

Print ISSN: 2288-4637 / Online ISSN 2288-4645
doi:10.13106/jafeb.2022.vol9.no3.0123

Factors Affecting the Development of Cultural Tourism in the Mekong Delta, Vietnam

Chi Hai NGUYEN¹

Received: November 15, 2021 Revised: January 23, 2022 Accepted: February 05, 2022

Abstract

Cultural tourism is a form of tourism based on national cultural identity with the participation of the community to preserve and promote traditional cultural values. Cultural tourism is a trend of many countries in the world, it is suitable for the context in the Mekong Delta, Vietnam. Cultural tourism is very good for poverty reduction activities, so it is considered a direction of socio-economic development. The study's goal is to look at the factors that influence the development of cultural tourism in Vietnam's Mekong Delta. Survey findings from 1275 survey samples in the Mekong Delta, Vietnam, were used to compile the research data. Cronbach's Alpha reliability coefficient; exploratory factor analysis EFA; CFA confirmatory factor; SEM linear regression analysis are used to analyze and assess scales using SPSS 20, AMOS 24 software. According to the findings of the SEM model study, there are six factors that influence the development of cultural tourism in the Mekong Delta of Vietnam, including policy development tourism, infrastructure for tourism, human resources for tourism, tourism resources, geographic location, tourism products, and services. A discussion on administration is proposed to the development of cultural tourism in the Mekong Delta, Vietnam, based on the research findings.

Keywords: Socio-Economic Development, Tourism, Cultural Tourism, Mekong Delta, Vietnam

JEL Classification Code: E44, F31, G15

1. Introduction

Cultural tourism is a subset of tourism that includes both natural and cultural tourism. Many researchers and organizations have been interested in cultural tourism for a long time. Cultural tourism is a type of tourism that is built around cultural values. It is the use of cultural heritage values to create tourism goods that meet the demands of visitors while also providing economic and social advantages and helping to preserve cultural values. Cultural tourism is a type of tourism that focuses on the planning, programming, and design of excursions to see cultural works. Cultural tourism is a type of tourism based on the exploitation of cultural

values, contributing to the preservation and promotion of existing cultural values, and respecting new cultural values of humanity.

Cultural tourism in Vietnam is a type of tourism that uses tourism programs to selectively utilize Vietnamese cultural values (Nguyen & Nguyen, 2019). This activity strives to conserve and promote the country's best cultural values through tourism. It provides numerous benefits to both business people and indigenous populations, as well as visitors, resulting in long-term tourism development in Vietnam (Tung, 2020). All tourism services created by humans are referred to as cultural tourism. Exploiting and utilizing cultural resources to develop new and unique tourism goods that meet the reward, experience, and discovery needs of tourists in a certain location and time (Jansen-Verbeke & Go, 1995).

Cultural tourism satisfies travelers' need to learn about and experience tangible and intangible cultural heritages, such as visiting historical-cultural sites, festivals, and customs, beliefs, religion, and cuisine (Trinh & Ryna, 2015). Cultural tourism is the use of cultural values as objects to exploit and employ cultural values in tourism products to meet tourist needs. Tourists pay attention not only to cultural

¹First Author and Corresponding Author. An Giang University, Vietnam National University Ho Chi Minh City, Vietnam. ORCID ID: 0000-0002-5975-1824. [Postal Address: No 18, Ung Van Khiem Street, Dong Xuyen Ward, Long Xuyen City, An Giang Province, 880000, Vietnam] Email: nchai@agu.edu.vn

heritages but also to how to arrange and implement tourism programs. Tourists can also learn about and participate in the local residents' cultural events. Therefore, it is important to properly recognize the role of cultural heritage in the tourism business, pay attention to the behavior and communication of subjects participating in tourism business activities (Mai & Smith, 2018).

The cultural heritage of the Mekong Delta has proven to be appealing to all visitors. Cultural tourism products use both tangible and intangible cultural heritages to attract travelers to experience and explore (Látková & Vogt, 2012). As a result, each area and region's tourist sector should conduct study organize, and develop tours to visit cultural heritage as cultural tourism destinations. This work also aids in the development of national trade through cultural tourism. The tourist industry recognizes cultural tourism as a significant and appealing form of tourism that contributes to long-term growth. It's one of the product lines that draws international visitors to Vietnam to learn about the country, its people, history, and culture.

Cultural tourism is a type of tourism that aims to contribute to the preservation and promotion of a country's cultural values. It is one of the most effective means of promoting Vietnamese cultural values as part of the integration and globalization process (Stylidis et al., 2014). This is a technique for preserving the cultural heritage that is linked to socioeconomic progress. This method of conservation is a formality, but it is an effective means to situate culture in the context in which it is generated and transmitted (Truong, 2012). Cultural tourism is the most effective way to promote cultural heritage values linked to socioeconomic development goals while also helping to preserve the Vietnamese culture. To develop cultural tourism in the Mekong Delta, researchers should examine and evaluate the entire value of cultural heritage while also developing products that meet the needs of visitors (McGehee & Andereck, 2004). The growth of cultural tourism must consider the interests of tourism firms, as well as local and national communities. People's economic interests, in particular, must be given special consideration. Cultural tourism business entities should recognize that cultural resources are restricted based on the current reality of cultural tourism business activities. So we must exploit, defend, and enrich to exploit in a sustainable manner (Truong, 2018).

