



**ASSESSMENT OF THE CURRENT SITUATION  
OF TOURISM DEVELOPMENT IN MANG DEN TOWN,  
KON PLONG DISTRICT, KON TUM PROVINCE, VIETNAM**

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**Abstract:**

This study surveyed 120 domestic tourists in Mang Den Town, using the convenience sampling method. The method used to analyze primary data was descriptive statistics. The research results have proposed six factors to evaluate the current situation of tourism development in Mang Den Town, Kon Plong District, Kon Tum Province, Vietnam including: (1) Quality of tourism services and tourism resources; (2) Perceived prices; (3) Human resources; (4) Security, order, and safety; (5) Quality of tourism services and tourism infrastructure; (6) and Tourism resources and perceived prices, in which "Human resources" is the factor that has the strongest impact on the current situations of tourism development in Mang Den Town. Through research results, the article has proposed some solutions to develop tourism in Mang Den Town more effectively in the future.

**Keywords:** current situation of tourism development, Mang Den Town, Kon Tum Province, tourism potentials

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## 1. Introduction

### 1.1 Rationale

From the Resolution of the 13th Party Congress, Resolution 08-NQ/TW of the Politburo and the Vietnam Tourism Development Strategy, it is determined that with many existing potentials and advantages, by 2030 tourism promises to become a key economic sector, an important driving force for economic growth, contributing to the country's development. In recent years, Vietnam has always focused on exploiting and using tourism potential appropriately, bringing practical benefits to the locality. Among those tourist destinations, Mang Den Town, Kon Tum Province is considered a potential land of the Central Highlands with abundant tourism resources, waiting to be exploited most effectively. (Vietnamese Politburo Committee, 2017).

The development of Mang Den tourism (Xuan Tung, 2020) is receiving attention from many tourists, and more importantly, Mang Den has received more attention and investment from leaders at all levels. There have been many studies and specific planning steps to help Mang Den develop tourism more effectively. But from practice, it can be seen that Mang Den's development speed and service quality are currently progressing very slowly and many plans are currently left open, unable to fully and effectively exploit the potential available.

This study aims to analyze the potential and evaluate the current situation of tourism development in Mang Den Town. From there, suggested solutions would be proposed to help Mang Den develop better tourism in the future.

## 2. Literature review

In the world, there have been many research works as well as projects on tourism, the first of which are studies on types of tourism, surveys on the role of territory, history, and other factors affecting tourism activities by Poser (1939). Also, Christaleer (1955) conducted in Germany in 1930, carrying capacity and stability of tourist destinations by Khadaxkia (1972) and Sepfer (1973). In addition, American geographers such as Bohart (1971), British geographer H. Robison (1976), and Canadian geographers, cited in Do Thu Trang (2011), also conducted assessments of various types of resources. Nature serves tourism purposes. Besides, an important aspect of tourism research that has received attention is the issue of organizing tourism territory. And with the continuous development of the world, research projects respond to change such as applying AI, Robotics, and Blockchain to tourism by Pencarelli (2019).

In Vietnam, some typical authors with research works on the organization of tourism space, theoretical basis, and methods of tourism research (Nguyen Minh Tue & Le Tong, 2019) in organizing Vietnam tourism territory and Vietnam tourism geography, and Pham Trung Luong, 2000 with the research about environmental resources and tourism in Vietnam and Vietnam tourist destination route by Bui Thi Hai Yen, 2017 with sections Vietnam tourism aspects by Phan Huy Xu and Vo Van Thanh, 2019 or book

works promoting Vietnam tourism such as "Vietnam's 63 provinces and cities" 2021 by Vietnamese Knowledge Group in 2021 with the experiences from "Vietnam along the travelogue" by Le Rin, 2022.

Research projects have identified the research objects of tourism geography as the system of tourism territories at all levels or the synthesis of tourism territories and analyzing the structure and synthesis of factors in the area for the development of tourism. Therefore, with the desire to inherit the contributions of previous research works, this study on the tourism development in Mang Den Town, Kon Plong District aims to clarify the potential and current situations of tourism development in Mang Den Town, Kon Plong District, Kon Tum Province; thereby proposing directions, which helps to develop tourism in the research area.

### **3. Research methodology**

#### **3.1 Research questions**

The study will be carried out with the following questions:

- 1) What is the current situation of tourism development in Mang Den Town, Kon Plong District, Kon Tum Province?
- 2) What are suggested solutions to developing tourism in Mang Den Town, Kon Plong District, Kon Tum Province?

