

INTERNATIONAL ECONOMIC INTEGRATION TO DEVELOP SUSTAINABLE TOURISM IN SAPA, Vietnam

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Abstract

Sapa tourism occupies an important position in the socio-economic development of Lao Cai. This is a border highland province, located in the middle of the Northeast and Northwest region of Vietnam, 296 km from Hanoi by railway and 265 km by road in general. With its position right on the borderline, and important investment in the restoration of monuments, Lao Cai city is becoming a large-scale tourist destination, each year, there are more than a hundred thousand tourists from China and Visiting from other countries, especially after the Hanoi - Lao Cai expressway system and Fanxipan cable car project came into operation in late 2015.

The number of visitors coming to Sapa has increased dramatically, bringing great revenue to the locality, creating livelihoods and incomes for indigenous people. A survey was conducted with 375 tourists, 100 residents, and 25 cultural and local officials to research and assess the sustainability of tourism development in Sapa (Lao Cai) out of three aspects: economic, social, and environmental to point out the differences in each party's thinking and actions, and the difficulties in achieving sustainability. On that basis, proposing a number of solutions to help Sapa tourism develop sustainably, promote its full potential, and build a strong brand for Vietnamese tourism.

Keywords: Sustainable tourism and tourism, Sapa (Lao Cai), Vietnam.

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1. Introduction

Over the years, sustainable tourism development has become a research topic attracting the attention of both domestic and foreign researchers and businesses, especially research related to planning and planning. tourism development (Butler, R. W. (1993). Sustainable tourism development requires consideration of the elements and principles of sustainable development based on three aspects: economic, social, and environmental. This means ensuring practical and long-term economic benefits for all participants, respecting and protecting the authenticity of social culture and heritage as well as traditional values. and towards the optimal use of environmental resources, conservation of natural heritage (Wheeller, 1991: 93). Currently, many localities in the country choose to develop sustainable tourism as a development orientation, Sapa in Lao Cai province is one of those localities.

Sapa is a hot spot in tourism development, especially after the Hanoi - Lao Cai highway system and the Fanxipan cable car project came into operation from the end of 2015. The number of visitors coming to Sapa has increased dramatically. The variable brings big revenue to the locality, creates livelihoods and income for indigenous people. However, the speed of infrastructure development that does not keep up with the increase of visitors makes Sapa overloaded in all aspects such as traffic congestion, power outages, water loss ... causing frustration for tourists. guests and controversy among the people. In order to have an overview and an objective assessment of the sustainability of tourism development in Sapa, the article focuses on analyzing the current situation, development potential, and participation of stakeholders; thereby proposing solutions to develop tourism towards sustainability.

The risk of marine environmental pollution due to the significant impact of tourism activities (Environment and sustainable development, 2013); The risk of instability and security, and some social problems in the area, the spontaneous development lacks the synchronization of the types of tourism services. The rapid development of tourism has created many jobs to increase income for the Sapa people and made an important contribution to the socio-economic development of Lao Cai province. However, along with that, the amount of waste from tourism activities has also increased rapidly, making the natural and social environment in this locality under enormous pressure.

In the past 5 years, Sapa tourism has always kept growth at two digits. In 2019, there were 2,420,000 tourists coming to Sapa, up 14% over the same period in 2018; total revenue from tourism services reached 4,000 billion Dong, increased over 18% over the same period last year. In the first quarter of 2020, Sapa National Tourist Area welcomes more than 800,000 visitors, bringing the total revenue of more than 770 billion VND. The rapid development of tourism has brought about an increase in the amount of waste from tourism activities, creating great pressure on the natural and social environment in this locality. Only the amount of domestic waste in the center of Sapa town is now 27 tons/day, an increase of 5 times compared to that of 2014 at 5.3 tons/day.

However, protecting the environment so that Sapa can develop tourism in a sustainable way is still a big challenge in the current period. According to the calculation of the specialized agency, the inorganic landfill of Sapa district in Ban Khoang commune can only withstand for about a year before it has to stop working. In addition, Sapa currently lacks public toilets and a lack of daily-life waste gathering points are the causes that make the environment and landscape of Sapa national tourist area not clean and beautiful. All people and tourists coming to Sapa National Tourist Area have the same desire to live and play in a green, clean and beautiful environment. That will become a reality when the whole community has a sense of joining hands to protect the environment. Therefore, with the

efforts of the authorities and local authorities, it is thought that each citizen, each tourist should raise awareness, join hands to protect the environment.

