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Determinants of Sustainable Tourism Development in Buon Ma Thuot, Vietnam

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Abstract

Sustainable tourism development is an essential requirement for tourist destinations in the current period. Many factors influence the sustainable development of a destination, such as resources, human capital, infrastructure, and more. In this article, the author analyzes the impact of several factors on the sustainable tourism development of Buon Ma Thuot. The research was conducted using sociological survey methods, with 673 valid responses included in the analysis. The results show that all eight proposed factors have a positive impact on the sustainable tourism development of Buon Ma Thuot.

Keywords: Development Conditions, Sustainable Tourism.

Introduction

Unique tourism resources are always an advantage for tourism development at any tourist destination; that development will promote the related industries and fields in that locality. However, sustainable tourism development relies on many other conditions, such as policies, human resources, local community participation, infrastructure and technical facilities, regional linkages in tourism, etc... This topic focuses on analyzing the conditions contributing to sustainable tourism development. Buom Ma Thuot province is one of five provinces in the Central Highlands region, Vietnam, famous for being blessed with rich and diverse natural resources such as primeval forests, beautiful waterfalls,... Along with that, Buom Ma Thuot has also identified a sustainable tourism destination that will be chosen as the site for us to apply the analysis of the arguments in the research.

Theoretical Background

Sustainable Tourism Concept

According to a 1987 report by the World Tourism Organization (WTO) on Sustainable Tourism Development in UNESCO Designated Sites in South-Eastern Europe (p.9-10), “sustainable tourism is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” *Dao Thi Bich Nguyet (2012), Developing Nha Trang (Khanh Hoa) tourism in a sustainable direction (p8)*. This perspective is also mentioned in the Vietnam Tourism Law (2017) concept on sustainable tourism, emphasizing respect for natural resources, local culture, and the interests of local communities. while creating positive and sustainable travel experiences for tourists.

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According to the new additional definition of the World Tourism Organization (WTO) given at the 1992 United Nations conference on environment and development in Rio de Janeiro: "Sustainable tourism is the development of activities that meet the current needs of tourists and indigenous people while paying attention to the conservation and restoration of resources for the development of sustainable tourism activities in the future, sustainable management plans to manage resources to satisfy human economic, social, and aesthetic needs while maintaining cultural integrity, biological diversity, and biodiversity. development of ecosystems and systems that support human life." With this concept, sustainable tourism is considered more fully in terms of all three aspects: economic, social, and environmental.

From the perspective of the research topic and the process of synthesizing relevant documents, the research team offers a view on sustainable tourism: *Sustainable tourism is planned tourism development that meets current needs without affecting the future. All relevant parties are responsible for creating a positive impact and limiting the negative impacts of tourism on three aspects: economic, cultural, social, and environmental.*

Concept of Sustainable Tourism Development

According to Article 14, Clause 3, Chapter I of the Tourism Law 2017, "Sustainable Tourism development is tourism development that meets socio-economic and environmental requirements, ensuring harmony of interests among participating entities. tourism activities, without compromising the ability to meet future tourism demand."

According to the World Tourism Organization (UNWTO), "Sustainable Tourism is the development of tourism activities to meet the current needs of tourists and indigenous people. Also concerned with issues of conservation and restoration of resources for the development of future tourism activities, sustainable tourism will have a plan to manage resources to satisfy needs in the socio-economic and human environment while maintaining cultural integrity, biodiversity, the development of ecosystems, and support systems for human life." *Vu Van Dong (2015), Sustainable tourism development in Ba Ria - Vung Tau.*

From synthesizing secondary data on sustainable tourism development, the research team came up with the following concept: *Sustainable tourism development is an important development direction for the tourism industry. calendar, ensuring the maximization of local economic benefits, protecting the natural environment, and creating conditions for a country's comprehensive and sustainable development so that future generations can explore and enjoy natural and cultural heritage values.*

Research Hypothesis

Sustainable tourism development is not only a trend that attracts attention but also an inevitable requirement due to many environmental and social problems caused by the strong rise of the tourism industry. Increased tourism, overexploitation of resources, and a lack of consideration of community impacts have negatively impacted the environment and local culture. Therefore, sustainable tourism emphasizes the long-term maintenance of resources and cultural values, ensuring future generations also benefit. At the same time, sustainable tourism also promotes the balance of economic, environmental, and social factors, contributing to building a sustainable future for the tourism industry and the world. To develop sustainable tourism, it is necessary to pay attention to the initial fundamental factors that are the conditions for sustainable tourism development. In the authors' opinion, the conditions for sustainable tourism development are the available resources for relevant entities to conduct sustainable tourism development activities at

the tourist destination.

Conditions for sustainable tourism development are also considered internal factors of the tourism industry at a tourist destination. Based on the study of these conditions at the tourist destination of Buom Ma Thuot, the research team used the Research Model for Sustainable Tourism Development by author Michael E. Porter (2008), *The five competitive forces that shape strategy*, *Harvard Business Review* No.86 (p.78) as the theoretical basis for the research model.