#### **3.2 Participants**

This study surveyed 120 domestic tourists in Mang Den Town, using the convenience sampling method

#### **3.3 Instruments**

##### **3.3.1 Collecting and processing secondary data**

The data were based on documents collected from scientific journals, books, the Internet, projects, theses, newspaper articles, statistical reports and data provided by tourism management boards, the Department of Culture, Sports and Tourism of Kon Tum Province, website of Kon Tum Province, website of the Department of Culture, Sports and Tourism of Kon Tum Province and so on, about issues related to tourism in Mang Den Town, the authors conducted analysis, evaluation, and synthesis to exploit information and data to serve the research article.

##### **3.3.2 Field survey**

During the research period, the authors conducted field surveys to observe the current situations of tourist areas, tourist attractions, technical facilities, roads, means of transportation, power grid systems, current status of tourists and service providers in Mang Den Town.

### 3.3.3 Questionnaire survey

The study has developed a questionnaire to conduct a tourist survey, the questionnaire includes 4 parts:

- 1) General information: this section exploits the personal information of visitors to Mang Den Town, Kon Plong District, Kon Tum Province.
- 2) Tourism activities: this section explores the travel behaviours of tourists to Mang Den Town, Kon Plong District, Kon Tum Province such as the number of visits to Mang Den, forms of travel, communication information about Mang Den, purposes of trip, and activities.
- 3) Visitors' assessment of the current state of tourism development in Mang Den Town: this section includes six criteria and 24 variables, measured on a 5-level Likert scale.
- 4) General assessment of tourists: this section asks questions about tourists' feelings about tourism in Mang Den Town namely general satisfaction, intention to return, intention to recommend, and comments from visitors.

## 4. Findings and discussions

From the first research question, below are the results.

### 4.1 Tourist satisfaction level towards Mang Den tourism development

Here are the responses from the domestic guests surveyed.

**Table 4.1:** Tourist satisfaction with tourism in Mang Den Town, Kon Plong District, Kon Tum Province

Level of assessments	N	Percentage
Very dissatisfied	1	0.8
Dissatisfied	5	4.2
Normal	25	20.8
Satisfactory	76	63.3
Very satisfactory	13	10.8
<b>Total</b>	<b>120</b>	<b>100</b>

**Source:** Results of analysis of domestic tourist survey data (2022).

Statistics show that the majority of tourists are satisfied with tourism in Mang Den Town, because this opinion accounts for the highest percentage. Mang Den tourism can at least meet the expectations of tourists about a destination but has not yet made tourists truly impressed with tourism here. Typically, the proportion of tourists who feel the destination is at a normal level accounts for the second highest proportion in the data collection. Mang Den tourism is still not really impressive and unique, while tourists want to experience more like that. The rate of tourists who are dissatisfied and very dissatisfied with the destination is very low, but it is necessary to further reduce this rate and increase the rate who are very satisfied with the destination. To achieve that goal, specific directions and measures are needed.

#### **4.2 Tourist's intention to return Mang Den Town, Kon Plong District, Kon Tum Province**

From statistical data, the majority of tourists choose to return to Mang Den tourism. These are tourists who feel satisfied with Mang Den tourism. Mang Den tourism meets their needs and desires, so it's natural for them to return to travel. But next to that are tourists who are wondering and will consider returning to visit Mang Den, with the mentality that Mang Den tourism has not really impressed them enough to decide to return to travel here, but still not to the point of making a bad impression on tourists, so if they intend to travel, Mang Den is still one of the options for tourists to consider. For tourists who love this tourist destination, they will come back. These are potential customers because they can come back many times. The percentage of tourists who choose not to and certainly will not return to travel is the lowest, but it is necessary to find out the problems they encounter, and their bad experiences and resolve them quickly to travel in Mang Town.

#### **4.3 Tourist publicity to Mang Den Town, Kon Plong District, Kon Tum Province**

The highest rate of tourists deciding to introduce Mang Den tourism to their acquaintances is that this will attract many potential tourists in the future because this is from a reliable source of information. The majority of tourists think that Mang Den is a tourist destination worth experiencing once, and of course, for tourists who are truly impressed with Mang Den, they plan to return more than once and they always would like to introduce to relatives and friends. Tourists who are hesitant about their intention to introduce themselves to their acquaintances still do not really feel like they have had a good experience when traveling to Mang Den, so it is necessary to improve the remaining issues in order to improve tourist satisfaction, intention to return and accordingly the rate of referral to relatives and friends will be increased.