In many nations around the world, cultural tourism is one of the most appealing and popular sorts of tourism. Because Vietnam has various architectural masterpieces, historical-cultural relics, festivals, customs, and traditions with many distinctive values, the type of cultural tourism in Vietnam is growing rapidly (Nguyen & Cheung, 2013). The Mekong Delta region, which has a diverse culture, is included. As a result, cultural tourism is regarded as a standard tourism offering that draws a large number of visitors (Nguyen et al., 2020).

The Mekong Delta is located adjacent to Ho Chi Minh City, the North is adjacent to Cambodia, the Southwest is adjacent to the Gulf of Thailand, the East is adjacent to the East Sea. Currently, the Mekong Delta includes 13 provinces and cities including Long An, Tien Giang, Ben Tre, Vinh Long, Tra Vinh, Hau Giang, Soc Trang, Dong Thap, An Giang, Kien Giang, Bac Lieu, Ca Mau, and Can Tho. The Mekong Delta is preserving many traditional cultural values of the Kinh, Cham, Hoa, and Khmer ethnic groups with distinct identities, which is the characteristic of the river delta.

Cultural heritages in the Mekong Delta are valuable not only in terms of educating people and shaping their personalities, but also in terms of promoting their roles, potentials, and strengths in tourism (Huynh & Piracha, 2019). Performing arts, customs, practices, religions, beliefs, food, festivals, and craft villages are examples of cultural heritages. It is one of the most important aspects of attracting domestic and international tourists to the Mekong Delta. Many researchers believe that tourist satisfaction has a significant impact on the growth of tourism and cultural tourism (Mai & Pham, 2017). It has an impact on tourist loyalty, ability to return, and promotion of the place. As a result, it is vital to identify the factors that influence the development of cultural tourism.

2. Theoretical Framework and Research Hypotheses

2.1. Theoretical Framework

Cultural tourism, according to the World Tourism Organization, comprises research programs, learning about the performing arts, festivals, and other cultural events, visits to monuments and temples, nature study tours, folklore arts, and pilgrimages.

There are now a few research projects on tourist development, including cultural tourism development studies. According to Frleta and Badurina (2019), cultural tourists value factors of culture and experiences that are new and encouraged by the local population. According to research, residents' attitudes toward cultural tourism development are influenced by their perceptions of tourism). According to Frleta and Badurina (2019), there are three influencing aspects in the model that determine their support for cultural tourism development: economic, socio-cultural, and environmental tourism.

According to Dang (2021), tourism development plays an important role in promoting socio-economic development in most countries. The research results showed that there are 5 factors that positively affect and increase tourist arrivals including Telecommunication infrastructure, Tourism infrastructure, Recovery services of tourism workers, Ancillary Services, and Time factors (Dang, 2021).

Nhan and Thong (2018) analyzed the factors affecting the satisfaction of domestic tourists with cultural tourism in Can Tho city. Research results showed that there are 8 factors affecting the satisfaction of domestic tourists with cultural tourism in Can Tho city, including (1) People and amenities of accommodation facilities; (2) About the environment; (3) Prices of tourism services; (4) Culture; (5) Traffic and tourist piers; (6) Safety and security; (7) Souvenirs and catering facilities (Nguyen & Truong, 2018).

Developing sustainable tourism in the new era is suitable for developing the tourism industry without damaging the environment, which affects the next generation. The author synthesized and brought out 3 main factors affecting sustainable tourism, which were Society, Economics, and Environment (Vuong & Premkumar, 2019).

Sustainable development - including tourism development - is the general tendency of all economies (Dong et al., 2020). The goal is to turn the tourism business into a major economic contributor. The factors influencing sustainable tourism development in Vietnam's Ba Ria-Vung Tau Province were investigated, as well as their trends. According to the findings, there are four sets of factors that have a significant impact on the development of sustainable tourism in Ba Ria-Vung Tau. These variables are divided into four categories: society, environment, tourism products and services, and technical facilities (Dong et al., 2020).

Studies on sustainable tourism development, as well as the development of rich and diverse cultural tourism, in general. These papers discussed the philosophy and practice of promoting tourism in a sustainable fashion that benefits local populations while also protecting the environment and preserving indigenous cultures (Andereck & Vogt, 2000). This is a crucial foundation for applying to the Mekong Delta's cultural tourism research and development model.

2.2. Hypotheses

Based on research theories, we propose a model of factors affecting the development of cultural tourism in the Mekong Delta, Vietnam. The following hypotheses were proposed.

