



**ASSESSING THE SATISFACTION OF DOMESTIC TOURISTS
WITH ECO-TOURISM DEVELOPMENT IN MANG DEN TOWN,
KON PLONG DISTRICT, KON TUM PROVINCE, VIETNAM**

**Nguyen Thi Be Ba¹,
Ly My Tien¹,
Le Thi To Quyen¹,
Nguyen Thi Huynh Phuong¹,
Thai Cong Dan²ⁱ**

¹Department of History-Geography-Tourism,
School of Social Sciences & Humanities,
Can Tho University,
Can Tho City, Vietnam

²Senior Lecturer, Dr.,
School of Foreign Languages,
Can Tho University,
Can Tho City, Vietnam

Abstract:

Mang Den town, Kon Plong District, the Central Province of Kon Tum is one of the destinations of recent interest. With the advantage of the climate and unique high mountain ecosystem, eco-tourism development is one of the notable trends in Mang Den. Based on a survey of 130 domestic tourists to Mang Den, the study used SPSS software 20 to analyze domestic tourists' satisfaction with eco-tourism development in Mang Den. The findings of this research demonstrated the potential of ecotourism Mang Den Town as a destination for Vietnamese tourists seeking natural beauty, cultural experiences, and adventure activities. The positive satisfaction levels indicated that efforts have been made to provide a quality tourism experience. However, there is still room for improvement, particularly in infrastructure development and providing more interpretive and accommodation options. These results can guide tourism stakeholders in developing strategies to enhance ecotourism in Mang Den Town, as a Good Practice and ensure sustainable tourism growth in the Kon Plong District, Kon Tum Province.

Keywords: ecotourism, domestic tourist, satisfaction, Mang Den, Kon Plong, Kon Tum

ⁱ Correspondence: email tcdan@ctu.edu.vn

1. Introduction

1.1 Rationale

Mang Den town belongs to Kon Tum Province, with an area of 148.07 km² (Statistics Department, 2019), located in the south of Kon Plong District, on the Mang Den plateau. Mang Den has an important position in economic exchange, especially as a transit location for central coastal provinces on the East-West economic corridor through Bo Y international border gate. Mang Den is considered the beginning of the tourist route "Central Highlands Green Road", connected with the tourist route "Central Heritage Road" and "Legendary Ho Chi Minh Road" to form a transnational tourist route. From Mang Den, the "Central Highlands Green Road" will pass Bo Y international border gate to form the "Indochina Heritage Road" tourist route, connecting Vietnam's world heritage sites with the world heritage sites of the two friendly countries Laos and Cambodia.

Located at an average altitude of 1,000 – 1,500m above sea level, Mang Den features a high mountain ecosystem with almost pristine scenery. Currently, Mang Den is considered an emerging tourist destination in the Central Highlands map and attracts many tourists because of its natural beauty, fresh, cool climate, and pristine mountain and forest scenery. Realizing these potentials, many types of tourism have been put into business to exploit effectively. Ecotourism is one of the typical types and is being exploited and developed in Mang Den. However, in general, tourism development in Mang Den is still small and fragmented. In-depth research is needed to support and propose directions and solutions to promote tourism development as well as ecotourism.

This research was to evaluate tourist satisfaction with ecotourism in Mang Den town, Kon Plong District, Kon Tum province based on a survey of 130 domestic tourists, through data processing using SPSS software 20, thereby determining the factors and their influence on tourist satisfaction. From the assessment results, the study proposes a number of solutions to improve domestic tourists' satisfaction with ecotourism development in Mang Den, contributing to promoting tourism in general and ecotourism in particular.

2. Literature review

Ecotourism development has gained significant attention worldwide due to its potential to promote sustainable tourism practices, benefit local communities, and conserve natural environments. This literature review examines some notable research studies that shed light on various aspects of ecotourism development.

The research study, conducted by Megan Epler Wood in 2017, explores the topic of sustainable tourism on a finite planet. Wood's study delves into the environmental, business, and policy solutions associated with sustainable tourism. Through an analysis of case studies, this research highlights the importance of striking a balance between economic interests and environmental preservation. It emphasizes the need for policy

interventions to promote sustainable tourism practices and ensure the long-term viability of the industry.

In 2008, Martha Honey conducted a research study titled "Ecotourism and Sustainable Development: Who Owns Paradise?" Honey's study examines the intricate relationship between ecotourism and sustainable development. Through extensive fieldwork and analysis, the research focuses on the impacts of tourism on local communities, cultures, and the environment. It underscores the significance of responsible tourism practices that prioritize community engagement and sustainable resource management. Honey's study emphasizes the potential for ecotourism to empower local communities and contribute to long-term sustainable development.

The study, conducted by David Weaver in 2001, titled "Ecotourism: Origins, Definition, and Key Issues," provides a comprehensive overview of ecotourism. Weaver's study investigates the various interpretations and definitions of ecotourism while addressing key issues surrounding its development. The research underscores the importance of effective planning and management strategies to ensure the conservation of natural resources and the well-being of local communities. Weaver's work contributes to the understanding of ecotourism as a potential tool for sustainable development and offers insights into the implementation of best practices.

Collectively, these research studies contribute to the literature on ecotourism development. They highlight the importance of sustainable practices, community involvement, and effective policy interventions in promoting ecotourism as a vehicle for environmental conservation and community development. Through their insights and analysis, these studies provide valuable guidance for stakeholders involved in ecotourism development, helping to shape more ideas.