#### **4.4 Potentials for tourism development in Mang Den Town**

Mang Den (Nguyen Thi Be Ba et al, 2023a) is considered the starting point of the "Central Highlands Green Road" tourist route, connected to the "Central Highlands Heritage Road" and "Central Highlands Heritage Road" tourist routes, and "Legend of Ho Chi Minh Road" to form a transnational tourist route. In particular, from Mang Den, the "Central Highlands Green Road" will cross Bo Y international border gate to form the "Indochina Heritage Road" tourist route, connecting Vietnam's world heritage sites with other heritage sites to the neighboring countries, Laos and Cambodia.

Naturally, Mang Den has a system of rivers, streams, and many lakes, located at an altitude of 1200 m above sea level, the average annual temperature ranges from 16 – 22°C, average humidity is 82-84%. Surrounded by mountain ranges and primary forest flora, the town has a cool, temperate mountain climate all year round and a diverse ecosystem. With rich and diverse potentials, Mang Den is one of three key socio-economic development areas of Kon Tum Province. This area has been approved by the Vietnamese Government to be planned into a national tourist area with 11 clusters, eco-

tourism spots and attractive resorts, serving domestic and foreign tourists (A Le Kham, 2022).

In terms of culture, the culture of ethnic groups and the living environment here still retains traditional indigenous culture and activities, with long-standing folk musical instruments such as vertical flute, drums, gongs, pilings, percussion pipes, and pipe trusses operated by water power; indigenous costumes of the Xe Dang, Mo Nam, Ka Dong, Hre peoples. The architectural culture of communal houses, long houses associated with natural mountain and forest space is a great potential to be exploited to create community tourism destinations with bold indigenous characteristics of the mountains and forests of Mang Den (Center for Culture - Sports - Tourism and Communications of Kon Plong District, A Le Kham, 2022).

Mang Den tourism resources are diverse from nature to humanities, which is suitable for developing many different types of tourism from ecological to the resort, community tourism, or spiritual tourism, featuring indigenous culture, featuring many experiential activities in the community, and learning about the local culture of ethnic minorities. There is diversity in the type of tourism, from which visitors can fully experience the trip with many different tourist destinations. Tourist destinations that grasp modern tourism trends, develop beautiful landscapes and diverse activities, contribute to satisfying the needs of tourists, meeting the needs of many different types of visitors of different ages. together. The diverse ecosystem is one of the suitable places for learning and research in the current era (Duong Nuong, 2022).

#### **4.5 Current situation of tourism development in Mang Den Town**

Tourists coming to Mang Den Town are mostly domestic tourists as mentioned above in Table 4.1, most of them are tourists from neighboring provinces, including the Central Highlands and provinces on the South Central Coast, partly a large proportion are tourists from Hanoi Capital and Ho Chi Minh City. In the structure of tourists coming to Mang Den Town, international tourists account for a relatively low proportion compared to domestic tourists.

According to statistics from the Center for Culture - Sports - Tourism and Communications of Kon Plong District, room occupancy in recent years has averaged 45-70%, with guests' stay lasting from two months, to three days, leading to increased spending. At prominent times of the year, namely riping myrtle season, cherry blossom season, Culture and Tourism Week, and the feast of Our Lady of Mang Den, attract a large number of tourists to visit and generate revenue for tourism activities contribute to the socio-economic development of Kon Plong District (Nguyen Thi Be Ba, 2023b).

The main form of travel is self-organized by family and friends (51.7%), 41.7% stay for 2 days, traveling by company or personal car accounting for 36.7%, the most attractive factor for tourists is beautiful scenery (accounting for 75%), the activity experienced by many tourists is visiting natural landscapes (Dak Ke Lake, Pa Sy Waterfall, Dam Bri Lake), nature experience activities (accounting for 85%).