Hypothesis (H1): *Factors affecting the development of cultural tourism in the Mekong Delta include Policy development tourism; Infrastructure for tourism; Human resources for tourism; Resources of tourism; Geographical location; Tourism products and services.*

H1.1: *Factor Policy development tourism affects cultural tourism development in Mekong Delta.*

H1.2: *Factor Infrastructure for tourism affects cultural tourism development in Mekong Delta.*

H1.3: *Factor Human resources for tourism affect cultural tourism development in Mekong Delta.*

H1.4: *Factor Resources of tourism affect cultural tourism development in Mekong Delta.*

H1.5: *Factor Geographical location affects cultural tourism development in Mekong Delta.*

H1.6: *Factor Tourism products and services affect cultural tourism development in Mekong Delta.*

2.3. Research Structure

Based on existing studies and a survey of cultural tourist development efforts in the Mekong Delta, this study was undertaken. The study initially hypothesized that there are 6 factors affecting the development of cultural tourism including (1) Geographical location; (2) Resources of tourism; (3) Infrastructure for tourism; (4) Policy development tourism; (5) Human resources for tourism; (6) Tourism products and services, Figure 1 and Table 1.

3. Research Methods

This study was undertaken to investigate the model of factors that influence the development of cultural tourism in the Mekong Delta. A review of the theoretical framework was conducted, as well as group discussions with experts and researchers. During the group discussions, members were given a list of factors affecting the development of cultural tourism in the Mekong Delta, and they were requested to share their thoughts to complete the list and test the scales' dependability. The consensus reached at the end of this period allows for the construction of the model as shown in Figure 1.

3.1. Research Sample

A questionnaire on the variables influencing the development of cultural tourism in the Mekong Delta was designed based on the preliminary discussion results. There were 43 Likert scale responses in the survey. Demographic questions ask about the survey area, gender, occupation, age, education, monthly income, times of visitors' travels to the Mekong Delta, and seven scales of the model of factors influencing the development of cultural tourism in the Mekong Delta. Likert scale is used with a range of values from 1 to 5 to measure the perceived level of survey subjects (1) completely disagree, (2) disagree, (3) neutral, (4) agree, (5) totally agree.

The data was collected between February and August of 2021. Visitors immediately answered the questionnaire in terms of their behavior methods. The research was conducted in Vietnam's Mekong Delta. A total of 1300 people were given the survey. A total of 1275 valid response forms were received, with 641 males and 634 females participating. Tien Giang has a rate of 9.5 percent, Ben Tre has a rate of

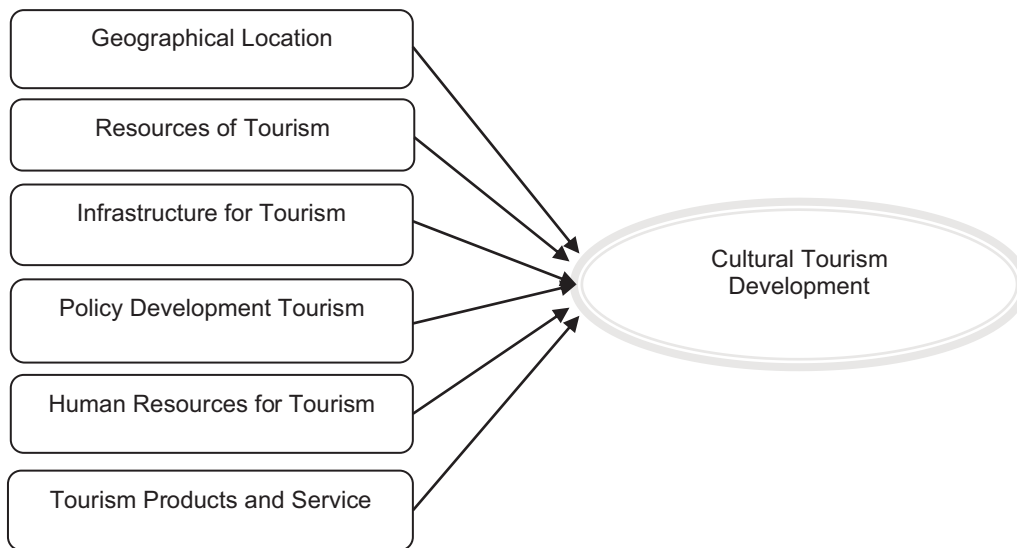


Figure 1: Overview of Research Structure

Table 1: Observed Variables in Research Structure of Cultural Tourism Development