2. Overview of Sapa situation

Sa Pa is home to many ethnic groups, including 6 main ethnic groups: Mong, Dao, Tay, Kinh, Giay, Xa Pho (Phu La). The ethnic minorities live mainly on agriculture, forestry, and traditional handicrafts such as brocade weaving, bamboo, and rattan weaving ... The Kinh people live mainly in the town of Sa Pa and live on agriculture. commercial service. Although the region's tourism is quite developed, the ethnic minorities who benefit from tourism are limited, so the lives of the ethnic minorities are still difficult, and the educational level is low.

Terraced fields are characteristic of high mountainous Sa Pa interspersed with low hills. Due to the great divisions and the long-standing cultivation techniques of the indigenous people here have created terraced fields with winding morphology, both magnificent and beautiful, attracting visitors from all over the world. Including terraces in Muong Hoa valley, this place has been ranked national heritage in October 2013.

According to 2017 statistics, domestic and foreign tourists tend to pour heavily to Sa Pa, as of December 31, 2017, the number of tourists coming to Sa Pa has reached more than 1.7 million, nearly double. times compared to 2016, bringing in revenue of nearly 2,000 billion VND. This will be a golden opportunity for tourism in Sa Pa to develop strongly in the coming time. (Lao Cai Department of Culture, Sports and Tourism, 2017). The average spending of tourists is from 300,000 - 950,000 VND / day, of which, the average spending of international tourists is about 650,000 - 850,000 VND / day (equivalent to about 30-40 USD / day). Domestic tourists spend lower than international visitors with spending from 450,000 - 650,000 VND / day (equivalent to about 20-30 USD / day). Tourism revenue is mainly from food and accommodation.

The water resources of Sa Pa are plentiful. This is the source of the two systems of Bo and Dam streams. Each year, these two streams are replenished with considerable rainfall, leaving a large amount of surface water and groundwater.

The rich surface water source creates a beautiful waterfall which is woven into a lyrical story such as Silver Waterfall, Love Waterfall, Cat Waterfall. Sa Pa also has a super light water source in Dak Co (Trung Chai commune), has great value for health, so it needs to be invested and studied to put into exploitation and use. In particular, the hot spring source (Ban Ho) has a temperature of up to 40 o C, which is of great value for resort tourism.

Humanistic tourism resources are valuable values for tourism development. These resources include tangible cultural values such as cultural-historical sites, archaeological sites, traditional handicrafts... Intangible cultural values such as folklore, the festival... demonstrates the cultural identity of the locality. Humanistic tourism resources in Sa Pa currently include types of tourism resources - festivals, traditional market tourism resources, traditional handicraft tourism resources, architectural tourism resources. housing and culinary resources.

3. Theoretical basis

3.1. Travel and tourism market

3.1.1. Sustainable tourism and tourism industry characteristics

In tourism, there are many definitions of sustainability and persistence the ability to develop (Butler, 1999b). The World Tourism Organization (WTO, 2001) prefers the following definition of sustainable development - an option: Sustainable tourism development meets the needs of today's tourists and archives the region while preserving protection and increase opportunities for the future. Sustainable tourism development is the development trend of world tourism, is the process of maximizing economic benefits, not harming resources, and not negatively affecting the environment. Sustainable tourism cannot be separated from sustainable development.

In 1987, the Brundtland Commission Report defined sustainable development as 'development - referring to meeting the needs of the present without compromising the ability of future generations to meet their own needs. they (UNWTO, 2018). The Committee further emphasized that sustainable development is not a fixed state of harmony, but a dynamic process of change 'all harmonizing and enhancing both

present and future potential to respond to human needs and aspirations' (UNWTO, 2018)

Tourism is a phenomenon that exists with the development of humans, is one of the increasingly inevitable needs to help people regulate their own lives in society and nature. The emergence of tourism demand stems from a desire to temporarily leave everyday life, by peaceful means to a place other than residence for the purpose of restoring health, improving knowledge, and not creating income (Caluwé and Vermaak, 2006).

The development of the productive force and the division of labor makes tourism economic activity. Tourism as an economic sector really appeared in the mid-nineteenth century. The period of ancient Egypt and Greece: the phenomenon of traveling appeared, that is, the trips of politicians and merchants. Roman civilization: The Romans organized trips to visit Egyptian temples and pyramids, and temples along the Mediterranean. Feudal period: tourism activities were more widely established, trips aimed at festivities for sightseeing and entertainment by the rulers of kings, bureaucrats flourished, areas of therapeutic value, and health recovery attracts tourists. Modern period: Tourists focus mainly on the wealthy capitalists, the aristocracy in society. Modern era: The development of technology and scientific inventions make tourism rapid progress, that is the appearance of trains, cars, and especially aircraft, travel becomes a demand. important to humans (Vosburgh, 2007).