In the Vietnamese context, Nguyen Thi Thu Trang (2017), an expert in the field of tourism, has written extensively about tourist satisfaction in various regions of Vietnam, including Mang Den, Kon Plong, Kon Tum province. Her research explores the factors affecting Vietnamese tourists' satisfaction and provides insights into improving tourism experiences in the area. Also, Truong Tuan Anh (2019) conducted research on tourist satisfaction in Mang Den, Kon Plong, Kon Tum Province. His study focused on understanding the factors that contribute to Vietnamese tourists' satisfaction in this particular area. What's more, Tran Van Thanh (2020), a local researcher, has conducted studies on tourist satisfaction in Kon Tum province, including Mang Den and Kon Plong. His research investigates the perceptions and expectations of Vietnamese tourists and identifies the key factors that contribute to their satisfaction.

Conducting surveys to assess Vietnamese tourists' satisfaction with Mang Den can bring significant benefits to the local ecotourism development. Firstly, surveys can provide valuable insights into visitors' experiences, preferences, and expectations. By gathering feedback directly from Vietnamese tourists, local authorities and stakeholders can gain a better understanding of what aspects of ecotourism in Mang Den appeal to them the most and identify areas for improvement. This information can be used to enhance infrastructural facilities, develop new ecotourism products, and ensure a more

personalized and satisfying experience for visitors. Additionally, survey findings can help identify potential challenges or gaps in service delivery, allowing local authorities and tourism operators to address them promptly and effectively. By continuously assessing Vietnamese tourists' satisfaction and incorporating their feedback into ecotourism development strategies, Mang Den can establish a strong reputation as an appealing destination, attract more visitors, and bolster the local economy through increased tourism revenue.

3. Research methodology

3.1. Research questions

- 1) To what extent are the domestic tourists satisfied with ecotourism development in Mang Den Town, Kon Plong District, Kon Tum Province?
- 2) What are suggested solutions to developing ecotourism in Mang Den Town, Kon Plong District, Kon Tum Province?

3.2. Participants

The study surveyed 130 domestic tourists in Mang Den, including 43.8% men and 56.2% women, aged 18 years or older, mainly from 18 to under 25 years old (accounting for 41.5%), from 25 to under 35 years old (accounting for 32.3%), and from 35 to under 45 years old (accounting for 15.4%), of which the sample number of tourists from the Mekong Delta, south of Vietnam, accounts for 26.9%, the Southeast accounts for 13.1%, the South Central Coast accounts for 23.8%, the North Central region accounts for 1.5%, the Red River Delta accounts for 9.2%, The Central Highlands accounts for 25.4%.

3.3. Instruments

The methods used to analyze primary data are descriptive statistics.

Based on an overview of the research situation, referring to research models of researchers in relevant aspects and actual conditions and characteristics of the research area, the research team proposed a research model.

Figure 1: Proposed Model (compiled and proposed 2023)

Tourism resources	H1	Satisfaction of Domestic Tourists with Eco-Tourism Development in Mang Den Town, Kon Plong District, Kon Tum Province
Human resources	H2	
Safety and security	H3	
Physical and technical infrastructure	H4	
Service prices	H5	
Environmental protection	H6	
Development policy and local community participation	H7	

3.4 Hypotheses

H1: There exists a positive correlation between "tourism resources" and tourist satisfaction with Mang Den ecotourism.

H2: There exists a positive correlation between "human resources" and tourist satisfaction with Mang Den ecotourism.

H3: There exists a positive correlation between "safety and security" and tourist satisfaction with ecotourism in Mang Den.

H4: There exists a positive correlation between "physical and technical infrastructure" and tourist satisfaction with ecotourism in Mang Den.

H5: There exists a positive correlation between "service prices" for ecotourism in Mang Den.

H6: There exists a positive correlation between "environmental protection" and tourist satisfaction with ecotourism in Mang Den.

H7: There exists a positive correlation between "development policy and local community participation" and tourist satisfaction with ecotourism in Mang Den.

The proposed model includes 7 factors (F):

- tourism resources,
- human resources,
- safety and security,
- physical and technical facilities and infrastructure,
- service prices,
- environmental conservation, and
- development policies and local community participation, with a total of 26 observed variables (named from X1 to X26).

F1: The scale "Tourism resources" includes 6 observed variables:

- Attractive and attractive natural landscape (TN1);
- The climate is fresh and cool (TN2);
- Local people are very friendly and hospitable (TN3);
- Diverse and unique local cuisine (TN4),
- Unique and attractive local culture (TN5);
- Diverse and characteristic ecosystem (TN6).

F2: The scale "Human resources" is with 3 observed variables:

- Accommodation, food, and beverage service staff dressed politely and professionally (NL1);
- Staff/Tour Guides are polite, enthusiastic, and dedicated to their work (NL2);
- Staff/guides are good in knowledge and skills (NL3).

F3: The "Safety and security" scale comprises 3 observed variables:

- There is no solicitation or price gouging (AT1);
- There is no food insecurity (AT2);
- There is no level of theft (AT3).

F4: The scale "Infrastructure and technical facilities" is of 4 observed variables:

- Convenient roads to tourist attractions (VCHT1);

- Luxurious, modern accommodation facility (VCHT2);
- Spacious, airy, and hygienic food service facility (VCHT3);
- There are many entertainment facilities (VCHT4).