**Table 4.2:** Visitors' assessment of the current quality of tourism services and tourism resources of Mang Den Town

No	Variables	Mean (M)	SD	Level
1	Easy shopping service, diverse types of goods and souvenirs.	3.46	0.92	Agree
2	Diverse food service, ensuring hygiene, many delicious and attractive dishes.	3.72	0.90	Agree
3	The local culture - distinctive, unique, and new.	3.96	0.81	Agree
4	Diverse, new, and unique sightseeing, experience and entertainment services.	3.64	0.94	Agree
5	Local cuisine - typical and diverse, the dishes are uniquely and attractively prepared.	3.90	0.92	Agree
6	The natural landscape is diverse and unique, with many attractive places to visit.	4.19	0.65	Agree

**Source:** Results of analysis of domestic tourist survey data (2022).

The current situation of the factors "Quality of tourism services and tourism resources" in Mang Den Town is rated by tourists as "Agree" over  $M=3.81$ . This shows that tourists feel that the current state of tourism development in Mang Den Town is closely linked to tourism resources. According to the evaluation results (Table 4.2), it shows that tourists' highest assessment of the current state of tourism development in Mang Den Town is the diverse and unique natural landscape, with many attractive places to visit ( $M = 4.19$ ,  $SD = 0.65$ ) and has a unique, new and unique local culture (Mean = 3.96,  $SD = 0.81$ ). From the data, visitors realize that this place has a high attraction of natural landscape resources, and can experience many attractive sightseeing places, causing curiosity and impression on visitors, with many waterfall tourist destinations, endless natural scenery with typical mountains and forests of the Central Highlands. Another factor that also makes tourists choose Mang Den is the culture here, with the interference of different ethnic cultures in the same location, associated with many ethnic minorities. Therefore, when coming here, visitors are exposed to a lot of local culture, things they have never been exposed to before, making a strong impression with its newness and uniqueness. These are two important factors that need to be preserved and strongly promoted.

Visitors also agree that it is easy to shop here, with a variety of goods to choose from, mainly specialties and souvenirs, which can be easily found and bought at the local market or tourist areas, tourist attractions, shops specializing in selling specialties, souvenirs or right at the accommodation facility. But there is a high difference in the quality of products, inexperienced tourists will easily buy poor quality goods. The food service is highly appreciated with many delicious dishes, ensuring hygiene with many delicious and attractive dishes, but according to some visitors, the specialty dishes served here are quite few. It is possible to participate in many experiential and sightseeing activities, but there need to be many other new activities to keep tourists staying longer and making them come back again and again.

**Table 4.3:** Visitors' assessment of the perceived price status of Mang Den Town

No	Variables	Mean (M)	SD	Level
1	Food service prices are reasonable.	3.47	0.91	Agree
2	Reasonable prices are for accommodation services.	3.27	0.90	Neutral
3	Reasonable prices are for shopping services.	3.45	0.96	Agree

**Source:** Results of analysis of domestic tourist survey data (2022).

The current situation of the "Perceived Prices" factor in Mang Den Town is rated by tourists as "Neutral" with over  $M = 3.40$ . This shows that prices in the current state of tourism development in Mang Den are not good. According to the evaluation results (Table 4.3), tourists feel that the price of accommodation services is not reasonable ( $M = 3.27$ ,  $SD = 0.90$ ). According to the research team, there are many accommodation services operated in Mang Den town is most popular as a hotel, and most of these accommodation services have quite high prices per night, many times higher than other locations. Tourists complain about service prices. When staying for more days, the amount of money spent on accommodation services accounts for a high proportion of the entire trip.

Next is the price of shopping services ( $M = 3.45$ ,  $SD = 0.96$ ), shopping prices are considered reasonable but consideration is needed in choosing shopping businesses that ensure reasonable prices. and there is no price challenge with tourists, because they are people from other places, so it will be impossible to know what the average price of the product is. As for food service prices, tourists rated them as reasonable ( $M = 3.47$ ,  $SD = 0.91$ ). For most visitors, the food service here is reasonably priced, not too expensive. To improve the development situation and satisfy customers in the coming time, it is necessary to adjust the prices of some specific criteria, especially the prices of accommodation services.