Tourism as an economic sector only really appeared in the mid-nineteenth century. It was in 1841 that Thomas Cook, the British organized the first crowded domestic tour, then went abroad to mark the birth of the tourism business organization. In the 1880s, France, Switzerland, and Austria had a very developed modern hotel business. Especially from the 1950s onwards, the tourism industry has developed strongly and has become a very important economic sector of most countries in the world.

3.1.2. Tourists

Visitor: The United Nations Conference on International Travel and Tourism held in

Rome-Italy, 1963, proposed a general term for visitors: "Any person visiting a country other than the country in which the person is living for any other reason than for wage employment in the country in which the person is visiting ". Visitors are divided into two categories: tourists and visitors.

- *Tourist*: is a visitor staying in another country (or staying in a regular place) for more than 24 hours and staying overnight for the purpose of the journey can be classified into one in the following names: leisure, leisure (recreation), holiday, sport, health, study, religion, family, business, conference.

- *Excursions*: also known as a day visitor. Be a visitor to stay in an area for less than 24 hours. People traveling to another country or place on a cruise ship are also called visitors. Staff of the crew or crew who do not stay in that area are also called visitors (except for them

- *International tourists*: Vietnam Tourism Law 2005 according to Article 34, Chapter V, those who are listed as international tourists must have the following basic characteristics:

- As a foreigner, overseas Vietnamese to Vietnam to travel (Inbound)

- Vietnamese citizens, foreigners residing in Vietnam to travel abroad (Outbound visitors).

- The purpose of their trip is to visit, visit relatives, attend conferences, go on business trips, do market surveys, sports, cure, pilgrimage, rest....

- International excursionist: a person who meets the above criteria but does not stay overnight is called an international visitor.

- Domestic tourist: any person who lives in a country, regardless of nationality, traveling to a place other than his or her permanent residence within the country for a period of 24 hours or a night and for any reason other than doing a pay-per-visit activity.

3.1.3. Sustainable and unsustainable tourism development

Butler's (1997) thinks that sustainable tourism development is the process of developing and maintaining in a certain space and time (where there are communities and environments), in addition, development will not reduce people's ability to adapt to the environment while preventing negative effects on long-term development. This is a view that has received a high consensus from other authors such as Murphy (1994), Mowforth and Munt (1998). Meanwhile, Machado (2003) emphasizes the sustainability of products in tourism development, he thinks that sustainable tourism development is the process of developing tourism products to meet current needs. tourism, tourism and local communities without affecting future generations' ability to meet the needs (Tosun, C., (1998a).

To clarify the concept of sustainable tourism development as mentioned above, some researchers have discussed the impacts of tourism on the three economic, socio-cultural and environmental sub-systems. Through comparison and evaluation, a list of factors that are considered contributing and sustainable and unsustainable development in tourism is formed. Below, the author would like to introduce this comparison table from Machado's (2003) approach.

Evaluation factors	Sustainable Tourism	Tourism is not sustainable
Growth rate	Slow	Fast
Control level	Have	Are not
Scale	Fit	Not suitable
Target	Long-term	Short-term
Approach method	According to quality	According to the quantity
Method	Seek balance	Seeking the maximum
Subjects participating in control	Local	center
Strategy	Plan first, deploy later	There is no arbitrary planning or implementation
Level of concern	Total	Focus area
Pressure and benefits	Scattering	Concentrate

Manage	All year round, balanced	Seasonal, peak
Manpower use	Local	Outside
Architectural planning	Native	According to the tastes of visitors
Marketing	Focus, according to the object	Suffuse
Use of resources	Moderate, economical	Waste
Regenerating resources	Have	Are not
Goods	Made locally	Import
Human Resources	Have quality	Low quality
Traveler	A few	Greater numbers
Learn the local language	Have	Are not
Sex tourism	Are not	Have
Tourist attitude	Compassionate and polite	Careless
The loyalty of visitors	Return to visit	Do not return to visit

Source: Author's synthesis

3.1.4. The impact between international economic integration and tourism

Today, tourism development in the context of international integration is presenting countries with many opportunities and challenges. International economic integration is the process of linking a country's economy and market with the world and regional economy and markets through measures of market liberalization and openness on all levels. unilateral, bilateral, and multilateral. International economic integration has a broader and higher content than trade liberalization: i) Liberalize the circulation of factors involved in production and business such as capital, technology, and labor; ii) Enforcement of protection of intellectual property rights; iii) Take measures to facilitate trade and investment; iv) Facilitating and liberalizing business travel; v) Develop unified and standard conformity standards; vi) Settlement of commercial disputes according to international regulations.