F5: The scale "Service price" has 4 observed variables:

- Reasonable tour price (GC1);
- Reasonable food prices (GC2);
- Reasonable accommodation prices (GC3);
- Reasonable shopping prices (GC4).

F6: "Environmental protection" scale is composed of 3 observed variables:

- Good waste collection and treatment (BT1);
- There are many propaganda activities to protect the ecological environment and biodiversity at the destination (BT2);
- Through the tour, tourists gain a deeper understanding of the ecological environment in Mang Den town (BT3).

F7: The scale "Development policies and local community participation" is with 3 observed variables:

- Indigenous culture still retains its unique cultural features, not affected by tourism activities (CS1);
- There is a cultural exchange between locals and guests (CS2);
- There is cooperation between households to form a tourism community (CS3).

3.5. Data collection and processing methods

3.5.1. Methods of collecting and processing secondary data

Secondary data were collected from books, newspapers, and the Internet on issues related to ecotourism and satisfaction. From the collected data, the authors conducted analysis, evaluation, and synthesis to serve the research problem.

3.5.2 Methods of collecting and processing primary data

Primary data were collected through a questionnaire survey with a number of 130 respondents. According to Hair et al. (2006; cited in Nguyen Dinh Tho, 2011) said that to use the exploratory factor analysis method, the observed/measured variable ratio must be 5:1, meaning one measured variable. A minimum of 5 observations is required.

Hoang Trong and Chu Nguyen Mong Ngoc (2005) also believe that the sample size must be at least 4 or 5 times the number of variables in factor analysis. The study has 26 observed variables, the minimum number of samples obtained will be $26 \times 5 = 130$ (sample size), then the appropriate sample size for the study is 130 samples (corresponding to 130 domestic tourists). The research sample was collected using a non-probability method of convenience (chance sampling technique).

After collecting data, they were coded, entered, and analyzed on SPSS 20.0 software. Data analysis methods from the software included: the descriptive statistics method, scale reliability assessment method (Scale Reliability Analysis), and exploratory factor analysis method (Exploratory Factors Analysis –EFA).

4. Findings and discussions

4.1. Tourists and revenue

Mang Den is one of the new tourist destinations, attracting tourists. Domestic tourists traveling here, according to preliminary surveys at the site, show that the majority are visitors from Kon Tum Province and other provinces such as Da Nang, Quang Ngai, Gia Lai, Ho Chi Minh City, Hanoi, Binh Dinh in the central highlands of Vietnam, with an average stay of 2 to 3 days. According to statistics from the Center for Culture - Sports - Tourism and Communications of Kon Plong District, in 2021, Mang Den welcomed 82,500 domestic tourists to visit and earned 11 billion VND from tourist activities.

4.2. Factors affecting domestic tourists' satisfaction with ecotourism in Mang Den

The study used the scale reliability assessment method to eliminate ineligible variables. The condition for an observed variable to be retained as if the Item - Total Correlation coefficient of that observed variable must be greater than 0.3 and Cronbach's Alpha is not less than 0.6 because Cronbach's Alpha is from 0.8 to nearly 1, the measurement scale is good, from 0.6 to nearly 0.8 is usable (Hoang Trong, Chu Nguyen Mong Ngoc 2008, p.24). After evaluating the reliability of the 26-item scale, no variables were eliminated. Thus, a good measurement scale and 26 measurement variables of these components will be used in the next EFA analysis.

Table 4.1: Assessment of scale reliability

No	Scale	Number of observed variables	Cronbach's Alpha coefficient	Variable correlation coefficient – total variation correction
1	Travel resources	6	0.758	0.385 – 0.645
2	Human resources	3	0.810	0.550 – 0.754
3	Safety and security	3	0.812	0.581 – 0.729
4	Infrastructure and technical facilities	4	0.707	0.367 – 0.582
5	Service prices	4	0.863	0.624 – 0.803
6	Environmental protection	3	0.735	0.481 – 0.698
7	Development policy and local community participation	3	0.790	0.568 – 0.698

Source: Results of analyzing domestic tourist survey data, 2023, n = 130

According to the KMO (Kaiser-Meyer-Olkin) and Bartlett's savings results, the coefficient $KMO = 0.836 > 0.5$; Sig value of Bartlett's test = $0.000 < 0.05$ (statistically significant). Besides, the percentage of total variance explained = $68.644\% > 50\%$. Thus, the data are suitable for exploratory factor analysis.

Table 4.2: Factors matrix after rotation

Observed variables	Factors				
	1	2	3	4	5
The staff/guides are good in knowledge and skills.	.818				
Staff/guides are polite, enthusiastic, and dedicated to their work.	.818				
Staff serving accommodation, dining dress politely and professionally.	.650				
Luxurious and modern accommodation facility	.588				
The dining facility is spacious, airy, and hygienic	.559				
There is no solicitation or price haggling.		.873			
There is no level of theft.		.780			
Reasonable accommodation prices		.726			
Reasonable food prices		.639			
There is no food insecurity.		.598			
There is a cultural exchange between locals and guests.			.834		
There is cooperation between households to form a tourism community.			.736		
Unique and attractive indigenous culture			.670		
Indigenous culture still retains its characteristics and is not affected by tourism activities.			.647		
Diverse and unique ecosystem			.511		
Good waste collection and treatment				.886	
There are many propaganda activities to protect the ecological environment and biodiversity at the destination.				.739	
The climate is fresh and cool.					.817
Attractive and attractive natural landscape					.761

Source: Results of analyzing domestic tourist survey data, 2023, n = 130

Based on the rotated factor matrix table, it shows that there are 5 factors that attract domestic tourists to Mang Den town, Kon Plong District, Kon Tum Province. Factor 1 is "Human resources and facilities, techniques and infrastructure". Factor 2 is "Safety and security and service price". Factor 3 is "Development policies and local community participation". Factor 4 is "Environmental conservation". And Factor 5 is "Tourism resources".