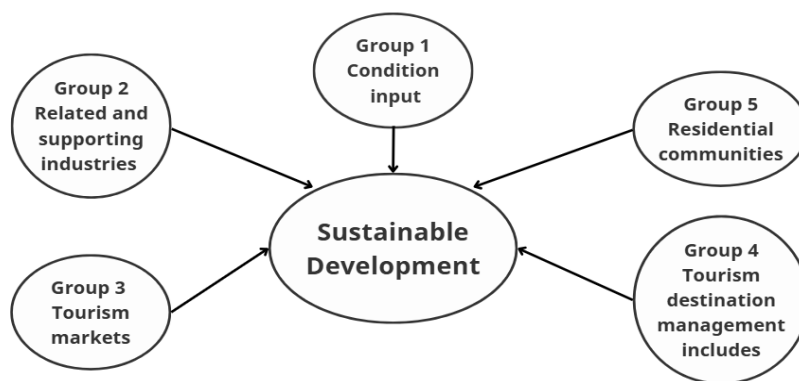


Figure 1. Conditions For Sustainable Tourism Development

Source: Michael E.Porter (2008), *The Five Competitive Forces That Shape Strategy*, *Harvard Business Review* No.86 (P.78)

The above model is built based on the Diamond Model by author Michael E. Porter (2008), *The five competitive forces that shape strategy*, *Harvard Business Review* No.86 (p.78), as mentioned in the study *The Five Competitive Forces That Shape Strategy*. According to the author's research, the conditions for sustainable tourism development include five groups:

- Group 1: natural resources; humanities resources; safety, security, health; capacity.
- Group 2: related and supporting industries include infrastructure, resources, business capacity, and the number of local destinations.
- Group 3: tourism supply; tourist bridge
- Group 4: policy institutions; laws for tourism and related industries; management regulations of the tourism industry and related industries.
- Group 5: local government, local population, and workers.

According to author Michael E. Porter (2008), *The five competitive forces that shape strategy*, *Harvard Business Review* No.86 (p.78), these conditions will shape the sustainable tourism development capacity of the tourist destination. These groups of conditions are linked, interact with each other, and contribute to the destination's sustainable tourism development.

In addition, many authors have researched and proposed models on conditions for sustainable tourism development in Vietnam. One of them is the research of the group of authors Nguyen Cong De, Ngo Thang Loi, Do My Ngoc, and Nguyen Tien Ngoc (2020), *Key Factors Affecting Sustainable Tourism in the Region of South Central Coast of Vietnam* (p.981). The authors have

proposed a model of sustainable tourism development conditions for the coastal region. South Central Coast, as follows:

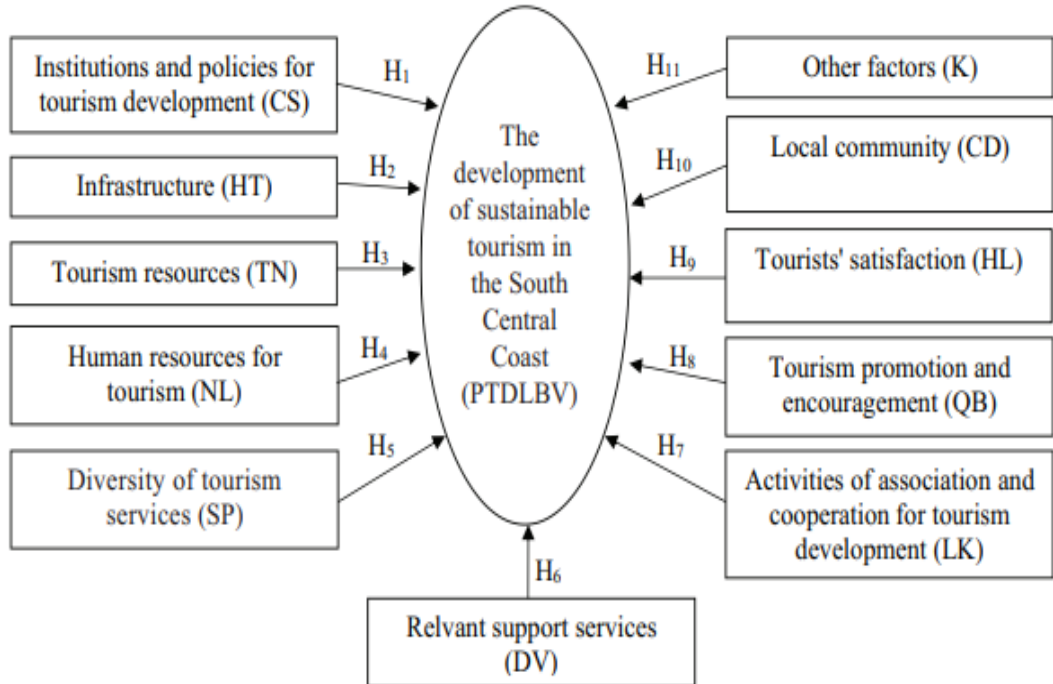


Figure 2. Overview of the Research Model

Source: Nguyen Cong De et al. (2020), Key Factors Affecting Sustainable Tourism in the Region of South Central Coast of Vietnam (p.981).

