

## Study Attracting International Tourism in Vietnam

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### **Abstract:**

*The objective of the paper is to assess the current situation of attracting international tourists to Vietnam. The author conducts qualitative and quantitative analysis of the factors affecting the attraction of international tourists to Vietnam. Using Stata test software, the results show the factors affecting the attraction of international tourists to Vietnam. From the research results, the author recommends solutions to help Vietnam increase the attraction of international tourists to Vietnam.*

**Keywords:** *Attraction, international tourists, Vietnam*

### **1. Introduction**

It can be said that tourism is considered as one of the most growing general economic sectors today. Many countries have considered tourism as a key economic sector, contributing to promoting other economic sectors to develop, increasing high foreign exchange earnings, creating more jobs and raising the living standards for people.

Vietnam is one of the countries with a developing economy, so investing in tourism development is one of the effective solutions to help Vietnam's economy grow, and at the same time help Vietnam have many things. exchange events, international integration. With outstanding advantages of location, it is located near the center of Southeast Asia - an area with a dynamically developing economy, with multifaceted cooperation between countries in the region and around the world. ; Vietnam is also a country with diverse and abundant natural and human resources; is considered a safe, friendly destination for international tourists. With these favorable conditions, in recent years, Vietnam tourism has also achieved remarkable achievements. Calculating the total number of international visitors to Vietnam in 2014 reached 7.8 million, domestic tourists reached 38.5 million, the total turnover of the industry was 230 thousand billion. 2015 witnessed many changes in the whole tourism industry in Vietnam, this is reflected in the achieved results of the year. The total number of international visitors to Vietnam in 2015 reached nearly 8 million, domestic tourists about 57 million, the total revenue of the whole industry was about 337.8 trillion. Although the achievements of the industry are quite large, it is still not commensurate with the potential of Vietnam. Compared to other countries with developed tourism industry in the region such as Thailand, Singapore, it is still quite modest. That modesty may be partly due to the fact that we have not yet identified the factors driving international tourists to Vietnam and have not yet had effective solutions to attract international tourists to Vietnam.

The purpose of the paper is to analyze the situation, identify factors that motivate international tourists to Vietnam, thereby making some recommendations on policies to attract international tourists to Vietnam. More in the future.

### **2. Literature review**

#### **2.1. Tourism concept**

Along with the development of tourism, the concept of tourism is understood in different ways according to different points of view.

In 1941, Mr. W. Chunziker and Kraff (Switzerland) came up with the definition: Tourism is a combination of phenomena and phenomena, relationships arising from the movement and stopping of people in places not as their permanent residence, moreover they do not stay there permanently and do not have any activity to earn income at the destination.

According to economist Kalfiotis, tourism is the movement of individuals or groups from one place to

another to satisfy the spiritual and moral needs, thus creating economic activity.

In the view of Robert W. McIntosh, Charles R. Goeldner, JR Brent Ritchie, tourism is a synthesis of the relationships that arise from the interaction between tourists, suppliers, authorities and the community. hosts in the process of attracting and welcoming tourists.

According to the definition of the World Tourism Organization:

Tourism is understood as a combination of relationships, phenomena and economic activities that originate from the journeys and stays of individuals or groups outside their regular place of residence for the purpose of tourism. peace. The place they go to is not their workplace.

Vietnam's tourism law (adopted by the National Assembly at its 7th session, session XI, 2005) explains the following tourism terms:

Tourism is activities related to the trips of people outside their regular place of residence to meet the needs of sightseeing, exploring, recreation and relaxation in a certain period of time.

## **2.2. Tourists, international tourists**

According to the World Tourism Organization, tourists are those who have the following characteristics:

- A person who leaves his / her regular residence;
- Not pursuing economic purposes;
- Leaving residence place for 24 hours or more;
- Minimum distance from home to destination depending on the concept of each country.

Every country has its own definition of tourists. However,

The most common point for countries in understanding the concept of tourists is:

Tourists are those who leave their regular place of residence to return to various purposes, excluding the purpose of employment and remuneration at the place of destination; stay for a stay of 24 hours or more (or use an overnight stay schedule) but no longer than one year.

Tourists are those who temporarily stay at their destination for purposes such as leisure, business, conferences or family visits.

According to the Vietnam Tourism Law, the term tourist is explained:

Tourists are those who travel or combine with travel, except for attending school, working or practicing to receive income at the destination.