The study conducted a multivariate regression analysis to see the influence of factors. Regression analysis is a method used to predict and estimate the value of one variable (dependent) according to the value of one or more other variables (independent) (Ho Dang Phuc, 2005). Implementing this method will find the relationship between the dependent variable and the independent variable, thereby predicting the influence of research data (Hoang Trong and Chu Nguyen Mong Ngoc, 2008a; Le Duc Toan and Nguyen Thi Tien, 2011). Three commonly used indices to test the suitability of the

regression model are the coefficient of determination R², Sig value. of ANOVA analysis and multicollinearity (VIF). According to Dinh Ba Hung Anh et al. (2017), the coefficient of determination value of the regression model is usually required to be ≥ 0.4. Sig value of ANOVA analysis ≤ 0.05, VIF < 10 shows the appropriateness of the regression model (Vo Van Tai and Tran Phuoc Loc, 2016).

Table 4.3: Regression coefficients

Model	Variables	Regression coefficients are not standardized		Standardized regression coefficient	t-test	Sig.	Multicollinearity	
		B	Standard error	Beta coefficient			Acceptability	VIF coefficients
1		.806	.333		2.425	.017		
	F1	.209	.075	.242	2.776	.006	.534	1.871
	F2	.249	.064	.306	3.874	.000	.652	1.535
	F3	.112	.076	.123	1.463	.146	.576	1.737
	F4	.038	.053	.051	.719	.473	.812	1.232
	F5	.216	.074	.209	2.906	.004	.785	1.274

Source: Results of analyzing domestic tourist survey data, 2023, n = 130.

The analysis results show that there are 3 factors that satisfy the condition. There is the multivariate linear regression equation as follows:

$$Y = 0.806 + 0.249 F2 + 0.216 F5 + 0.209 F1$$

The total standardized regression coefficient of factors 1, 2, 5 is 0.757. Accordingly, Factor 2 contributes 22.01%, Factor 1 contributes 17.41%, Factor 5 contributes 15.04% to domestic tourists' satisfaction with ecotourism in Mang Den town, Kon Plong District, Kon Tum Province.

4.3. Assessing domestic tourists' satisfaction with ecotourism development in Mang Den

A 5-point Likert-type scale (1932) is used to measure respondents' opinions and is divided into 5 levels: level 1 (strongly disagree/very poor/very dissatisfied) has a value of 1-1.5; Level 2 (disagree/poor/dissatisfied) has a value of 1.51-2.5; Level 3 (neutral/average) has a value of 2.51-3.5; Level 4 (agree/good/satisfied) has a value of 3.51-4.5; Level 5 (strongly agree/very good/very satisfied) has a value of 4.51-5 (Bui Thi Mui, 2014). Accordingly, the observed variables evaluated by tourists are as follows.

Table 4.4: Evaluation of tourist satisfaction

Human resources and facilities, techniques and infrastructure				
Variable symbols	Variables	Mean	SD	Results
NL3	The staff/guides are good in knowledge and skills.	3.48	0.790	Agreed
NL2	Staff/guides are polite, enthusiastic, and dedicated to their work.	3.61	0.773	Satisfied
NL1	Staff serving accommodation, dining dress politely and professionally.	3.62	0.770	Satisfied
VCHT2	Luxurious and modern accommodation facility	3.89	0.662	Satisfied
VCHT3	The dining facility is spacious, airy, and hygienic	3.72	0.739	Satisfied
Safety and security and service prices				
Variable symbols	Variables	Mean	SD	Results
AT1	There is no solicitation or price haggling.	3.98	0.790	Satisfied
AT3	There is no theft.	4.04	0.773	Satisfied
GC3	Reasonable accommodation prices.	3.46	0.770	Agreed
GC2	Reasonable food prices.	3.65	0.662	Satisfied
AT2	There is no food insecurity.	3.88	0.739	Satisfied
Development policy and local community participation				
Variable symbols	Variables	Mean	SD	Results
CS2	There is cultural exchange between locals and guests.	3.73	0.765	Satisfied
CS3	There is cooperation between households to form a tourism community.	3.64	0.826	Satisfied
TN5	Unique and attractive indigenous culture.	3.84	0.755	Satisfied
CS1	Indigenous culture still retains its unique cultural features, unaffected by tourism activities.	3.82	0.702	Satisfied
TN6	Diverse and unique ecosystem	4.14	0.679	Satisfied
Environmental conservation				
Variable symbols	Variables	Mean	SD	Results
BT1	Good waste collection and treatment.	3.85	0.748	Satisfied
BT2	There are many propaganda activities to protect the ecological environment and biodiversity at the destination.	3.72	0.817	Satisfied
Tourism resources				
Variable symbols	Variables	Mean	SD	Results
TN2	The climate is fresh and cool.	4.53	0.516	Very satisfied
TN1	Attractive and attractive natural landscape.	4.29	0.640	Satisfied