**Table 4.4:** Visitors' assessment of the current state of human resources in Mang Den Town

No	Variables	Mean (M)	SD	Level
1	Tour guides have good qualifications, skills and knowledge.	3.97	0.81	Agree
2	The tour guide is friendly, thoughtful, polite, and professional.	4.00	0.82	Agree
3	Service staff are friendly, hospitable, have good professional qualifications and skills, and are ready to meet customers' needs and assist.	3.82	0.80	Agree

**Source:** Results of analysis of domestic tourist survey data (2022).

The reality of the factor "Human Resources" is rated by tourists as "Agree" with over  $M = 3.93$ . This shows that tourists have a positive assessment of the current state of human resources in Mang Den Town, proving that the human resources here are good. According to the evaluation results (Table 4.4), tourists' opinions about tour guides participating in Mang Den tourism are friendly, thoughtful, polite, and professional ( $M = 4, 0$ ,  $SD = 0.82$ ). Tour guides have good qualifications, skills, and knowledge ( $M = 3.97$ ,  $SD = 0.81$ ), ensuring tourists have complete and interesting information about tourist



destinations. Finally, there is the factor of friendly, hospitable service staff, with good professional qualifications and skills, ready to meet the needs and assist customers ( $M = 3.82$ ,  $SD = 0.80$ ), and attentive staff and care about customers at an appropriate level.

From the actual survey, the research team found that the majority of tour guides in groups are dedicated and bring good experiences to tourists, but it can be seen that there are not many tour guides at the destination. Tourist attractions do not have tour guides on site. To exploit tourism resources well, increase revenue, and improve the quality of tourist experiences, it is necessary to arrange on-site tour guides, as well as local tour guides because they understand them well. about the destination. Service staff also need to be more professional in their service, because it can be seen that they only assist guests when requested, but are not really proactive in understanding the needs of visitors and communicating, and the majority's attitude is still very poor. There needs to be training activities on skills and knowledge for human resources participating in tourism.

**Table 4.5:** Visitors' assessment of the current state of security, order and safety in Mang Den Town

No	Variables	Mean (M)	SD	Level
1	There is no theft or robbery.	4.60	0.62	Strongly Agree
2	There is no begging or soliciting tourists.	4.64	0.54	Strongly Agree
3	Guests always feel happy and comfortable.	4.56	0.60	Strongly Agree

**Source:** Results of analysis of domestic tourist survey data (2022).

The current situation of the factor "Security, order and safety" is rated by tourists as "Completely agree" with over  $M = 4.60$ . This shows that tourists' opinions on the security, order, and safety situation in Mang Den are completely satisfied. According to the assessment results (Table 4.5), it shows that Mang Den does not have a situation of begging or soliciting tourists ( $M = 4.64$ ,  $SD = 0.54$ ). Next, there is no theft or robbery ( $M = 4.60$ ,  $SD = 0.62$ ). From two highly appreciated opinions, it can be seen that Mang Den tourism really makes visitors feel safe and enjoy the trip without any problems with security and order. In fact, the control of security and order at night is strictly controlled by the security forces in Mang Den. The above creates a very safe tourism environment for tourists, on the streets there are not even street vendors or situations of encroaching on the sidewalk or begging. Therefore, according to tourists' feelings, it is natural that guests always feel happy and comfortable ( $M = 4.56$ ,  $SD = 0.60$ ).

**Table 4.6:** Visitors' assessment of the current quality of tourism services and tourism infrastructure of Mang Den Town

No	Variables	Mean (M)	SD	Level
1	Modern, comfortable, convenient and safe means of transportation.	3.77	0.96	Agree
2	Public services are fully provided (toilets, parking lots)	3.70	0.79	Agree
3	Good electricity and water supply system.	3.86	0.83	Agree

**Source:** Results of analysis of domestic tourist survey data (2022).

The current situation of the factor "Quality of tourism services and tourism infrastructure" is rated by tourists as "Agree" with over  $M=3.80$ . Visitors feel that the services provided meet the minimum requirements. Although not excellent, they still ensure adequate provision of services. According to the evaluation results (Table 4.6), it shows that modern, comfortable, and safe means of transportation ( $M = 3.77$ ,  $SD = 0.96$ ) make tourists satisfied with the quality of transportation services.

Destinations have fully provided public services ( $M = 3.70$ ,  $SD = 0.7$ ) and visitors can easily find parking lots arranged at tourist destinations and other public services. The electricity and water supply system is good ( $M = 3.86$ ,  $SD = 0.83$ ). Power and water outages at Mang Den rarely occur and are usually fixed immediately afterward, without affecting or causing discomfort to the customers. traveler. Since the water in Mang Den is very cold, most accommodation services are at least fully equipped with hot and cold showers for tourists; but to make tourists more satisfied in the future, there should be proposals to add more public services and improve the quality of transportation services further.