Tourists are divided into two basic groups: international tourists and domestic tourists.

### **International tourist**

In 1937, the Statistical Committee of the League of Nations (the predecessor of today's United Nations) introduced the concept of international tourists as follows:

International tourists are those who visit a country outside their country of origin for at least 24 hours.

According to the above-mentioned concept, in terms of time, international tourists are those who have visited (stayed) in other countries for at least 24 hours. In fact, people who travel to another country with an overnight

stay despite not having 24 hours are still counted as international tourists.

Clause 3 (Article 34, chapter 1) of the 2005 Vietnam Tourism Law stipulates: International tourists are foreigners, Vietnamese people residing abroad to travel to Vietnam; Vietnamese citizens and foreigners permanently residing in Vietnam traveling abroad.

Thus, the group of international tourists is classified into 2 categories:

Inbound tourist: a foreigner and a person of a country residing in another country who enters that country to travel. This type of customer uses foreign currency to buy goods and services.

Outbound tourist: A citizen of a country and a foreigner residing in that country traveling abroad.

### ***2.3. Attracting international tourists***

So far, there have been many studies on the situation and situation of attracting international tourists to a locality in the world and in Vietnam in particular, however, most of these studies, the concept The "activity of international tourist attraction" is rarely completed, but is presented in the form of a list of activities aimed at attracting international tourists. Explaining the phrase "activities to attract international tourists" in the literary semantics, we have "activities" which are different jobs with certain purposes in social life; "Attraction" is interpreted as "making people interested and focusing all their attention" (Vietnam Language and Literature Center, 1998). Thus, "activities to attract international tourists" can be understood as different things to aim to attract and attract the attention of international tourists. Activities to attract international tourists of a locality are a combination of activities to attract more and more international tourists from abroad to travel in their locality.

## **3. The impact of attracting international tourists to the economy**

### ***3.1. Increase GDP for the country***

Developing international tourism will contribute to increasing the proportion of GDP of tourism in the service sector, thereby increasing GDP of the national economy. Where tourism is developed, especially international tourism, the appearance of urban and rural areas is improved and more beautiful, people's living standards have been significantly improved, and people's living standards have been improved. . Moreover, international tourism also creates on-the-spot consumption of goods and services, spurs other sectors to develop, restores many traditional festivals and crafts, and contributes to promoting the transition. translate the economic structure of the whole country and each locality, increase income, eradicate hunger and alleviate poverty, and strive to get rich and expand exchanges between regions and regions in the country and with foreign countries.

### ***3.2. Bring foreign currency to the country***

International tourists carry money earned from the country of residence to the destination in the destination country, to some extent considered the export of the destination country, thus helping to improve the national trade balance. . Therefore, if international tourism is maintained on a regular and appropriate basis, it can be considered as a stabilizing agent of foreign exchange earnings from exports. Developing countries like Vietnam need more international visitors to the country than the number of their citizens traveling abroad. This is an advantage to improve the trade balance because low-income domestic citizens are less able to travel abroad.

### ***3.3. Is an export operation with high performance***

The high efficiency of tourism business, especially international tourism, is reflected in the fact that international tourism is an "on-site export" of industrial goods, consumer goods, handicrafts, restored antique, agricultural and forestry products at retail prices higher than export prices (if sold through export, they will be at wholesale prices). Usually, when international tourists travel abroad, they all want to buy local products in the host country to bring as gifts for friends, relatives or to keep memories of the lands. they have been to. Therefore, goods that are exchanged through international travel will be exported without being subject to

international trade tariff barriers. International tourism is not only an "on-site export" industry, but also an "invisible export" industry of tourism goods. These are the natural landscapes of the climate and the tropical sunshine, the values of historical and cultural relics, the uniqueness of the traditions and customs without being lost each time. "Sell" but even its value and prestige will increase with each time the market is launched if the quality of tourism is high. The reason for this phenomenon is that we "sell" to tourists not the tourism resources themselves but only the value of the ability to satisfy the specific needs of tourists contained in tourism resources. . International tourists returning to their home country will promote more countries that tourists travel through word of mouth if the quality of travel service brings satisfaction to visitors.

