

Chapter 1. Introduction

1.1. Background and significance of Study

Vietnam snakes down the entire length of the Eastern Coast of the Southeast Asia Peninsula. It is bound by the South China Sea to the East, Lao and Cambodia to the West and China to the North. Today, its official name is Socialist Republic of Vietnam. In ancient time, Vietnam was known as Dai Viet. During the French period, Vietnam was divided into three zones, namely Tong King in the North, Annam in the Middle and Cochin China in the South.



Location of Sóc Trăng within Vietnam

The province's original Khmer name was Srok Khleang meaning "silver depository" because it was where the Khmer king silver treasury was located, and is one of the 13 province in the Mekong Delta. Located in the Mekong River Plains and is surrounded by Bac Lieu, Can Tho, and Tra Vinh provinces. The main ethnic communities living in Soc Trang are Kinh (64%), Khmer (28%), and Hoa (8%) ethnic groups live together here. The province has 94 pagodas of Khmer group, 47 pagodas of Hoa people. The

province has two seasons the rainy season lasts from May to November and dry season lasts from December to April next year. Annual average temperature is 27⁰C. Annual rainfall is 1,840mm. The province occupies an area of 3,223 km², and has a population of approximately 1,3 million.

1.2. Significance of The Study

Tourism has achieved growth for national better economic and emerges to development country in all sites. The role of tourism industry is the second economic growth of Vietnam which created jobs prospect for three groups people (Kinh, Khmer, China) in the communities, generates income and profits for them

that allows in the different communities based on enhances citizens' living standards, improve physical infrastructure, and alleviated poverty in conformity with the strategy of the Government of Vietnam.

Tourism has been regarded as an engine for growth and poverty reduction. Both developed and developing countries design their policies to generate benefits from the tourism industry. Tourism deserves encouragement and support from the government, tourism as a catalyst for economic growth, and their active participation in the tourism industry for the sake of national political and economic interests.

1.3. Objectives and Results to be Obtained

This study attempts to explore the external environment factor of the tourism sites in Soc Trang City 2016. The study conducts with the studies of the three independent variables namely: environment protection, marketing management, and infrastructure & tourism facilities. Here some is following points talking about main objectives in this study.

1. To research the existing situation of tourism sites in Soc Trang City, Vietnam.
2. To understand about differences of increasing tourist in previous year.
3. To explore information from visitor arrivals to the tourism destination sites in Soc Trang.
4. To purpose guidelines for development tourism planning that could be applied in the future growth of other local tourism destinations in the country.

1.4. Scope of Study

In the order to be easy for making the study manageable sources and data to archives the objective to write the research study which I need few bounds was placed on the study as following:

- Study the information resource the stakeholder for this study focused mainly on the officer group of protected areas management project for tourism sites and international visitors who travelled to Soc Trang City.
- The study issues potentiality sites development of tourism, perception of local community, international visitors and sustainable of the main tourism sites in Soc Trang.
- This study detail more only on tourism field in tourism sites of Soc Trang.
- This primary and secondary data conducted by surveyed result and ministry of Tourism reports, Soc Trang Department of Culture, Sport and Tourism, and also concern to other document which related in this field.

The resource of information and data above conducted by survey questions, it will help me to make that the report I have done get more meaningful and important. That reasons why I collected on during study research and work.

Figure 1. Conceptual Framework

There are five chapters in this topic

