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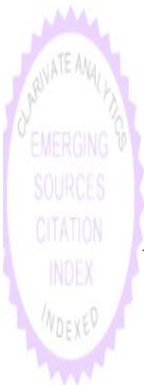
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(15)

**IMPACT OF POLICY AND LAW
FACTORS ON SUSTAINABLE TOURISM
DEVELOPMENT IN VIETNAM**

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ABSTRACT

Tourism is an important economic sector, contributing greatly to socio-economic development. This study examines the impact of various factors on sustainable tourism development policy in the context of Vietnam. The study uses quantitative research method, based on multivariate regression analysis. The research results show that main policies and law that positively impact sustainable tourism development policy include: tourism development institutions, policies and law, infrastructure, tourism human resources, tourist satisfaction, tourism cooperation and linkage activities, local communities, diversity of tourism services, tourism

resources, tourism promotion, and related support services. In which, tourism development policies and laws have the strongest impact. On that basis, the study proposes some policy and law implications for tourism development in Vietnam in the coming time.

Keywords: *Tourism development polic, sustainable tourism development, policies and laws*

INTRODUCTION

Tourism is considered a "smokeless industry", which is important in economic and social development. In Vietnam, Ho Chi Minh City is an attractive destination for tourists with its diverse cultural tourism resources, contributing about 25% of the national tourism GDP in 2022. However, the number of international tourists visiting the city in 2020 reached only 1.3 million, a decrease of 84.8%, while domestic tourists reached 15 million, declining by 54.2%. The industry's total revenue was 84 trillion VND, decreasing by 40% over the same period (Ho Chi Minh Department of Tourism, 2023)¹. This decline was due to the Covid-19 pandemic and the city's lack of flexible policies in response to the new context, such as the rise of smart tourism, the development of tourism clusters, and the increasing demands of tourists. The draft tourism development strategy of Ho Chi Minh City to 2030 is being finalized, based on the legal basis of the Vietnam Tourism Development Strategy to 2030, with the orientation of developing tourism into a spearhead economic sector, creating momentum to promote the development of other sectors and fields, contributing significantly to the formation of a modern economic structure. Therefore, developing a sustainable tourism development policy for Ho Chi Minh City in the context of constant fluctuations is extremely necessary.

Previous studies generally have not fully implemented the tourism development policy framework for provincial authorities according to the tourism supply and demand approach, policy transformation in the context of changing natural and technological environments, policy cooperation between local authorities for sustainable tourism

¹ Ho Chi Minh Department of Tourism. (2023). Basic Data of Ho Chi Minh City Tourism Industry in the Period 2016—2023. <https://sodulich.hochiminhcity.gov.vn/Home/moduleId/564/ma/TTCD/key/3131/controller/HanhChinhDuKhach/action/HoatDongSDL>

development at the provincial level in terms of economic, social, environmental, and tourism linkage aspects. Policy evaluation has not received enough attention in research as well as in practice. Therefore, this paper aims to build a model to evaluate the sustainability of tourism development policies and factors affecting tourism development policy of provincial authorities in Ho Chi Minh City.

2: LITERATURE REVIEW

2-1: SUSTAINABLE TOURISM DEVELOPMENT POLICY

Tourism policy is a set of statements, decisions, and actions made by the government, sometimes in collaboration with private or civil society organizations, to achieve various tourism-related objectives (Velasco², 2016). Tourism policy is often considered an area of a country's overall economic policy (Shuraiki³, 2002). The focus of tourism policy is to enhance the competitiveness and sustainability of destinations (Goeldner & Ritchie, 2007)⁴. UNCTAD (2008⁵) argues that tourism development cannot be separated from its strategies, policies and institutions, especially those that call for tourism investment. (Edgell, 2019⁶) recognize the growing importance of the private sector in supporting tourism development policies, which were previously considered the preserve of the government.

