

SOLUTIONS FOR TOURISM IN KON PRING COMMUNITY-TOURISM CULTURAL VILLAGE IN MANG DEN TOWN, KON PLONG DISTRICT, KON TUM PROVINCE

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Abstract – *This study surveyed 100 domestic tourists who visited Mang Den town by convenient sampling method. The method used to analyze primary data is descriptive statistics. Research results have proposed 5 factors to assess the current situation of tourism development in Mang Den Town, Kon Plong District, Kon Tum Province, including: (1) Tourism resources; (2) Tourism infrastructure; (3) Quality products and services; (4) Local human resources; (5) Security. Through the evaluation results with data authentic research, research and propose some solutions to effectively exploit Kon Pring village in tourism development. Research results will benefit the local economy, community, managers and tourism businesses in organizing, managing and developing tourism, especially Kon Pring community tourism village, Mang Den town.*

Keywords: *Kon Pring community tourism village, Kon Pring village tour, Tourism, Mang Den town*

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I. Introduction

The tourism industry is increasingly asserting its position in society by contributing to the national economic development, becoming a spearhead economic sector of the country. To contribute to the development of tourism, the creation of new tourist attractions that attract tourists is one of the things to do.

Among the "emerging" tourist destinations in recent times, Mang Den is the most mentioned name. When it comes to Mang Den, what makes people flutter is not only the majestic scenery but also the beautiful features of the colorful traditional ethnic culture. Therefore, here arises another type of tourism, which is cultural tourism to learn about the lives of ethnic minority communities. Since then, community tourism villages have been formed and developed. One of the most mentioned places with diverse cultural characteristics is the Kon Pring community tourism village. With the advantage of being a place where ethnic minority villages live, there are traditional customs that are still distinct and unmixed.

Community-based tourism (CBT) in Kon Pring promises to be a breakthrough in tourism of Mang Den in particular and Kon Tum province in general. Therefore, it is very necessary to develop solutions to contribute to the development of community tourism, exploit the potential and promote tourism to attract tourists to Mang Den. It is one of the urgent issues of not only local authorities but also a task of all levels of the tourism industry.

Mang Den is the district town of Kon Plong District located to the east of Kon Tum Province. Mang Den, which is famous for its national eco-tourism site, is favored as "the second Da Lat of Vietnam". This place is famous for its cool climate, the average temperature is about 19-21°C with many lakes such as Toong Dam Lake, Dakke Lake, Toong Ly Leng Lake with many waterfalls such as Pa Sy Waterfall, Dakke Waterfall and Dak Pne Waterfall. Besides, there are many ethnic minority villages with diverse cultural colors. Kon Pring Community Tourism Village is one of four major tourist villages in Kon Plong district. This is the living place of the M'Nam ethnic group. Kon Pring village has a peaceful, simple and rustic beauty with images of wooden houses and traditional paintings imbued with the identity of the M'Nam people. Besides taking advantage of the available tourism potentials and resources, it is also very important to recognize and offer solutions to develop community-based tourism for the future.

In recent years, Kon Pring cultural village has made significant contributions to the general economy and is gradually asserting its position and role in the district's average income. Therefore, giving solutions to further develop the type of community-based tourism in Kon Pring to create quality and attractive tourism products is a matter of practicality. From the above problems, the author chooses the topic "Solutions to develop CBT in the community tourism village of Kon Pring, Mang Den town" to be the research topic for his graduation thesis. Research on solutions to develop community-based tourism in Kon Pring community-based tourism village gives results that can be applied in practice, contributing to the development of tourism in Mang Den town. in particular, and Kon Tum province in general.

II. Literature review

Summarizing the knowledge and understanding of the domestic and foreign scientific community that have been published related to the researched issue. The tourism industry is increasingly asserting its position in society by contributing to the national economic development, becoming a spearhead economic sector of the country. To contribute to the development of tourism, the creation of new tourist attractions that attract tourists is one of the things to do.