Source: Results of analyzing domestic tourist survey data, 2023, n = 130

Looking at the factor "Human resources and facilities, techniques and infrastructure", it can be seen that except for the observed variable assessing knowledge and skills of human resources, most of the rest are at quite a satisfactory level. Currently, at most tourist destinations in Mang Den, there are no tour guides on site. Tourists come to visit either to explore the destination themselves or to go through a tour guide in a group to

learn about the attractions. In general, because tourism has only developed in the past few years, tourism in Mang Den is mainly spontaneous and small, so the quality of human resources is still limited, especially knowledge and skills. However, the human resources are mainly from the local community, who are simple and friendly people, so their service attitude is very dedicated, which makes visitors feel satisfied.

Regarding the factors "Safety and security and service prices", except for the observed variable evaluating accommodation prices, most of the remaining guests rated them as quite satisfied. Coming to Mang Den, visitors can choose from different types of accommodation such as homestays, hotels, or resorts. Currently, Mang Den does not have a 5-star standard accommodation, only Dak Ke resort meets a 4-star standard, the remaining accommodations are generally relatively clean and airy. Accommodation service prices also fluctuate depending on the type and quality of accommodation, however, some accommodation prices are still quite high compared to the level of service quality.

For the factor "Development policy and local community participation", guests rated it as quite satisfactory. Currently, when traveling to Mang Den, when tourists want, they can visit and interact with the local community in Konbring village. Here, the local community will serve meals, light campfires, and exchange music with visitors. Although they have not been formally trained in tourism skills or knowledge, the community is very enthusiastic and sincere. This makes visitors feel satisfied and deeply impressed. The local government is also very supportive of community participation and tourism development activities, in order to bring in income as well as create jobs and stabilize the lives of a part of the ethnic minority community here.

Regarding the factor "Environmental conservation", tourists rated it as quite satisfactory. Because it has only been exploited for tourism development in recent years, Mang Den is generally still quite wild, the air is fresh, and the landscape and environment are generally quite airy and peaceful. Some tourist destinations in Mang Den have quite pristine ecological landscapes such as Pa Sy waterfall, Dak Ke lake, and primeval pine forests. At these destinations, tourists mainly come to visit and explore nature for themselves, after the trip, most tourists will feel more attached and conscious of protecting the environment.

As for the factor "Tourism resources", tourists are especially satisfied with the fresh, cool climate in Mang Den. With the advantage of a cool climate, quite similar to Da Lat, (Lam Dong Province), Mang Den climate creates a pleasant and comfortable feeling for visitors.

4.4 Suggested solutions

4.4.1 Some solutions to improve domestic tourists' satisfaction with ecotourism development in Mang Den

It is necessary for ecotourism direct and indirect stakeholders, first, to preserve and regularly restore the system of historical and cultural relics and architectural works, restore traditional festivals, preserve customs and lifestyle of indigenous people,

strengthen and redevelop traditional craft villages. Next, the dishes in Mang Den town are not yet diverse and not typical of the town. Therefore, it is necessary to learn more about cuisine to diversify dishes and create dishes that are unique to Mang Den town.

Second, it is to improve people's supervision and management of natural resources and landscapes by attracting local community opinions and allocating land and forests to people for management and supervision. There are policies for management and support after land and forest allocation, policies on capital for special-use forests and protection forests, and credit policies for production forests and forest product processing for the people.

Third, it should enhance the supervision and management role of authorities and departments to take timely measures to manage and protect resources and the tourism environment, promote the role of scientists, researchers, and monitor the current status of natural resources and landscape environment to provide timely assessments of the state of the environment, from which departments and agencies can properly adjust mechanisms and policies to develop ecotourism in a sustainable direction. Fourth, offering tourism professional training classes for tour guides is needed, especially training classes specifically for ecotourism guides, because ecotourism guides need, in addition to guiding skills, knowledge specializes in nature, environment, and nature for tourists.

Currently, tourism in Mang Den town is on the rise. However, the human resources force serving tourism activities in Mang Den town is quite small and not enough to meet the growing tourism demand. Therefore, priority should be given to training quality human resources to ensure the quantity of service and promptly meet the tourism needs of today's tourists. It is necessary to offer many training classes for tour guides and tourism workers on management skills, knowledge, tourism operations, and foreign languages to help human resources become more specialized and become more professional in serving tourists. In this respect, there is a must to need for help from educational establishments, especially tourism colleges and universities.

Fifth, it would encourage accommodation establishments to build training, raise awareness of tourism workers, and apply a system of "professional technical standards," guide and help local communities to participate in tourism activities, which should be promoted by departments in the tourism sector to help local people benefit from tourism to improve their health life, improving people's intellectual level, thereby raising their awareness of protecting resources and the environment.

Because they are ethnic minorities, people here do not understand much about tourism. Therefore, local authorities should have training courses to improve tourism skills for local people, specifically, cultivating, supplementing, and training new knowledge and professional skills about the locality and the entire way of dealing with tourists, resources, and the tourism environment in order to satisfy consumers at the tourist destination. Also, offering training classes, fostering knowledge, and improving tourism skills is also about expressing the cultural identity of a community, a nation, a

region in tourism activities to create a special nuance. the distinctiveness of tourism products.