Sustainable tourism development policy could be considered a system of policies issued by competent state agencies to promote sustainable tourism development, meeting the current needs of tourists and tourist areas while creating the ability to meet the needs of future generations of tourists. Local policies to develop sustainable tourism are public policies or a part of the general economic policy system.

² Velasco, M. (2016). *Tourism Policy*. In A. Farazmand (Ed.), *Global Encyclopedia of Public Administration, Public Policy, and Governance* (pp. 1–6). Springer International Publishing. https://doi.org/10.1007/978-3-319-31816-5_2674-1

³ Shuraiki, T. (2002). *Tourism policy*. *Polityka Gospodarcza*, 5(6), 274–283.

⁴ Goeldner, C. R., & Ritchie, J. B. (2007). *Tourism principles, practices, philosophies*. John Wiley & Sons.

⁵ UNCTAD. (2008). *FDI and Tourism: The Development Dimension*. https://unctad.org/system/files/official-document/diaeia20086_en.pdf

⁶ Edgell, D. L. (2019). *Managing Sustainable Tourism: A Legacy for the Future* (3rd ed.). Routledge. <https://doi.org/10.4324/9780429318122>

Local policy to develop sustainable tourism is a series of operational decisions of local authorities to exploit the local tourism potential and advantages to develop tourism sustainably and brings maximum benefits to local economic and social development.

To assess the sustainability of tourism development policy, it is necessary to base on economic, socio-cultural, environmental sustainability and linkages in tourism development. UNWTO (2013)⁷, Mowforth & Munt (2015)⁸ all believe that economic sustainability refers to the amount of economic benefits from tourism activities. Tourism activities generate stable income for local communities, and contribute to economic growth of the region and the country but do not cause harm to other development conditions of the region and the country. Because tourism development activities in the past have had negative impacts on current society (Stonich, 1998)⁹, it is necessary to find measurement methods to reduce these negative impacts (Gilbert & Clark, 1997)¹⁰. In addition, it is necessary to calculate the carrying capacity of tourism resources, natural conditions, ecological environment and consider this as an important method to assess the environmental impact and sustainability in tourism development. Linkage is also an important factor and an objective requirement for provincial tourism development because provinces with their advantages can complement each other or share common values of tourism resources distributed in the same area (Dwyer & Thomas, 2012¹¹; Trejos & Chiang, 2009¹²).

⁷ UNWTO (Ed.). (2013). *UNWTO Tourism Highlights, 2013 Edition*. World Tourism Organization (UNWTO). <https://doi.org/10.18111/9789284415427>

⁸ Mowforth, M., & Munt, I. (2015). *Tourism and Sustainability* (0 ed.). Routledge. <https://doi.org/10.4324/9781315795348>

⁹ Stonich, S. C. (1998). Political ecology of tourism. *Annals of Tourism Research*, 25(1), 25–54. [https://doi.org/10.1016/S0160-7383\(97\)00037-6](https://doi.org/10.1016/S0160-7383(97)00037-6)

¹⁰ Gilbert, D., & Clark, M. (1997). An exploratory examination of urban tourism impact, with reference to residents attitudes, in the cities of Canterbury and Guildford. *Cities*, 14(6), 343–352. [https://doi.org/10.1016/S0264-2751\(97\)00025-5](https://doi.org/10.1016/S0264-2751(97)00025-5)

¹¹ Dwyer, L., & Thomas, F. (2012). Tourism yield measures for Cambodia. *Current Issues in Tourism*, 15(4), 303–328. <https://doi.org/10.1080/13683500.2011.604405>

¹² Trejos, B., & Chiang, L. N. (2009). Local economic linkages to community-based tourism in rural Costa Rica. *Singapore Journal of Tropical Geography*, 30(3), 373–387. <https://doi.org/10.1111/j.1467-9493.2009.00375.x>