Among the "emerging" tourist destinations in recent times, Mang Den is the most mentioned name. When it comes to Mang Den, what makes people flutter is not only the majestic scenery but also the beautiful features of the colorful traditional ethnic culture. Therefore, this place arises another type of tourism, which is tourism culture to learn about the life of ethnic minority communities.

III. Research methodology

3.1. Research questions

- 1. What are *the current situations of community-based tourism in Mang Den Town, Kon Plong District, Kon Tum Province?*
- 2. What are suggested solutions to developing community-based tourism *in Mang Den Town, Kon Plong district, Kon Tum Province?*

3.2.Participants:

This study surveyed 100 domestic tourists who visited Mang Den town by convenient sampling method.

3.3.Tools: The methods used to analyze primary data are descriptive statistics.

Secondary data collection and processing

Secondary research data is collected through quoting from tourism statistics, reports, policies, and development projects of various levels. Besides, secondary data is also collected through graduation theses, master's and doctoral theses, scientific articles, scientific journals, bookstores, libraries, Internet and learning resource center (LRS) from Can Tho University.

Methods of data collection and processing

Information and materials collected through domestic and foreign researches, curricula, relevant articles of district departments; statistics of localities, organizations and management levels. On that basis, the selection, system, and processing are performed to conclude the appropriate content for the research topic.

Questionnaire interview method

The study has developed a questionnaire used to survey 100 visitors to Kon Pring CBT Village, the questionnaire consists of 4 parts:

(1) Collecting general information about visitors such as: gender, age, occupation. education level, where you come from, phone number, email of visitors.

(2) About tourism activities: Collecting information about activities, purposes, forms and means of transportation of visitors at Kon Pring CBT Village.

(3) Visitors' assessment: The questions measure visitors' evaluation of the factors affecting the Kon Pring CBT Village. From there, we can see the perception of tourists about the current situation of tourism in the area and research and evaluate to come up with solutions to develop community-based tourism in accordance with the ability of the local community and improve the quality of tourism. quality experience for visitors.

(4) Overall assessment: Assess the level of visitor satisfaction, the ability to return, the intention to introduce and the suggestions of the experienced visitors to build a reasonable solution to develop community-based tourism in the area. locality.

Descriptive statistics method

Descriptive statistics method is the method used to describe the characteristics of the data collected from the survey. Descriptive statistics include: mean statistics and frequency statistics. The average statistical results show how much is the overall rating of visitors on the scale in use. Specific conventions according to Likert 5 to facilitate the commenting process:

Mean < 1.08: Low level

1.81 Mean \leq 2.60: Average

2.61 Mean 3.40: Fair level

3.41 Mean \leq 4.20: Good level

4.21 Mean 5.00: Very good level

Method of testing Cronback's Alpha scale

Cronback's Alpha test is a test that does not distinguish between independent, dependent or intermediate variables, and moderators. All variables are tested equally. The purpose of the test is to ensure the reliability of the measured variables.

Evaluation method, synthesis

Integrated assessment of the impact of community-based tourism based on the analysis and processing of data, documents, research results as well as the impacts of tourism activities on economic development - society in the district. From there, propose solutions suitable for the research.

Methods of charts and maps

The method of charts and graphs helps to describe the spatial image of the point system, and drawing diagrams can easily illustrate the content that the author wants to convey in the research.

VI. RESULTS AND DISCUSSIONS

A. Potential for community tourism development in Kon Pring CBT village

Regarding natural resources, Kon Pring CBT Village is located close to Mang Den town, next to Highway 24, so they all share the same terrain with many hills and plateaus. The climate of Kon Pring which is mild and cool all year round, this place is favorably located in a small valley surrounded by high hills and surrounded by primary vegetation. Owning that topography, Kon Pring Village has created an attraction for visitors through the experience of walking and admiring the natural landscape. The mountainous landscape combined with forests and rice fields, natural resources in Kon Pring are quite abundant, creating an attraction for the tourism industry. Due to the uneven terrain like the plain, the people of Kon Pring mainly grow rice in terraced fields. Besides, Kon Pring also owns many kinds of trees such as pine, peach blossom, myrtle ... this is considered one of the typical natural resources attracting tourists to visit. The diverse system of

rivers and streams with many rivers and streams flowing through the village enriches the topography of Kon Pring. The village also has the Dak Long river system with small streams flowing through, creating a poetic and peaceful landscape