In the authors' research, the above conditions are considered input factors contributing to sustainable tourism development for the South Central Coast region. The conditions proposed in the research model include: institutions and policies for tourism development; infrastructure; travel resources; tourism human resources; diverse tourism services; related support services; linkage and cooperation activities for tourism development; encouraging and promoting tourism; tourist satisfaction; local community; and other factors. The research results of the project show that the above 11 conditions all contribute to sustainable tourism development in the South Central Coast region. In their research on the topic of sustainable tourism development, many authors have mentioned the conditions for sustainable tourism development as follows:

Author	Conditions
Nguyen Thi Mai Huong và Vo Thi Ngan (2023)	Infrastructure facilities; quality of tourism services; community involvement; tourism human resources; and tourism resources

Nguyen Phuoc Hoang (2021)	Human resources, economic resources, environmental resources, infrastructure, socio-cultural resources, tourism management policy, linking tourist areas, and natural resources.
Huynh Thi Truc Giang (2012)	Travel resources; infrastructure and technical facilities serving tourism; tourism labour; ability to invest in tourism development.
Nguyen Thi Kim Ngan, Nguyen Chi Hai (2022)	Economy, society, and environment; tourism resources; tourism products and services; and tourism infrastructure
Nguyen Cong De, Ngo Thang Loi, Do My Ngoc, Nguyen Tien Ngo	Institutions and policies for tourism development; infrastructure; travel resources; tourism human resources; diverse tourism services; related support services; linkage and cooperation activities for tourism development; Encourage and promote tourism; Tourist satisfaction; Local community; Other factors
Michael E.Porter (2008)	<ul style="list-style-type: none"> - Group 1: natural resources; humanities resources; safety, security, health; capacity. - Group 2: infrastructure, resources, business capacity, and the number of local destinations. - Group 3: tourism supply; tourist bridge - Group 4: policy institutions; laws for tourism and related industries; management regulations of the tourism industry and related industries. - Group 5: local government; local population; and workers.

Table 1. Statistics on Conditions for Sustainable Tourism Development Mentioned in Some Studies

Source: Summary of author

According to the research team's synthesis, authors researching sustainable tourism all have similarities in determining conditions, affirming that sustainable tourism development must rely on different conditions such as infrastructure, tourism resources, human resources, local community participation, tourism management policies, tourism products, etc.

Based on inheriting and developing theoretical foundations from researchers and experts, the research team identified some conditions for sustainable tourism development appropriate to the scope of this research, as follows: *Sustainable tourism development policy; travel resources; responsible human resources; local community participation; infrastructure and technical facilities; regional links in tourism*. In some previous studies, researchers conditioned local community participation with implications for the resources of local communities and tourists at the destination. However, the research team proposed two specific conditions for this research topic: *local community participation and tourist participation*.

This research proposal is based on the research team's assessments of the resources and different influences between the two groups of subjects on sustainable tourism development in Buom Ma Thuot. Besides, in the context of a specific study of the Buom Ma Thuot tourist destinations case, the research team proposes to use a new condition suitable for sustainable tourism development in Buom Ma Thuot: *Sustainable Tourism products*.

Data and Methods

Starting from the research objectives, target audience, and scope, the authors utilized qualitative and quantitative research methods. Specifically, the research process was conducted following the procedure outlined below:

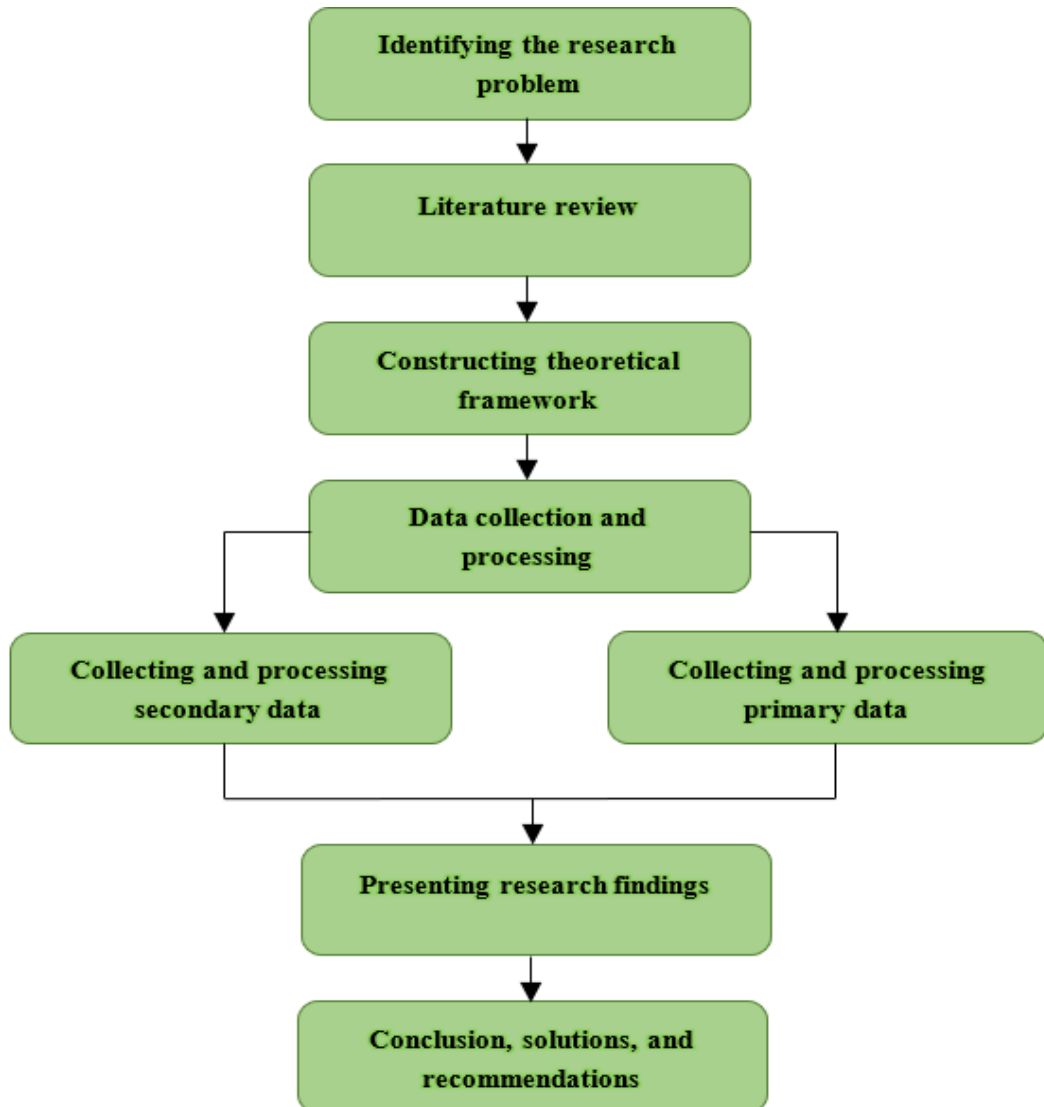


Figure 3. Research Process

Source: author

Qualitative Research Method

Objective: To identify the conditions for sustainable tourism development in the destination of Buom Ma Thuot and to provide theoretical foundations for the research topic, the study employed expert interviews with individuals highly knowledgeable in closely related fields pertinent to the research problem.

The qualitative research method was carried out through interviews to affirm the conditions for sustainable tourism development in Buom Ma Thuot. Additionally, it assisted the research team in validating and refining the theoretical model, adjusting, screening, and supplementing observational variables and clearly defining the research subjects for the subsequent quantitative research phase. The research team conducted interviews with experts highly skilled in fields closely related to the research problem, including 27 doctoral and master's degree holders teaching in the tourism sector, 17 senior managers in tourism service businesses, and 11 specialists working in local tourism management agencies in the destination of Buom Ma Thuot.

Quantitative Research Method

Objective: To test hypotheses and research models. The research team utilized quantitative tools in the study, including methods such as reliability analysis of measurement scales and exploratory factor analysis (EFA) to identify any deficiencies in the research model.

The Quantitative Research Process:

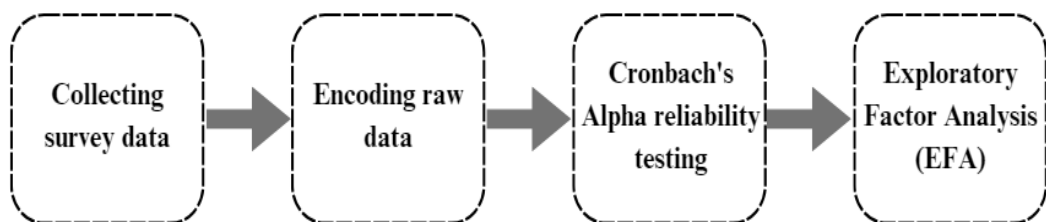


Figure 4. Quantitative Research Process

Source: The research team

In the research study, the research team decided to use the calculation method proposed by Bollen (1998) to ensure the survey sample size. Considering the scope of the research topic, the research model comprised 25 measurement scales for 8 sustainable tourism development conditions along with 3 measurement scales for the criterion measuring the sustainable tourism revenue growth rate of businesses, totalling $28 \times 5 = 140$ measurement scales. The convenience sampling method was chosen to best suit the research and select a sample that is highly representative of the population. Initially, the research team distributed 750 survey forms through both paper-based and online questionnaires to businesses, including 350 tour operators, 150 accommodation facilities, 200 dining establishments, and 50 entertainment venues. The result was 681 completed survey forms, of which 673 were deemed valid and suitable for further analysis in the research.

The research team used Cronbach's Alpha reliability testing method to assess the reliability of eight independent variables and one dependent variable proposed in the research model. Measurement scales that demonstrate reliability after preliminary quantitative analysis will be retained to serve the study. Additionally, the team employed the exploratory factor analysis (EFA) method to confirm the contribution of the proposed conditions to sustainable tourism

development in Buon Ma Thuot. Thus affirming that the research model proposed by the team is suitable for the current state of sustainable tourism development in Buon Ma Thuot, as follows:

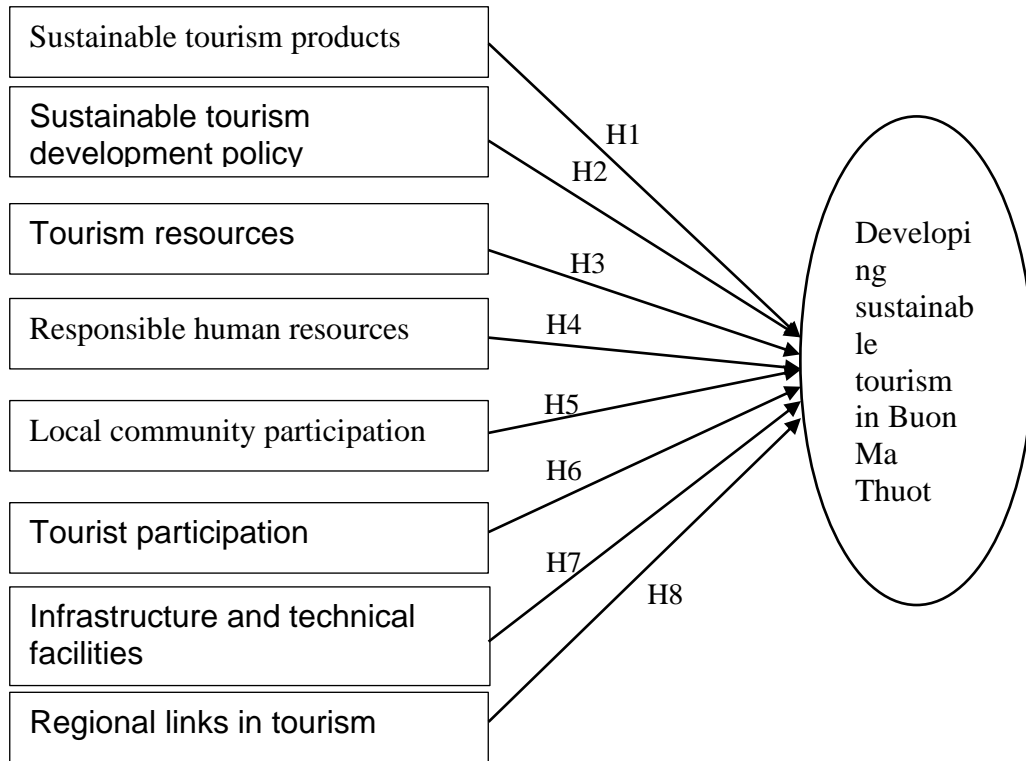


Figure 5. Research Model

Source: author

The research hypotheses as follows:

H1: Sustainable tourism products contribute to the sustainable tourism development of Buon Ma Thuot.

H2: Sustainable tourism development policy contributes to the sustainable tourism development of Buon Ma Thuot.

H3: Tourism resources contribute to the sustainable tourism development of Buon Ma Thuot.

H4: Responsible human resources contribute to the sustainable tourism development of Buon Ma Thuot.

H5: Local community participation contributes to the sustainable tourism development of Buon Ma Thuot.

H6: Tourists participation contributes to the sustainable tourism development of Buon Ma Thuot.

H7: Infrastructure and technical facilities contribute to the sustainable tourism

development of Buom Ma Thuot.

H8: Regional links in tourism contribute to the sustainable tourism development of Buom Ma Thuot.

Results and Discussion

Results

To confirm the reliability of the 8 conditions for sustainable tourism development, the research team surveyed tourism service businesses in Buom Ma Thuot. The results showed that all scales achieved a Cronbach's Alpha coefficient greater than 0.7. The correlation coefficients of the total observed variables were greater than 0.3, ensuring high reliability. None of the variables negatively affected the Cronbach's Alpha coefficient of the scales. This proves that the initially designed scale meets the requirements of reliability and that the independent variables accurately measure the dependent variable, which is the enterprise's sustainable tourism revenue growth rate. Therefore, it can be concluded that the scale used in this study is appropriate and reliable in determining important conditions for sustainable tourism development at the tourist destination of Buom Ma Thuot.

No	Conditions	Number of observed variables	Cronbach's Alpha coefficient
1	Sustainable tourism products	4	0.790
2	Tourism product development policy	3	0.782
3	Tourism resources	3	0.782
4	Responsible human resources	3	0.747
5	Local community participation	3	0.780
6	Tourist participation	3	0.784
7	Infrastructure and technical facilities	3	0.750
8	Regional links in tourism	3	0.760

Table 2. Reliability Test Results of the Scales

(Results extracted from SPSS software)

The research team conducted an exploratory factor analysis (EFA) to test the research model and the relationship between conditions for sustainable tourism development at the tourist destination of Buom Ma Thuot.

The EFA for the independent variable showed a KMO coefficient of 0.842 (greater than 0.5) and Bartlett's test significance level of 0.000 (less than 0.05), indicating that exploratory factor analysis is suitable for the data set. An eigenvalue of 1.158 greater than 1 was obtained at the eighth factor, and the total variance extracted was 68.874% (greater than 50%). This shows that eight factors explain 68.874% of the data. Therefore, the observed variable scales meet the requirements and are meaningful.

Observed variables	Factor							
	1	2	3	4	5	6	7	8
SP2	.759							
SP4	.736							
SP3	.734							
SP1	.733							
TN1		.841						
TN3		.768						
TN2		.746						
CS1			.788					
CS3			.785					
CS2			.782					
HTVC1				.804				
HTVC3				.780				
HTVC2				.732				
LK2					.822			
LK1					.771			
LK3					.745			
CD1						.789		
CD3						.769		
CD2						.739		
KDL3							.799	
KDL2							.778	
KDL1							.702	
NL3								.798
NL1								.754
NL2								.743
KMO		0,842						
Sig. of the Bartlett test		0,000						
Eigenvalue		1,158						
Total variance extracted		68,874%						

Table 3. Results Of Exploratory Factor Analysis for the Independent Variable

(Results extracted from SPSS software)

Afterwards, the research team conducted an exploratory factor analysis for the dependent variable. The analysis yielded a KMO coefficient of 0.705 (greater than 0.5) and Bartlett's test significance level of 0.000 (less than 0.05). Only one factor was extracted, with an eigenvalue of 2.095 (greater than 1) and a total variance extracted of 69.831% (greater than 50%).