2-2: FACTORS AFFECTING SUSTAINABLE TOURISM DEVELOPMENT POLICY

There have been many studies on factors affecting sustainable tourism development policies. Ruhanen et al. (2012)¹³ and Yasarata et al. (2010)¹⁴ argue that local authorities or institutions have a great influence on the planning and development of tourism destinations, thereby creating value chain in tourism development. Hall & Richards (2000)¹⁵ and Chen et al. (2011)¹⁶ argue that infrastructure in general and tourism infrastructure in particular are decisive factors for the success or failure of tourism linkages. Some studies such as Ko (2005)¹⁷, Dimoska & Petrevska (2012)¹⁸ have suggested that tourist satisfaction is the decisive factor in tourists' return, which is also the factor affecting the sustainable development of tourism products or tourist destinations. (C. D. Nguyen et al., 2020)¹⁹ argue that tourism resources, including natural, cultural, historical, and social resources along with all their components to serve tourism activities, are important factors for sustainable tourism development and has a direct impact on the sustainable tourism development policy of provincial authorities.

In addition, some studies mention other factors affecting sustainable tourism

¹³ Ruhanen, L., Breakey, N., & Robinson, R. (2012). Knowledge exchange and networks: A new destination for tourism internships? *Current Issues in Tourism*, 15(3), 183–196. <https://doi.org/10.1080/13683500.2011.577890>

¹⁴ Yasarata, M., Altinay, L., Burns, P., & Okumus, F. (2010). Politics and sustainable tourism development – Can they co-exist? *Voices from North Cyprus. Tourism Management*, 31(3), 345–356. <https://doi.org/10.1016/j.tourman.2009.03.016>

¹⁵ Hall, D. R., & Richards, G. (2000). *Tourism and sustainable community development*. Routledge London.

¹⁶ Chen, C.-M., Chen, S. H., & Lee, H. T. (2011). The destination competitiveness of Kinmen's tourism industry: Exploring the interrelationships between tourist perceptions, service performance, customer satisfaction and sustainable tourism. *Journal of Sustainable Tourism*, 19(2), 247–264. <https://doi.org/10.1080/09669582.2010.517315>

¹⁷ Ko, T. G. (2005). Development of a tourism sustainability assessment procedure: A conceptual approach. *Tourism Management*, 26(3), 431–445. <https://doi.org/10.1016/j.tourman.2003.12.003>

¹⁸ Dimoska, T., & Petrevska, B. (2012). Indicators for sustainable tourism development in Macedonia. 389–400.

¹⁹ Nguyen, C. D., Ngo, T. L., Do, N. M., & Nguyen, N. T. (2020). Key Factors Affecting Sustainable Tourism in the Region of South Central Coast of Vietnam. *The Journal of Asian Finance, Economics and Business*, 7(12), 977–993. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO12.977>

development policies such as tourism-related support services (Hollier & Lanquar, 1996²⁰; Ngoc Tien et al., 2019²¹), tourism human resources (Baum, 2018²²; Shakeela et al., 2012²³), diversity of tourism services (C. D. Nguyen et al., 2020²⁴), tourism cooperation and linkage activities (Dwyer & Thomas, 2012²⁵), tourism promotion (Hilal & Tajeddini, 2019²⁶; Ngoc Tien et al., 2019²⁷) and local communities (Hall & Richards, 2000²⁸).

Based on the synthesis of theory and related studies, mainly the research of Ruhanen et al. (2012)²⁹, Yasarata et al. (2010)³⁰, Nguyen et al. (2020), Chen et al. (2011)³¹, Hall & Richards (2000), the model of factors affecting sustainable tourism development policy in Ho Chi Minh City is shown in Figure 1.

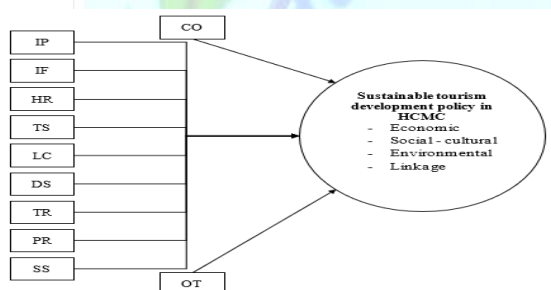


Figure 1. Proposed research model

²⁰ Hollier, R., & Lanquar, R. (1996). Tourism marketing: Ecotourism and sustainable development: Who owns paradise.

