

AN EVALUATION ON ADVANTAGE LEVELS OF TOURIST ATTRACTIONS OF AN GIANG PROVINCE, VIET NAM

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Abstract: This study was conducted to evaluate advantage levels of tourist attractions of An Giang Province, in the Mekong Delta, Vietnam. *The research evaluate on 26 tourist destinations in the region within eight indicators, including its attraction, infrastructure, management, sustainability, linkage ability, location, capacity, and tourist operation timetable. The result shows that among the 26 evaluated tourist attractions, there were 8 at the group I (highest advantage), 4 at the group II (advantage), 8 at the group III (medium advantage) and 6 last tourist attractions in group IV (less advantage) respectively. In order to exploit its potentials effectively, the regional tourism department would need to continuously concentrate on enhancing the quality of services in terms of the high advantage-rated attractions, while diversifying the different types of tourism activities within the medium and less advantage-rated attractions.*

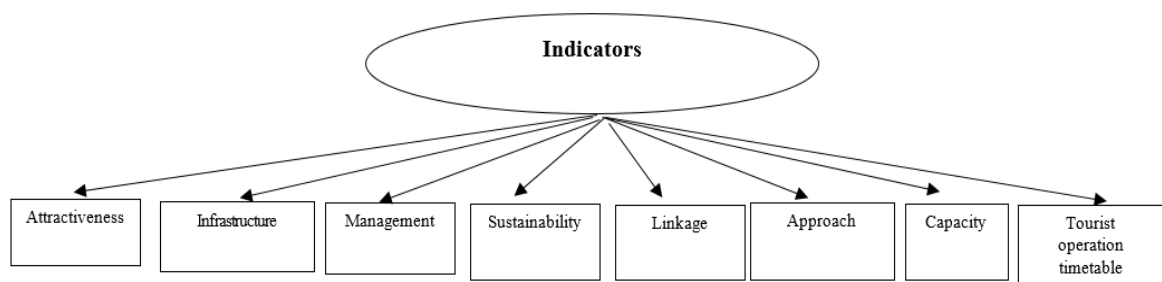
Keywords: Advantage levels, tourist attractions, An Giang province.

1. Introduction

An Giang first became a province in 1832, having been settled by the Vietnamese migrants moving southwards in search of new land, southern Vietnam, in the An Giang province including Chau Doc city, Tri Ton district, Tinh Bien district, Tan Chau town, An Phu district possess certain advantages that enable to attract millions of tourists every year. Actually, the region has captured a large number of millions of tourists over recent years. According to the official records, the total number of visitors was more than 9.2 million in 2019, and eighty-seven percent of tourists who visited An Giang were domestic tourists. However, the region has also faced challenges because of a shortage of cooperation between the different tourist attractions in the An Giang province. Moreover, tourism cluster in An Giang was duplicating the offerings of other destinations in the region. Regarding the regional integration globalization. Therefore, this article focuses evaluating on advantage levels of tourist attractions in the An Giang province, thus providing suggestions for exploiting effectively these tourist attractions in the region.

2. Research method

Collected indicators included 8 indicators, such as attractiveness, infrastructure, management, sustainability, linkage, location, capacity and tourist operation timetable:



Graph of indicators

The advantage level of the evaluated indicators:

TT	Indicators	Advantage levels				
		(5)	(4)	(3)	(2)	(1)
1	Attractiveness	Very attractive	Attractive	Medium	Unattractive	Extremely Unattractive
2	Infrastructure	Very good	Good	Medium	Bad	Extremely bad
3	Management	Very good	Good	Medium	Bad	Extremely bad
4	Sustainability	Very good	Good	Medium	Bad	Extremely bad
5	Linkages	Very high	High	Medium	Low	Very low
6	Location	Very advantage	Advantage	Medium	Disadvantage	Extremely isadvantage
7	Capacity	Very large	Lager	Medium	Small	Very small
8	Time	Very long	Long	Medium	Short	Extremely short

In order to identify the weight of the indicators, the research employed Analytic Hierarchy Process – AHP. The AHP is a structured technique for organizing and analyzing complex decisions, based on mathematics and psychology. It was developed by Thomas L. Saaty in the 1970s

The group of the advantage levels of tourist attraction:

TT	Levels		Scores	Ranking
1	Tourist attractions with high advantage	*****	4,21 – 5,0	I
2	Tourist attractions with advantage	****	3,41 – 4,2	II
3	Tourist attractions with medium advantage	***	2,61 – 3,4	III
4	Tourist attractions with less advantage	**	1,81 – 2,6	IV
5	Tourist attractions with disadvantage	*	1,0 – 1,8	V

3. Result and discussion

Regarding to the above evaluating indicators, this research synthesized and evaluated the tourist's attractions in An Giang provine. More detailed descriptions of the tourist attractions of An Giang province are shown in Table 1.

