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## Conditions affecting the tourism development of a destination through visitors' evaluation: The case of Sapa Town, Lao CAI Province, Vietnam

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### Abstract

The research aims to determine the conditions that affect the tourism development of a destination through the evaluation of tourists (in the case of Sapa town, Lao Cai province, Vietnam). Using quantitative methods, the article uses SPSS software to process interview results from 400 tourists according to four groups of factors: (i) accessibility to public communication services, hotel amenities and hygiene, level of convenience and comfort of sightseeing transportation; (ii) the adequacy, capacity, and hygiene of the parking lot, the diversity and specificity of souvenirs, the attractiveness and diversity of entertainment activities, (iii) security issues, order, and safety and (iv) the quality of tourism human resources. The research results show a group of conditions, such as the adequacy, capacity, and hygiene of the parking lot, the diversity and specificity of souvenirs, and the attractiveness and diversity of entertainment activities. Location and natural landscape have the strongest impact on the development of a tourist destination. While factors in groups I, iii, and iv have a lower level of influence. From there, this study proposes policy implications for improving the service quality of the destination, such as: the issue of human resource training, the quality of infrastructure; renewing products and services, and diversifying local cultural experiences. In particular, the quality of human resources is an issue that needs improvement not only in Sapa but also for many tourist destinations in mountainous regions of Vietnam.

**Keywords:** Conditions affecting, Lao Cai, Sapa, Tourism development, Tourist destinations, Visitors's evaluation.

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### 1. Introduction

The conditions for tourism development are a combination of natural, cultural, and socio-economic factors of a destination [1]. The conditions include general conditions for tourism development, including tourism development

policies, safety and security conditions, and political environment. The typical conditions for tourism development include tourism resources, infrastructure conditions, technical facilities for tourism, and tourism human resources [2, 3]. For tourist destinations, the ability to attract tourists reflects the feelings, beliefs, and opinions that everyone has about the destination's ability to satisfy customers in relation to the specific needs of their trip Hu and Ritchie [4]. The concept of destination attractiveness, as proposed by Mayo and Jarvis [5] is closely linked to the decision-making process of tourists and the specific benefits they receive [5].

Specifically, the attractiveness of a destination is a combination of the relative importance of personal benefits and the ability of the destination to provide personal benefits to visitors. Therefore, if a destination meets the needs of tourists, it also has the potential to become a preferred tourist destination. These capabilities depend on the destination's attributes and are also the factors that motivate tourists to come to the destination [3]. In the concept described above, a tourist destination is a package of facilities and tourism services, as well as any other consumer product or service, consisting of several multidimensional attributes that together determine the attractiveness of destinations to a particular view when they are offered tourism choices. These attributes include all the elements of a tourist destination. According to Dwyer, those properties "are not just historical sites, theme parks, and landscapes but also services and facilities that serve the daily needs of visitors Dwyer and Kim [6]. Gearing, et al. [7] classified these attributes into the 5 main groups: (1) natural factors; (2) social factors; (3) historical factors; (4) entertainment and shopping facilities; and (5) infrastructure, food, and accommodation [7]. According to Deng, et al. [8], there are six components in a travel destination that attract tourists, including the type of accommodation, entertainment, food, tourism, and transportation, that are often characterized by its accessibility, attraction, comfort, facilities, and conditions of mobility [8].

Many previous studies have shown that visitors' perceptions of satisfaction and the ability to return are greatly influenced by the attractiveness of the destinations Chi and Qu [9]; Cong [10], and Viet [11]. Murphy, et al. [12] determine destination quality and value through tourist assessments influenced by environment (pleasant climate, attractive scenery, clean city, heritage ambience, friendly people) and infrastructure, they are also decisive factors in the intention to return [12]. The research results of Sebastian et al show that destination attractions are found to be the core determinants of the attractiveness; destination support facilities and services, and people-related factors are the secondary determinants [3]. Determining the relationship of each tourism attribute to the tourist's assessment of the attractiveness of a tourism destination is the most important measurement aspect of tourism attractiveness because it identifies the attributes of the visual salience of the destination, and these are the attributes most likely to determine tourist behavior [13, 14].

Sa Pa is a mountainous town in the Northwest, in Lao Cai province of Vietnam. Sa Pa is located on a terrain area with an average altitude of 1500m-1800m; has Fansipan - the highest peak of mountain in Vietnam (3,143m) along with many unique cultural values of ethnic minorities, which has created the special appeal of this tourist town.