²¹ Ngoc Tien, N., Thi Cam Thanh, T., & Thi Le Hang, N. (2019). Determinants and Solutions for Improving the Efficiency of Tourism Business. *American Journal of Theoretical and Applied Business*, 5(1), 14. <https://doi.org/10.11648/j.ajtab.20190501.12>

²² Baum, T. (2018). Sustainable human resource management as a driver in tourism policy and planning: A serious sin of omission? *Journal of Sustainable Tourism*, 26(6), 873–889. <https://doi.org/10.1080/09669582.2017.1423318>

²³ Shakeela, A., Ruhanen, L., & Breakey, N. (2012). Human Resource Policies: Striving for Sustainable Tourism Outcomes in the Maldives. *Tourism Recreation Research*, 37(2), 113–122. <https://doi.org/10.1080/02508281.2012.11081696>

²⁴ Nguyen, et al. (2020), p.10.

²⁵ Dwyer, L., & Thomas, F. (2012), p.8.

²⁶ Hilal, M. I. M., & Tajeddini, K. (2019). Destination Functional Attributes and Tourists' revisit Intention to Sri Lanka's Pasikuda. *Tourism, Hospitality and Digital Transformation: Strategic Management Aspects*, 134.

²⁷ Ngoc Tien, et al. (2019), p.10.

²⁸ Hall, D. R., & Richards, G. (2000), p.9.

²⁹ Ruhanen et al. (2012), p.8.

³⁰ Yasarata et al. (2010), p.8.

³¹ Chen et al. (2011), p.9.

3: RESEARCH METHODOLOGY

3-1: RESEARCH SCALE

Based on the hypotheses of the above studies, the evaluation of tourism development policy in Ho Chi Minh City towards sustainability is to assess the sustainability of four aspects, including economic sustainability, socio-cultural sustainability, environmental sustainability, and linkage in development. The criteria and scale for assessing tourism development in Ho Chi Minh City are developed.

3-2: RESEARCH SAMPLES

The data was collected from (1) tourism management officials, specialists and leaders working at Tourism Department and districts/cities of Ho Chi Minh City; (2) leaders, managers, and experienced business specialists at tourism companies in Ho Chi Minh City; (3) researchers and lecturers specializing in tourism at research institutes and universities in Ho Chi Minh City; and (4) other respondents such as tourists who regularly visit Ho Chi Minh City and residents who are knowledgeable about city tourism. Because the size of the population was not precisely determined, the sample size was determined according to Cochran (1977). With a confidence level of 95% ($Z=1.96$) and a standard error of 5%, the sample size was $n = 384$. To increase the reliability of the research results, a sample size of 400 was selected. A stratified random sampling method was applied. The survey was conducted by combining direct survey and online survey via Google Forms. The collected survey forms were checked to process data cleaning. As a result, 385 valid responses were encoded and analyzed using Jamovi, an open-source statistical software.

3-3: DATA PROCESSING

The study tested the scale using Cronbach's Alpha coefficient and Exploratory Factor Analysis (EFA). The Cronbach's Alpha reliability coefficient method was used before EFA to eliminate unrelated variables. Then, regression estimation was conducted to assess the impact of factors on sustainable tourism development policy in Ho Chi Minh City.