Tourism in an integrated economy is oriented towards the international quality of services, service infrastructure, management qualifications, and organizational capacity. Therefore, integration requires tourism to gradually modernize, systemize, and quality. In turn, the development of tourism makes the integration of the countries deeper and more efficient, and the development gap gradually decreases. The integration will have a strong impact on the human resources, actively exploited,

developed, and embellished. However, due to the extrovert factor, the cultural identity of the number of tourism products will be affected or even faded. In fact, the process of political integration is inseparable from the integration of the economic process (Molle, 1991).

3.2. Factors affecting sustainable tourism development

3.2.1. Infrastructure development

Infrastructure includes roads, railway stations, , telecommunications systems, water supply, airports, ports, railways and drainage systems, electrical networks ... The development infrastructure will be leveraged to promote socio-economic activities in general and tourism in particular. For the tourism industry, it is a prerequisite factor to ensure easy access to tourist destinations, to satisfy communication and other needs during the trip. Ensure safety and convenience for tourists, provide transport services at an increasingly cheap cost, speed up transportation, save travel time, extend the time to stay in the tourist place, and travel to faraway places.

3.2.2. Develop technical facilities for the tourism industry

Tourism technical facilities are understood as all technical and physical aspects mobilized in the exploitation of tourism resources to create and deliver services/goods that satisfy demand. of visitors on their journeys. In this way, they include both technical facilities of the tourism industry and

technical facilities of other sectors of the national economy involved in exploiting tourism potentials such as Road systems, bridges, telecommunications, electricity, and water ... This also affirms the close relationship between tourism with other industries in the interdisciplinary relationship.

3.2.3. Travel resources

Tourism resources, according to the Vietnam Tourism Law 2017: "Tourism resources are natural landscapes, natural factors, and cultural values as the basis for forming tourism products, resorts, spots. tourism, to meet tourism needs. Tourism resources include natural tourism resources and cultural tourism resources".

Tourism resources are a condition, an important input factor for tourism activities, and also a factor affecting sustainable tourism development. The quantity, type, structure, diversity, location, and exploitation capacity have a direct and huge impact on determining the orientation, development goals, and selection of typical tourism products, identify tourism development solutions.

3.2.4. Human resource training development

Tourism is an important industry for many countries around the world. It requires a large workforce of a wide variety of qualifications due to the low level of mechanization of the industry and its clients with a wide variety of needs. Human is the main factor determining the overall success of any unit or organization. In particular, in the service industry in general, the tourism industry in particular, the role of labor quality is even more important.

3.2.5. Tourism industry management and organization qualifications

State management agencies will perform the planning function of the tourism industry so that there will be invested according to the roadmap, ensuring effective investment, reasonable resource allocation for each stage, and choosing the right development. the direction of investment projects. Focusing on the conservation and maintenance of cultural works; to promulgate regulations, mechanisms, and policies to encourage the investment participation of organizations, individuals, and enterprises in tourism

development activities. Prioritizing tourism investment projects with feasible solutions is needed to minimize the impact of tourism on the environment.

3.2.6. Quality of tourism service

The quality of tourism service is the suitability level of services from travel providers that satisfy the needs of tourists. It is the customer's perception of the service quality of a particular firm based on the comparison of that firm's performance in providing services with the general expectations of the customer for all. another company in the same industry. Service quality in the travel business is measured by customer expectations and perceptions.

3.2.7. Community participation in tourism sustainable development

Community participation in tourism activities makes tourism more sustainable. This participation is essential and indispensable in sustainable tourism development, including (1) Local residents; (2) Tourism business establishments; (3) Tourists.

Local residents: Tourism not only affects the economy but also affects the life, tradition, and culture as well as the livelihoods of the community. Community members play an important role both directly and indirectly in tourism development.

Tourists: Tourists are an important subject in tourism relationships, oriented by all tourism management and business activities. By consuming and paying for the consumption of tourism products, the tourist is the one who generates tourism income.

Tourism business establishments: In the tourism business, business establishments exploit and use tourism resources and other resources to create goods and services to serve the needs of tourists and about profit.