### ***3.4. Attracting foreign investment and strengthening foreign trade activities***

The common law of the process of economic restructuring in the world today is that value is increasingly accounting for a higher proportion of the total social product and among employed people. Therefore, businesses looking for the efficiency of capital are tourism an attractive business sector compared to many other economic sectors. Tourism brings a high rate of return because investment in tourism is relatively small compared to heavy industry, transportation, but the capital recovery is fast, technology is not complicated. Moreover, international tourism is a significant source of foreign currency revenue in the tourism industry, so attracting international tourists will help foreign investors to focus and promote. Further investment in tourism. In addition, the development of tourism activities will lead to the expansion of cultural and economic exchanges between regions, regions and with the world. It can be said that, through international tourism activities, trade transactions as well as meetings and information and technology exchange among nations are promoted. This contributes to promoting foreign trade activities and bringing great benefits to the country.

### ***3.5. Creating job opportunities***

Employment is one of the issues of particular national concern. Attracting international tourists helps to create jobs for the people, namely creating jobs in the fields of management, finance, management, science, information, sales and marketing. However, most job opportunities are in the executive and operational scope.

Tourism activities in general and international tourism activities in particular will develop jobs and raise incomes for local people.

### ***3.6. Reduce urbanization***

Tourism resources are often available everywhere, especially in remote and isolated areas or coastal areas. The exploitation to bring these resources into use requires investment in all aspects such as transport, post, economic, cultural and social. Therefore, the development of international tourism will change the face of economy and society in those areas, and thus contribute to shifting the concentration of the population concentrated in urban centers to the regions. tourism development activities.

## **4. Factors affecting international tourist attraction**

### ***4.1. Travel resources***

Tourism resources are a natural and cultural whole - their history and components contribute to the restoration and development of human physical and mental capacity, their working capacity and health, and their resources. This is used for direct and indirect needs, for tourism service production.

Vietnam Tourism Law 2005 stipulates: "Tourism resources are natural landscapes, natural elements, historical - cultural relics, creative labor works of People and other humanistic values can be used to meet tourism needs, which are the basic factors for forming tourist resorts, tourist sites, tourist routes and tourist cities. "

The Vietnam Tourism Law 2005 stipulates: "Tourism resources include natural tourism resources and human tourism resources being exploited and not yet exploited.

Natural tourism resources include elements of geology, topography, geomorphology, climate, hydrology, ecosystems, and natural landscapes that can be used for tourism purposes.

Humanistic tourism resources include cultural traditions, cultural elements, folk art, historical, revolutionary, archeological, architectural, human and creative labor constructions and relics. Other tangible

and intangible cultural properties may be used for tourism purposes. ”

Tourism resources are the basic element to create tourism products. In order to appeal and meet the diverse needs of tourists, tourism products need to be diverse, rich, unique and new. It is the richness, diversity and characteristics of tourism resources that create the rich and diverse richness of tourism products. Thus, tourism resources are considered as a premise for tourism development, which is a necessary condition to attract tourists in general and international tourists in particular. The more abundant and unique tourism resources are, the more attractive they are to tourists and the more effective the tourism business.

#### **4.2. Infrastructure, material and technical**

The technical facilities of the tourism organization include all the houses and technical facilities to help serve the needs of tourists such as hotels, restaurants, transportation. load recreational areas, shops, parks, roads, sewers, electrical networks in the area of the tourist facility (may be of a tourist facility, may be of a tourist area) calendar). Tourism technical infrastructure plays an important role in the production and consumption of tourism products.

Material and technical infrastructure of social labor infrastructure are material facilities not built by tourism organizations but by the whole society. They are roads, railway stations, airports, ports, railways, parks of the entire population, commercial networks of residential areas, telecommunication systems, water supply and drainage systems, electricity networks. , cinemas, theaters, museums.

In the technical infrastructure of society, the most effective and most important service element for tourism is the transportation system (air, road, waterway). This is the secondary technical infrastructure for tourism. It was built to serve the local people and later to serve both tourists visiting the country or the tourist area. This facility is of particular importance because it is located close to the tourist site, it determines the pace of tourism development and to some extent determines the quality of tourism.