Không thấy có nguồn trích dẫn tại phần :Commented [1] reference

4: RESULTS

4-1: ASSESSING THE RELIABILITY OF SCALES AND MODEL

Based on data collected from 385 valid responses, tests were conducted on 11 scales of independent variables, which are factors affecting sustainable tourism development in Ho Chi Minh City, including: (1) Institutions and policies for tourism development (06 variables); (2) Infrastructure (05 variables); (3) Tourism resources (05 variables); (4) Human resources for tourism (05 variables); (5) Diversity of tourism services (05 variables); (6) Related support services (05 variables); (7) Linkage and cooperation activities for tourism development (05 variables); (8) Tourism promotion (05 variables); (9) Tourist satisfaction (05 variables); (10) Local community (03 variables) and (11) Other factors (03 variables). The test results show that Cronbach's Alpha of the dependent and independent variables are all greater than 0.7. Thus, the test results of the scales show that all scales are suitable and reliable, with statistical significance for using exploratory factor analysis EFA for sustainable tourism development in Ho Chi Minh City.

4-2: EXPLORATORY FACTOR ANALYSIS

Based on assessing reliability and correlation using Cronbach's Alpha, EFA was then performed separately for independent variables and dependent variables with Minimum Residuals extraction method and Oblimin rotation on Jamovi software. The results of factor analysis for independent variables (52 observed variables) revealed 11 components, with factor loadings all greater than 0.30, so the observed variables all have practical significance. The variance extracted was 67.474% (>50%), showing that the 11 extracted factors explained 67.474% of the variation in the data; therefore, the extracted scales were accepted. Chi-Square statistic of Bartlett's test and p-value in the model test both reached a significance level of 0.000. Therefore, the observed variables are correlated with each other in the overall scope. From EFA's results, the research model of factors affecting sustainable tourism development in Ho Chi Minh City was kept as proposed. The analysis results are shown in Table 1 and Table 2.

Table 1. Model testing results of independent variables



Model Fit Measures

RMSEA	RMSEA 90% CI		TLI	BIC	Model Test		
	Lower	Upper			χ^2	df	p
0.0559	0.0527	0.0594	0.784	-3349	1973	894	< .001

Bartlett's Test of Sphericity

χ^2	df	p
8888	1326	< .001

Table 2. EFA factor rotation matrix of independent variables

	Factor										
	1	2	3	4	5	6	7	8	9	10	11
TS3	0.779										
TS5	0.652										
TS2	0.448										
TS4	0.433										
TS1	0.317										
IF1	0.703										
IF4	0.636										
IF5	0.598										
IF2	0.535										
IF3	0.364										
IP6		0.696									
IP4		0.587									
IP3		0.572									
IP1		0.560									
IP2		0.545									
IP5		0.541									
HR2			0.715								
HR1			0.588								
HR4			0.547								
HR3			0.472								
HR5			0.375								
SS1				0.596							
SS2				0.391							



SS5	0.378
SS3	0.357
SS4	0.315
LC4	0.707
LC3	0.633
LC5	0.550
LC2	0.530
LC1	0.396
DS3	0.670
DS2	0.593
DS5	0.563
DS1	0.512
DS4	0.388
TR3	0.834
TR5	0.814
TR2	0.803
TR4	0.681
TR1	0.512
CO2	0.762
CO1	0.748
CO3	0.347
PR4	0.900
PR3	0.828
PR2	0.692
PR5	0.663
PR1	0.491
OT1	0.574
OT3	0.543
OT2	0.538

Note. 'Minimum residual' extraction method was used in combination with a 'oblimin' rotation

For dependent variable, the scale measuring sustainable tourism development in Ho Chi Minh City is a multidimensional concept, including four variables coded as EC, SC, EN, and LK. The result of EFA shows four components with a total variance extracted of 78.042%, factor loading coefficients are all greater than 0.3. The Chi-Square statistic of Bartlett's test and the p-value in the model test both reach a significance level of 0.000. Therefore, the observed variables are correlated with each other in the overall scope. From the result of EFA, the components of the dependent variable are kept as proposed. Thus, the EFA for the dependent variables is significant

(see Tables 3 and 4).