4. Research model and research hypothesis

Based on the cultural tourism structure Machado (2003) emphasizes the sustainability of products in tourism development, he thinks that sustainable tourism development is the process of developing related factors including Infrastructure development, Technical infrastructure development for Tourism, Tourism resources,

Development of human resource training, Organization and management level of Tourism, Quality of tourism service, Participation community in sustainable tourism development (After controlling for demographic factors such as age, income and education level). These variables are included in control variables because they have a statistically significant relationship with the dependent variable. To ensure the rigor of the model, these three demographic variables were also included in the model as control variables

• **Research hypothesis**

Hypothesis H1: Infrastructure development positively affects behavior of sustainable tourism development

Hypothesis H2: Developing technical facilities of the industry positively affects behavior of sustainable tourism development

Hypothesis H3: Tourism resources positively affect behavior of sustainable tourism development

Hypothesis H4: Developing human resource training positively affects behavior of sustainable tourism development

Hypothesis H5: The level of organization and management of the tourism industry positively affects Consumer behavior of new electronic product adoption

Hypothesis H6: The quality of tourism services positively affects the behavior of sustainable tourism development

Hypothesis H7: Community participation in sustainable tourism development positively affects behavior of sustainable tourism development

• **Research model**

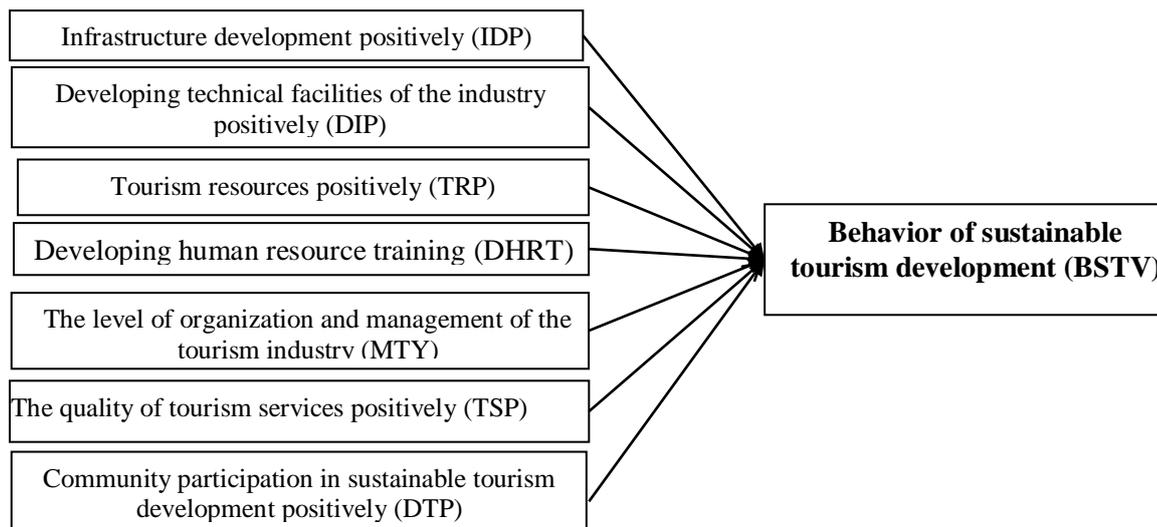


Figure 1: Research Model

Source: By the author

5. Research Methods

The main objective of this study is to measure sustainable tourism development behavior. Independent variables: (1) Infrastructure development positively (IDP), (2) Developing technical facilities of the industry positively (DIP), (3) Tourism resources positively (TRP), (4) Developing human resource training (DHRT), (5) The level of organization and management of the tourism industry (MTY), (6) The quality of tourism services positively (TSP), (7) Community participation in sustainable tourism development

positively (DTP) and (8) Behavior of sustainable tourism development (BSTV)

Before the actual research, the survey was tested with 30 consumers to test the questions to get feedback from the respondents and also to see the reliability and validity of the questions. The questions were divided into two parts. The first part is the questions on the Behavioral scale for sustainable tourism development, including 34 questions measured on a 5-point Likert scale. The second part contains questions about

demographics such as gender, age, occupation and monthly income.

Sampling method: Select a stratified sample according to geographical criteria. Sample units are selected by convenient sampling. Data collection with the help of colleagues was conducted, surveys were carried out with 375 tourists, 100 residents and 25 cultural officials, local officials. After distributing 430 votes, 416 votes were collected, of which 14 were invalid and 400 qualified for analysis.

