

Original Article

Factors Affecting Community Tourism Marketing in Hoa Binh Province, Vietnam

¹Nguyen Thi Kim Chi, ²Nguyen Thi Thu Ha, ³Nguyen Anh Dung

¹East Asia University of Technology, Vietnam.

²Hanoi University of Natural Resources and Environment, Hanoi, Vietnam.

³PhD Candidate, Graduate Academy of Social Sciences, Hanoi, Vietnam.

Received Date: 10 July 2023

Revised Date: 15 July 2023

Accepted Date: 22 July 2023

Published Date: 30 July 2023

Abstract: *The study analyzed the current situation of tourism marketing in Hoa Binh by exploiting and clarifying the role of tourism marketing activities of actors involved in tourism business and management in Hoa Binh. More specifically, the field survey method in Hoa Binh with the participation of visitors and community tourism business households was carried out. The results show that the factors of the promotion program, entrance fee, friendliness of local people, and tour program are highly appreciated by visitors and make an impression on visitors when coming to Hoa Binh. These are considered important factors in promoting tourism marketing to attract and retain visitors to Hoa Binh.*

Keywords: *Hoabinh, Community Tourism, Visitors.*

I. INTRODUCTION

Hoa Binh is a mountainous province adjacent to Hanoi's capital, with a natural area of about 4,600km²; administrative units include 10 districts and 1 city; 210 communes, wards, and towns. The population is over 800,000 people, with 6 main ethnic groups (Muong, Kinh, Thai, Tay, Dao, and H'Mong), of which the Muong ethnic group accounts for the majority, with over 63%.

However, there are still many difficulties, such as means of transport, means of tourism service are both low and substandard, and the staff is not professional in tourism. Hence, the style is still unprofessional, and the promotion of tourism images in Hoa Binh tourist village has not made an impression. It has not been active in the source of visitors. Most visitors to Hoa Binh are locals in the city or a few groups brought by small-scale travel companies. Therefore, this tourist destination is not known more than some other tourist areas in the area.

Therefore, diversifying tourism products and creating new destinations for tourists when coming to Hoa Binh not only becomes a matter of concern for tourism management agencies but also attracts the curiosity of locals and tourists. So, the question is, how has the marketing work for Hoa Binh destination been done in the past time? What tourism marketing factors (products, services, human resources) do visitors know about Hoa Binh and make an impression on them to return? This study will exploit the above questions to contribute to pointing out the tourism marketing activities that need attention to promote the tourism development of Hoa Binh in particular and Hoa Binh City in general.

II. LITERATURE REVIEW

CBT provides visitors with experiences of local life, in which local communities directly participate in tourism activities, derive socio-economic benefits from tourism activities, and take responsibility for protecting natural resources, the environment, and local culture (Bui Thi Hai Yen, 2012; Vo Que, 2006).

"Tourism marketing is a management philosophy that, through research, prediction, and selection based on the needs of tourists, can bring tourism products to the market in a way that is suitable for earning more profits for that tourism organization" (World Tourism Organization).

From the perspective of tourism management: "Tourism marketing is the application of marketing in the field of tourism. Marketing of a tourist destination is the integration of activities of tourism suppliers to satisfy the desires of tourism consumers in each target market segment towards the sustainable development of the tourist destination (Nguyen Van Manh and Nguyen Dinh Hoa, 2015).

Referring to tourism marketing, Trinh Thanh Thuy (2009) proposes 8 tools of the marketing mix to apply to tourism marketing activities, including products (products), prices (prices), distribution (place), promotion (promotion), people (people), service packages (packing), programs (programming), partners (partnership). The author proposes 10 marketing mix



solutions to approach visitors: selection of target markets, marketing strategies, solutions for products, prices, distribution, promotion, people, packages, programs, and partners.

In a recent study on ecotourism marketing associated with historical sites in Hoa Binh City" conducted by Nguyen Thi Dung (2015). The author has built a research model on the relationship between the marketing mix factors and the satisfaction and intention to return tourists. The analysis results show that 7 factors of tourism marketing affect visitor satisfaction, including (1) location; (2) products; (3) price; (4) communication; (5) process; (6) knowledge and makeup; (7) service attitude of the staff. Through the analysis results, the author offers five groups of marketing solutions related to tourist destinations, prices, tourism products, communication, training, and development of tourism human resources.

A study on marketing solutions contributing to tourism development for Tien Giang province in 2020 by Vo Xuan Huong (2013). The author focuses on analyzing and evaluating tourism activities in Tien Giang and the impact of the environment on tourism; assesses the tourists' satisfaction with tourism marketing activities in Tien Giang. Research by Dao Thuy Thuy Anh (2011) on the current situation and solutions to develop tourism in Can Tho to exploit local resources. The study's objective is to assess the current status of tourism business activities and tourism quality in Hoa Binh city and identify tourism products and specific tourism products. The author used the IPA model as a basis to propose some solutions to improve the quality of tourism services and develop tourism in the city to exploit local potential.