Table 3. Model testing results of dependent variables

Model Fit Measures

RMSEA	RMSEA 90% CI		TLI	BIC	Model Test		
	Lower	Upper			χ^2	df	p
0.0574	0.0534	0.0618	0.810	-2051	1264	557	< .001

Bartlett's Test of Sphericity

χ^2	df	p
5438	703	< .001

Table 4. EFA factor rotation matrix of dependent variables

Factor Loadings

	Factor			
	1	2	3	4
LK4	0.691			
LK3	0.659			
LK2	0.611			
LK5	0.550			
LK1	0.403			
EN7		0.663		
EN9		0.629		
EN6		0.608		
EN1		0.563		
EN5		0.531		
EN8		0.512		
EN4		0.426		
EN2		0.414		
EN3		0.342		
SC8			0.730	
SC3			0.656	
SC2			0.654	
SC1			0.640	
SC12			0.631	



SC9	0.627	
SC10	0.623	
SC11	0.578	
SC5	0.558	
SC7	0.548	
SC4	0.496	
SC6	0.496	
EC1		0.631
EC3		0.528
EC2		0.524
EC11		0.487
EC5		0.453
EC12		0.425
EC6		0.394
EC10		0.388
EC4		0.371
EC7		0.312
EC8		0.304
EC9		0.301

Note. 'Minimum residual' extraction method was used in combination with a 'oblimin' rotation

Thus, the results of factor analysis show that 11 factors have impacts on sustainable tourism development in Ho Chi Minh City and all factors are reliable and statistically significant.

4-3: REGRESSION ANALYSIS

To test the relationship between research concepts, a multiple regression model showing the relationship between independent factors and sustainable tourism development in Ho Chi Minh City was applied. The results of multiple regression analysis showed R² value of 0.615. The adjusted R² value of 0.605 indicated that 60.5% of sustainable tourism development in Ho Chi Minh City was explained by the independent factors of the model. At the same time, the results of the model suitability test gave an F value of 59.8 and a significance level of p <0.001, demonstrating that the regression model was suitable for analysis (Table 5).

Table 5. Test for the validity of the regression model

Model Fit Measures				Overall Model Test			
Model	R	R ²	Adjusted R ²	F	df1	df2	p
1	0.784	0.615	0.605	59.8	10	374	< .001

Table 6 shows the results of testing for multicollinearity of the model. The variance inflation factor (VIF) of the independent variables mainly varies from 1.09 to 2.22 and the tolerance value is from 0.452 to 0.921, which means the independence level of these variables is quite high. All VIF values are much smaller than 10, indicating that there is no multicollinearity (Kim, 2019)³².

Table 6. Result of test for multicollinearity

Collinearity Statistics		
	VIF	Tolerance
IF	1.09	0.918
TR	1.35	0.742
HR	2.07	0.484
DS	2.06	0.485
SS	1.95	0.513
LC	2.22	0.451
PR	1.09	0.921
TS	1.90	0.526
CO	1.31	0.766
OT	1.21	0.825

The results of multiple regression analysis (Table 7) show that all independent variables have impact on the dependent variable of sustainable tourism development in

³² Kim, J. H. (2019). Multicollinearity and misleading statistical results. *Korean Journal of Anesthesiology*, 72(6), 558–569. <https://doi.org/10.4097/kja.19087>

Ho Chi Minh City. This is confirmed through T-test with significance level (p) smaller than 1% and 5%. Table 7. Regression analysis results

Model Coefficients - STD

Predictor	Estimate	SE	t	p
Intercept	0.95012	0.1665	5.7053	< .001
IF	0.31450	0.0297	10.5814	< .001
TR	0.05383	0.0198	2.7203	0.007
HR	0.19271	0.0310	-0.4106	0.042
DS	0.06555	0.0304	1.8289	0.048
SS	0.02503	0.0288	0.5219	0.032
LC	0.08192	0.0299	-0.0642	0.049
PR	0.03504	0.0240	1.4626	0.044
TS	0.08633	0.0284	-1.2796	0.021
CO	0.06874	0.0234	-1.6546	0.039
OT	0.02356	0.0207	1.1358	0.037
IP	0.34263	0.0291	11.7842	< .001