Sa Pa has a very early history of exploiting resort tourism because the high belt differentiation has suitable conditions here compared to tropical areas in Vietnam during the summer (the average summer temperature in Sa Pa ranges from 15°C – 18°C) [15]. Especially, in a tropical country, Sa Pa is among the very few territories with four seasons of weather in one day: cold weather in the morning and afternoon of spring and autumn; noon is sunny and hot like summer; night is the cold weather of winter. Sa Pa's nature is attractive with its breathtaking mountain landscape, and the experience of conquering Fansipan Peak; visiting beautiful and majestic waterfalls (Silver Waterfall, Love Waterfall, Cat Cat Waterfall...); watching the terraced rice fields winding around the mountainside... creates an unforgettable impression in the hearts of visitors.

Sa Pa's humanistic tourism resources are also quite unique. This place is home to many ethnic groups; Typical examples are the Mong, Dao, Tay, Kinh, Giay, Xa Pho (Phu La) people, along with diverse community cultures (folk arts, festivals, craft villages and traditional handicraft products, market, housing architecture, culinary culture...) create the unique values of this destination.

Since the earliest 20<sup>th</sup> century, Sa Pa has been a popular tourist destination. For many years, this destination has always been in the top position for attracting international tourists to Vietnam. However, Sa Pa has really made a strong breakthrough since the Hanoi-Lao Cai expressway and the Fansipan cable car project came into operation [15]. The sudden increase in the number of visitors to Sa Pa has brought great revenue to the locality, increasing many job opportunities and income for indigenous people. Sa Pa's accommodation, restaurant, and entertainment services are also quite developed; featuring homestay establishments, ethnic cuisine restaurants, and various types of cultural performances and exchanges among ethnic minorities.

Research on tourism development in Sa Pa is not a new issue; it is even quite extensive, with many publications related to assessing the current status, tourism product, and sustainability of tourism [15-17]. However, improving destination development conditions through surveys and exploration of visitors' perceptions always needs to be done with the aim of improving the quality of products and services at the destination while meeting the needs and interest trends of tourists in each specific period. In this study, we evaluate the tourism development conditions with a tourist-oriented approach, making recommendations for policy improvements for the destination. From the case study in Sapa town, we provide comprehensive assessments of a developed tourist destination, identifying the needs of tourists most accurately.

## **2. Research Method**

### *2.1. Select Criteria and Measurement Variable*

Factors affecting the formation and development of tourism include: tourism resources; population and labor, the development of social production and economic sectors, the need for leisure and tourism, the scientific and technical revolution, urbanization, living conditions, free time, factors of politics; infrastructure, and technical facilities [1]. We chose 6 criteria to design a tourist interview questionnaire: tourism resources; human resources; destination's security and

safety; infrastructure quality; quality of facility techniques; quality of service facilities, and other additional services. Table 1 explains groups of assessment criteria.

**Table 1.**  
Evaluation criteria.

Evaluation criteria	Symbol	Evaluation criteria
Tourism resources	X <sub>1</sub>	The attractiveness of natural landscape
	X <sub>2</sub>	Historic monument – unique culture
	X <sub>3</sub>	Local specialities
Human resources	X <sub>4</sub>	The rapidity in implementing services of the tour guides and staff (Guiding, accommodating, food & beverage)
	X <sub>5</sub>	The willingness to help tourists of the tour guides and staff (Guiding, accommodating, food & beverage)
	X <sub>6</sub>	The willingness to response to reasonable requests for tourists of the tour guides and staff (Guiding, accommodating, food & beverage)
	X <sub>7</sub>	The hospitality of the tour guides and staff (Guiding, accommodating, food & beverage)
	X <sub>8</sub>	The abilities and skills to perform the service of the tour guides and staff (Guiding, accommodating, food & beverage)
Destination’s safety and security	X <sub>9</sub>	No beggars
	X <sub>10</sub>	No soliciting
	X <sub>11</sub>	No overcharging
	X <sub>12</sub>	No stealing and pickpocketing
Infrastructure quality	X <sub>13</sub>	The modernity of transportation
	X <sub>14</sub>	The width of roads to the destination
	X <sub>15</sub>	The ensured quality of the surface of the roads
	X <sub>16</sub>	The spaciousness of parking lots
	X <sub>17</sub>	The cleanliness and hygiene of the parking lots
Quality of facilities techniques	X <sub>18</sub>	Fully equipped restaurants
	X <sub>19</sub>	The cleanliness and hygiene of the restaurants
	X <sub>20</sub>	Fully equipped accommodation
	X <sub>21</sub>	The cleanliness and hygiene of the accommodation
	X <sub>22</sub>	The ensured information communication system
Quality of service facilities, and other additional services	X <sub>23</sub>	Locally special souvenirs
	X <sub>24</sub>	The attractiveness of the entertainment activities
	X <sub>25</sub>	The convenience of money transferring, depositing, and exchanging
	X <sub>26</sub>	The convenience and availability of health care