It can be seen that the survey studies mainly reflect the current state of tourism activities and tourism marketing in destinations through the use of descriptive statistics, factor analysis, etc., from which the factors affecting the quality of tourism products and services can be pointed out. Specifically: location; product; price; the media; procedure; knowledge and makeup; service attitude of staff; distribution; promotion; human; partner.

III. METHODOLOGY

Secondary data were collected from the culture and information office of Binh Thuy district, Hoa Binh city, to assess the situation of tourism activities in Hoa Binh. Primary data is collected by designing questionnaires and directly interviewing visitors who have been experiencing tourism activities in Hoa Binh.

Sampling method: The author collects data through a convenient method with the participation of 179 visitors (mainly domestic visitors).

Analytical method: Descriptive statistical method to analyze the current situation of Hoa Binh tourism activities in recent years; Chi-Square test (Chi-Square) to test the relationship between attributes, Cronbach Alpha test and EFA exploratory factor analysis are also used to identify groups of factors affecting the level of visitor satisfaction.

The scale of marketing mix factors

The research literature on marketing and tourism has been reviewed. The scale of marketing mix factors is explained as follows:

Table 1. Variables of tourism marketing

No	Group	Variables
1	Product	Fresh ecotourism products
		Products and specialities
		Various tourist activities
2	Price	Reasonable cost of dishes
		Reasonable cost of products and specialities
		Reasonable entertainment and entertainment expenses
		Reasonable entrance fee
		Reasonable transportation costs
3	Place	Convenient transportation system for moving
		The quality of the dishes is good, ensuring food safety and hygiene.
		Security and political conditions (life safety, property safety).
		Electricity, water, internet
		Sanitary conditions at the tourist site are guaranteed (clean surroundings, lockers, and toilets are fully arranged)
4	Promotions	Destination information is widely disseminated through many information channels.
		Advertising images of beautiful destinations
		Various advertising content
		Promotions, gifts

No	Group	Variables
5	Human	Staff with presentation skills about tourism
		Staff are neatly dressed
		Staff with an enthusiastic attitude to guide
6	Process	The quick and easy tour registration process
		The tour is thoughtfully arranged, timely serving the needs during the tour
		The tour schedule is arranged logically and reasonably
7	Service environment	The natural landscape at the resort is beautiful, keeping the wild features
		The friendliness of the locals

IV. RESULTS

A) Research sample characteristics

Table 2. General Information

Evaluation criteria	Percentage
1. Gender	100
Male	40,5
Female	59,5
2. Occupation	100
Professional staff	29,2
Sales staff	7,5
Office staff	5,8
janitor	0,8
Still a student	51,7
Other	5
3. Age group	100
Under 21 years old	1,7
From 21 to 30 years old	79,2
From 31 to 40 years old	16,7
4. Income	100
From 2 million to less than 5 million VND	58,3
From 5 million to 8 million	22,5
Over 8 million VND	17,5

B) Analysis of tourism marketing factors in Hoa Binh

a. Evaluate the scale of factors

The factors belonging to all product and price groups have the common Cronbach's Alpha coefficient of 0.6 or more, and the total variable correlation coefficients are all greater than 0.3 and similar to the product factors; if the variable type, the coefficient is not greater than the common Cronbach's Alpha coefficient, so all observed variables are kept for EFA analysis. Except, for the human factor group, after eliminating the variable CN3_Staff with neat clothes, CN4_Staff with enthusiastic guidance has a better Cronbach's Alpha coefficient (from 0.874 to 0.876).

Therefore, these scales will be continued to be used in exploratory factor analysis (EFA).

Table 3. Cronbach's Alpha analysis results

No	Variables	Number of observed variables	Cronbach's Alpha
1	Product	3	0,716
2	Price	5	0,932
3	Place	5	0,924
4	Promotion	4	0,979
5	Human	2	0,887
6	Process	3	0,918
7	Service environment	2	0,868

b. Result of factor analysis of tourism marketing factors

In the evaluation section of Cronbach's Alpha scale, 7 factors and 24 variables are included with high reliability. Still, in the analysis, there are 6 groups of factors with 23 influential variables and 1 variable, DD1 (convenient transportation system), because it is unsatisfactory due to the load factor greater than 0.5. The coefficient KMO = 0.834 is greater than 0.5, indicating that EFA factor analysis suits this analysis. After removing the variable, the extracted variance is 65.69%, showing that the extracted factors are satisfactory because they are greater than 50%. In the Rotated Component Matrix

table, which has rotated the factors, the results show that all the remaining 21 variables have a load factor of more than 0.5 and are presented in 5 main groups of factors as follows.

c. Groups of adjustment factors

Rename variables for factor groups after having adjusted variables belonging to factor groups.