#### **4.3. Labor team**

This is an important agent using the tourism technical infrastructure tools to exploit tourism resources, providing international tourists with the best tourism products and services. Labor in tourism is mostly technical labor, requiring high professional preparation. Specialization is most evident in facilities for accommodation, dining and tourism. Compared to workers in other industries, labor in the tourism industry is lower in intensity, but in a complex labor environment and suffers from high psychology. This feature shows clearly for workers who have direct contact with guests such as room service, tables, bars, tour guides, they have to contact many types of tourists. again, there are very different psychosocial characteristics. Therefore, a team of highly qualified and professional workers is just a necessary condition, sufficient conditions are that they must have good service spirit, work very professionally to create a friendly and comfortable feeling. roofs for tourists. A team of workers who meet these two conditions will undoubtedly be an important factor to help attract international tourists.

#### **4.4. Tourism development policy**

Reasonable tourism development policies will ensure the promotion of national and local tourism. In particular, the diversified regulations and policies on increasing international tourist attraction of the state and local authorities have always had a significant direct impact on this attraction. Therefore, these policies and regulations must be formulated and implemented reasonably to ensure their compatibility with the actual implementation. To meet the increasing demands of international tourists, tourism potential will not be effectively exploited if the planning and organization of tourism is not synchronized and unscientific. Professional planning and management will allow tourism to develop in the right direction and help to attract international tourists.

#### **4.5. Tourism environment**

Tourism environment includes natural tourism environment and humanistic tourism environment. Any tourism activity only takes place within the tourism environment. In other words, whenever there is tourism, there is a tourism environment. While the natural environment requires the exploitation of natural resources to be associated with the embellishment and preservation of the environment, the humanistic tourism environment requires tourism where there is no attraction. , there is no fight to scramble for customers, instead it is a warm

and friendly reception of local people. Safety issues for international tourists is a matter that needs the most attention. This is a big obstacle if tourism is not professionalized and it is difficult to ensure it is implemented in areas with low educational levels and people's life is still difficult. Besides, international tourists when choosing a place to travel, they not only consider tourism products but also attach importance to protecting the safety of body, property, and interest. political security situation of that country. So the issue of politics, peace, social security must be guaranteed. For regions and countries where the political situation is unstable, such as civil war, ethnic conflict, coup, it certainly will not attract many international tourists.

## 5. Research results

Research models

$$\text{NoTOUR}_{jt} = f(\text{GDP}_{\text{PerVNt}}, \text{GDP}_{\text{PerJt}}, \text{DIST}_{\text{VNJ}}, \text{BORD}_{\text{VNJ}}, \text{LABR}_{\text{VNt}}, \text{ROOM}_{\text{VNt}}, \text{TTCI}_{\text{VNt}})$$

Inside:

$\text{NoTOUR}_{jt}$  is the number of international tourists of country  $j$  coming to Vietnam in year  $t$

$\text{GDPPerVNt}$ , Vietnam's per capita income in year  $t$  (current price GDP)

$\text{GDPPerJt}$  per capita income of country  $j$  year  $t$  (current price GDP)  $\text{DIST}_{\text{VNJ}}$  the distance between Vietnam and country  $j$  (taken from the work of

CEPII)

$\text{BORD}_{\text{VNJ}}$  is a dummy variable with a value of 1 if Vietnam and country  $j$  share the border and vice versa

$\text{LABR}_{\text{VNt}}$  number of employees working in accommodation and catering industry in Vietnam year  $t$

$\text{ROOM}_{\text{VNt}}$  number of rooms, rooms for rent in Vietnam year  $t$

$\text{TTCI}_{\text{VNt}}$  Vietnam's tourism competitiveness index year  $t$  (provided by the World Economic Forum - WEF).

In addition, according to research by Tsounta (2008), logarithmic regression models are the most commonly used model in tourism studies. This study also cites statistics in the study of Witt (1995), in which 75% of the models previously referenced by the author use the logarithmic model. The reason why this type of model is so commonly used is that the results are expressed in terms of growth rates - something that researchers, businesses and governments are interested in in terms of economy. Therefore, the author also chose to build a logarithmic model with the dependent variable  $\text{NoTOUR}$  and independent variables  $\text{GDPPerVN}$ ,  $\text{GDPPerJ}$ ,  $\text{DIST}_{\text{VNJ}}$ ,  $\text{LABR}_{\text{VN}}$ ,  $\text{ROOM}_{\text{VN}}$ ,  $\text{TTCI}_{\text{VN}}$  expressed in the form of logarithms. The specific research model in logarithmic form is shown as follows:

$$\text{LnNoTOUR}_{jt} = \beta_1 + \beta_2 \text{LnGDPPerVNt} + \beta_3 \text{LnGDPPerJt} + \beta_4 \text{LnDIST}_{\text{VNJ}} + \beta_5 \text{LnLABR}_{\text{VNt}} + \beta_6 \text{LnROOM}_{\text{VNt}} + \beta_7 \text{LnTTCI}_{\text{VNt}} + \gamma_1 \text{BORD}_{\text{VNJ}} + \varepsilon_i$$

