

The Reality And Solution To Dong Nai Tourism Sustainable Development In The Period Of International Integration

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Abstract:

As a result of the economic and social development, the need for travelling has become indispensable in the everyday life of many people, particularly those who live in developed countries. With the global trends, Vietnam's economy is undergoing a transformation from an economy that mainly focused on agriculture to Industrial-Service-Agricultural Economics. Therefore, it is very essential for Vietnam to apply sustainable development to the tourism industry. Tourism is a general economy, whose development is deeply dependent on the environment and natural resources; tourism and sustainable

development have impacts on each other. For that matter, tourism sustainability cannot be separated from sustainable development.

Keywords: tourism, green tourism, protecting the environment, sustainable development, sustainable environment



I. SITUATION ANALYSIS

In order to develop tourism and set the foundations for sustainable development, we must determine the basic goals. Particularly:

Economic efficiency: Ensure the economy efficiency and competitiveness so the enterprises and tourist destinations can continue to grow and achieve long-term profit.

Supporting local community: Make full use of tourist contribution to the development of local economy at the tourist destinations, tourist areas including their spending at the local areas.

Creating jobs and increasing income level: Increase local employment quantity and quality by organizing tourism courses and support the locals with their businesses without any discrimination under any circumstances.

Social Equality: Economic and social benefits generated from tourism activities should be equally and widely distributed to those who deserve them in the community.

Tourist satisfaction: Provide safe and high quality services that satisfy customer's demand.

Elevate the importance of travel agencies: Allow and encourage the local community to plan and make decisions on the tourism management and development, with the help of experts.

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Social security: Maintain and enhance the local community quality of lives, including social structure and natural resources, life-support system; avoid damaging and over exploitation the environment as well as the society.

Preserve cultural value: Respect and enhance historical sites, cultural identities, traditions and unique identities of the local community at the tourist destinations.

Protect the environment: Maintain and enhance natural scenes of both urban and rural areas, avoid damaging.

Efficiency use of resources: Minimize the use of rare and non-renewable resources to develop and establish tourism facilities and services

Protect the environment: Reduce air, water and soil pollution as well as tourism waste.

Based on those goals, tourism principles must be introduced so tourism can grow while still maintaining sustainability. Particularly: manage the human resources efficiency, reduce the use of natural resources; preserve the natural environment, tourism development must be implemented according to the master plan of the city; tourism industry should support the local economy; encourage the locals to participate in developing tourism sustainability; listen to the locals and experts opinions; focus on training human resources; value tourism scientific researches. Tourism is a smokeless industry that exports on the spot and brings huge profit to the country. However, “how to use natural resources effectively and sustainably?” still remains a difficult issue. Therefore, all stakeholders, from tourists to travel agencies and even locals should identify sustainability as a high priority and conserve the environment.

II. DONG NAI SUSTAINABLE DEVELOPMENT SITUATION

Dong Nai has various tourism resources, namely nature tourist sites such as Buu Long Tourist Area, which is known as “Ha Long Bay in miniature”, and islands like Ba Xe island, Pho island, Tan Van island and especially many other historical sites and national cultural heritages. This is the solid base for Dong Nai to develop its tourism. Some famous tourist destinations could be listed like Tran Bien Temple of Literature, Dai Giac Pagoda, Ong Pagoda, Nguyen Tri Phuong Temple, Temple of Hung King, Trinh Hoai Duc Mausoleum, Tan Van - Hoa An Pottery Village, Buu Long Tourist Area, etc.

The number of tourists coming to Dong Nai has been increasing in recent years. This positive tourism trend shows that more and more tourists know about Dong Nai and are interested in visiting the place.

In 2019, the total number of visitors who travelled to Dong Nai was estimate more than 4.4 million people. While the revenue had reached more than 1.607 billion VND, which was 16% higher in comparison to the same period of last year. Dong Nai is a potential tourist destination; *however, they should keep in mind that sustainability is the key and should create their unique tourism products to attract more visitors, design a destination brand and gain higher revenue. Dong Nai contains a wealth of tourism resources such as forest, river and spiritual destinations. Therefore, the tourism industry should carefully consider what types of tourism products can enhance sustainability and attract family travelers.*

By specifying the tourist route, we can conduct various types of tours and products in order to invest and promote them to become unique products that highlight the local and national identities.

Besides, some tourist destinations which are located along the Bien Hoa - Long Thanh - Nhon Trach tourist route will become busy in the future since the Long Thanh International Airport is going to operate and is expected to welcome a huge number of visitors to Dong Nai. When coming to destinations which are located near tourist routes, visitors can explore and experience the local culture as well as learn more about the history of Vinh Cuu. Since this place has various natural tourism resources such as forest, river and lake, particularly Tri An lake; there are also historical sites and cultural activities of Choro people - an ethnic minority group. Moreover, agritourism is popular in Tan Trieu pomelo village where tourists can enjoy the specialities from pomelos. On the other hand, the tourism industry of Dong Nai in general and Bien Hoa City in specific are facing some challenges while conducting sustainable development. In particular:

Firstly, Dong Nai is encountering difficulties regarding the structure and development strategy of ecotourism. Covering 6,500 hectares area of fruit trees, Long Anh (Dong Nai), which is well-known for its delicious fruits, is considered “the capital of fruit trees of Vietnam southeastern region”. Two hundred hectares of Long Anh, where various local fruits such as rambutan, durian, mangosteen, pomelo, jackfruit are grown, are used to generate garden tourism. However, it is difficult to conduct this model since the city has not zoned the garden tourism areas. Most of them were developed from agricultural lands and were not permitted by the government. Therefore, many models have not been qualified before coming into service. There is also a lack of investment in facilities, infrastructures and services to develop tourism in these places.