Observed variables	Factor
	1
TT1	.838
TT2	.836
TT3	.833
KMO	0,705
Sig. of the Bartlett test	0,000
Eigenvalue	2,095
Total variance extracted	69,831%

Table 4. Results of Exploratory Factor Analysis for the Dependent Variable

(Results extracted from SPSS software)

The quantitative analysis results show that the EFA exploratory factor analysis indices of the independent variables and dependent variables represent eight conditions (Sustainable tourism products; Sustainable tourism development policy; Tourism resources; Responsible human resources; Local community participation; Tourist participation; Infrastructure and technical facilities; Regional links in tourism) contribute to the sustainable tourism development of the Buom Ma Thuot tourist destination, and the dependent variable, Growth rate of sustainable tourism revenue of the enterprise measure their contribution.

Discussion

Based on the analysis of the current state of sustainable tourism development at the tourist destination of Buom Ma Thuot, the above quantitative research results have also added credibility and provided evidence for the secondary data collected by the team. The eight conditions for sustainable tourism development, including *Sustainable tourism products; Sustainable tourism development policy; Tourism resources; Responsible human resources; Local community participation; Tourist participation; Infrastructure and technical facilities; Regional links in tourism*, have all contributed to sustainable tourism development at the destination, specifically contributing to the sustainable growth of tourism revenue of businesses.

Hypothesis	Content	Result Accreditation
H1	Sustainable tourism products contribute to the sustainable tourism development of Buom Ma	Accepted

	Thuot	
H2	Sustainable tourism development policy contribute to the sustainable tourism	Accepted
H3	Tourism resources contribute to the sustainable tourism development of Buom Ma Thuot	Accepted
H4	Responsible human resources contribute to the sustainable tourism development of Buom Ma Thuot	Accepted
H5	Local community participation contributes to the sustainable tourism development of Buom Ma Thuot	Accepted
H6	Tourists participation contributes to the sustainable tourism development of Buom Ma Thuot	Accepted
H7	Infrastructure and technical facilities contribute to the sustainable tourism development of Buom Ma Thuot	Accepted
H8	Regional links in tourism contribute to the sustainable tourism development of Buom Ma Thuot	Accepted

Table 5. Conclusion About the Research Hypothesis

Source: Results extracted from SPSS software

As a result, 8 conditions for sustainable tourism development in the research model are determined to be consistent with the current situation of sustainable tourism development at the tourist destination of Buom Ma Thuot. The proposed research models and hypotheses are accepted.

Therefore, the research proves that tourism business establishments have taken advantage of and exploited the conditions for sustainable tourism development at the Buom Ma Thuot tourist destination and obtained positive results. This has brought about many local cultural, social, and environmental benefits, enhancing community cultural values, solving employment problems for local people, and minimizing the negative impact of tourism on the environment.

In theory and reality, the above conditions are all important factors contributing to the sustainable tourism development of tourist destinations in general and Buom Ma Thuot in particular. However, there are still many difficulties in planning and implementing sustainable tourism development in destinations, leading to certain limitations such as duplication of sustainable tourism products, unclear policy goals, and ineffective exploitation of tourism resources. Based on these findings, the research team has proposed several solutions to promote achievements and overcome the limitations of sustainable tourism development conditions in Buom Ma Thuot. These solutions include:

- *Focus on investing in sustainable tourism products to ensure effectiveness in economic, cultural-social, and environmental aspects; especially the unique tourism products of Buom Ma Thuot* in the planning period of Buom Ma Thuot province from 2021 to 2030, with a vision to 2050, Buom Ma Thuot's tourism destination has identified the development of the tourism industry in a sustainable direction to become a key economic sector of the destination. Therefore, to achieve this goal, Buom Ma Thuot tourism destination must focus on investing in sustainable tourism products to ensure harmonious development in all three aspects: economy, culture, and society. Particularly, the destination has available tourism resources and a rich potential to develop unique tourism products to attract tourists. Sustainable tourism products will be the differentiating factor of the destination, affirming its competitive position in terms of economy, culture, society, and environment. Especially, the development of unique tourism products at the destination in a sustainable direction also needs to be emphasized to create distinctiveness and a unique brand associated with sustainability. However, currently, sustainable tourism products in Buom Ma Thuot are still monotonous and not attractive enough to tourists. Tourism products are developed unevenly in a small, fragmented manner, leading to imbalanced benefits within the economic sector and among general economic, cultural-social, and environmental aspects. Some tourism products currently being exploited locally do not pay attention to sustainability or have not fully utilized their potential for sustainable tourism development, especially some unique tourism products with development potential. Within the scope of studying Buom Ma Thuot tourism destination, the research team proposes several solutions related to unique tourism products at the destination, including: Elephant-friendly tourism, Coffee experience tourism, and Waterfall eco-tourism. For example:

+ For elephant-friendly tourism; to address the issue of elephant riding, and protect the health of domestic elephants while ensuring economic efficiency in exploiting tourism value from elephants, the research team proposes to build an outdoor museum about Buom Ma Thuot elephants; diversify the forms of economic exploitation from elephants such as expanding the model of elephant-friendly tourism: smiling with elephants, bathing elephants, feeding elephants, etc

+ Given that the current state of coffee experience tourism is not being developed commensurate with its potential, coffee experience tourism businesses are still small, and the products in this type of tourism are still monotonous, the research team proposes to expand this model. Supplement activities to experience coffee processing, production, and enjoyment; business and experience producing coffee-based products such as bio-plastic pellets, paper, essential oils, cosmetics, etc., from coffee.

