company towards community tourism in Can Tho City. Finally, Develop a marketing strategy for community tourism products in Can Tho for the Vietravel company.

The research object of the topic "Building a marketing strategy for community tourism products in Can Tho City for Vietravel Company" are tourists from many different provinces participating in community tourism in the City. Can Tho of Vietravel company. The study used the questionnaire method to collect samples and the number of samples was 231 tourists participating in community tourism of Vietravel company in Can Tho City, namely Con Son community tourism area, My Khanh tourist area, and Binh Kieu wharf. From there, assess the situation of developing community tours in Can Tho City of Vietravel company to orient and offer solutions to develop marketing strategies for community tourism products in Can Tho City of the Vietravel company will develop more in the future.

After using the descriptive statistical method to produce the results achieved in goal 1, which is to describe the general situation of prominent community-based tourist attractions attracting tourists in Can Tho City, according to the results According to the survey, the customer service quality perception factors for the service quality perception in the community tours of Vietravel Can Tho company are rated from very low to very high by customers. At the same time, when using Vietravel Can Tho's community tours, customers can experience many different services and community tours. In general, the mean value of the independent variables has not much difference (mean = 2.10 - 2.42). However, the mean value in the range of 1.81 - 2.60 is not high, so it is necessary to come up with solutions to develop marketing strategies for community tourism products in Can Tho City of Vietravel company.

After 3 times conducting exploratory factor analysis by the Principal components method, the Varimax factor rotation method obtained results into 4 groups of factors with reasonable and guaranteed tested criteria and regression results. The results show that there are 4 variables affecting tourists' perception of community-based tourism in Can Tho City of

Vietravel company including core values, location and price, service environment and communication proportional 4 elements to build a 4P strategy in Marketing. Core value variables, location and price, service environment, and communication all positively affect tourists' perception of service. The variable that has the strongest impact on customers is core value followed by location and price, environment, and communication.

Based on the above results, it is necessary to have 4 groups of solutions to improve the marketing strategy for community tourism products in Can Tho City for Vietravel company, including strategic marketing solutions on core values, which need to offer solutions to develop the process of buying tours, human resources and community tour products for community tours in Can Tho City for Vietravel company. In addition, giving developments in location and price for Vietravel to compete with the current market of community tourism development in Can Tho City along with environmental development solutions service field and solutions for developing community tour communication in Can Tho City of Vietravel company.

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## APPENDIX 1: LIST OF SURVEY QUESTIONS

KHẢO SÁT VỀ VẤN ĐỀ " XÂY DỰNG CHIẾN LƯỢC MARKETING DÀNH CHO SẢN PHẨM DU LỊCH CỘNG ĐỒNG TẠI THÀNH PHỐ CẦN THƠ CHO CÔNG TY VIETRAVEL".

Câu hỏi 1: Tên của Anh/Chị là?

### Sàn lọc

Câu hỏi 1: Anh/Chị đã từng tham gia tour du lịch cộng đồng của công ty Vietravel chưa?

### Thông tin chung

Số thứ tự	Câu hỏi
1	Giới tính
2	Tuổi
3	Học vấn
4	Nghề Nghiệp
5	Nơi sinh sống
6	Đã tham gia du lịch cộng đồng vào thời gian nào
7	Số chi tiêu sẵn sàng bỏ ra khi đến du lịch tại thành phố Cần Thơ

Trả lời các câu hỏi và đánh giá các yếu tố này sẽ phụ thuộc vào mức độ theo thang điểm từ 1 đến 5 (thang đo Likert)

1: Rất không đồng ý => 5: Rất đồng ý

Product Strategy						
1	Are you satisfied that the community tour of Vietravel company in Can Tho city is unique, and diverse	1	2	3	4	5
2	Are you satisfied with Vietravel's experiences, and activities in the community life	1	2	3	4	5
3	Are you satisfied with the entertainment activities in the community tour of the Vietravel company	1	2	3	4	5
4	Are you satisfied with the special dishes enjoyed in	1	2	3	4	5