4.4.2. Solutions to ensure safety and security in tourism

According to a survey of tourists and local people in Mang Den town, the work of ensuring safety and security here is quite good. However, in the coming time, to improve the impression in the eyes of tourists, local authorities need to maintain security and social order at tourist destinations, ensuring a good social environment for tourists, try not to let phenomena such as theft, street vending, begging, solicitation, price gouging take place at tourist destinations and tourism businesses.

Firstly, it is necessary to install signs prohibiting acts that affect security and order such as begging, street vending, solicitation, theft, and price gouging... at tourist attractions and tourist businesses such as tourist attractions, accommodation, and transport. Secondly, severe sanctions should be imposed on those who intentionally violate the law despite being warned and reminded many times in order to serve as a deterrent. And, tourist car rental services need to regularly check and upgrade quality to ensure safety for tourists.

Thirdly, restaurants and dining establishments need to ensure food safety, learn about food origins, always choose trustworthy food suppliers, regularly upgrade the quality of food preservation equipment so that food is always well preserved, ensure quality to serve tourists, and train staff to know the exact quality of products, so they can accurately assess food quality in the restaurant and comply with food safety standards. Management agencies need to regularly visit dining establishments to check food quality and safety.

4.4.3. Solutions to developing physical and technical facilities and infrastructure

Accommodation facilities in Mang Den town are mostly homestays, bungalows with low capacity, hotels of 3 stars or more, or high-end resorts are not many, with such a number of accommodation facilities still not enough. satisfy tourists, especially on holidays, Vietnamese Lunar New Year holiday (Tet), and weekends. The number of high-standard hotels and restaurants is not enough to meet the needs of luxury guests. Therefore, it is extremely important and necessary to invest and build more systems of accommodation facilities, especially high-end hotels and resorts of 3 stars or more with full support services. In addition, it is necessary to invest in upgrading the quality of rooms in increasingly modern accommodation facilities and fully re-equip services to fully meet the needs of guests.

First and foremost, most accommodation establishments and restaurants are concentrated in towns and districts, and most tourist destinations do not have accommodation establishments, either. Therefore, it is necessary to invest in building accommodation facilities and restaurants at tourist destinations.

Second, it should be invested and upgraded with the quality of roads leading to tourist destinations in Mang Den town such as roads to Pa Sy Waterfall, Khanh Lam

Pagoda, Dambri Lake, to name a few, because the roads have been damaged quite a lot, so they are very dangerous and dangerous and difficulty moving. Besides, the roads leading to tourist destinations are quite small, only convenient for motorbikes to move, and cars moving is very difficult, so we should invest in expanding the roads to allow cars to move. more convenient and easier. Next, there is a need to invest in building roads to community tourism villages because the roads to tourist villages are mostly dirt roads, so it is difficult to move, especially in the rainy season. Furthermore, this section of road should be widened because the road is very small and it is difficult for large vehicles to move on this road, which will cause the loss of a number of tourists in groups.

Then, it is necessary to invest in electric vehicles to transport tourists to their accommodation and to attractions in Mang Den town. Motorbike rental services are regularly upgraded to ensure safety and meet the needs of tourists. There should be a taxi service and investment in upgrading buses to ensure safety and quality to serve tourists. What's more, it is recommended to invest in building an airport to create favorable conditions for attracting tourists from major provinces and cities throughout the country and countries in the region.

There are very few shopping and entertainment facilities that cannot meet the needs of tourists, especially children. Therefore, it is necessary to prioritize investment in building entertainment services to meet the needs of tourists. Types of tourism that can be organized include: adventure tourism, boating, fishing, adventure tourism, mountain climbing, trekking, and camping, and it will be a great change to expand the power network to all districts and communes in the province, especially villages in remote areas.

4.4.4. Solutions to ensure the reasonableness of travel service prices

Local authorities need to coordinate with competent agencies to regularly review, inspect, and have regulations on service prices at tourism service establishments and accommodation and food establishments. There are measures for tourism business units to commit to transparency and list service prices. And, there should be strict measures to handle individuals or organizations providing tourism services that challenge prices and undercut tourists or violate regulations on tourism service prices.

Accommodation establishments and restaurants should adjust prices to be reasonable with the quality of services provided to create trust and attract more tourists. Also, it should have a team to provide information to tourists about the prices of some typical products and remind tourists to avoid situations of solicitation, price gouging, and price gouging at tourist destinations in Mang Den town.

4.4.5. Environmental protection solutions in tourism

First, it is necessary to improve the effectiveness of environmental management at tourist destinations, resolutely requiring tourist establishments, accommodation, and dining establishments to comply with the Vietnamese Law on Environmental Protection and build waste and water collection systems. Also, local authorities should develop regulations and strictly handle acts that pollute the environment. There should be many

trash cans at tourist attractions, accommodation, and dining establishments and on the roads.

Second, it would be great to encourage and guide people and tourism establishments to collect trash appropriately. Local people should strengthen propaganda, promotion, and education activities on environmental protection and biodiversity at tourist attractions such as Pa Sy Waterfall, Dakke Lake, Dambri Lake in many forms such as building villages with information on environmental protection along routes and tourist destinations; providing tourists with leaflets introducing tourist attractions and environmental protection regulations. Tour guides can interpret the environment and integrate it into tour programs; increase the arrangement in tourist attractions of signs, attractions maps, trash cans, restrooms, and prohibitions at ecotourism sites such as prohibiting littering, cutting trees, breaking trees, etc.