Factors in the Model	Encode	Observed Variables
Geographical Location	GEL	(1) Location of access to tourist attractions; (2) Location near regional and national tourist centers; (3) Location of traffic; (4) International contiguous location.
Resources of Tourism	RET	(1) Natural landscape; (2) Festivals; (3) Cultural and historical monuments; (4) Craft villages; (5) Cuisine.
Infrastructure for Tourism	INT	(1) Traffic; (2) Contact information; (3) Electricity and water system; (4) Support management technology; (5) Promotion and introduction technology.
Policy Development Tourism	PDT	(1) Tourism development policy; (2) Tourism association policy; (3) Policy calling for tourism investment; (4) Trends of cooperation and regional linkage; (5) Center of tourism association; (6) Socio-economic situation and security-politics.
Human Resources for Tourism	HRT	(1) Management capacity; (2) Professional competence in business; (3) The ability to meet the number of human resources; (4) The friendliness of the service provider; (5) Professional ability and trained advance; (6) Working style and communication skills.
Tourism Products and Service	TPS	(1) The specialty of local, arts and crafts; (2) Tourism to visit; (3) Ecotourism and resort; (4) Travel conferences - seminars; (5) Tourism learn culture - history.
Cultural Tourism Development	CTD	(1) Cultural tourism development should focus on social benefits; (2) Developing cultural tourism should pay attention to preserving cultural values; (3) Cultural tourism development should pay attention to economic benefits; (4) Cultural tourism development should rely on the media to advertise; (5) Developing cultural tourism should have appropriate policies of the Government.

13.9 percent, Bac Lieu has a rate of 7.5 percent, Can Tho has a rate of 17.7 percent, Tra Vinh has a rate of 12.3 percent, An Giang has a rate of 16.7 percent, Ca Mau has a rate of 9.3 percent, and Kien Giang has a rate of 13.0 percent. Table 2 illustrates this.

3.2. Data Analysis

SPSS software Version 20, AMOS version 24, was used to code and analyze the survey responses. The steps to conducting the analysis involve evaluating factors affecting

Table 2: Demographic Characteristics of the Survey Sample

Characteristics and Survey Area	Number of Visitors	Percentage
1. Survey area	1275	100%
Tien Giang	121	9.5
Ben Tre	177	13.9
Bac Lieu	96	7.5
Can Tho	226	17.7
Tra Vinh	157	12.3
An Giang	213	16.7
Ca Mau	119	9.3
Kien Giang	166	13.0
2. The gender	1275	100%
Male	641	50.3
Female	634	49.7
3. Occupation	1275	100%
State employees	124	9.7
Company leadership	172	13.5
Researchers	84	6.6
Business staff	238	18.7
Technical staff	150	11.8
Teacher	208	16.3
Freelance labor	124	9.7
Other	175	13.7
4. Age (years)	1275	100%
<30	332	26.0
30–40	329	25.8
40–50	376	29.5
>50	238	18.7
5. Education	1275	100%
Master or PhD	225	17.6
College or Bachelor	364	28.5
Professional diploma holders	410	32.2
Other	276	21.6
6. Monthly Income (million VND)	1275	100%
<10	292	22.9
10–20	429	33.6
20–30	322	25.3
>30	232	18.2
7. Times of visits to Mekong Delta (times)	1275	100%
1	315	24.7
2–4	391	30.7
5–6	343	26.9
>6	226	17.7

the development of cultural tourism in the Mekong Delta, Vietnam. This include:

- Cronbach's alpha coefficient was used to determine the scale's reliability. Cronbach (1951) devised the alpha coefficient to assess the internal consistency of variables within a group. As a result, Cronbach's Alpha coefficient can be used to assess the scale's reliability and exclude irrelevant factors from the cultural tourism development model.
- Confirmatory factor analysis (CFA) to assess the representativeness of the observed variables (measured variables) for the factors (constructs).
- Exploratory factor analysis (EFA) to evaluate the convergence value and discriminant value of each variable in the factor groups.
- Hypothesis testing and measurement of factors impacting the development of cultural tourism in the Mekong Delta; and structural model structural equation modeling of the influence of factors on the development of cultural tourism in the Mekong Delta (SEM).

4. Results

4.1. The Results of Checking the Reliability of the Scale

Cronbach's Alpha is a correlation test that determines how closely the scales are related. Cronbach's Alpha coefficient >0.6 has been suggested in studies on the scale, including Nunnally (1978). Between 0.8 and 1, the scale works well. Variables with a Corrected item-total Correlation of less than <0.3 will also be eliminated from the study model (Table 3).

The results of the research data processing revealed that all seven scales had strong reliability (Cronbach's

Alpha >0.8) and a Corrected item-total Correlation coefficient of >0.3 . It shows the scale's suitability.

4.2. Exploratory Factor Analysis EFA for the Scales

According to the KMO and Bartlett's test findings as shown in the KMO and Bartlett's test table, the KMO value is 0.872, indicating that this discovery factor is appropriate, Bartlett's test, with a value of Sig. = 0.000 (<0.05), shows that the variables within the factors are correlated with each factor.

Parameter Eigenvalues ≥ 1 are kept in the analytical model. The analysis results showed that Eigenvalue = 1.386 (≥ 1) and 7 factors were extracted that provided the best summary of information. The sum of squares of the cumulative factor loading coefficient (Cumulative) is 74.212% ($\geq 50\%$), showing that the EFA model is appropriate. Therefore, all 7 factors are kept in the research model, shown in Table 4.