In terms of humanistic tourism resources, also with diverse natural and cultural conditions, Kon Pring has created a rather rich and attractive tourism resource. Currently, Kon Pring CBT village still preserves cultural identities in community and household activities such as making wine making, knitting tools for production and family activities; processing and using specialty foods found in nature or produced by people; special cultural activities such as gongs, sinus dance and many other traditional festivals are still maintained regularly.

B. Situation of CBT tourism development in Kon Pring community tourism village

Tourists coming to Kon Pring CBT Village are mostly domestic, most of them are from neighboring provinces, including Central Highlands and South Central Coast. The total number of visitors in 2019 was 242,700, but by 2020 it will decrease to 199,700 and in 2021, only 82,500 domestic visitors will come to Kon Plong. In general, tourists coming to the district are mainly domestic, but this is also a good sign showing the recovery of tourism after the Covid-19 pandemic. Out of the total tourism revenue of the district, tourism revenue plus Community tourism accounts for about 40%, it can be seen that the revenue as well as the number of guests participating in community tourism in the district is increasing, but it is inevitable that the general impact of the epidemic causes revenue from this type of tourism to decrease.

Table 1. Visitors' opinions on natural resources

Variables	Mean	SD	Ranking
Attractive natural scenery	3.88	0.856	Good
Cool and fresh climate	4.02	0.829	Good
Diverse natural ecosystems	3.93	0.844	Good
The environment is not polluted	3.82	0.833	Good
Various festivals and customs	3.78	0.860	Good
Rich local dishes	3.94	0.851	Good

(Source: Primary data collection results in 2022, n=100)

The "tourist resource" scale group consists of 6 observed variables which are evaluated well and quite satisfy tourists when having variable value of $3.41 \leq \text{Mean} \leq 4.20$, in which the criterion "Cool and fresh climate" has the value. highest value (Mean= 4.02). Thereby, it can be seen that visitors have a good assessment of the inherent tourism resource potential of Kon Pring CBT Village. Through the results of statistical analysis, it can be seen that the attractive natural scenery, cool and fresh climate, diverse natural ecosystems, pollution-free environment, unique local dishes... are the main factors. attract tourists to Kon Pring. Because of that attraction, it is necessary to have measures to exploit, protect and preserve natural resources in a reasonable way to both develop tourism well and not affect tourism resources.

Table 2: Visitors' assessment of tourism infrastructure at Kon Pring CBT Village

Variables	Mean	SD	Ranking
Convenient access roads	3.10	0.759	Fair
Good quality transportation	3.48	0.722	Good
Guaranteed public toilet system	3.47	0.870	Good
Guaranteed water and electricity system	3.51	0.810	Good
Accommodation facilities are widely distributed	3.48	0.745	Good

(Source: Primary data collection results 2022, n=100)

The "infrastructure" scale group includes 5 observed variables, including: convenient roads, good quality means of transport, secure public toilets, secure electricity and water systems, accommodation facilities are widely distributed. Through the results of statistical analysis, we see that the observed variables are rated quite well by visitors $2.61 < \text{Mean} < 3.4$ and well rated $3.41 < \text{Mean} < 4.2$, in which the criteria for electricity and water systems are good. guaranteed to have the highest value (Mean=3.51) . It can be seen that the variable observed that the road is convenient to move has a lower variable value than the other variables. It shows that tourists are not satisfied with the road system here. Thereby, it is necessary to invest in completing the road system, accommodation facilities and building more public toilets... to increase the capacity and ability to meet the needs of tourists in the peak seasons.