The multiple regression model shows that the larger the absolute value of the correlation coefficient, the stronger the linear relationship. The coefficient ranges from the highest of 0.34263 to the lowest of 0.02356 with $p < 0.05$. These coefficients show the relative importance of the independent variables when they are included in the model to explain the sustainable development of tourism in Ho Chi Minh City. The coefficients indicate the importance of factors affecting the development of tourism in Ho Chi Minh City in the following order: (1) IP - Institutions and policies for tourism development, (2) IF - Infrastructure, (3) HR - Human resource for tourism, (4) TS - Tourist satisfaction, (5) LC - Linkage and cooperation activities for tourism development, (6) CO - Local community, (7) DS - Diversity of tourism services, (8) TR - Tourism resources, (9) PR - Tourism promotion, (10) SS - Related support services, and (11) OT - Other factors.

With the results of adjusted R^2 , F-test, t-test, and VIF meeting the requirements, the regression equation of factors affecting tourism development in Ho Chi Minh City is as follows:



$$\text{STD} = 0,95012 + 0.34263 \times \text{IP} + 0.3145 \times \text{IF} + 0.19271 \times \text{HR} + 0.08633 \times \text{TS} + 0.08192 \times \text{LC} + 0.06874 \times \text{CO} + 0.06555 \times \text{DS} + 0.05383 \times \text{TR} + 0.03504 \times \text{PR} + 0.02503 \times \text{SS} + 0.02356 \times \text{OT}$$

The regression coefficients are all positive, which shows that the causal relationship between the independent variables and the dependent variables is positive. This means that when the value of the independent variables increases, the sustainable development of tourism in Ho Chi Minh City also increases.

CONCLUSION

5:

The research results demonstrate that institution, strategy, and planning are the most important factors for sustainable tourism development in Ho Chi Minh City, with a coefficient of 0.34263. This shows that investment and business environment, and local tourism planning have been significantly improved. This result is also consistent with Restrepo & Anton Clavé (2019)³³ and Ruhanen (2013)³⁴ who argue that institutions play a decisive role in regional tourism development policies.

Infrastructure plays a crucial role, ranking second in terms of influence on sustainable tourism development, with a coefficient of 0.3145. This finding is also consistent with (Chen et al., 2011³⁵), (Yang et al., 2010³⁶), stating that the infrastructure system is the basic condition to attract tourists and other potential customers such as investors and workers. This also shows that Ho Chi Minh City has paid more attention to developing infrastructure and attracting large tourism projects.

The regression results show that human resource for tourism factor ranks third in terms of influence on sustainable tourism development, with a coefficient of 0.19271.

³³ Restrepo, N., & Anton Clavé, S. (2019). Institutional Thickness and Regional Tourism Development: Lessons from Antioquia, Colombia. *Sustainability*, 11(9), 2568. <https://doi.org/10.3390/su11092568>

³⁴ Ruhanen, L. (2013). Local government: Facilitator or inhibitor of sustainable tourism development? *Journal of Sustainable Tourism*, 21(1), 80–98. <https://doi.org/10.1080/09669582.2012.680463>

³⁵ Chen et al. (2011), p.9.

³⁶ Yang, C.-H., Lin, H.-L., & Han, C.-C. (2010). Analysis of international tourist arrivals in China: The role of World Heritage Sites. *Tourism Management*, 31(6), 827–837. <https://doi.org/10.1016/j.tourman.2009.08.008>

This result is also consistent with C. H. Nguyen (2022³⁷), stating that the current human resources of the Mekong Delta tourism industry is lacking in quantity, the occupational structure is inappropriate, and the quality of human resources does not meet the requirements of tourism development in the context of increasingly international integration.