Communication factor: includes 7 variables as “TT1_destination information; TT2_advertising images; TT3_advertising content; TT4_promotions; DD3_security condition; DD4_electricity system, internet; DD5_sanitary conditions”.

The price factor consists of 5 variables: "G1 cost of the dish; G2 Specialty costs; G3 entertainment expenses; G4 the cost of entrance tickets; G5 Shipping costs".

The human factor: includes 4 variables "CN1 employees know about history and geography; CN2 staff can interpret", "MT1 natural landscape; MT2 the friendliness of local people", The 4th group, after rotating the factor mainly focuses on the product factor, so the name will not change and includes the following 3 variables: "SP1 ecotourism product; SP2 products, specialties; SP3 tourism activities".

The process factor has 2 variables "QT1 tour registration process, and QT2 Tour route is well arranged."

The author has tested Cronbach's Alpha coefficients of newly created groups of variables to improve reliability, and the result is that no variables are excluded.

From the results of the factor score matrix, combining the factor scores with normalized variables, the factor equations are set up as follows:

$$\text{Promotion} = 0,314\text{TT1} + 0,29\text{TT2} + 0,312\text{TT3} + 0,338\text{TT4} + 0,216\text{TT5} + 0,334\text{TT6} + 0,234\text{TT7}$$

$$\text{Price} = 0,302\text{G1} + 0,332\text{G2} + 0,257\text{G3} + 0,473\text{G4} + 0,458\text{G5}$$

$$\text{Human} = 0,357\text{CN1} + 0,403\text{CN2} + 0,454\text{CN3} + 0,486\text{CN4}$$

$$\text{Product} = 0,470\text{SP1} + 0,461\text{SP2} + 0,613\text{SP3}$$

$$\text{Process} = 0,575\text{QT1} + 0,608\text{QT2}$$

In the group of factors on communication with the factor score, the indicator "promotion program" has the strongest impact. For the price factors, the cost of entrance tickets has the strongest impact, with the highest factor score in the group. The highest in the group of human factors, the indicator "local people's friendliness" has the strongest impact on tourism activities in this group. The group of factors on products with spending "tourist activities" has the highest factor score, showing that the indicator has the strongest impact in the group. Particularly for the process factor, the criterion "carefully arranged tour" has the highest factor score.

C) Implications of Hoa Binh Tourism marketing solutions

a. About the product

Renovate the orchard at the garden house and add a variety of fruits with the garden's characteristics, creating a new difference and creating excitement for visitors. At the same time, design some more activities such as immersing in farmer's life and designing games in the garden (because the garden has the advantage of ponds and lakes, so creating some entertaining and collective games to create attraction and curiosity such as crossing the river by rope, bicycle) are popular with tourists and enjoy when experiencing to create a new feature for this community tourism product. It is necessary to expand the number of households participating in tourism activities and to have a variety of fruits, cakes, dishes, and typical products in Hoa Binh so that tourists can visit and buy many products as gifts. Bringing into play the advantages of natural scenery in combination with activities such as canoeing, fishing, and folk games for visitors to both visit and enjoy the natural atmosphere and relax.

b. About the communications

Advertising: information about accommodation, dining, travel, entertainment (tourism infrastructure) as well as about infrastructure (electricity, water, traffic, telephone) need to be upgraded to attract tourists. Take advantage of mass communication channels such as television, internet, newspapers, and radio to introduce Hoa Binh tourism to everyone through short reportages with full images and information to ensure high reliability and accuracy of the destination. It is necessary to have a separate forum of Hoa Binh linked with tourism websites to share information, experiences as well as

comments of visitors. Besides, create posts about destinations, delicious food, and interesting activities in Hoa Binh to attract tourists.

c. About the price

As for the price factor, most tourists want to have specific clarity, so it is necessary to have a package tour to publicize and make prices transparent and to strengthen inspection and handling of violations.