Table 3. Visitors' opinions on product and service quality

Variables	Mean	SD	Ranking
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Tourism products and services are diverse and attractive.	3.83	0.739	Good
Reasonable prices for tourism products and services.	3.55	0.757	Good
The reception area is spacious and airy.	3.80	0.829	Good
Delicious and unique dishes.	4.02	0.864	Good
Food service with good quality, reasonable price to ensure food safety and hygiene.	3.76	0.842	Good

(Source: Primary data collection results 2022, n=100)

The scale group "quality of products and services" has 5 observed variables, including: diversified and attractive tourism products and services, reasonable prices of tourism products and services, and a large reception area. Spacious, airy, attractive dishes, good quality food service, reasonable prices to ensure food safety and hygiene. Through the results of statistical analysis, we find that the observed variables are rated well by visitors $3.41 < \text{Mean} < 4.2$, in which the criterion "attractive and special dishes" has the highest value (Mean = 4.02). From there, it can be seen that visitors are quite satisfied with the quality of products and services that visitors have experienced and pay attention to products and services here.

Table 4. Visitors' opinions on local human resources

Variables	Mean	SD	Ranking
Local people are heavily involved in tourism activities	3.81	0.837	Good
Local people are friendly and hospitable	3.69	0.895	Good
Have good tourism service knowledge and skills	3.75	0.821	Good
Dress and style polite, elegant	3.78	0.811	Good
Create a sense of trust and satisfaction	3.90	0.847	Good

(Source: Primary data collection results 2022, n=100)

The group of factors "local human resources" includes 5 observed variables, including: local people are heavily involved in tourism activities, local people are friendly, hospitable, have knowledge and skills to serve tourists. good calendar, dress and style polite, elegant, create a feeling of trust and satisfaction. The results of statistical analysis show that all the criteria are evaluated well when the variable value is from $3.41 \leq \text{Mean} \leq 4.20$.

However, besides factors such as resources, infrastructure, etc., community human resources are also an important factor creating attraction in tourism. Therefore, it is necessary to have a link between tourism and the local community, CBT must have the participation of local human resources in all stages of the tourism business process.

Table 5. Visitors' assessment of security and order

Variables	Mean	SD	Ranking
No beggars	3.69	0.813	Good
No peddling	3.56	0.783	Good
There is no situation of enticing or forcing customers	3.59	0.793	Good
No theft	3.60	0.804	Good
There is no superstition	3.54	0.744	Good
There is no jostling, jostling, disorder	3.71	0.782	

(Source: Primary data collection results 2022, n=100)

The "security and order" scale group consists of 6 observed variables, including: No begging, no street vendors, no soliciting or coercing customers, no stealing, there is no superstition, no jostling, no pushing, no disorder. Through the results of descriptive statistical analysis, we see that all variables are evaluated at a good level of $3.41 \leq \text{Mean} \leq 4.20$, in which the observed variable "no jostling, jostling, disorder" is evaluated. the highest (Mean=3.71). From there, it can be seen that tourists are quite satisfied, secure about order, safety, security at the tourist destination and the ability to well manage the tourist destination of the local community and local government.

It shows that what tourists care about is safety at the destination because a safe and orderly destination creates a comfortable psychology for visitors. At Kon Pring CBT Village, there are no situations such as begging, peddling, rowing, stealing, etc., creating a civilized tourism space for visitors to experience most comfortably.