Inside:

$\text{LnNoTOUR}_{jt}$  : natural logarithm base  $e$  of the number of international tourists of country  $j$  coming to Vietnam in year  $t$

$\text{LnGDPPerVNt}$  natural logarithm base  $e$  of per capita income of Vietnam year  $t$  (current price GDP)

$\text{LnGDPPerJt}$  natural logarithm base  $e$  of country per capita income  $j$  year  $t$  (current GDP price)

$\text{LnDIST}_{\text{VNJ}}$  logistic natural base  $e$  of the distance between Vietnam and country  $j$  (taken from CEPII's work)

$\text{LnLABR}_{\text{VNt}}$  natural logarithm base  $e$  of the number of employees in the accommodation and catering industry in Vietnam year  $t$

$LnROOM_{VNt}$  logarithm natural base e of the number of rooms, rooms for rent in Vietnam year t  
 $LnTTCI_{VNt}$  natural logarithm base e of Vietnam's tourism competitiveness index year t (provided by the World Economic Forum - WEF)  
 $BORD_{VNj}$  is a dummy variable with a value of 1 if Vietnam and country j share the border and vice versa

$\varepsilon_i$  standard error / deviation

**Table 1. Variables used in the model and data sources**

No	Variable	Sources
1	$NoTOUR_{jt}$	General Statistics Office (GSO)
2	$GDP_{PerVNt}$	World Bank (World Bank)
3	$GDP_{PerJt}$	World Bank (World Bank)
4	$DIST_{VNj}$	CEPII (the French Institute for Research on the International Economy)
5	$LABR_{VNt}$	General Statistics Office (GSO)
6	$ROOM_{VNt}$	Vietnam National Administration of Tourism
7	$TTCI_{VNt}$	World Economic Forum
8	$BORD_{VNj}$	

**Table 2. Descriptive statistical results  
The period of 2017-2019**

Variables	Sample	Mean	Standard Deviation	Min	Max
$LnNoTOUR_{jt}$	185	11.66246	1.204438	9.729135	14.4819
$LnGDP_{PerVNt}$	185	7.437736	0.1541966	7.195637	7.626717
$LnGDP_{PerJt}$	185	10.01736	1.266266	6.662749	11.54085
$LnDIST_{VNj}$	185	8.384502	1.03376	5.861461	9.522678
$LnLABR_{VNt}$	185	14.53854	0.1045835	14.35259	14.64977
$LnROOM_{VNt}$	185	12.53805	0.1177862	12.37628	12.71289
$LnTTCI_{VNt}$	185	1.406008	0.0341743	1.360977	1.451614
$BORD_{VNj}$	185	0.1111111	0.3154401	0	1

**Table 3: The Correlation Matrix**

<b>Variables</b>	<i>LnNoTOUR<sub>It</sub></i>	<i>LnGDP<sub>PerVNt</sub></i>	<i>LnGDP<sub>PerJt</sub></i>	<i>LnDIST<sub>VNJ</sub></i>	<i>LnLABR<sub>VNt</sub></i>	<i>LnROOM<sub>VNt</sub></i>	<i>LnTTCI<sub>VNt</sub></i>	<i>BORD<sub>V</sub></i> <i>NJ</i>
<i>LnNoTOUR<sub>It</sub></i>	1							
<i>LnGDP<sub>PerVNt</sub></i>	0.0987	1						
<i>LnGDP<sub>PerJt</sub></i>	-0.3288	0.0414	1					
<i>LnDIST<sub>VNJ</sub></i>	-0.4447	0.0004	0.8335	1				
<i>LnLABR<sub>VNt</sub></i>	0.0982	0.9801	0.0429	-0.0000	1			
<i>LnROOM<sub>VNt</sub></i>	0.0966	0.9811	0.0385	0.0000	0.9353	1		
<i>LnTTCI<sub>VNt</sub></i>	-0.0245	-0.2142	-0.0228	0.0000	-0.3568	-0.0908	1	
<i>BORD<sub>VNJ</sub></i>	0.3439	-0.0006	-0.6734	-0.5851	-0.0000	0.0000	0.0000	1