Table 1. A synthetic evaluating of the tourist attractions

TT	Tourist attractions	Indicators								Total	Ranking
		Attractions	Infrastructure	Management	Sustainability	Linkage	Location	Capacity	Time		
I. Historical and cultural monuments											
1	Ba Chua Xu Nui Sam temple	1.2	1	0.75	0.52	0.45	0.21	0.3	0.25	4.68	I
2	Thoai Ngoc Hau tomb	0.96	1	0.75	0.52	0.45	0.21	0.3	0.25	4.44	I
3	Tay An pagoda	1.2	0.8	0.6	0.52	0.45	0.21	0.24	0.2	4.22	I
4	Hang pagoda	1.2	1	0.75	0.52	0.45	0.21	0.3	0.2	4.63	I
5	Vinh Nguon temple	0.96	0.6	0.45	0.39	0.45	0.21	0.3	0.2	4.01	II
6	Chau Phu temple	0.96	0.6	0.45	0.39	0.45	0.21	0.3	0.15	3.51	II
7	Tuc Dup historial monument	0.96	0.8	0.75	0.65	0.18	0.14	0.24	0.2	3.91	II
8	Ba Chuc historial monument	0.72	0.6	0.45	0.39	0.18	0.14	0.18	0.15	2.81	III
9	Tam Buu pagoda	0.72	0.6	0.3	0.39	0.18	0.14	0.12	0.1	2.55	IV
10	Phi Lai pagoda	0.72	0.6	0.3	0.39	0.18	0.14	0.12	0.1	2.55	IV
11	O Ta Soc	0.72	0.4	0.15	0.14	0.18	0.14	0.12	0.39	2.55	IV
12	Xvayton pagoda	0.96	0.4	0.45	0.39	0.18	0.14	0.12	0.15	2.79	III
13	Van Linh pagoda	1.2	1	0.6	0.52	0.36	0.14	0.3	0.2	4.32	I
14	Adilac Buddha pagoda	1.2	1	0.6	0.52	0.36	0.14	0.3	0.2	4.32	I
15	Buddha pagoda	1.2	1	0.6	0.52	0.36	0.14	0.3	0.2	4.32	I
16	Ba Chua Xu Bau Muop temple	0.72	0.8	0.6	0.52	0.45	0.21	0.3	0.25	3.41	II
II. National ojects											
17	Mubarak mosque	0.72	0.6	0.45	0.52	0.27	0.14	0.18	0.15	3.03	III
18	Da Phuoc village	0.72	0.4	0.45	0.39	0.27	0.14	0.12	0.15	2.64	III
19	Chau Phong village	0.72	0.4	0.45	0.39	0.27	0.14	0.12	0.15	2.64	III
III. Trade Villages											
20	Chau Doc village	0.72	0.6	0.45	0.39	0.36	0.14	0.18	0.15	2.99	III
21	Van Giao village	0.72	0.4	0.3	0.39	0.36	0.14	0.12	0.15	2.58	IV
22	Chau Giang village	0.72	0.6	0.45	0.39	0.27	0.14	0.12	0.15	2.84	III
IV. Ecological landscapes											
23	Tra Su indigo forest	1.2	1	0.75	0.65	0.36	0.21	0.3	0.2	4.67	I
24	Ta Pa lake	0.72	0.4	0.15	0.52	0.18	0.14	0.12	0.1	2.33	IV
25	Soai So – Suoi Vang lake	0.72	0.6	0.6	0.52	0.27	0.14	0.18	0.15	3.18	III
26	Bung Binh Thien lake	0.72	0.4	0.3	0.26	0.09	0.07	0.12	0.1	2.06	IV

The table 1 illustrates that there are differences between tourist attractions in terms of each evaluated indicators.

- *Attractiveness*: Table 1 shows that Cam Mountain, Sam Mountain and Tra Su Indigo forest are the most attractive tourist attractions in the region due to the diversity of tourism. There are a lot of tourist attractions within beautiful landscapes, such as Tuc Dup Mountain, Vinh Nguon Temple, Mubarak Mosque, Ba Chuc Charnel – house, and Xvayton Pagoda; however, their tourism forms are not various. The rest of the attractions are quite simple landscapes.