Visitors' satisfaction with Kon Pring CBT Village, Mang Den Town, Kon Plong District, Kon Tum Province

Through the process of surveying 100 visitors to Kon Pring CBT Village and the results of data processing, we can see that the level of visitor satisfaction with community tourism activities in Kon Pring Village is quite high. There are 68% of visitors feel satisfied, 18% of visitors feel very satisfied, 7% of visitors feel normal, 6% feel very dissatisfied and 1% feel unsatisfied. In general, visitor satisfaction accounts for the majority, but the majority is satisfied and very satisfied accounts for less, showing that it is necessary to improve the quality of tourism here to improve the satisfaction of tourists. traveler. In addition, there is the appearance of neutral, dissatisfied and very dissatisfied in the assessment of tourists, thereby seeing that the satisfaction of visitors is only quite good. Therefore, it is necessary to reduce this rate and increase the rate of satisfied to very satisfied visitors about the Kon Pring CBT village. To achieve the above, it is necessary to propose specific solutions to contribute to the development of tourist attractions to attract tourists to visit.

Visitors' intention to return to Kon Pring CBT Village, Mang Den Town, Kon Plong District, Kon Tum Province

Through the survey of visitors' intention to return to Kon Pring CBT Village again, 56% of visitors said they would come back again, 25% of visitors did not know, 16% of visitors would definitely come back, 3% of visitors Definitely not coming back and no no answer. Thereby, it shows that more than 70% of visitors intend to return to Kon Pring CBT Village, which is a good sign that visitors are interested in the tourist destination and have a high intention to return. Intention to return is one of the important factors that greatly affect the development of local community-based tourism in the present and in the future. The source of visitors wishing to return will create a stable tourism revenue, contributing to maintaining and developing tourism at Kon Pring CBT Village.

Intended introduction of visitors to Kon Pring CBT Village, Mang Den Town, Kon Plong District, Kon Tum Province

Through the survey about visitors' intention to introduce Kon Pring CBT Village to their family and friends, it was found that 66% of visitors intend to recommend to friends and relatives and accounted for the highest percentage, 21% of visitors. would definitely recommend, 9% don't know, 4% definitely don't and no answer no. Thereby, it shows that the majority of tourists will recommend Kon Pring CBT Village to their friends and relatives, showing the attraction of the tourist destination and this is also a potential source of visitors for better tourism revenue.

The survey results reflect the actual situation of tourism in Kon Pring CBT Village and the assessment of visitors, the needs, desires and feelings of visitors at the destination. Although there are conditions and plans for tourism development, they have not really effectively exploited the

inherent natural and cultural resources of Kon Pring CBT Village. Service quality is not of high quality, infrastructure systems such as roads, accommodation, public toilets have not reached the ideal level. Therefore, it is necessary to have solutions to quickly and effectively overcome the above problems to meet the needs of tourists.

B. Solutions for tourism development in Kon Pring . CBT Village

Solution on planning strategy

In the coming time, Kon Pring Culture - Community Tourism Village will really attract domestic and international tourists. The District People's Committee will pay attention to directing and creating conditions for investment projects in the field of tourism - services to accelerate progress; entertainment services in Kon Pring village; guide people interested in investing in the development of tourist accommodation establishments, developing more tourism products.

Solutions on mechanisms and policies

Local authorities need to ensure effective management and optimize their leadership role in community tourism development, with close links and coordination with sectors at all levels related to tourism development. organize and manage the model of community tourism in Kon Pring tourist village.

The State should pay attention to invest in the development of transport infrastructure, ensuring adequate supply of conditions such as electricity and water in the village. At the same time, propose mechanisms and policies to promote the development of Kon Pring CBT to create tourism attraction potential.

Develop mechanisms and policies such as: support together with the community to do tourism, send people with expertise to train the community so that they know about CBT and make CBT effectively. Attract investors by reducing, exempting taxes, lending with preferential interest rates... for projects contributing to tourism development in the village.

Local authorities need to pay attention to the construction of billboards and guide boards to introduce Kon Pring CBT. At the same time, inform the regulations related to the management and exploitation of Kon Pring tourist village.

Solutions for human resource training

Labor resources play a decisive role for all economic activities in resources for socio-economic development. Over the years, Mang Den in particular and Kon Tum province in general have always been interested in creating conditions to promote the role of labor resources. Therefore, the labor force here develops both in quantity and quality.