• Reliability and validity

First, analyze the reliability of the scale through the Cronbach alpha coefficient. The reliability of the question is 0.768, within an acceptable range. Therefore, the scale of this study has relatively high reliability. The study was then evaluated and tested by EFA, CFA, and Alpha Cronbach for each ingredient. The selection criteria are satisfactory when the overall correlation coefficient is > 0.40 , Cronbach's alpha coefficient > 0.60 ; Load factor > 0.40 ; Total extraction variance for $\geq 50\%$ (Hair & Ctg, 1998). Structure Modeling (SEM) is done to understand the relationship between the structure of tourism behavior and sustainable tourism development behavior the steps in the analysis of the structural model AMOS 23.0 (SEM) is CFA analysis analyzing complexity and direct impact analysis, testing the suitability of the hypothetical model, which has been modified (Sentosa et al. 2012).

• Characteristics of the survey sample

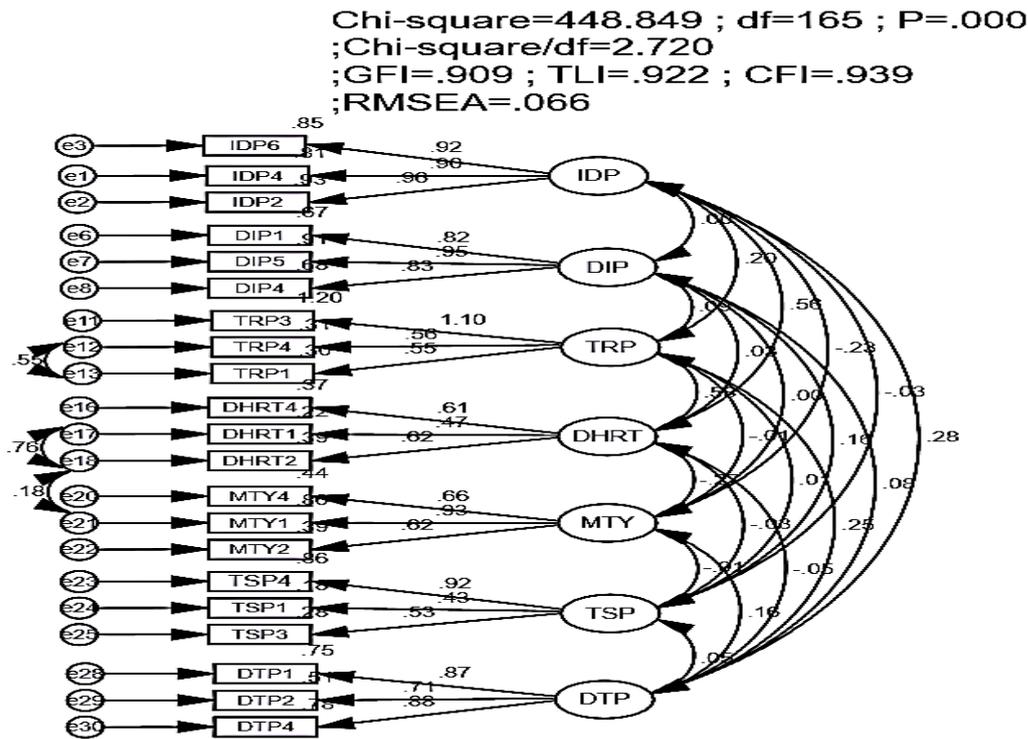
A total of 400 people were questioned, the difference between men and women is low, men account for 45.0% and women 55.0%; more than 4.5% are under 20 years old and 55.0% of them are from 20 to 35 years old. Nearly 35.5% in the

group over 35-50 years old and 5.0% over 50 years old.

• The results of the EFA are summarized showing 30 observed variables in the 7 factors that make up sustainable tourism development behavior and retaining 7 factors with 28 observed variables. The results of the EFA 7 elements of the sustainable tourism development behavior. With the coefficient $KMO = 0.854$, EFA is consistent with the data and the Chi-square Bartlett statistical test 7652.078, the significance level $p = 0.000$. Thus, the observed variables are correlated with each other if considered on the overall scale. The variance extracted by 77,592 shows that the factors derived from 77,592% of the explanatory variance of the data, the eigenvalues in the system are equal to 1,332. So, the tie rate is acceptable. The scales where concepts are excluded by EFA, Cronbach's Alpha coefficients are recalculated and the results are met.