4.3. Confirmatory Factor Analysis CFA

Factor analysis with confirmation CFA is a linear structural modeling statistics approach (SEM). The scales and model fit was tested using factor analysis CFA and a linear structural model SEM. Unidirectionality, Reliability, Convergence, and Distinction are some of the criteria used to evaluate CFA outcomes.

Results of confirmatory factor analysis for 7 concept scales with indicators reveal Chi-square/df = 4.815 (<5) is acceptable; CFI = 0.947 (>0.9) is good; RMSEA coefficient = 0.055 (<0.6) is good; TLI = 0.938 (>0.05) is appropriate (Hu & Bentler, 1999; Hair et al., 2010). The GFI coefficient of 0.897 (>0.8) is satisfactory. The unidirectionality of the scale in the study model is confirmed by the results of CFA factor analysis.

Table 3: Results of Testing Cronbach's Alpha Scales

Scales of Measurement	Encode	No. of Items	Cronbach's Alpha	Corrected Item-Total Correlation Range
Geographical Location	GEL	4	0.931	0.790–0.873
Resources of Tourism	RET	5	0.901	0.692–0.825
Infrastructure for Tourism	INT	5	0.942	0.756–0.907
Policy Development Tourism	PDT	6	0.914	0.682–0.855
Human Resources for Tourism	HRT	6	0.887	0.629–0.828
Tourism Products and Service	TPS	5	0.857	0.617–0.803
Cultural Tourism Development	CTD	5	0.950	0.798–0.888

Table 4: Rotated Component Matrix

	Factor						
	1	2	3	4	5	6	7
PDT5	0.873						
PDT6	0.835						
PDT3	0.755						
PDT4	0.741						
PDT1	0.690						
PDT2	0.663						
INT4		0.950					
INT5		0.919					
INT3		0.896					
INT2		0.806					
INT1		0.749					
HRT6			0.901				
HRT5			0.791				
HRT4			0.764				
HRT2			0.682				
HRT1			0.649				
HRT3			0.641				
RET5				0.861			
RET4				0.852			
RET1				0.764			
RET2				0.743			
RET3				0.707			
GEL3					0.896		
GEL4					0.883		
GEL2					0.822		
GEL1					0.778		
CTD4						0.771	
CTD2						0.761	
CTD1						0.744	
CTD5						0.740	
CTD3						0.609	
TPS5							0.848
TPS3							0.721
TPS2							0.665
TPS1							0.656
TPS4							0.599

Table 5: Result of Measurement Model - Convergent Validity, Distinction Validity

Factor Construct	No. of Items	Encode	CR	AVE	MSV	MaxR(H)
Policy Development Tourism	6	PDT	0.915	0.645	0.278	0.933
Infrastructure for Tourism	5	INT	0.939	0.757	0.096	0.973
Human Resources for Tourism	6	HRT	0.889	0.575	0.138	0.920
Resources of Tourism	5	RET	0.903	0.650	0.148	0.910
Geographical Location	4	GEL	0.932	0.773	0.162	0.937
Cultural Tourism Development	5	CTD	0.950	0.793	0.278	0.955
Tourism Products and Service	5	TPS	0.859	0.553	0.259	0.892

Table 6: The Square Root of AVE with Inter-Construct Correlations

	PDT	INT	HRT	RET	GEL	CTD	TPS
PDT	0.803						
INT	-0.018	0.870					
HRT	0.254	0.015	0.758				
RET	0.253	0.108	0.179	0.806			
GEL	0.321	-0.024	0.132	0.190	0.879		
CTD	0.528	0.309	0.372	0.384	0.402	0.890	
TPS	0.401	0.139	0.260	0.254	0.249	0.508	0.744

The validity and reliability test findings show that all Average Variance Extracted (AVE) values are $> (0.5)$; Composite Reliability (CR) values are $> (0.7)$. Maximum Shared Variance (MSV) values are $<$ Average Variance Extracted (AVE) values (Hair et al., 2010).

The results of testing the scales also reveal that inter-construct correlations $>$ Square Root of AVE (SQRT AVE) (Hair et al., 2010) (Table 6).

Table 5 shows the validity and reliability test results. Table 6 shows the combined reliability; at all scales, convergent and discriminant validity are assured.

4.4. Structural Model Checking (SEM)

The data processing results are being used to further investigate the factors influencing the development of cultural tourism in the Mekong Delta. Table 7 shows the results of the processing.

The model has Chi-square/df = 4.815; CFI = 0.947; TLI = 0.938; GFI = 0.897; RMSEA = 0.055.

Table 7 shows the results of the research. The Sig values of the scales are GEL = 0.000 (<0.05), RET = 0.000 (<0.05),

INT = 0.000 (<0.05), PDT = 0.000 (<0.05), HRT = 0.000 (<0.05), TPS = 0.000 (<0.05). This shows that the impact relationship between the independent variable and the dependent variable is significant.