2.2. Questionnaire Interview Method

We use questionnaires to collect primary data related to the research problem. To measure customer scores, we use an interval Likert scale with 5 price levels. We use Slovin's formula size sample [18].

$$n = \frac{N}{(1 + N \cdot l^2)}$$

In which, n: actual sample size, N: number of overall observations, l: allowable error. The study used a 95% certainty level, 5% margin of error. Luck and Rubin affirmed that a margin of error of 5% and a confidence level of 95% is the most used in research [19].

In 2022, the total number of visitors to Sapa town was 760,000 visitors (official statistics of the Department of Culture [20]). At a margin of error of 5%, confidence level of 95%, applying the above formula, we have the number of samples needed for research as follow:

$$n = \frac{760.000}{(1 + 760.000 \cdot 0.05^2)} = 399,79$$

Thus, the research sample includes 400 respondents. In 2022, domestic visitors to Sapa accounted for 87.5%, and international visitors accounted for 12.5%. Therefore, the number to be interviewed was 350 domestic guests and 50 international guests (400 x 87.5% and 400 x 12.5%, respectively). Because there was no list of names of tourists who would visit Sapa during the research period and many tourist attractions in the study area do not have the gate tickets, we could not take a simple or random sample, stratified course... Instead, we sent questionnaires to all tourists in the group (except children and the elderly). The survey period was from September to November 2022. The total number of ballots collected was 423, and there were 23 invalid ballots (ballots without enough information).

2.3. Method of Processing Data from the Questionnaire

Data from the questionnaire was coded and entered into SPSS software. The software supported the methods used in volumetric encapsulation:

- (i) Analyze the statistical descriptive table used to summarize the value measurements of a variable in the form of frequency (%) and average number.
- (ii) Analyze the reliability scale to ensure the scale and measurement variables are sufficiently reliable.
- (iii) Analyze bivariate correlation to determine the relationship and the strength of the relationship between the two variables.
- (iv) Exploratory factor analysis to discover factors affecting tourism development in Sapa town, Lao Cai Province. The following steps guide the execution of the factor analysis:

Step 1. Use the KMO and Bartlett definitions to check the appropriateness of the variables that have been evaluated for reliability.

Step 2. Based on the factor matrix table after rotation, determine the number of factors. The research sample, comprising 400 respondents, will retain variables with factor loadings > 0.3 in each factor.

Step 3. Write the factor equation. The factor equation has the form [21].

$$F_i = W_{i1}X_1 + W_{i2}X_2 + W_{i3}X_3 + W_{i4}X_4 + \dots + W_{ik}X_k.$$

In which: Fi: estimated value of the ith factor, Wi: factor weight, k: number of variables.

- (v) Multivariate linear regression analysis to identify the factors that affect the dependent variable (direction and level).

The evaluation results show that 26 variables have Cronbach's  $\alpha$  coefficient of 0.966, and the adjusted variable-total correlation coefficient is greater than 0.6. Thus, measurement scales are valid, and variables ensure reliability.

3. Research Results

3.1. Description of the Research Sample

This study was conducted on the number of tourists traveling to Sapa town with the following specific parameters.

**Table 2.**  
Research sample.

Variable	Frequency	Percent	Variable	Frequency	Percent
Gender			Education		
Male	209	52.2	High school degree or below	122	30.5
Female	191	47.8	Undergraduate degree	110	27.5
Age			Graduate degree	168	42
Under 25	131	32.7	Location of residence		
26-40	137	34.3	City	217	54.2
41-50	85	21.3	Rural	45	11.3
Over 50	47	11.7	Town	138	34.5

The Table 2 presents information describing the study sample.