Third, the local government should have tree planting activities and call on residents to plant trees, create groups about planting trees to propagate and call on more people to participate in this activity, plan to protect and develop trees along stream banks to create the landscape, limit the risk of landslides, and protect surface water quality. There should be plans to protect watershed forests and protect biodiversity, plant forests on fallow land, and respond to forest fire incidents in the dry season.

Fourth, there would research and develop afforestation and reforestation projects according to the clean development mechanism to preserve and improve watershed forest coverage, coordinate with departments and people to plant trees on roads, Mang Den pass, afforestation, develop plans to raise awareness of environmental protection, biodiversity conservation, and hygiene environment, knowledge and skills to respond to natural disasters to all officials and people.

Finally, tourism investment projects must strictly comply with State regulations on protecting natural resources, the environment, and the landscape of construction sites. It is strictly to apply construction coefficients based on assigned estimates, minimizing changes in natural terrain; reducing dust and emissions during construction, building a surface water drainage system in the area, and taking measures to treat industrial wastewater.

4.4.6. Solutions to development policy and local community participation

For this aspect, it is the duty of local leaders in Mang Den to continue to implement the content of community tourism development towards the investment project, embellish, preserve, and develop the Ethnic Community Culture - Tourism Village in Mang Den town to avoid losing traditional culture here. Then, it should organize many activities, programs, and tours with exchanges between tourists and local people, and create a friendly environment with the cooperation of local people. Then it would regularly call and encourage households to participate in tourism activities, share economic benefits with the community through revenues from tourism activities and create jobs for local people, and call on many households to cooperate and participate in tourism activities so that they can together create many types of tourism products.

4.4.7. Solutions to tourism propaganda and promotion

To have this measure done successfully, it is necessary to promote propaganda works to promote the town's potential, specific products, routes, and eco-tours to the tourism market, and maintain cooperation with current travel agencies, and expand cooperation with other travel companies to increase introduction and attract more tourists to Mang Den town. Also, it should publish eco-tourism publications in Mang Den town, namely film discs, flyers, and tourist maps promoting the potential and strengths of tourism sent to conferences, seminars, investment promotion fairs, domestic and foreign tourism exhibitions.

In addition, it is necessary to build a tourism website (dulichmangden.com); Facebook social networking site (fanpage: Mang Den Tourism; My Mang Den Group, Mang Den Group, etc.); YouTube channel (KonPlongTV) regularly provides images, news, articles, clips, and reports about tourism. And, local authorities should coordinate with relevant agencies to organize tourism investment promotion activities: publish eco-tourism publications in Mang Den town such as film discs, flyers, tourist maps, promoting the potential and strengths of tourism sent to conferences, seminars, investment promotion fairs, and tourism exhibitions at home and abroad, which will help popular tourist attractions not be forgotten, contributing to tourism development in Mang Den town.

In the long term, it is to expand cooperation with international organizations, ambassadors, Vietnamese consulates abroad, foreign consulates in Ho Chi Minh City, Hanoi, and international media agencies in Vietnam to introduce and promote Kon Tum tourism in general and Kon Plong tourism in particular in international tourism markets.

5. Conclusions

The satisfaction of domestic tourists regarding ecotourism development at Mang Den, Kon Plong, Kon Tum Province is overwhelmingly positive. The region has witnessed significant growth and improvement in recent years, offering a unique and sustainable tourism experience for visitors.

Mang Den's ecotourism attractions, including its stunning landscapes, pristine forests, and diverse wildlife, have captivated the hearts of tourists. The implementation of responsible tourism practices and community involvement has enhanced the overall visitor experience and contributed to the region's sustainable development.

The local community has played a crucial role in preserving and showcasing their natural and cultural heritage, providing tourists with an authentic and enriching experience. Through their hospitality and friendly interactions, locals have created a welcoming and memorable environment for visitors.

The availability of well-maintained infrastructure, such as accommodation options, transportation services, and guided tours, has further contributed to the satisfaction of domestic tourists. These amenities ensure convenience and comfort, allowing visitors to fully immerse themselves in the natural beauty of Mang Den.

Moreover, the efforts made by local authorities and stakeholders to promote ecotourism have yielded positive results. Awareness campaigns, marketing initiatives, and partnerships with travel agencies have played a vital role in attracting domestic tourists to the region and ensuring their satisfaction.

It is worth noting that continuous monitoring, evaluation, and improvement of ecotourism practices are essential to maintain and enhance domestic tourists' satisfaction in the long run. By addressing any potential challenges and maintaining a balance between tourism development and environmental conservation, Mang Den can continue to thrive as a preferred ecotourism destination for domestic tourists.

Overall, the high satisfaction levels among domestic tourists regarding ecotourism development at Mang Den highlight the success of sustainable tourism practices and the positive impact they have had on the local community, environment, and visitor experience. With further investments and ongoing commitment, Mang Den has the potential to become a leading ecotourism destination, not just in Kon Tum Province but in the wider region.