**Table 4.7:** Visitors' assessments of the current state of tourism resources and perceived tourism prices of Mang Den Town

No	Variables	Mean (M)	SD	Level
1	The air is fresh, cool, and comfortable.	4.49	0.80	Strongly Agree
2	Reasonable prices are for sightseeing and entertainment services.	3.97	0.60	Agree

**Source:** Results of analysis of domestic tourist survey data (2022).

The current situation of the factor "Tourism resources and perceived price of tourism" is rated by tourists as "Strongly Agree" with nearly  $M = 4.00$ . Tourists completely agree with the opinions given about the current state of tourism resources and the prices of the two factors. According to the evaluation results (Table 4.7), the factors of fresh, cool, and comfortable air are highly appreciated by tourists ( $M = 4.49$ ,  $SD = 0.80$ ). The climate in Mang Den is cool and fresh, most tourist seasons have ideal weather to attract tourists, so in fact, visitors to Mang Den really like the climate here. The factor of reasonable price of sightseeing and entertainment services ( $M = 3.97$ ,  $SD = 0,60$ ) is satisfied by the majority of tourists because the ticket prices of tourist destinations are quite cheap, some locations do not sell tickets, but the authors' observation is that although ticket prices are cheap, the services are not diverse and attractive. Tourists feel satisfied with the tour price but are not really satisfied with the services provided.

## 5. Suggested solutions

The following would be the responses to the second research question.

### **5.1 Solutions for tourism resources**

It is necessary to exploit resources reasonably and use available resources with great potential to develop tourism. Natural landscapes should be taken advantage of, and places with beautiful landscapes should create many activities for tourists to experience and visit. In addition to exploiting nature for tourism activities, it is necessary to pay attention to the impact of tourism on the natural environment. And there is a need to enhance and integrate environmental activities into tourism activities, typically tours on greening Mang Den, afforestation, experiencing rowing boats into the forest, and experiencing streams and waterfalls, to raise awareness. visitors' consciousness. Also, Waste from tourism into the environment needs effective treatment measures so as not to affect the natural environment. Then, there should be revenue from tourism to conserve and pay for environmental conservation and management activities. Moreover, it is to enhance environmental responsibility in promotion and development activities and to preserve natural resources, while not exploiting and integrating many activities that negatively affect the natural environment, aiming at tourism development but not changing in a negative direction, preserving the unique wildness.

Local culture needs to be preserved, requiring cooperation from all levels of government and local ethnic minorities. Local leaders should create profound cultural characteristics and many experiential activities for tourists to participate in regularly. Also, the authority should encourage tourists and strongly promote tourism during times of good weather for tourists to experience, along with developing services and activities typical of the tourist season. Local cuisine needs to be more diverse, using and creating local dishes in tourism, especially typical dishes of ethnic minorities for tourists to experience. These are exciting activities.

### **5.2 Solutions for tourism service quality**

Transportation requires more investment. Bus services from big cities should invest in additional trips during peak periods to avoid cramming more passengers than the prescribed number on one trip. Also, it is necessary to invest more in the quality of the vehicle, the service attitude of the driver and assistant. The service support switchboard needs to be more professional, and list prices of bus tickets for tourists to know. Also, there should be investment and supplement car rental services and transportation services such as taxis and motorbike taxis. It is also to consider investing in the Mang Den airport project to facilitate the travel of tourists, connecting many tourist routes from the Northern and Southern Provinces of Vietnam. Bus routes need to be regularly upgraded and repaired, equipment and seats need to be replaced to ensure hygiene and prices for routes should be publicly posted on the bus and included in automatic ticket purchasing services, ensuring travel time of routes.

Accommodation services need to be more professional in service, and the quality of accommodation facilities needs to be improved. It is necessary to expand the scale to meet the needs of tourists during peak occasions, and need to promote and post products for sale on e-commerce applications to make it easy for tourists to choose. The

architecture of the accommodation facility should be built with characteristics of local architecture to create an impression and closeness to tourists.

Food services need to be diverse, adding more local dishes, encouraging food services with home delivery and night business for tourists. Food and beverage services need to be certified and must be censored regarding food safety and hygiene, processing processes, and origin of dishes.

### **5.3 Solutions for human resources**

Customer service departments need attention and improved attitudes, and they need to be encouraged to participate in behavioral and professional training courses to participate in tourism more effectively. It is seriously to handle and prevent cases of bad attitudes that affect Mang Den tourism while creating a friendly tourism environment with cooperation from local people, up to leaders at all levels, which gives tourists a certain comfort when traveling to Mang Den.