In addition, there are the following main types of price changes that gardeners need to apply flexibly: price changes according to the quantity purchased and price changes over time: gardeners change according to the season of absence and winter. Prices can be changed according to the time of purchase, giving discounts to special people, such as companies that offer discounts to low-income classes with lower purchasing power than the average, such as students, retirees, large families or employees of travel agencies, travel journalists also receive discounts to expand public relations.

d. About human resources

From the results of the EFA factor analysis, it shows that the friendliness of local people is the factor that has the strongest impact on the rating of tourists. The person who directly provides products and services is the service staff; it can be said that the attitude and service style of the local people greatly affect visitors. Therefore, the requirement to improve the service staff is objective and urgent. The solutions are given as follows:

Staff need to be well-trained to have a wide and rich knowledge of tourist destinations, have professional qualifications, and be knowledgeable about local history. In addition, it is necessary to create conditions for managers and narrators to visit some places with effective models to learn experience and improve professional qualifications. (Specifically, the tourist village in Ben Tre is currently being enjoyed by young people when they come to visit and experience tourism activities).

It is necessary to have a marketing team to get good human resources; gardeners should organize talks with tourism students in universities and colleges in the region to exchange experiences and find new human resources for businesses.

e. About the process

Currently, travel businesses in the area of TPCT need to be proactive in the service process. Especially thanks to the support of information technology, the tour registration process is very quick. The tour schedule must be clear and accurate, and the level and service style must be improved due to the increasingly fierce competition among travel companies.

V. CONCLUSION

The results of the EFA factor analysis have corrected the original research model and extracted 5 marketing factors affecting the rating of tourists, including: (1) communication factors, (2) price factors, (3) human factors, (4) product factors, (5) process factors. In the factor "promotion program", "visitor fee", "local friendliness", "tourist activities", and "carefully arranged tour" is the biggest remaining problems for tourism in Hoa Binh. Gardeners need to pay attention and have solutions to improve specific limitations, such as gardeners should have unique gifts at the destination for visitors, listing prices for specific services, focusing on the attitude and service style of local people, designing many tourist activities so that visitors can stay longer and have fun, in addition, apply information technology to make the tour more convenient.

Besides the factors mentioned above, the remaining factors of price, product, people, process, and communication also significantly affect the rating of tourists. Therefore, to attract new visitors and make an impression to return shortly, travel agencies, tourism service businesses, as well as agencies and local authorities at all levels need to pay more attention to the management and development of diversity and specificity for tourism products and especially need to strengthen the training of human resources in the tourism industry.

VI. REFERENCES

- [1] Dao Thuy Thuy Anh, 2011. Situation and solutions to develop Hoa Binh tourism to exploit local potential. Graduation thesis, Hoa Binh University.
- [2] Nguyen Thi Dung, 2015. Ecotourism marketing associated with historical sites in Hoa Binh City. Master thesis. Hoa Binh University.
- [3] Trinh Thanh Thuy, 2009. Marketing mix solutions for international travel businesses in Hanoi. Master thesis. Hanoi University of Economics.
- [4] Vo Xuan Huong, 2013. Some marketing solutions are contributing to Tien Giang tourism development in 2020. Master thesis. Hoa Binh University.
- [5] Bui Thi Hai Yen, 2012. Community Tourism, Vietnam Education Publishing House.
- [6] Vo Que, 2006. Community-based tourism theory and application. Science and Technology Publishing House.
- [7] Nguyen Van Manh and Nguyen Dinh Hoa, 2015. Tourism Marketing Textbook. National Economic University Publishing House.
- [8] Nguyen Van Dinh, Tran Thi Minh Hoa (Co-editor) (2006). Tourism economics course. Hanoi: Labor - Social Publishing House.
- [9] Congress (2017). Law No. 09/2017/QH14: Law on Tourism of Vietnam, promulgated on June 19, 2017.
- [10] Florek, M., Insch, A. & Gnoth, J. (2006). City council websites as a means of place brand identity communication. *Place Branding*, 2(4), 276-296.
- [11] Kotler, P., Hamlin, M. A., Rein, I. and Haider, D. H. (2002). *Marketing Asian Places*. Singapore: John Wiley & Sons.
- [12] Kotler, P., Asplund, C., Rein, L. and Heider, D. (1999). *Marketing Places Europe: Attracting investments, industries, residents, and visitors to European cities, communities, regions, and nations*. London: Pearson Education.

- [13] Wang, Y. and Pizam, A., (2011). Destination marketing and management: Theories and Applications. New York: CABI.
- [14] Asia Foundation and Vietnam Rural Industry Development Research Institute (2012), A Guide to Community Tourism Development.
- [15] Hoa Binh Province (2016), Decision on approval of Mai Chau National Tourist Site Development Plan, Hoa Binh Province to 2030.
- [16] Vietnam National Administration of Tourism (2020), Toolkit on Responsible Tourism in Vietnam, is part of the European Union-funded Program on Developing Social and Environmentally Responsible Tourism Capacity.
- [17] Nguyen Thi Lan Huong (2016), Research on the experience of developing community-based tourism in some localities in Vietnam