- *Infrastructure*: According to table 1, there are 7 attractions that have the best infrastructures and material facilities, including Mieu Ba Chua Xu Nui Sam Temple, Thoai Ngoc Hau Tomb, Hang Pagoda, Tra Su indigo forest, Van Linh pagoda, Adilac Buddha stage, and Buddha pagoda. Particularly, Cam Mountain has utilized the suspension cable in 2015. The system has 3.5 km in length with 2 modern stations and 89 cabins that can transport 8 people each. The VND 300-billion project was designed and invested with a capacity of 2,000 tourists per hour. The rest of the attractions are ranking at medium and less advantages because of certain limitations in transportation, water and electricity-supplying systems, and guesthouses.

- *Management*: The following tourist attractions such as Sam Mountain, Sam Mountain, Tuc Dup Mountain, and Tra Su Indigo forest have a fairly complete management system with separate management functions. These are considered as the main tourist parks in An Giang, and the management system is built and divided into separate parts such as general

management, ticketing department, multimedia department, etc. The rest of the attractions are ranking at medium and less advantages due to the shortage of separate management parts.

- *Sustainability*: Table 1 illustrates that the 26 tourist's attractions in the region are not really damaged. Most of the landscapes are continuously conserved by the original features and could be restored immediately by degradation failures. Some of the historical or religious attractions, such as pagodas and churches, have been downgraded since they were affected by different natural factors. However, the speed of restoring at these attractions is considerable.

- *Linkage*: For the attractions located in or nearby the center of Chau Doc city, linkage ability is considerable. Therefore, the top tourist attractions with the highest rate mainly is in Sam Mountain, Cam Mountain, and the neighboring area. Also, for attractions located far away from the center and difficulty to approach (Bung Binh Thien, Tapa Lake), the linkage ability is lower compared to the attractions above.

- *Location*: The result in table 8 shows that among the 26 places, there are 8 ratings at high advantage because of locating mostly in Chau Doc city where is offered by the convenience of the transportation; some attractions at advantage located in Tinh Bien; most of the attractions at medium advantage located in Tri Ton, and 1 at less advantage located in An Phu that leads to the difficulties in moving because of consisting of a few means of transport within a long distance to Chau Doc.

- *Capacity*: It is clear that the tourist attractions that have the largest capacity include Cam Mountain, Tra Su forest and Tuc Dup. The rest of the attractions are less than because of certain limitations.

- *Tourist operation timetable*: Generally, the implementation of An Giang tourism is affected because of fewer tourism forms and activities that lead the travelers to visit according to the seasons. However, Cam Mountain, Sam Mountain, and Tra Su forest are the most stable in capturing the visitors' interests since they have offered the travelers different norms of tourism such as sightseeing tour and religious tour in summer, and culinary tours on rainy days. The rest are limited due to tourism seasons.

Also, according to table 1, the evaluated tourist attractions are divided into four groups. The highest evaluating rate is Ba Chua Xu Nui Sam temple with 4.68, and despite, Bung Binh Thien is the lowest rate with 2.06. The different groups of tourist attractions are diagrammed by the Radar Chart type.

- **Group I. Tourist attractions with high advantage**

Among the total of 26 selected tourist attractions, there are 8 attractions at group I, accounting for 19.6 percent of the total of the evaluated tourist attractions. The average value of this group is 4.45. In which there are 3 tourist attractions with a higher average value to 4.45, include Ba Chua Xu Nui Sam temple (4.68), Tra Su indigo forest (4.67), and Hang pagoda (4.63). These are the most attractive tourist attractions due to the diversity of tourism, and also are the most well-known destinations in An Giang. Ba Chua Xu Nui Sam is considered the most significant attraction with most of the higher indicators than others in this group. Ba Chua Xu Nui Sam Temple is where people come to join religious ceremonies with the belief that they will bring prosperity to the

visitors and success to their businesses. Basically, the tourism in An Giang heavily depends on the success of the Ba Chua Xu festival, thanks to its contribution in terms of the volume and expenditures of visitors, its prestige and its unique qualities. Tra Su Indigo Forest symbolizes the beauty of An Giang's flooding season with flooded mangrove forest habitat and abundant flora and fauna. With an area of 845 ha, Tra Su is the home to about 140 plant species, 11 mammal species, and 23 fish species, including rare species which have a great value in science. The rest including Thoi Ngoc Hau tomb, Van Linh pagoda, Tay An tomb, Buddha Pagoda, and Adilac Buddha stage have lower scores than the attractions mentioned above.