• Confirmatory factor analysis (CFA)

The linear structural analysis shows that the model's chi-squared statistics is 448.849 with 165 degrees of freedom and the value of $P = 0.000$. Chi-squared relative degrees of freedom according to $Cmin/df$ was 2.720 (< 3). Other indicators demonstrated the following results: $TLI = 0.922$ (> 0.9), $GFI = 0.909$ (> 0.9), $CFI = 0.939$ (> 0.9) and $RMSEA = 0.066$ (< 0.08). Therefore, this model fits the data collected. This also allows us to draw individual judgments about the direction of the observed variables. As for the values' convergence, the standardized weights of the scales are > 0.5 with statistical significance being $P < 0.05$, so the scale achieved the convergence value.



(Source: authors' calculations)

• **Structural Equation Modeling Results**

This table shows the results of the suitability test for both structure - teacher immediacy behaviors and student learning outcomes. Structural modeling here results in two sets of data. The appropriate model indices, Chi-square (X²), were used in this study to examine the relationships

among the variables in the model (Hair et al., 2006). AMOS output as presented in tab 3 shows that the models are equipped with good data, thus, the proposed model is appropriate in explaining the relationship between the variables.

Table 3 - Results of the AMOS analyses of the resultant models, author's synthesis

Model	Goodness of fit measures - X ² /df									
	X ²	Df	p	(CMIN/DF)	RMSEA	NFI	RFI	IFI	TLI	CFI
Sample	617.031	219	0.0	2.817	.067	.934	.946	.923	.902	.922
Criteria	P<.05	≥0	-	2 to 3	<.08	>.90	>.90	>.90	>.90	>.90

Legend: X² = Chi-square test, Df = Degrees of freedom, RMSEA = Root mean square error of approximation, NFI = Normed Fit Index, RFI = Relative Fit Index, IFI = Incremental Fit Index, TLI = Tucker-Lewis Index, CFI = Comparative Fit Index.

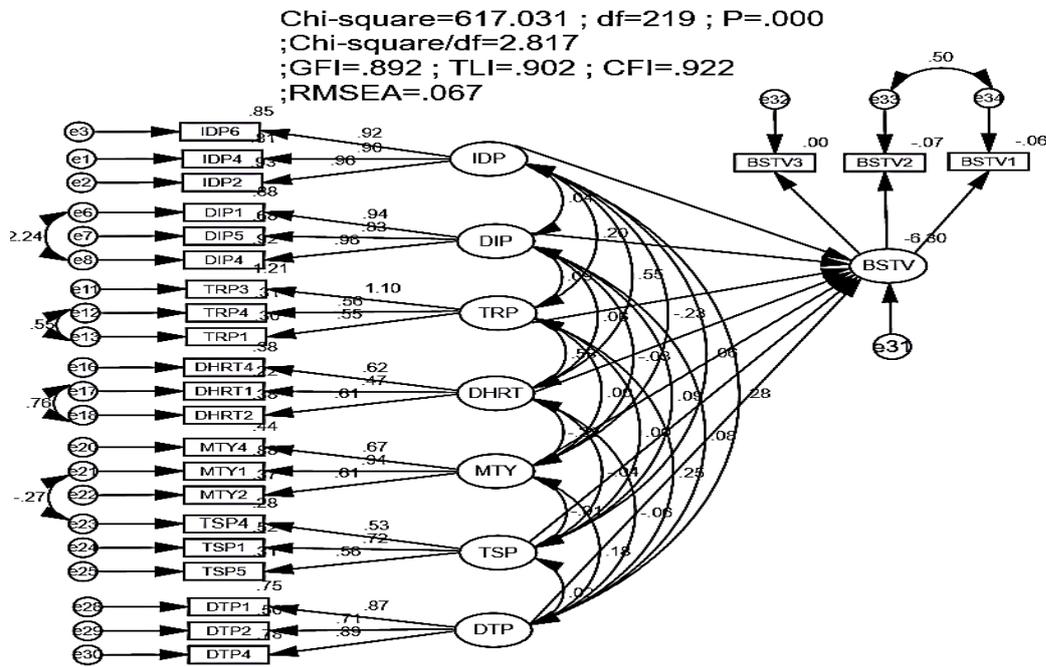
(Source: authors' calculations)

The results show that this model's chi-squared statistics are 617.031 with 219 degrees of freedom (p = 0.000). Chi-squared relative degrees of freedom according to CMIN/DF was 2.817 (< 3). Other indicators are: GFI = 0.909 (> 0.8), TLI = 0.902 (> 0.9), CFI = 0.922 (> 0.9) and RMSEA = 0.067 (< 0.08).