For Kon Pring CBT to develop, human resources are one of the most important factors. Human resources in CBT in Mang Den are mostly indigenous people. However, CBT is a newly formed type of tourism and people here hardly have a specific concept of community tourism. Therefore, it is necessary to add and build a department with a function of market research and a

group of training experts in this field so that they can train local human resources and give specific directions and plans.

Local levels need to have coordination and cooperation in the development of CBT. In addition, appointing representatives to participate in professional training classes, fostering knowledge improvement in CBT. Learning from experiences in tourism in other provinces, especially those that have succeeded in developing CBT models is a great concern.

The state together with local authorities should have policies that contribute to improving the professional ability of indigenous people. Opening classes on professional skills and tourism services, and fostering on-site guides, the best option is the local community because they are the people who are living in the village and who know well about the history, geography, daily life of the local community along with the customs, practices and festivals here.

Mobilizing funding sources, funding sources and find consulting partners, research and training institutions to conduct training courses at home and abroad for cadres and civil servants. Taking advantage of the EU Project's funding helps with organizing training courses and conferences and seminars to improve the quality of human resources.

Propagating to raise awareness about tourism for tourism businesses, employees and the community; encouraging enterprises and employees to self-train and improve their capacity in accordance with practical needs.

Solution on tourism promotion strategy

Focusing on communication and promotion in many forms, having a strong breakthrough, novelty, and more attractive to tourists from near and far (inviting famous artists, organizing art programs, etc.) especially, hiring professional media units to advise on communication and promotion work.

Promoting promotion on social media by creating tourism websites; CBT pages at Kon Pring CBT Village to promote to tourists near and far and placing tourism billboards at some key stadiums, airports, and traffic routes.

Paying attention to investing in tourism infrastructure, aiming to organize festivals imbued with iconic local cultural identities, creating a distinctive feature that attracts and attracts tourists and investors to Mang Den ...), creating unique and attractive advertising slogans and building the own tourism brand of Mang Den in general and Kon Pring CBT village in particular

Actively associating with neighboring regions and provinces with strengths in domestic tourism to learn and improve the position of linking CBT in Kon Pring with the chain of tourism products in the Central Highlands tourist cluster.

3.3.5 Infrastructure solutions

Investing in developing tourism infrastructure to improve the ability to connect Kon Pring CBT Village with the system of other tourist attractions of Mang Den such as Pa Sy waterfall, Our Lady of Mang Den, Dakke lake... and ensuring traffic safety for tourists.

It is necessary to build a quick and clear road system to create favorable conditions for tourists to access the Kon Pring CBT village. The capital of Kon Pring village has possessed the wild beauty of the mountains and forests combined with a culture imbued with national identity. It was a favorable condition to attract tourists to this place. Therefore, if there is more convenient transportation system, it will become a driving force for tourists to come here, contributing to increasing the number of visitors to generate income, improving the lives of people in Kon Pring village.

Developing new types of transportation to serve tourists. Kon Pring village has a long way to go, so it is necessary to have new means of transport to take visitors around such as horse-drawn carriages, bicycles, etc., so that visitors can have new experiences when coming here.

Building a system of spacious and clean motels and homestays to meet a large number of guests. Upgrade the public toilet system to be cool and clean. To build a dedicated parking lot for vehicles such as 7-seater, 16-seater, 29-seater and 45-seater so that visitors can conveniently move here.

Most tourists come here to experience community life, so the system of restaurants and eateries has not yet formed. If you have a need to use convenient services, you have to travel a long distance. Therefore, it is advisable to build eateries and restaurants near the village to meet the needs of tourists.

Although the electricity and water system is equipped, it is quite small, so it is necessary to have solutions to extend the electricity and water network to the village to both serve the needs of daily life and serve tourists. At the same time, building a network system to meet the needs of tourists staying long-term. Besides, it is necessary to build shopping malls, selling local specialties produced and consumed by the people in the village themselves, concentrating capital using the state budget to attract socialization resources to build investment and develop infrastructure in Kon Pring CBT village.