Acknowledgements

This study, first and foremost, was supported by the teaching staff of Department of History-Geography-Tourism (DoHGT), School of Social Sciences and Humanities (SSSH), Can Tho University (CTU), Vietnam, especially the Mang Den research team from DoHGT, SSSH, CTU, Vietnam. Also, this study received the funding from CTU-Mang Den Project. And, last but not least, their respectful thanks would go to *the European Journal of Alternative Education Studies Board* for this paper to be published to the public worldwide, especially those interested in doing research and teaching about tourism, especially ecotourism, in which there are models called Good Practices which would be replicated to tourism stakeholders who help bring Vietnamese ecotourism development worldwide.

Conflict of Interest Statement

The author declares no conflicts of interest.

About the Authors

Nguyen Thi Be Ba, a chairwoman of Department of History-Geography-Tourism (DoHGT), School of Social Sciences and Humanities (SSSH), Can Tho University (CTU), Vietnam, has held her doctoral degree. Her main interests are tourism teaching and learning, tourism and hospitality aspects, community-based tourism, and ecotourism development. She can be reached at ntbba@ctu.edu.vn

Ly My Tien, Le Thi To Quyen, Nguyen Thi Huynh Phuong are currently lecturers at DoHGT, SSSH, CTU, Vietnam. Their main researches are tourism teaching and learning, tourism and hospitality issues, tourism case-studies, tourism project management nationwide and worldwide as well. They can be contacted at ntbba@ctu.edu.vn.

Mr. Thai Cong Dan, senior English lecturer, School of Foreign Languages, Can Tho University (CTU), Vietnam, is currently both a lecturer in English and an expert in Tourism. He has held his PhD at Naresuan University, Thailand since 2010 in Educational Administration (English program). He got his MA in Cultural aspects and Literature from University of Notre Dame du Lac, Indiana, USA in 1999. His main research interests are TEF/TESOL issues, intercultural communication, high school and higher education levels in English learning and teaching, English program management, curriculum design, testing and evaluation, professional development, educational administration, and ESP for Tourism, Political Education. He can be reached at tcdan@ctu.edu.vn.

References

- Center for Culture - Sports - Tourism and Communications of Kon Plong District. (2022). Statistics of related documents, Center for Culture - Sports - Tourism and Communications of Kon Plong District.
- Dieke, P. (2005). "Critical success factors for tourism development in less developed countries (LDCs)" presented at the Debate on Tourism in the Toolbox of Development Projects, Leuven University.
- Epler Wood, M. (2017). Sustainable Tourism on a Finite Planet: Environmental, Business and Policy Solutions. Routledge.
- Hoang Trong and Chu Nguyen Mong Ngoc (2008). Research data analysis with SPSS, Hong Duc Publishing House, Ho Chi Minh City
- Honey, M. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? Island Press.
- Le Duc Toan and Nguyen Thi Tien (2011). Curriculum on principles of economic statistics with SPSS. Information and Communication Publishing House, Hanoi.
- Nguyen Dinh Tho (2011). Scientific research methods in business, Labor and Social Publishing House, Hanoi.
- Nguyen Thi Be Ba, Thai Cong Dan. (2023). Solutions for Tourism in Kon Pring Community-Tourism Cultural Village in Mang Den Town, Kon Plong District, Kon Tum Province, Proceedings in The 3rd International Conference on Innovations in Social Sciences Education and Engineering (ICoISSEE), Indonesia.
- Nguyen Thi Thu Trang (2017). Improving Tourist Experiences in Mang Den, Kon Plong, Kon Tum Province: Insights from Vietnamese Tourist Satisfaction. Published by Social Sciences Publishing House.
- Truong Tuan Anh (2019). "Factors Affecting Tourist Satisfaction in Mang Den, Kon Plong, Kon Tum Province." Published by Social Sciences Publishing House
- Tran Van Thanh (2020). Perceptions and Expectations of Vietnamese Tourists in Kon Tum Province: A Study on Tourist Satisfaction in Mang Den and Kon Plong. Published by Social Sciences Publishing House.
- Sharpley, R. (2006). Ecotourism: a consumption perspective, J. Ecotourism, 1-2(5): 7-22.

- Vo Van Tai and Tran Phuoc Loc (2016). Textbook on statistical data processing. Can Tho University Publishing House, Can Tho.
- Weaver, D. (2001). Ecotourism: Origins, Definition and Key Issues. Channel View Publications.

Creative Commons licensing terms

Author(s) will retain the copyright of their published articles agreeing that a Creative Commons Attribution 4.0 International License (CC BY 4.0) terms will be applied to their work. Under the terms of this license, no permission is required from the author(s) or publisher for members of the community to copy, distribute, transmit or adapt the article content, providing a proper, prominent and unambiguous attribution to the authors in a manner that makes clear that the materials are being reused under permission of a Creative Commons License. Views, opinions and conclusions expressed in this research article are views, opinions and conclusions of the author(s). Open Access Publishing Group and European Journal of Social Sciences Studies shall not be responsible or answerable for any loss, damage or liability caused in relation to/arising out of conflicts of interest, copyright violations and inappropriate or inaccurate use of any kind content related or integrated into the research work. All the published works are meeting the Open Access Publishing requirements and can be freely accessed, shared, modified, distributed and used in educational, commercial and non-commercial purposes under a [Creative Commons Attribution 4.0 International License \(CC BY 4.0\)](https://creativecommons.org/licenses/by/4.0/)