Results of standardized regression coefficients as shown in Table 7 reveal that the larger the normalized regression coefficients, the stronger the impact of the corresponding independent variable on the dependent variable (CTD). Factors affecting the development of cultural tourism in the Mekong Delta include HRT = 0.289, INT = 0.276, TPS = 0.202, GEL = 0.200, PDT = 0.185, RET = 0.154.

Research results R^2 (Adjusted R Square) of CTD = 0.541, which means that the regression model is suitable. The independent variables in the explanatory regression model affect 54.7% of the variation in the dependent variable in the model, which is the development of cultural tourism.

5. Discussion

The research results show that the scales are reliable and valid for model evaluation. The research findings show that there are 6 factors affecting the development

Table 7: Results of Testing the Relationship between Research Concepts

The Relationship of Indirect Effects	Estimates	Sig	Standardized Estimates
CTD ← GEL	0.252	0.000	0.200
CTD ← RET	0.204	0.000	0.154
CTD ← INT	0.260	0.000	0.276
CTD ← PDT	0.200	0.000	0.185
CTD ← HRT	0.302	0.000	0.289
CTD ← TPS	0.223	0.000	0.202

of cultural tourism in the Mekong Delta including Policy development tourism; Infrastructure for tourism; Human resources for tourism; Resources of tourism; Geographical location; Tourism products and services. In which, Human resources for tourism that directly affects the development of cultural tourism in the Mekong Delta is 0.289; Infrastructure for tourism directly affects the development of cultural tourism in the Mekong Delta is 0.276; Tourism products and services directly affecting the development of cultural tourism in the Mekong Delta is 0.202; Geographical location directly affecting the development of cultural tourism in the Mekong Delta is 0.200; Policy development tourism that directly affects the development of cultural tourism in the Mekong Delta is 0.185; Resources of tourism that directly affects the development of cultural tourism in the Mekong Delta is 0.154.

All six factors have a direct impact on the development of cultural tourism in the Mekong Delta. The study of the current situation of 6 factors that influence the development model of cultural tourism; Discussing solutions to contribute to improving the quality of factors in the cultural tourism development model is a necessary content.

Developing markets and tourism products. Based on the characteristics of natural resources to create attractive and unique tourism products, bearing the unique characteristics of the Mekong Delta region, which are cultural traditions, festivals, and customs to attract tourists. The creation of arts and crafts products will be a highlight to attract visitors. The Mekong Delta has diverse and rich cultural tourism resources and it has the ability to exploit tourism. However, we should determine which tourism products are the key, including festivals, specialties, temples, and historical sites to introduce to tourists through travel guidebooks (Vu et al., 2020).

We should support the promotion of tourism products, including the introduction of tourism in the Mekong Delta through publications, for tourist attractions in the Mekong Delta region to attract both local and foreign tourists. People-to-people and tourism-to-people programs in the Mekong Delta; Newspapers, television stations, and the Internet are

examples of mass media. Organizing cultural events, as well as participating in regional, national, and worldwide fairs and exhibitions to promote Mekong Delta tourism products; Organize regular meetings to determine the best promotion strategy and put it in place in a timely manner to achieve maximum efficiency (Thirumaran et al., 2014).

Training human resources and improving the service quality. Tourism is a general service economy, so the quality of human resources and service quality will directly affect tourism products (Khuong & Nguyen, 2015). Therefore, it should be oriented to train human resources and improve service quality, specifically, including classifying the professional qualifications of all auxiliary workers in the tourism industry of the Mekong Delta region to come up with a plan to open vocational training classes; Paying attention to service quality in all aspects such as service attitude, diversity and richness, product convenience and the ability to quickly respond to needs; Should make strict regulations on service quality, prices, and at the same time apply science and technology to tourism; Community awareness should be enhanced in the process of building brands and typical cultural identities of ethnic groups in the Mekong Delta.

Infrastructure development, both material and technical, is an investment. With the support of travel firms, tourism training schools, and English schools, tour guides and narrators at cultural tourist sites can develop their professional abilities and foreign language skills. Short-term training courses, such as tour guide training, should be made available. Salary hikes and housing assistance measures should be adopted to attract human resources (Lee, 2013).

A number of measures should be applied to implement tourist projects for the development of cultural tourism in the Mekong Delta, including calling for projects using non-state investment funds to implement tourism investment projects. Long and Kayat (2011) discuss tourist infrastructure, material and technological facilities, tourism development projects, and human resource training. Inviting enterprises to invest in cultural tourist development initiatives such as festival restoration, historical site repair, temple restoration,

and ethnic village creation. To attract foreign investment in the Mekong Delta region's cultural tourism development project, synchronized infrastructure for important locations should be created (Truong et al., 2014).

Planning for the development of cultural tourism while also protecting natural resources and the environment. Developing accessible cultural tourism resources into Mekong Delta-specific products, resulting in a distinct brand of tourism products for the region. The Mekong Delta region's cultural tourist highlights include zoning tourism, focusing on festivals, and creating spiritual tourism mixed with exchanges with Khmer, Chinese, and Cham ethnic groups.