- *Develop clear and comprehensive policies for sustainable tourism development:* Sustainable tourism development policies are a crucial element that plays a central role in the development of sustainable tourism. Policies on sustainable tourism development provide directional conditions, ensure legal aspects, and form a solid foundation for tourism businesses to develop sustainable tourism products. Therefore, Buom Ma Thuot tourism destinations must establish robust, sustainable development policies. This will bring consistency and synchronization among stakeholders in promoting sustainable tourism development. Due to the lack of coordination among stakeholders in implementing sustainable tourism policies, the goals, directions, regulations, and standards have not been clearly unified and closely monitored, leading to actions that negatively impact the environment. Additionally, support policies and benefits for businesses are not attractive enough to entice investors, reducing the motivation to invest in sustainable tourism development activities. Therefore, formulating and issuing policies

on sustainable development is an urgent matter. Some proposed solutions to address this situation include:

- + Developing, completing, and enhancing policies on sustainable tourism development: develop, complete, and enhance policies on sustainable tourism development, with a particular focus on specific policies of sustainable tourism to address shortcomings in management and provide direction for tourism businesses.

- + Establishing and issuing mechanisms and policies to attract investment in sustainable tourism development: issuing mechanisms and policies to attract investment in sustainable tourism development, drawing interest and investment in sustainable tourism development from investors within and outside the destination.

- + Strengthening organizational management mechanisms and policies: ensure the effective implementation of management mechanisms and policies by relevant authorities and foster close and coordinated cooperation among various sectors and levels to identify gaps and violations for timely corrective measures.

- *Preserve, exploit, and effectively utilize tourism resources:* tourism resources play an important role as a condition and main factor for tourism activities, and they are also a decisive factor affecting the sustainable development of the tourism industry in all three aspects: economic, cultural, social, and environmental. The quantity, type, structure, diversity, location, and exploitation ability of tourism resources directly affect the determination of development direction, development goals, and selection of typical tourism products. , and propose solutions for sustainable tourism and tourism development. Therefore, tourism resources need to be exploited and used appropriately by local governments and relevant authorities, prioritising the use of sustainable and renewable resources. to contribute to sustainable tourism development locally. Tourism in Buom Ma Thuot destinations is mainly developed based on the exploitation and use of available tourism resources. However, tourism resources are not endless, and they are very difficult to recover after exploitation. In fact, at the destination, there are still many loopholes in the management, conservation, exploitation, and effective use of tourism resources (both cultural and natural). Therefore, sustainable tourism development at the destination requires a plan to conserve, preserve, exploit, use properly, and minimize negative impacts on local tourism resources. Specifically, some proposals for solutions proposed by the research team include:

- + Use, exploit, and organize the management and conservation of natural and human resources reasonably.

- + Organize and develop waste collection and treatment system regulations for tourism businesses, tourist areas, and tourist attractions.

- + Thoroughly solve social evils at the destination.

- + Build galleries, craft museums, and traditional craft villages at tourist destinations.

- *Develop the quantity and quality of human resources participating in sustainable tourism activities:* human resources are a crucial and essential factor in all sectors of social activity. In the context of industrial and service sector development, the role of human resources is increasingly important and deeply impacts the success of organizations and communities. Particularly in the tourism industry, high-quality labour is even more critical—a sector heavily relying on human engagement. Therefore, when human resources are responsible, they become

the key to successful and highly effective sustainable tourism development. Furthermore, human resources possessing knowledge of important aspects of sustainable development such as natural resource management, environmental protection, respect for local cultures, and ensuring community benefits can implement and promote tourism activities that create sustainable travel experiences for tourists. They play a significant role in advising and bridging the gap to guide tourists on engaging in environmentally and locally beneficial tourism activities. In the specific context of Buom Ma Thuot, there is a shortage in both quantity and quality of human resources serving in tourism management and service roles, particularly regarding awareness of sustainable tourism development. This challenges utilizing and developing responsible human resources to participate in sustainable tourism activities. Therefore, to develop both the quantity and quality of human resources participating in sustainable tourism activities, the author's group proposes specific solutions:

- + Encourage local residents at attractive tourist destinations to participate in sustainable tourism activities as workers in the tourism industry.
- + Implement training and retraining programs for staff to enhance management skills, operational capabilities, and tourism expertise to support sustainable tourism development.
- + Actively mobilize resources for the development of human resources in the tourism industry in general and sustainable tourism in particular.
- + Organize short courses, inviting high-level experts and lecturers to contribute their expertise.
- + Regularly organize assessments and evaluations of staff competencies and skills.

These measures aim to address the current challenges and foster a more robust and responsible workforce in sustainable tourism development.

- Improve the effectiveness of propaganda and promotion of sustainable tourism: propaganda and promotion activities for sustainable tourism act as a bridge and a lever in promoting sustainable tourism development. Through propaganda and promotion, subjects at the Buom Ma Thuot tourist destination will have correct awareness and appropriate approaches to sustainable tourism development. In addition, propaganda and promotion will create an image of a sustainable, professional and synchronous tourist destination for Buom Ma Thuot. Therefore, Buom Ma Thuot tourist destination needs to improve the effectiveness of propaganda and promotion of sustainable tourism to take full advantage of that advantage. Buom Ma Thuot is a province with many ethnic groups, mainly ethnic minorities. Therefore, despite being an attractive tourist destination, the ability to access tourism opportunities, take advantage of economic and social benefits from tourism and participate in tourism activities of the local community still has many difficulties. People's awareness is still limited and many different concepts and ways of approaching the problem exist. Besides, the promotion of sustainable travel to Buom Ma Thuot to tourists has not really been promoted. Therefore, to fully utilize Buom Ma Thuot's sustainable tourism potential, promoting sustainable tourism becomes an indispensable factor. Some proposals of the research team to implement specific solutions include:

- + Strengthen propaganda to raise awareness of people and tourists about sustainable tourism in diverse forms: it is possible to organize seminars, seminars, and tourism fairs with the theme of sustainable tourism. , using social networks to spread messages and provide information about sustainable tourism through websites, banners, bulletin boards at attractions...