	the community tour of the Vietravel company					
<b>Price</b>						
5	Do you feel the tour cost is reasonable	1	2	3	4	5
6	Do you feel the cost of accommodation services on the tour is reasonable	1	2	3	4	5
7	Do you feel the cost of entertainment activities in the tour is reasonable	1	2	3	4	5
8	Do you feel the cost of specialty products is reasonable	1	2	3	4	5
9	Do you feel the cost of transportation on the tour is reasonable	1	2	3	4	5
<b>Tourist Attraction</b>						
10	Convenient, and modern transportation system, and means of travel between destinations	1	2	3	4	5
11	Stable electricity, water, and internet systems at community tourist sites	1	2	3	4	5
12	Sanitary conditions at community tourism sites are clean	1	2	3	4	5
13	Security conditions at community tourism sites ensure safety	1	2	3	4	5
14	Space to stay in tourist destinations is quiet, and airy	1	2	3	4	5
<b>Communication Strategy</b>						
15	You can listen to the information about the tour, and make sure to know all the information that the Vietravel company conveys	1	2	3	4	5
16	Do you know about tourism information forums about Vietravel's community tours	1	2	3	4	5
17	Do you know about the press conferences, seminars, and fairs on	1	2	3	4	5

	community tourism that Vietravel organizes					
18	You know about the particular preferential policies, and gifts of Vietravel company for customers on all platforms	1	2	3	4	5
<b>Human Resources</b>						
19	Guide knowledgeable about the history, geography, and culture at the destination	1	2	3	4	5
20	The tour guide has fluent, and attractive narration skills	1	2	3	4	5
21	Attitude, and service style of professional, and organized guides	1	2	3	4	5
22	The tour sales staff of Vietravel have a professional, and welcoming attitude	1	2	3	4	5
23	Service staff at tourist attractions have a warm, honest, and enthusiastic attitude toward tourists	1	2	3	4	5
<b>Process Strategy</b>						
24	Fast, compact, and reasonable tour registration process	1	2	3	4	5
25	The tour route is arranged reasonably, serving the needs in time during the tour	1	2	3	4	5
26	Clear, accurate, and transparent tour schedule	1	2	3	4	5
<b>Service Environment Strategy</b>						
27	Natural l, andscape with distinctive features of gardeners	1	2	3	4	5
28	The friendliness, and hospitality of the locals	1	2	3	4	5
29	The destination l, andscape still retains the characteristics of the Mekong River	1	2	3	4	5

30	The natural environment at the tourist destination is fresh, and clean	1	2	3	4	5
31	Environmental sanitation is well taken care of by the authorities, and people at the destination	1	2	3	4	5
<b>Perceived Service Quality</b>						
32	I am happy to introduce to everyone around after experiencing Vietravel's community tourism service	1	2	3	4	5
33	I am willing to use the community calendar services that Vietravel provides to customers in the future	1	2	3	4	5
34	I am willing to use other travel services that Vietravel provides to customers in the future	1	2	3	4	5

## Appendix 2:

### Demographics table

		Statistics							
		2.GENDER	3.AGE	4.EDUCATION	5.JOB	6.LIVE	7.INCOME	8.YEAR	9.SPEND
N	Valid	231	231	231	231	231	231	231	231
	Missing	0	0	0	0	0	0	0	0
	Mean	1.48	2.47	2.63	2.57	4.35	2.46	2.97	2.85
	Median	1.00	2.00	2.00	2.00	4.00	2.00	3.00	3.00
	Mode	1	2	2	2	2	1	3	2
	Sum	341	571	607	593	1006	569	685	659

### Cronbach's Alpha processing results

## Product:

### Reliability Statistics

Cronbach's Alpha	N of Items
.868	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SP1	7.00	8.509	.744	.822
SP2	7.00	8.204	.746	.819
SP3	6.90	8.328	.715	.832
SP4	6.83	8.263	.674	.850

## Price:

### Reliability Statistics

Cronbach's Alpha	N of Items
.903	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GIA1	8.91	15.879	.757	.882
GIA2	8.96	15.968	.749	.884
GIA3	8.90	15.615	.769	.879
GIA4	8.94	15.481	.768	.880
GIA5	8.86	15.949	.747	.884

## Location:



### Reliability Statistics

Cronbach's Alpha	N of Items
.908	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DD1	8.87	16.096	.743	.892
DD2	8.95	15.658	.752	.890
DD3	8.81	15.392	.755	.890
DD4	8.87	15.200	.787	.883
DD5	8.85	15.517	.801	.880

### Communication:

#### Reliability Statistics

Cronbach's Alpha	N of Items
.876	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TT1	7.09	10.396	.689	.858
TT2	7.10	9.681	.782	.822
TT3	7.02	9.791	.699	.856
TT4	7.06	9.661	.767	.828

### Human:

### Reliability Statistics

Cronbach's Alpha	N of Items
.904	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
NL1	8.88	13.825	.773	.880
NL2	8.83	13.776	.761	.882
NL3	8.94	13.831	.770	.880
NL4	9.07	13.903	.718	.891
NL5	9.10	13.624	.774	.879