The percentage of that who know about Sapa tourism mainly through the Internet (Google, Facebook, Zalo, TikTok, Instagram) is 64.8%; relatives and friends are 30.2%; travel companies are 19%; television is 21%; and newspapers and magazines are 15%. The research subjects are tourists at tourist attractions in Sapa town, therefore, the number of visitors is mainly independent tourists, travelling in groups or tourists travelling in groups organized by travel companies. In particular, a large proportion of tourists know about Sapa tourism through the internet, relatives, and friends. This demonstrates that the aforementioned factors play a critical role in promoting the tourism image of this destination. The main purposes of visitors to Sapa town are sightseeing (68.2%), entertainment (23.2%), relaxation (20.8%), study and research (14.0%), experiencing cultural values (13.5%), visiting relatives (7.8%), and other purposes (work, business, medical treatment...).

The attraction of tourism in Sapa for tourists is mainly natural landscapes (51.2%), indigenous culture (44.8%), historical relics (33.5%), amusing activities and weekend entertainment (28.5%), local specialties (27.2%), friendliness and hospitality of the people (25.0%), festivals (17.8%), and other attractive factors (people's lives and livelihoods, traditional craft villages...).Some of the popular activities for tourists when visiting Sapa are admiring and enjoying the natural beauty (55.5%), enjoying local specialties (45%), and visiting ethnic villages (38.8%). ), visiting national parks (35.8%), experiencing local culture (28.2%), participating in Love Market on weekends (27.2%), hiking to Mount Fansipan (13.2%), experiencing medicinal baths (8%), and other activities (visiting people's livelihoods, cultural exchanges...).

The number of tourists returning to travel next time accounts for a significant proportion (63.8%); Of which, the number of visitors coming to Sapa for the second time accounts for 35.7%, the third time accounts for 23.2% and those who come to Sapa for more than 3 times accounts for 21.5%.

3.2. Conditions Affecting Tourism Development in Sapa Town, Lao Cai Province – Vietnam

The level of tourist satisfaction with the trip to Sapa reached 3.98 points (maximum score is 5). The tourist's intention to return next time and to introduce it to the potential visitor market correlates with the level of satisfaction (see Table 3). Therefore, to promote tourism development in Sapa town, Lao Cai province, it is necessary to have solutions to increase the

level of tourist satisfaction. At the significance level  $\alpha=0.01$ , 99% confidence level (Pearson test), the level of satisfaction is positively correlated with the tourist's intention to return to travel next time.

According to Cao Hao Thi  $|r| < 0.4$ : weak correlation;  $|r| = 0.4-0.8$ : average correlation;  $|r| > 0.8$ : strong correlation. Results of testing the relationship between two variables,  $r = 0.466$ , average correlation (Table 3).

**Table 3.**

The relationship between the satisfaction level and the intention to return and the intention to recommend of tourists.

	Satisfaction level	The intention to return	The intention to recommend
Satisfaction level	1		
The intention to return	$r = 0.486^{**}$ Sig. = 0.000	1	
The intention to recommend	$r = 0.443^{**}$ Sig. = 0.000		1

Note: \*\* at 0.01 significance level, 99% confidence level, 2- tailed test.

The data testing results show that KMO = 0.942, the significance level of the Bartlett test = 0.000. The data are suitable for factor analysis (see Table 4). Table 4 shows the results of the KMO test.

**Table 4.**

KMO và Bartlett's test.

KMO and Bartlett's test

Kaiser-Meyer-Olkin measure of sampling adequacy		0.942
Bartlett's test of sphericity approx.	Approx. chi-square	8.218E3
	df	314
	Sig.	0.000
n=400		

**Table 5.**

Factor score matrix after rotation.