For the geographical location, most of these attractions locate in Sam Mountain and Cam Mountain areas, belong to Chau Doc city, Tri Ton district, and Tinh Bien district. Based on the best advantage for regional tourism development, the linkage of these attractions will contribute to enhance the competitions as well as create provincial unique tour linked with other provinces in Mekong Delta.

- **Group II. Tourist attractions with advantage**

With 4 tourist attractions, this is the group with the smallest number of tourist attractions, making up 14.2% of the total number of tourist attractions rated. Compared to the group's average value (3.71), there are 2 tourist attractions with higher scores including Vinh Nguon temple and Tuc Dup historical monument with 4.01 and 3.91 respectively. The strengths of these attractions are indigenous tourism resources as well as the complete facilities system. The attractions have certain advantages for future development within the different types of tourism. In fact, that are defined as the regional tourist attractions since they are limited at the utilization of facilities as well as the forms of tourism and its services. The rest of the tourist attractions have lower than average indicators mainly due to limited accessibility (Ba Chua Xu Bau Muop, Chau Phu temple).

These attractions have scattered in An Giang. Besides Chau Phu temple located in Chau Doc city, the last 3 tourist attractions distribute scattered in Tri Ton and Tinh Bien district.

- **Group III. Tourist attractions with medium**

This group has 8 tourist attractions and accounts for 30.8 percent of the total number of selected tourist attractions. The tourist attractions with a higher value than the group average (2.86) include Ba Chuc historical monument, Soai So – Suoi Vang, Mubarak mosque, and Chau Doc village. These tourist attractions mostly located on in Tri Ton, Tinh Bien district and Tan Chau town. The tourist attractions of group III such as Chau Doc Float village, Soai So Suoi Vang lake, Mubarak Mosque, Chau Giang and Da Phuoc village, Ba Chuc Charnel – house, and Xvayton Pagoda are at medium advantage because they have been just developed locally.

- **Group IV. Tourist attractions with less advantage**

This group included the 6 following attractions such as Bung Binh Thien, Tam Buu pagoda, Phi Lai pagoda, Tapa lake, Ba Chuc Charnel – house, and Van Giao village, accounting for 23.1% total number of tourist attractions. The average value of this group is only 2.43. Most of these tourist attractions are generally in potential and

initially exploited for only local tourism development because of certain relevant limitations of infrastructure as well as tourist services.

4. Conclusion

In the An Giang province possesses certain advantages for tourism development and maintain this impressive number for a decade. However, regarding the evaluation on the advantage levels of the 26 tourist attractions in the region, it illustrates that tourist attractions with higher attractive mainly located in Chau Doc and its neighboring area. For the group I and II, the local government should not only maintain the current spiritual tourism but also develop heritage tourism as well as diversify other tourist activities. Advertising activities or promotional campaigns should be held in current popular spiritual tourism destinations, aiming at a large number of spiritual tourists. Some potential activities of promotional campaigns could include farm tour and press trip. A well-developed website to introduce the beauty of the tourist attractions and provide necessary travel information should be maintained properly. For group III and IV, the government should look for cooperation with the non-state sectors to sponsor infrastructure projects.

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ĐÁNH GIÁ MỨC ĐỘ THUẬN LỢI CỦA CÁC ĐIỂM DU LỊCH ĐIỂM DU LỊCH TẠI TỈNH AN GIANG, VIỆT NAM

TÓM TẮT

Nghiên cứu này được thực hiện nhằm đánh giá mức độ thuận lợi của các điểm du lịch tại vùng trọng điểm du lịch tỉnh An Giang. Trong nghiên cứu này, đánh giá 26 điểm du lịch với 8 tiêu chí bao gồm mức độ hấp dẫn, cơ sở hạ tầng, khả năng quản lý, tính bền vững, khả năng liên kết, vị trí, sức chứa và thời gian hoạt động. Kết quả nghiên cứu chỉ ra rằng, trong 26 điểm được đánh giá có 8 điểm ở nhóm I (mức độ thuận lợi cao), 4 điểm nhóm II (thuận lợi), 8 điểm nhóm III (thuận lợi trung bình), và 6 điểm ở nhóm IV (kém thuận lợi). Để khai thác có hiệu quả tiềm năng, các nhà quản lý hoạch định chính sách cần tập trung nâng cao dịch vụ của các điểm du lịch có mức độ thuận lợi cao, đồng thời đa dạng các sản phẩm loại hình du lịch ở các điểm du lịch có mức độ thuận lợi trung bình và kém.

Từ khóa: Mức độ thuận lợi, điểm du lịch, tỉnh An Giang