Therefore, this model achieved compatibility with the data already collected. The factors include: Infrastructure development positively (IDP), (ES = 0.032; P = 0.012); Developing technical facilities of the industry positively (DIP) (ES = 0.635; P = 0.000), Tourism resources positively (TRP), (ES = 0.024; P = 0.022), Developing human resource training

(DHRT)(ES = 0.056; P = 0.020), The level of organization and management of the tourism industry (MTY), (ES = 0.156; P= 0.02), The quality of tourism services positively (TSP),(ES= 0.050; P= 0.014) and Community participation in

sustainable tourism development positively (DTP) (ES = 0.162; P = 0.000), they all had the P values <0.05 and the estimated values are normalized



(Source: authors' calculations)

6. Discussion

This shows that the sector technical infrastructure development has the most positive impact, so industry linkage is a group within the same geographic area consisting of companies and agencies linked together by the community. pros and cons. Potential actors in an industry cohesion include suppliers of input products, semi-finished products, machinery, and services; infrastructure providers; end product or service companies; companies of other related industries; manufacturers of complementary products; Government and agencies providing training, coaching, information, and technical assistance services; trade associations.

Developing the training of tourism human resources by training with high quality, equipped with professional knowledge, general qualities and knowledge of tourism environmental resources, the full culture will do giving visitors the right awareness and right behavior, a sense of responsibility to contribute to the protection of

tourism environmental resources and improve the quality of life of the local community.

Organize and manage the tourism industry and improve the quality of tourism services by actively linking investment in transport development, infrastructure, service infrastructure to connect the four world heritage sites and the area, scenic spot, eco-tourism area of the whole region. In particular, to call for domestic and foreign investment to build a number of high-quality attractions and tours with a high level of technology and professional services.

In addition, the community's participation in sustainable tourism development is actively linked to tourist operation: The responsibility for tourist exploitation belongs to the travel agencies at the two ends of the South-North (mainly Ho City). Ho Chi Minh and Hanoi). Each tour operator has its own source of visitors and will divide the area into tourist operations. The ultimate goal is to fully exploit the source of visitors participating in the program. AOP (an

Australian non-governmental organization dedicated to helping poor and vulnerable communities to make sustainable change) in Vietnam cooperates with Da Bac district to develop a CBT model Da Bac aims to increase business opportunities and tourism activities, thereby encouraging an equitable distribution of profits and providing a sustainable source of income for the ethnic minority communities in the district. CBT in Da Bac has achieved remarkable success, changing people's perceptions of tourism and improving income. In particular, the model of community tourism model (CBT) in Da Bia village has entered the list of ASEAN community tourism in 2019.

7. Conclusion

The growth of tourists in upland areas in recent years has largely depended on exploiting and taking advantage of the existing advantages of nature without reinvestment and conservation of upland areas tourism resources. The reason for this situation has occurred and lasted because there is no specialized state management agency in charge of the environment in the tourism industry, and there is no system to control and manage environmental issues related to tourism activities calendar, as well as there is no interdisciplinary coordination in environmental management. Meanwhile, in order to partially minimize the current negative impacts, many synchronous mechanisms and policies are needed. Meanwhile, "In fact, most of the exploitation and investment projects in tourism offer solutions to minimize negative impacts on the environment, but from projects to Execution did not match. The implementation of the project requires the close coordination of many agencies that only need to be loose at a certain stage can damage the operator's intentions. As a result, the projects always have a negative impact on the landscape and environment in highland areas that should be completely limited" (Phạm Trung Luong, 2018).

Thus, sustainable management of ecotourism and upland development is an activity that constantly needs to be reformed on the basis of economic and social science, without any applicable development management model. It is used effectively for all geographic areas, so in

Sapa's specific conditions, sustainable development management of upland tourism is to develop appropriate mechanisms, policies, and tools, based on the Department of science, economy, society, particular of the province, in order to achieve the goal of building and developing the tourism economy of Sapa with a highly competitive position in the economic system of Vietnam and the region. and internationally.

In order to continue to effectively exploit and develop sustainable tourism to match its potential, the authorities and tourism industry of Lao Cai and Sa Pa are continuing efforts to build, facilitate and attract investment, improve the competitiveness of tourism businesses in the area; constantly improve and upgrade infrastructure, especially tourism infrastructure; to attach importance to developing village and village tourism and community tourism; propaganda to raise awareness about tourism among the people as well as the authority, step by step strengthen management, promote professionalism in the field of tourist services

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