It is recommended that craft villages offer programs for tourists to participate in and open categories of Homestay tourism to attract visitors who want to learn more about the local craft villages and customs (Huong & Lee, 2017). Measures to protect the environment should be made to utilize and exploit natural resources in a long-term manner (Almeida-Garcia et al., 2015).

Through the media, we should propagate to local people, and tourists should have a sense of conservation of tourism resources. It is recommended to carry out propaganda, environmental education, and resource conservation for tourists at each tourist destination (Tung, 2018).

We should care about employment issues, improving the lives of people around cultural tourism areas. From there, the indigenous people will be more aware of the conservation of natural resources and the environment (Andereck & Nyaupane, 2011). They will not gather and sell illegally in prohibited areas in cultural tourist attractions such as temples and craft villages.

Open campaigns for the environment at cultural tourist sites by mobilizing volunteers, students, and students to pick up trash; Plant trees, create a clean green environment at tourist sites and paste slogans the sign attracts the attention of visitors to reduce the problem of waste pollution (Vu, 2021).

6. Conclusion

The suitability of the factors is tested on the hypothetical research model using the scales. The findings of the study confirmed the model of factors influencing the growth of cultural tourism in the Mekong Delta. Human resources for tourism; infrastructure for tourism; tourism products and services; geographic location; tourism policy development; tourism resources are among the six variables that represent the level of effect from strong to weak. As a result, the study's outcomes met the set objectives.

The purpose of the discussion was to assist policymakers in better understanding the relationship between independent

factors and the development of cultural tourism. Policymakers should make changes in the following areas: developing markets and tourism products; training human resources and improving service quality; material and technical infrastructure development; cultural tourism development planning; and natural resource and environmental conservation planning. Furthermore, the findings of the study aid researchers in doing follow-up studies; they should collect additional samples in a big area or across the country for a thorough examination.

References

- Almeida-Garcia, F., Balbuena-Vazquez, A., & Cortés Macías, R. (2015). Resident's attitudes towards the impacts of tourism. *Tourism Management Perspectives*, 13, 33–40. <https://doi.org/10.1016/j.tmp.2014.11.002>
- Andereck, K. L., & Nyaupane, G. P. (2011). Exploring the nature of tourism and quality of life perceptions among residents. *Journal of Travel Research*, 50(3), 248–260. <https://doi.org/10.1177/0047287510362918>
- Andereck, K. L., & Vogt, C. A. (2000). The relationship between residents' attitudes toward tourism and tourism development options. *Journal of Travel Research*, 39(1), 27–36. <https://doi.org/10.1177/004728750003900104>
- Dang, T. T. D. (2021). Sustainable tourism development: A case study of Southern Red River Delta, Vietnam. *Journal of Finance and Economics*, 9(2), 65–72. <https://doi.org/10.12691/jfe-9-2-3>
- Dong, V. V., Ghi, N. T., Hien, T. T. N., & Cong, V. N. (2020). Factors affecting sustainable tourism development in Ba Ria-Vung Tau, Vietnam. *Journal of Asian Finance, Economics, and Business*, 7(9), 561–572. <https://doi.org/10.13106/jafeb.2020.vol7.no9.561>
- Frleta, D. S., & Badurina, J. D. (2019). Factors affecting residents' support for cultural tourism development. *ToSEE - Tourism in Southern and Eastern Europe*, 5, 641–653. <https://doi.org/10.20867/tosee.05.13>
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: conventional criteria versus new alternatives. *Structural Equation Modeling*, 6, 1–55. <http://dx.doi.org/10.1080/10705519909540118>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). New York: Pearson.
- Huynh, V. D., & Piracha, A. (2019). An evaluation on climate change adaptation for the tourism sector in the Mekong Delta of Vietnam. *Asia Pacific Journal of Tourism Research*, 24(9), 894–911. <https://doi.org/10.1080/10941665.2019.1653338>
- Huong, P. M., & Lee, J. H. (2017). Finding important factors affecting local residents' support for tourism development in Ba Be National Park, Vietnam. *Forest Science and Technology*, 13(3), 126–132. <https://doi.org/10.1080/21580103.2017.1354337>