### Procedure:

### Reliability Statistics

Cronbach's Alpha	N of Items
.894	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
QT1	4.41	4.017	.821	.825
QT2	4.42	4.305	.725	.906
QT3	4.35	3.933	.833	.813

### Environment:

### Reliability Statistics

Cronbach's Alpha	N of Items
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.912	5
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### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
MT1	9.53	15.902	.776	.892
MT2	9.54	16.119	.723	.903
MT3	9.43	15.464	.817	.883
MT4	9.45	15.352	.793	.888
MT5	9.42	15.463	.770	.893

### Satisfied:

#### Reliability Statistics

Cronbach's Alpha	N of Items
.872	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
HL1	4.38	3.698	.814	.765
HL2	4.41	3.895	.687	.882
HL3	4.45	3.822	.767	.808

### The results of exploratory factor analysis:

#### First Result:

#### Rotated Component Matrix<sup>a</sup>

	Component			
	1	2	3	4
QT3	.765			

QT1	.765			
NL1	.710			
NL2	.643			
NL5	.636			
NL3	.629			
QT2	.624			
SP2	.612			
SP1	.600			
NL4	.565			
GIA4		.723		
DD3		.712		
DD5		.699		
GIA3		.682		
GIA2		.618		
GIA5		.600		
DD1		.582		
DD2		.564		
DD4		.560		
GIA1	.525	.532		
SP4		.528		
MT3			.830	
MT5			.759	
MT4			.758	
MT1			.747	
MT2			.681	
TT4				.807
TT2				.733
TT3				.677
TT1				.580
SP3				

## Second Result:

### Rotated Component Matrix<sup>a</sup>

	Component			
	1	2	3	4
QT1	.769			
QT3	.766			
NL1	.718			
NL2	.650			
NL3	.645			

NL5	.645			
QT2	.633			
SP2	.621			
SP1	.607			
NL4	.571	.502		
DD3		.737		
DD5		.720		
GIA4		.717		
GIA3		.668		
GIA2		.611		
DD1		.604		
DD2		.588		
GIA5		.586		
DD4		.585		
SP4		.540		
MT3			.831	
MT5			.763	
MT4			.757	
MT1			.749	
MT2			.680	
TT4				.806
TT2				.739
TT3				.669
TT1				.589

### Final Result:

#### Rotated Component Matrix<sup>a</sup>

	Component			
	1	2	3	4
QT1	.762			
QT3	.761			
NL1	.731			
NL3	.648			
NL2	.638			
NL5	.638			
QT2	.629			
SP2	.625			
SP1	.622			
DD3		.738		
GIA4		.723		

DD5		.716		
GIA3		.674		
GIA2		.618		
DD1		.606		
GIA5		.593		
DD4		.589		
DD2		.587		
SP4		.541		
MT3			.834	
MT5			.764	
MT4			.756	
MT1			.748	
MT2			.676	
TT4				.809
TT2				.742
TT3				.670
TT1				.591

### Regression:

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.858 <sup>a</sup>	.737	.732	.51856609	1.911

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	169.231	4	42.308	157.330	.000 <sup>b</sup>
	Residual	60.505	225	.269		
	Total	229.736	229			

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
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		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.002	.034		-.065	.948		
	REGR factor score 1 for analysis 1	.592	.034	.591	17.263	.000	1.000	1.000
	REGR factor score 2 for analysis 1	.398	.034	.398	11.620	.000	1.000	1.000
	REGR factor score 3 for analysis 1	.386	.034	.386	11.271	.000	1.000	1.000
	REGR factor score 4 for analysis 1	.285	.034	.285	8.321	.000	1.000	1.000

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions			
					REGR factor score 1 for analysis 1	REGR factor score 2 for analysis 1	REGR factor score 3 for analysis 1	REGR factor score 4 for analysis 1
1	1	1.000	1.000	.00	.00	.90	.10	.00
	2	1.000	1.000	.00	.99	.00	.00	.00
	3	1.000	1.000	.00	.00	.09	.90	.00
	4	1.000	1.000	1.00	.00	.00	.00	.00
	5	1.000	1.000	.00	.00	.00	.00	1.00

### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	-1.2949314	2.7926481	-.0022297	.85965095	230
Residual	-1.94669104	2.23245144	.00000000	.51401718	230
Std. Predicted Value	-1.504	3.251	.000	1.000	230
Std. Residual	-3.754	4.305	.000	.991	230