Measurement variable	Factors			
	1	2	3	4
The attractiveness of natural landscape		0.215	-	-
Historic monument – unique culture	0.087	-	-	-
Local specialties	0.135	-	-	-
The rapidity in implementing services of the tour guides and staff (Guiding, accommodating, food & beverage)	-	-	-	0.318
The willingness to help tourists of the tour guides and staff (Guiding, accommodating, food & beverage)	-	-	-	0.379
The willingness to response to reasonable requests for tourists of the tour guides and staff (Guiding, accommodating, food & beverage)	-	-	-	0.372
The hospitality of the tour guides and staff (Guiding, accommodating, food & beverage)	-	-	-	0.314
The abilities and skills to perform the service of the tour guides and staff (Guiding, accommodating, food & beverage)	-	-	-	0.234
No beggars	-	-	0.369	-
No soliciting	-	-	0.321	-
No overcharging	-	-	0.319	-
No stealing and pickpocketing	-	-	0.289	-
The modernity of transportation	0.243	-	-	-
The width of roads to the destination	0.135	-	-	-
The ensured quality of the surface of the roads	-	0.132	-	-
The spaciousness of parking lots	-	0.302	-	-
The cleanliness and hygiene of the parking lots	-	0.341	-	-
Fully equipped restaurants	0.128	-	-	-
The cleanliness and hygiene of the restaurants	0.159	-	-	-
Fully equipped accommodation	0.262	-	-	-
The cleanliness and hygiene of the accommodation	0.257	-	-	-
The ensured information communication system	0.317	-	-	-
Locally special souvenirs	-	0.317	-	-
The attractiveness of the entertainment activities	-	0.243	-	-
The convenience of money transferring, depositing, and exchanging	-	-	0.118	-
The convenience and availability of health care	0.131	-	-	-

Source: Results of survey data analysis.

The **Table 5** presents the results of impact of the influencing factors.

Based on the factor matrix table after rotation, we see that there are 4 groups of conditions affecting the development of tourism in Sapa town, Lao Cai province, with the following equations:

$$F_1 = 0,317 X_{22} + 0,262 X_{20} + 0,257 X_{21} + 0,243 X_{13} + 0,159 X_{19} + 0,135 X_{14} + 0,128 X_{18} + 0,135 X_3 + 0,131 X_{26} + 0,087 X_2$$

In Condition Group 1, the ensured information communication system (X22), Fully equipped accommodation (X20), The cleanliness and hygiene of the accommodation (X21), and the modernity of transportation (X13) have the strongest impact. This group of conditions can be named "Accessibility to public communication services, amenities and hygiene of hotels, level of comfort and convenience of sightseeing transportation."

$$F_2 = 0,341 X_{17} + 0,317 X_{23} + 0,302 X_{16} + 0,243 X_{24} + 0,215 X_1 + 0,132 X_{15}$$

Condition Group 2 is strongly affected by the variables The cleanliness and hygiene of the parking lots (X17), Locally special souvenirs (X23), The spaciousness of parking lots (X16), The attractiveness of the entertainment activities (X24), The attractiveness of natural landscape(X1). This group of conditions can be named "The adequacy, capacity and hygiene of the parking lot, the variety and specificity of souvenirs, the attractiveness and diversity of entertainment activities, and natural landscape."

$$F_3 = 0,321 X_{10} + 0,319 X_{11} + 0,335 X_9 + 0,289 X_{12} + 0,118 X_{25}$$

The situation of solicitation (X10), the situation of overcharging (X11), the situation of beggars (X9), the situation of stealing and pickpockets (X12) are variables that have a strong impact on Condition Group 3. This group of conditions can be named "Security, order and safety."

$$F_4 = 0,369 X_5 + 0,372 X_6 + 0,318 X_4 + 0,314 X_7 + 0,234 X_8$$

Variables such as The willingness to help tourists of the tour guides and staff (guiding, accommodating, food & beverage) (X5), The willingness to response to reasonable requests for tourists of the tour guides and staff (guiding, accommodating, food & beverage) (X6), The rapidity in implementing services of the tour guides and staff (Guiding, accommodating, food & beverage) (X4), The hospitality of the tour guides and staff (guiding, accommodating, food & beverage) (X7), The abilities and skills to perform the service of the tour guides and staff (guiding, accommodating, food & beverage) (X8) perform a strong impact on Condition Group 4. This group of conditions can be named "Quality of tourism human resources".

The results of testing the multivariate linear regression model show that  $R^2 = 0.227$  and  $R^2 = 0.219 > 0.05$ , significance level of F test = 0.000, probability value of 4 independent variables = 0.000 and VIF < 2. Thus, the regression model is appropriate.

Based on the coefficients table, we have the following multivariate linear regression equation:

$$Y = 3,858 + 0,217 F_3 + 0,201 F_1 + 0,177 F_2 + 0,124 F_4$$

Thus, Condition Group 2 has the strongest impact on tourism in Sapa town, Lao Cai province, followed by Condition Group 1, Condition Group 3, and Condition Group 4, which have the least impact.