- Jansen-Verbeke, M., & Go, F. (1995). Tourism development in Vietnam. *Tourism Management*, 16(4), 315–321. [https://doi.org/10.1016/0261-5177\(95\)97356-U](https://doi.org/10.1016/0261-5177(95)97356-U)
- Khuong, M. N., & Nguyen, T. T. (2015). Factors affecting tourists' return intention towards Vung Tau city, Vietnam: A mediation analysis of destination satisfaction. *Journal of Advanced Management Science*, 3(4), 292–298.
- Lee, T. H. (2013). Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 34, 37–46. <https://doi.org/10.1016/j.tourman.2012.03.007>
- Long, P. H., & Kayat, K. (2011). Residents' perceptions of tourism impact and their support for tourism development: The case study of Cuc Phuong National Park, Ninh Binh province, Vietnam. *European Journal of Tourism Research*, 4(2), 123–146.
- Látková, P., & Vogt, C. A. (2012). Residents' attitudes toward existing and future tourism development in rural communities. *Journal of Travel Research*, 51(1), 50–67. <http://dx.doi.org/10.1177/0047287510394193>
- Mai, N. K., & Pham, A. N. (2017). Factors affecting tourist destination satisfaction and return intention: A study in Ho Chi Minh City, Vietnam. *Journal of Economics, Business and Management*, 5(2), 95–102. <https://doi.org/10.1016/j.jebm.2017.5.2.95102>
- Mai, T., & Smith, C. (2018). Scenario-based planning for tourism development using system dynamic modeling: A case study of Cat Ba Island, Vietnam. *Tourism Management*, 68, 336–354. <https://doi.org/10.1016/j.tourman.2018.04.005>
- McGehee, N. G., & Andereck, K. L. (2004). Factors predicting rural residents' support of tourism. *Journal of Travel Research*, 43, 131–140. <https://doi.org/10.1177/0047287504268234>
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory* (3rd ed.). New York: McGraw-Hill.
- Nguyen, H. H., & Nguyen, N. V. (2019). Factor affecting poverty and policy implication of poverty reduction: A case study for the Khmer Ethnic people in Tra Vinh Province, Viet Nam. *The Journal of Asian Finance, Economics, and Business*, 6(1), 315–319. <https://doi.org/10.13106/jafeb.2019.vol6.no1.315>
- Nguyen, T. N., & Truong, T. T. (2018). Factors affecting the satisfaction of domestic tourists for cultural tourism in Can Tho city. *Can Tho University Journal of Science*, 3(65), 10–15. <https://doi.org/10.123564153641>
- Nguyen, T. M. P., Nguyen, V. S., & Tran, X. Q. (2020). Factors affecting community-based tourism development and environmental protection: Practical study in Vietnam. *Journal of Environmental Protection*, 11(2), 124–151. <https://doi.org/10.4236/jep.2020.112009>
- Nguyen, T. H. H., & Cheung, C. (2013). The classification of heritage tourists: A case of Hue City, Vietnam. *Journal of Heritage Tourism*, 9(1), 35–50. <https://doi.org/10.1080/1743873X.2013.818677>
- Stylidis, D., Biran, A., Sit, J., & Szivas, E. M. (2014). Residents' support for tourism development: The role of residents' place image and perceived tourism impacts. *Tourism Management*, 45, 260–274. <http://dx.doi.org/10.1016/j.tourman.2014.05.006>
- Truong, D. V. (2012). Tourism policy development in Vietnam: A pro-poor perspective. *Journal of Policy Research in Tourism, Leisure and Events*, 5(1), 28–45. <https://doi.org/10.1080/19407963.2012.760224>
- Trinh, T. T., & Ryna, C. (2015). Heritage and cultural tourism: The role of the aesthetic when visiting Mỹ Sơn and Cham Museum, Vietnam. *Current Issues in Tourism*, 19(6), 564–589. <https://doi.org/10.1080/13683500.2015.1054269>
- Thirumaran, K., Dam, M. X., & Thirumaran, C. M. (2014). Integrating souvenirs with tourism development: Vietnam's challenges. *Tourism Planning & Development*, 11(1), 57–57. <https://doi.org/10.1080/21568316.2013.839471>
- Truong, V. D., Hall, C. M., & Garry, T. (2014). Tourism and poverty alleviation: Perceptions and experiences of poor people in Sapa, Vietnam. *Journal of Sustainable Tourism*, 22(7), 1071–1089. <https://doi.org/10.1080/09669582.2013.871019>
- Truong, D. V. (2018). Tourism, poverty alleviation, and the informal economy: The street vendors of Hanoi, Vietnam. *Tourism Recreation Research*, 43(1), 52–67. <https://doi.org/10.1080/02508281.2017.1370568>
- Tung, L. T. (2018). Forecasting the foreign tourist arrivals to Vietnam using the autoregressive integrated moving average method. *Journal of Environmental Management and Tourism*, 9(6), 1135–1144. [https://doi.org/10.14505/jemt.v9.6\(30\).01](https://doi.org/10.14505/jemt.v9.6(30).01)
- Tung, L. T. (2020). Tourism development in Vietnam: New strategy for a sustainable pathway. *GeoJournal of Tourism and Geosites*, 31(3), 1174–1179. <https://doi.org/10.30892/gtg.31332-555>
- Vu, N. G. (2021). Reality and solution for cultural heritage management with tourism development in Khanh Hoa province. *Science Journal of Tan Trao University*, 20, 179–186. <https://doi.org/10.51453/2354-1431/2021/512>
- Vu, A. M., Nguyen, C. T., Nguyen, N. T., & Le, T. (2020). Factors influencing tourism sustainable development in Vietnam. *Management Science Letters*, 10, 1737–1742. <https://doi.org/10.5267/j.msl.2020.1.006>