They, ethnic minorities, also need to be trained in participating in tourism, conduct courses, and in the future if they can attract many international tourists, they need to improve Vietnamese and foreign languages, especially English, to develop and promote community culture to everyone.

It is also necessary to have human resources as tour guides at the site to help tourists access information effectively, especially in community tourism villages. Local leaders should choose and invest in young human resources in ethnic village communities because they have the ability to learn and understand their ethnic cultures. If invested professionally, they will be a bridge to the community, both generating income and contributing to preserving culture. What's more, the local authority should create close, beneficial activities for local people to participate in learning and improving their skills. Tour guides, whether on-site or leading tours from companies, need to constantly update knowledge about the locality because of the local culture.

### **5.4 Solutions for tourism infrastructure**

Roads to tourist destinations need to be upgraded because they pose a danger to tourists in bad and adverse weather. The roads are too small and rough and not suitable for multi-seat service vehicles. Roads should be arranged and installed with many dangerous warning signs. Parking lots at tourist attractions need to be spacious and have parking services for visitors. Toilets need to be upgraded and regularly checked for quality, adding more toilets in tourist locations. The water supply system needs to be more professional; priority should be given to the quality of water sources and power sources, generators should be arranged for use when power is lost, and there should be specific information when power is lost to minimize risk. Then, there would be to develop and invest in additional entertainment areas and additional services. It is necessary to invest and develop shopping areas, shopping, and dining areas need to be professionally invested.

### **5.5 Solutions for tourism planning**

It is necessary that detailed planning of functional subdivisions has been implemented synchronously with actively calling for and promoting investment attraction and development of all types of tourism, focusing more resources on infrastructure investment, and connecting tourist destinations. The local authority might carry out planning and planning management well, apply policy mechanisms, and effectively mobilize investment resources to build infrastructure and technical facilities to serve tourism development. Also, it should proactively coordinate closely with provincial departments and central ministries to adjust the planning of the Mang Den national eco-tourism area and the general planning of Kon Plong urban area to ensure a strategic vision for development in the long run.

It is necessary to review and create new plans for tourist areas, attractions, and resorts, associated with the potential and advantages of the district, especially the forest ecosystem, water surface, climate characteristics, landscape, terrain, and landscape. traditional culture of ethnic minorities; planning multi-functional entertainment and commercial shopping areas; connecting tours and tourist routes inside and outside the province with Mang Den.

### **5.6 Solutions for tourism product development**

There should improve the quality and development of tourism products, prioritizing typical tourism products with their own identities, and combining potential and advantages with trends and tastes of the tourism market to build and develop new tourism products with unique characteristics, focusing on sightseeing tourism products, cultural research, history, spirituality; adventure sports tourism; ecotourism and resort; community tourism, agricultural tourism, associated with learning and experiencing the cultural values and life of the community. And, it is a good idea to build "Night Economy" activity points, and Mang Den cultural park. From this aspect, it should gradually position the national eco-tourism brand Mang Den through tourism products based on the comparative advantages of eco-tourism resources and the district's unique culture. Furthermore, it is to prioritize creative solutions in product development and encourage businesses to invest in research and development of creative tourism products to optimize the province's resources.

## **6. Conclusions**

The research results reflected the reality of the tourism situation in Mang Den Town and the opinions of tourists, their wishes, and feelings about the destination. Although there are many conditions for tourism development, there are proposals and projects for development, but in general, resources have not been effectively exploited, and attractive resources have not yet become a characteristic of the region and the region. These projects have not been implemented strictly according to the proposed plan. Poor service quality and tourism products that are not so outstanding, not new and boring, traffic, and other

problems are still some of the factors that prevent this place from developing to an ideal level.

Therefore, the tourism industry in general, or Mang Den tourism in particular, needs to have measures to quickly and effectively overcome outstanding problems and the reasons why tourists are not truly satisfied and impressed with Mang Den tourism to be able to meet the higher demands of future travelers. At the same time, it is possible to take advantage of existing conditions and turn difficulties into motivation to turn Mang Den into an attractive destination of Kon Tum and the Central Highlands, contributing to economic development, improving the lives, and increasing the income of local people for the common cause of the country.

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### **Conflict of Interest Statement**

The author declares no conflicts of interest.

### **About the Authors**

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