To limit the lack of objectivity of respondents, we designed their full name information as optional (full name and full name can be written or left blank). We also explained to all the participants the purpose of this study and asked for their objective answers. Based on our knowledge from field surveys, we find that visitors' reviews are highly reliable.

#### **4. Conclusion and Recommendation**

There are many reasons leading to limitations in tourism development in Sapa, the most obvious problems are solicitation, price gouging, begging, and theft. This shows that Sapa still cannot ensure its security, order, and safety for tourists. This problem is common at tourist attractions in the town, such as stone churches, squares, Cat Cat Village, and the Ham Rong tourist area. To create a feeling of comfort and peace of mind for tourists, the province needs to implement many solutions to improve local people's trading, business, and participation in tourism activities. The presence of security guards in places where tourists visit also helps limit begging and theft.

Besides Sapa town and some localities with developed tourism activities such as Ta Van, Lao Chai, Seo My Ty, some routes, and tourist destinations still do not have common public communication services; a lot of hotels do not have adequate amenities and ensured hygiene; the level of convenience and comfort of sightseeing transportation is also limited.

Numerous studies on tourism service quality demonstrate a correlation between service quality and tourists' level of satisfaction and number of return visits [22]. Therefore, to attract more tourists to Sapa, relevant stakeholders need to pay attention to improving service quality, and this issue needs to be addressed synchronously. Many attractions in Sapa town still do not have parking lots planned, and places with parking lots still do not ensure cleanliness and capacity. At the tourist destination of Sapa town, the diversity and characteristics of souvenirs are still limited.

The entertainment activities here are very few and not so attractive, focusing on a few main activities, such as the Love Market every Saturday night. The natural landscape of the province is mainly mountains with large spaces. The main exploitation of tourism products is sightseeing and photography at locations with mountainous views. Areas near mountains and streams have several resorts such as Utopia, Ta Van Ecology, La Dao... focusing on several products such as medicinal baths, relaxation, and experiencing some local cultural activities. These products are not diverse and will be unentertaining to tourists in the long run. Community tourism villages such as Cat Cat, Ta Van, Lao Chai... have poor road quality. Due to the mountainous terrain, mostly cars with less than 29 seats can get access, which limits the development ability of tourist destinations.

Tourism human resources in Sapa town, especially guides and staff, who provide accommodation, meals, and sightseeing, do not ensure quality. In 2022, the number of workers in the province's tourism industry with university and

postgraduate degrees accounts for 3.74%, and the number of untrained workers accounts for 47.17%. This finding demonstrates that tourist's assessments reflect the actual situation of local human resources. People are an important factor in development, while training to improve the quality of human resources is not a difficult problem, as domestic and foreign training institutes have grown rapidly in scale and type of training. The problem is that there must be regulations, accompanied by rewards and favorable conditions, to have rapid changes in the quality of human resources.

From the research and evaluation of tourism development in Sapa through tourist outreach, the problems posed by a tourist destination are as follows:

First and foremost, the quality of tourism services is evaluated through the quality of service provided by staff at the destination. This quality is expressed through employee skills, service attitude, and professional qualifications. Tourists have increasingly high demands for service quality at tourist destinations, so the issue of human resource training is raised for tourist destinations in Vietnam, including formal training and on-site training of accommodation establishments, restaurants, and other service points.

Secondly, the quality of infrastructure, including roads and means of transportation, needs to be diversified, and the accessibility of tourist destinations needs to be easier. This is particularly crucial for tourist destinations located in Vietnam's mountainous region. The strength of these tourist destinations is that they have natural landscapes that are very attractive to tourists, however, the quality of the roads and the variety of means of transportation are limited, leading to poor accessibility to tourist destinations. The schedule is not very busy.

Thirdly, the novelty of tourism products at tourist destinations needs to be emphasized. Tourist destinations should constantly renew their tourism products to create excitement for tourists and increase their return rate.

Finally, entertainment activities at tourist destinations also need to be focused on and diversified, increasing the experience for tourists through cultural activities with a strong local imprint.

We conducted this research based on interviews with tourists. One limitation is that there have been no surveys from state management agencies or other participants in tourism activities. In the next studies, we will analyze the conditions for tourism development from approaching businesses and state management agencies. At the same time, analyze the role of each object: tourists, businesses, local authorities, and local people at the destination.

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