Local community solutions

For the community, it is necessary to learn about tourism as well as how to serve tourism when welcoming visitors to a tourist destination. Improving professional qualifications, service quality shows hospitality, civility, friendliness in words and behavior towards tourists. Thereby creating a comfortable environment for visitors, creating a good and deep impression in the hearts of visitors, maintaining a polite and courteous attitude when serving visitors to avoid situations of pulling, stalking, and slashing tourists leaving a bad impression in the eyes of visitors.

Constantly preserving and maintaining the typical community activities of Kon Pring Village. Besides, each household in the village also creates its own characteristics to attract tourists. For example, there will still be families who still retain traditional occupations such as wine making, brocade weaving, knitting, etc., taking advantage of its charm to create their own unique features.

Solutions to protect traditional cultural identity

As one of the places to keep the wild features along with the diverse and unique cultural identity that has been preserved for generations. Besides how to develop, the preservation and promotion of these traditional cultural heritages is equally important.

The art of gong culture in the Central Highlands here is one of the strengths of CBT in Kon Pring village. Therefore, it is necessary to have projects to maintain, preserve and develop the art of gongs in the Central Highlands in Kon Pring village and there are investment projects to expand the scale so that gongs become an attractive and unique tourist product. become the strength of Kon Pring. At the same time, focus on supporting and encouraging ethnic minority villages to preserve their traditional cultural identities such as wine making, knitting, and brocade weaving.

Besides, the art of singing and dancing is also a typical cultural feature of the village. In addition to opening training classes for young artisans, local authorities also need to encourage and create playgrounds related to these forms of activities to arouse the passion for continuing the cultural traditions of the people. ethnicity for young people. Cultural festivals will also create a unique attraction for tourists who love to explore domestic and foreign culture. Simultaneously, it is promoting the cultural development of ethnic minorities to all compatriots in Vietnam as well as the world.

It is necessary to support the restoration of traditional occupations of ethnic minorities in the district to create rich products to serve the sightseeing and shopping needs of tourists. For typical traditional products of the Mong people such as skirts, brocade shirts, Trung instruments, crossbows, baskets, etc., opening stalls selling handicrafts, brocade products or to tourists. The schedule of renting brocade dresses and skirts both generates income and promotes the local textile products to tourists throughout the country.

Investment attraction solutions

To develop community-based tourism, the local government in combination with all levels of government must encourage and attract strategic investors, capable and experienced businesses to invest in the construction of complex tourist service areas, community tourism, entertainment facilities, high-class resorts in accordance with new tourism needs and trends. Encourage start-up businesses to innovate, create and diversify tourism types, products and services to suit their potentials, advantages and strengths.

Attracting strategic investors to invest in tourism is one of the necessary factors to create the development of Kon Pring CBT village. The mobilization of economic sectors, especially people to participate in tourism activities is an important factor for investors to properly recognize the development potential of Kon Pring CBT Village and create investment attraction. There are tax exemption and reduction policies, appropriate land planning to create a favorable environment for investors to approach and invest.

Attracting big investors, creating regional tourism links and recently announcing the Cambodia-Laos-Vietnam Development Triangle Tourism Development Plan to 2025, with a vision to 2030 is the "key" has opened the future for the general development of Mang Den tourism in general and Kon Pring CBT Village in particular.

Mang Den is focusing on calling for investment, attracting the attention of economic groups and businesses with strong financial capacity, with the creation of an open mechanism on land fund and land rental price for system development. system of supermarkets, commercial centers, restaurants, high-class hotels... Along with that, the locality focuses on developing accommodation systems in the form of houses for rent, effectively exploiting the areas. tourism and tourist attractions, especially in some ethnic villages.