Tourist satisfaction factor is well rated with an average score from 4.073 points to 4.148 points. This demonstrates that tourists are quite satisfied when traveling to Ho Chi Minh City. The tourist satisfaction factor ranks fourth in terms of influence on sustainable tourism development, with a coefficient of 0.08633. This result is also consistent with (Del Bosque & Martín, 2008³⁸).

The factor of linkage and cooperation activities for tourism development has ranks fifth in terms of influence on sustainable tourism development, with a coefficient of 0.08192. This shows that the linkage in issuing general tourism policies is not well implemented. This research result is also consistent Trejos & Chiang (2009)³⁹, showing that the linkage in tourism development is fragmented and isolated. Similarly, the research by Hoang et al. (2018)⁴⁰ shows that tourism development in Vietnam in general and in the Northwest region in particular is still very fragmented, with little regional linkages; regional and national tourism development programs are not practical.

The research results are consistent with Wilson et al. (2001)⁴¹, pointing out that community cohesion and community participation are important factors affecting the level of support for sustainable tourism development. Hall & Richards (2000)⁴² also showed the great contribution of local communities to sustainable tourism, without local

³⁷ Nguyen, C. H. (2022). Factors Affecting the Development of Cultural Tourism in the Mekong Delta, Vietnam. *The Journal of Asian Finance, Economics and Business*, 9(3), 123–133. <https://doi.org/10.13106/JAFEB.2022.VOL9.NO3.0123>

³⁸ Del Bosque, I. R., & Martín, H. S. (2008). Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research*, 35(2), 551–573. <https://doi.org/10.1016/j.annals.2008.02.006>

³⁹ Trejos, B., & Chiang, L. N. (2009). Local economic linkages to community-based tourism in rural Costa Rica. *Singapore Journal of Tropical Geography*, 30(3), 373–387. <https://doi.org/10.1111/j.1467-9493.2009.00375.x>

⁴⁰ Hoang, V. H., Tran, M. D., Tran, T. V. H., & Hoang, V. H. (2018). Regional Linkage in Tourism Development of Vietnam. <https://doi.org/10.20944/preprints201807.0578.v1>

⁴¹ Wilson, S., Fesenmaier, D. R., Fesenmaier, J., & Van Es, J. C. (2001). Factors for Success in Rural Tourism Development. *Journal of Travel Research*, 40(2), 132–138. <https://doi.org/10.1177/004728750104000203>

⁴² Hall & Richards (2000), p.9

communities, sustainable tourism activities cannot be guaranteed, and vice versa.

In addition, other factors such as diversity of tourism services, tourism resources, tourism promotion, related support services, and other factors also have impact on sustainable tourism development policies in Ho Chi Minh City.

6: CONCLUSION AND RECOMMENDATIONS

Sustainable tourism development is a long-term oriented process, with synchronous combination of resources and subjects related to tourism development. Because of this long-term orientation, one of the first and decisive conditions is a sustainable tourism development plan. Ho Chi Minh City needs a long-term strategy and plan for sustainable tourism development, meeting the city's tourism development requirements. In addition, to develop tourism products, and effectively exploit tourism resources, thereby increasing tourist attraction, Ho Chi Minh City needs to proactively develop tourism infrastructure and technical facilities. Ho Chi Minh City needs to continue to upgrade and synchronize the transport infrastructure system connecting with key localities in the region; develop a high-quality, synchronous tourism technical facilities system, harmonize tradition and modernity, and be environmentally friendly. For the development of tourism human resource, it is necessary to promote the training of human resources to serve tourists, especially international tourists, and have policies to attract and retain high-quality tourism human resources. The criteria of linkage to issue general tourism policies are not high (3.038 points). Therefore, it is necessary to have linkage policies such as developing coordination policies between sectors, creating favorable conditions for tourism development; focusing on linking tourism product development, and promoting and developing tourism human resources. In terms of linking and cooperating, it is also necessary to identify the advantages of each province and locality in comparison with Ho Chi Minh City to create connections to take advantage to promote each other's strengths such as infrastructure factors and tourism human resources.

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