+ Proactively design propaganda content appropriate to the awareness of the local community: local authorities directly create propaganda forms and content that focus on intimacy, ease of understanding, and cultural appropriateness. customs, education levels, community needs and local realities.

+ There is a plan to build a tourism destination brand identity and positioning associated with sustainable tourism.

- *Complete and build infrastructure systems and technical facilities*: the technical and physical infrastructure is the foundation that creates our way of life, and is the lever that drives socio-economic activities in general and the tourism industry in particular. Buom Ma Thuot has been and is being invested in for development, however, it is not truly synchronized, lacking diversity, and the capacity of various types of infrastructure is still not high. The transportation infrastructure connecting tourism routes and destinations is deteriorating. On the other hand, the current and future needs of people, businesses, organizations, and tourists for infrastructure systems and technical facilities are increasing, not only that, it impacts the return of tourists and creates a competitive advantage over other destinations. In this context, in line with the trend of sustainable tourism development of the Buom Ma Thuot tourism destination, the completion of infrastructure and technical facilities has become an absolute necessity. Therefore, the group proposes the following solutions:

+ Investing in the construction and upgrading of the transportation system connecting the main tourist destinations. Specifically, build and improve inter-district roads, roads to tourist areas and sites, invest in public transportation infrastructure to increase connectivity between tourist destinations, and build parking lots and bus stations at major tourist sites.

+ Developing technical infrastructure and public services at tourist areas and sites: improve clean water supply, drainage system, waste treatment, and power supply at tourist areas and sites. Additionally, build public sanitation facilities, clean and modern toilets at tourist attractions, install public lighting systems, and enhance security and safety at tourist areas and sites.

+ Investing and upgrading technical facilities at accommodation establishments and attractions.

+ Constructing a modern, environmentally-friendly tourism information and signage system.

- *Strengthen regional cooperation in sustainable tourism development*: ravel is borderless; sustainable tourism development no longer limits destinations merely as transit points but transforms them into reception centres that distribute tourists to neighbouring regions. Tourism is a multifaceted activity that integrates diverse services sought and provided during different phases of a traveler's journey, from accommodation to sightseeing. Therefore, tourism is an interdisciplinary, interregional, and highly socialized economic sector that extends beyond the administrative boundaries of localities, regions, and nations. Connectivity in tourism is thus an essential requirement and goal. Regional connectivity is crucial for promoting tourism at destinations, tourist regions, and even the national economy. Therefore, there is a need to enhance regional cooperation in sustainable tourism development. Despite the attention given to regional connectivity in sustainable tourism development in Buom Ma Thuot tourist destination, actual results have not met expectations. This stems from shortcomings in the implementation and monitoring of collaborative activities. Tourism spots and regions have not effectively collaborated in sustainable tourism development but have instead focused on personal benefits gained through collaboration and cooperation. Hence, the authors propose specific solutions to address this issue, such as:

- + Strengthening collaboration and cooperation within tourist destinations and tourist regions in the Central Highlands, ensuring voluntary spirit towards sustainable tourism development goals.
- + Actively promote and enhance collaboration with other tourist regions and provinces nationwide.

- *Upgrade and apply scientific and technological advances:* in the digital age, the application of science, engineering, and technology in tourism activities plays an extremely important role, contributing to the sustainable development of the industry. Buon Ma Thuot province has invested in and focused on the application of science, engineering, and technology to the conditions for sustainable tourism development, but it has not been truly synchronized and achieved high efficiency. This affects the accessibility of tourists and reduces the pace of sustainable tourism development in the locality. Technology not only helps to enhance the tourist experience but also serves as an effective tool to protect the environment and manage natural resources efficiently. Additionally, the application of new, innovative technologies also helps to increase competitiveness and drive innovation in tourism businesses, playing an important role in the sustainable management of resources and limiting the negative impacts of tourism activities on the environment. At the same time, the application of renewable energy and green technology also contributes to reducing waste and resource consumption in tourism services. Thus, technology plays a key role in the implementation of sustainable tourism. Some practical solutions that can be implemented are as follows:

- + Application of Information and Communications Technology.
- + Investment in clean and energy-efficient technologies.
- + Application of wastewater treatment and waste management technologies.

Conclusion

Analyzing and identifying the necessary conditions for tourism development in general and sustainable tourism development, in particular, is very important for tourist destinations. The conditions for tourism development need to be clearly defined to provide a direction for sustainable exploitation and development. Buon Ma Thuot is a locality with many favourable conditions for tourism development. When exploited with a sustainable development orientation, these conditions will help Buon Ma Thuot develop tourism more effectively and for the long term. Therefore, it can be seen that the tourism development of each locality must be based on a full understanding of the development conditions, especially the conditions for sustainable tourism development. This is considered a basic requirement in the development of tourism in Vietnam as well as in other tourist destinations around the world.

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