Solutions for linkage and cooperation

It is necessary to focus on cooperation and linkage between Kon Pring CBT with community tourist attractions in other tourist areas in the province as well as neighboring provinces to build a system of tourist attractions, contributing to diversifying tourism products and attracting tourists to CBT. Building tourism cooperative models to create tourism products. At the same time, there is business association and cooperation with travel companies so that they can build tour routes and bring visitors to Kon Pring CBT. This will create cohesion and coordination between tourist attractions and neighboring areas, create source tours, cultural tourism, cultural identity exchanges, etc., the development of Kon Pring tourism will soon. there are improvements.

Solutions to build typical tourism products

It is necessary to promote the development of community tourism and rural tourism in particular in association with the construction of new rural areas; building cultural villages, craft villages associated with tourism development. In addition, the province also builds tourism products associated with rural areas on the basis of the value chain that tourism activities bring, including the participation of people and communities, contributing to the conservation and development of rural areas. promote cultural values of ethnic minorities in the province, as well as residential areas. Focus on developing community-based tourism products and a number of other

typical and complementary products for tourism development (sturgeon, vegetables, flowers, cold fruits, sim wine, ginseng, red rice, wild pepper). ...).

Reviewing and formulating new planning of tourist areas, attractions and resorts, associated with the district's potentials and advantages, especially forest ecosystems, water surface, climate characteristics, landscape, topography and villages traditional cultural identity of ethnic minorities; planning multi-functional entertainment, commercial and shopping areas; connecting tours and tourist routes inside and outside the province with Mang Den and including Kon Pring CBT Village.

Community benefit sharing solution

Community-based tourism develops based on the local community and the main goal is based on the cultural identity and activities of indigenous people to preserve, maintain and develop typical culture and activities. Thereby improving the local community's life, raising the people's intellectual level, the sense of cultural protection.... Therefore, the basic principle of CBT is to ensure the sharing of benefits with participants with members of the community, including directly, indirectly and without participating in the supply chain.

The most important stakeholders at each CBT destination include local residents, tourists, tourism businesses and local authorities. In which, local residents are considered the center, deciding the sustainable development of the destination. Therefore, in order for CBT to develop sustainably, the issue of how to share benefits from community tourism so that all participants can benefit from conflicts is an important task to achieve the goal of sustainable development. sustainable development.

V. CONCLUSIONS

Community-based tourism is a newly developed form and is becoming a trend in the world and in Vietnam. In order to increasingly assert its position in the structure of the tourism industry, it is necessary to improve in all aspects. CBT brings great impact to local development and local community life in all aspects.

Community-based tourism brings stable income for local people, consuming typical traditional products. At the same time, solving employment problems, contributing to improving the understanding, material and spiritual life and quality of life of local people. From doing community tourism, people are more conscious in conserving and embellishing natural and cultural resources because these resources directly contribute to the creation of their stable lives. Thereby, limiting the negative impacts of tourism activities on the natural environment. The highlight of CBT is the participation of the local community in most tourism activities. The

reasonable distribution of benefits in community tourism is a good condition for this type to develop and go to sustainable development.

Kon Pring CBT Village has full potential to develop community-based tourism. The village is located in a place with poetic natural scenery, where the Xe Dang ethnic people have lived for many generations. With a long formation and traditional cultural beauties that are continued from generation to generation such as the art of gongs in the Central Highlands, knitting, brocade weaving, etc. Living in the mountains and forests, simple but equally attractive. Based on those conditions, it was the basis for the process of implementing the topic "Solutions to develop CBT in Kon Pring CBT Village, Mang Den town". In general, over time, research shows that Kon Pring Village can develop this type of tourism more strongly.

From those conditions, the next thing to do is to come up with optimal solutions, exploiting the potentials of Kon Pring CBT Village such as cultural identity, friendly people, attractive natural landscape, architecture, etc. At the same time, proposing practical solutions contributing to the effective development of CBT in Kon Pring Village is the goal that the local government as well as Kon Tum Province are aiming for. To do that, all levels and sectors need to coordinate with local authorities to make specific plans to bring this type of development into the community and call for investment to mobilize people to participate in tourism activities.

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