Secondly, the accommodation and services are not good enough to increase tourists' length of stay and spending. As of February 2020, Dong Nai has 129 tourist accommodation establishments, an increase of 5 establishments compared to 2017.

Thirdly, the services have not met the high requirements. The majority of businesses such as small accommodation establishments, restaurants, etc. are generated by the locals to serve the tourists. Therefore, there is a lack of professionalism regarding the management, customer services and communication skill. The human resources for garden tourism are mainly garden owners themselves who are unprofessional in service since they have not been to tourism training courses.

Lastly, Dong Nai still consists of many tourism potential that have not been discovered, particularly community-based tourism such as cycling, forest sightseeing and bathing in Tri An lake. Located near Ho Chi Minh city, Dong Nai will have advantages of attracting a huge number of tourists who would like to travel for a weekend getaway. Therefore, it is suggested that Dong Nai should be invested in establishing and developing facilities, infrastructures and human resources as well as create its unique identities.

III. SOLUTION

Ensure economic efficiency and competitiveness for the enterprises and tourist destinations to develop and generate long-term revenue. Maximize tourist contribution to Dong Nai economic development at the tourist destinations including their spending at the local areas. Maintain and improve the local community

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quality of life including social structure and natural resources, life-support system; avoid damaging and over exploitation the environment as well as the society. Respect and enhance historical sites, cultural identities, traditions and unique identities of the local community at the tourist destinations. Minimize the use of rare and non-renewable resources to develop and establish tourism facilities and services. Reduce air, water and soil pollution as well as tourism wastes.

Based on those goals, solutions are suggested to improve Dong Nai tourism:

Firstly, the tourism area should be detailed planned and available resources should be preserved to avoid environmental damage, establish garden tourism destinations, encourage the locals to use orchards as tourist attractions to gain more income.

Secondly, establish more accommodations so tourists can have various choices when they stay in Dong Nai. Some well-known new tourist destinations which attract customers thanks to their scales as well as high quality service, namely Resort Orchard Home Cat Tien (Tan Phu district). The resort includes restrooms and villas surrounded by a wide orchard. The rooms are fully equipped with modern facilities but the construction style is close to nature which impressed many tourists. Spring Garden Hotel (located in Long Khanh city), which was opened in the end of 2019, is a destination that also starts to gain customer attention thanks to their orchard with various fruits, spa and massage service, restaurant and conference room, etc. Therefore, it is suggested that the accommodations take nature as an inspiration to develop environmentally friendly accommodations for tourists.

Thirdly, train the human resources for better quality services. In low season, they are ordinary farmers, but in high season, they will be professional “tourist guides”. Tourism courses should be provided for the locals to learn and enhance their communication and customer service skills so as to make a positive impression of Dong Nai.

Fourthly, the construction should take inspiration from nature and the countryside to create a rustic atmosphere. Avoid damage the natural environment, so the community-based tourism can grow and attract visitors to Dong Nai

Lastly, there should be cooperation between enterprises in order to optimize the service chain and to bring customers the best service. Besides, poor infrastructures, poor road conditions, pollutants and rip-off can have negative impacts on tourism, particularly sustainable tourism since the environment is heavily damaged and polluted.

Overall, Dong Nai has various interesting tourist destinations. For instance, Buu Long Tourist Complex in Bien Hoa which is considered Ha Long Bay of Dong Nai or Vuon Xoai Ecotourism Site. If tourists would like to experience a waterfall spout bath, they can visit Giang Dien waterfall, Mo waterfall or Da Han waterfall (located in Trang Bom District). To sightseeing or cycling in the forest, tourists can visit Cat Tien national park, War Zone D, Tri An lake, etc. However, in order to become more sustainable, the natural environments must be preserved and protected so tourism can grow without affecting the environment and future generation.

CONCLUSION

Dong Nai's tourism industry had positive changes in terms of tourism products, facilities, advanced technologies, the number of tourists and revenue also increased, etc. Therefore, tourism is becoming one of the important sectors for the economic and social development of Dong Nai. Dong Nai has various natural tourism resources such as forest, waterfall, river, lake and mountain. Some standout destinations could be named as Dong Nai biosphere reserve which serves as a multipurpose conservation model for sustainable development. The place is also famous for Cat Tien national park which has been recognised as one of the special national sites and was approved for construction by the Prime Minister; Dong Nai lake is one of the longest and most beautiful lakes in the south of Vietnam. There are also other scenic rivers, lakes and waterfalls such as Mai waterfall, Ba Giot waterfall, Giang Dien waterfall and the wide as oceans – Tri An lake. Besides, Dong Nai also has spectacular mountains like Chua Chan mountain where Buu Quang Pagoda is located at the altitude of 600 meters. Therefore, it is undoubted that Dong Nai has magnificent, fascinating and potential natural destinations to develop sustainable tourism.



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