**Table 4. Estimated results using the Pool OLS (xtpcse) method**

Independent Variables	Dependent Variable	
	LnNoTOUR <sub>it</sub>	P-Value
<i>LnGDPPerVN<sub>t</sub></i>	0.2517733*	0.000
<i>LnGDPPerJt</i>	0.2323669*	0.000
<i>LnDIST<sub>VNJ</sub></i>	-0.6215471*	0.000
<i>LnLABR<sub>VNt</sub></i>	0.4945252*	0.000
<i>LnROOM<sub>VNt</sub></i>	0.1622195*	0.000
<i>LnTTCI<sub>VNt</sub></i>	0.1657251*	0.000
<i>BORD<sub>VNJ</sub></i>	0.7493685*	0.000
<i>Constant</i>	3.133624*	0.000

Note: \* is statistically significant at 1% or better

Table 4 presents a summary of the estimation results for model 3 using the stata software and the OLS estimation method to overcome the autocorrelation and variance of variation errors. The results show that the effects of the independent variables on the dependent variable are both expected and initial. Specifically, the increase in GDP per capita of Vietnam and its partners will increase the number of international visitors to Vietnam. In addition, the number of employees working in the food and accommodation industry, the number of rooms, the competitiveness index of tourism has increased / improved and the common borders are all factors that increase the number of tourists. international to Vietnam. And, as expected, the further the distance between Vietnam and the partner country, the lower the number of international visitors to Vietnam and vice versa because the distance has a significant impact on travel time and cost.

## 6. Conclusion

Currently, tourism in the world is developing strongly, despite the difficult political and economic uncertainties that last for a number of countries and regions around the world. In general, the world has had many changes with leaps in science and technology, the process of industrialization and urbanization takes place more quickly in developed countries; global cooperation trend is inevitable, the world economy continues to develop; The living standards of the people are constantly being improved ... In this context, the traveling demand of the people is an objective and rapidly growing demand.

As a country located in Southeast Asia, the development of Vietnam's tourism is not outside the general trend of regional tourism. With abundant natural resources and heritage, along with always being on the top of the charts of safety, friendly and tourism indicators, Vietnam is facing many opportunities to "score" with visitors, improve development. In recent years, the renovation policy of the Party and the State, especially the renovation policy on foreign affairs and foreign economy, tourism in Vietnam has made certain progress and increasingly has positive impacts. than to many areas of the country's socio-economic life.

In order to enhance the attraction of international visitors to Vietnam, the author recommends some solutions as follows:

- Awareness raising on tourism for Party Committee and authorities at all levels and branches. It is necessary to thoroughly understand the authorities and people about the important role of the tourism economy, and enhance the synchronous coordination in all activities of the provinces and cities. Since then, raising the awareness of the tourism economy as follows: tourism development is to contribute to economic restructuring, promote other economic sectors to develop, meeting the tourism needs of the people, increase social income, create jobs, raise awareness of environmental protection, preserve and exploit tourism resources appropriately. All levels and sectors need to consider the task of supporting and facilitating the development of the tourism industry as one of the main tasks, based on which there is proper investment in leadership as well as budget sources for building. build Vietnam's tourism industry to become a key economic industry.

Promote administrative procedure reforms to facilitate tourism development, simplify procedures for entry, exit,

travel, residence and sightseeing of international tourists, ensuring order and moderate security. advantages, civilization, courtesy, reform of administrative procedures for issues related to tourism investors in the direction of simplification, quickness, and lawfulness. The fact that many foreign investors invest in Vietnam also partly helps Vietnam to attract international tourists, because investors coming here, apart from the main purpose of work, will inevitably have to visit. Travel to rest and relaxation. Therefore, the simplification of entry and exit procedures for international tourists mentioned above must also include clear visa procedures, facilitating easy access for foreigners working in Viet Nam.

- Promote the effectiveness of direction and administration of tourism development of the Department of Tourism in localities; strengthen the synchronous and close coordination among sectors and levels in the organization and management of tourism development. Take advantage of the direction, support and support of the state management agency in charge of tourism and the ministries and central branches. Continue to organize and consolidate the organization and apparatus of state management of tourism from the local to the central level. Consolidate and improve the quality of the contingent of officials performing the state management of tourism

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