



**A STUDY OF FACTORS INFLUENCING TOURISM
DEVELOPMENT OF HERITAGE SITES IN HANOI**

Mr. NGUYEN TRONG VINH

ID: 6017190016

**SUBMIT IN THE PARTIAL FULLFILLMENT OF THE
REQUIREMENT FOR THE DEGREE OF MASTER IN
BUSINESS ADMINISTRATION GRADUATE SCHOOL
SIAM UNIVERSITY, BANGKOK, THAILAND**

2019

**Independences Study Title: A Study of Factors Influencing Tourism Development of
Heritage Sites In Hanoi**

Author: Mr. Nguyen Trong Vinh

ID: 6017190016

Degree: Master of Business Administration (MBA)

Major: Hotel and Tourism Management

**This is Independences Study has been approved to potential fulfillment of the
requirement for the Degree of Master of Business Administration in Hotel and Tourism
Management**

Advisor.....

Asst. Prof. Dr. Om Huvanand

Date.....

Dean.....

Associated Prof. Dr. Jomphong Mongkunvanit

(Dean of Graduate School of Business)

Date..... 25 Oct. 2019

Siam University, Bangkok, Thailand

Abstract

Title: A Study of Factors Influencing Tourism Development of Heritage Sites In Hanoi

Researcher: Nguyen Trong Vinh, ID: 6017190016

E-mail: trongvinh5@gmail.com

Degree: Master of Business Administration (International Program)

Major: Hotel and Tourism Management

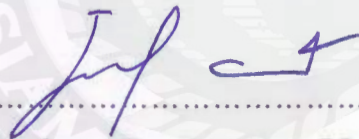
Advisor:



(Asst. Prof. Dr. Om Huvanand)

...../...../.....

Dean:



(Associate Professor Dr. Jomphong Mongkhonvanit)

25 / 10 / 2019

...../...../.....

As a capital of Vietnam, Hanoi is rich in culture, historical and has traditional values. Hanoi has been our capital for almost 2000 years. Therefore, tourism has been strongly developed in Hanoi. Tourism has become one of the most important industries contributing to the economic in Hanoi. The purpose of this research was to explore the significant factors influencing tourism development of heritage sites in Hanoi, and to identify the role of World Heritage sites on domestic and international tourists' decision to visit Hanoi's heritage sites.

The study also found that older tourists were more knowledgeable about the World Heritage status of Hanoi before they started their trips. Thus, the study was conducted to explore the relationship of heritage sites with tourism development in Hanoi. In this paper, first we present a short review of this research, followed by the methodology and the main results of our study. Finally, the research would provide useful insights to local community and government in better planning and managing tourism activities to heritage tourists.

Keywords: Tourism development, Hanoi, World Heritage Sites



ACKNOWLEDGEMENTS

For the completion of the Independent Study, I would like to express my deep gratitude, first of all, to my supervisor. Assoc. Prof. Dr. Jomphong Mongkhongvanit and Adviser. Dr. Om Huvanand who dedicated his precious time to assist me in finding useful information as well as organizing better the research paper. His advices have provided me with not only the foundation of the research issues but also great guidance and inspiration in the understanding of society where I lived and I am living.

The Independent Study would not be successfully carried out without the warmly caring environment given to me by abbot Wat Nak Prok and the monks in this temple whose assistance played a significant role in supporting me, especially during time of full pressures.

I would like also to give countless thanks to the invaluable encouragement I received from my beloved family in Vietnam, especially my parents, Venerable Chi Thien and my supporters whose advices contributed an indispensable part in completing this final work.

Last but not least, special appreciations should come to the sincere help of Venerable Minh Kien, Venerable Vien Hanh, my professors of the department as well as other friends of mine both in Thailand and Vietnam whose words and enthusiasm have always acted as wonderful supports when I was in need.

Thank you,

Nguyen Trong Vinh

Email: trongvinh5@gmail.com

Table of Contents

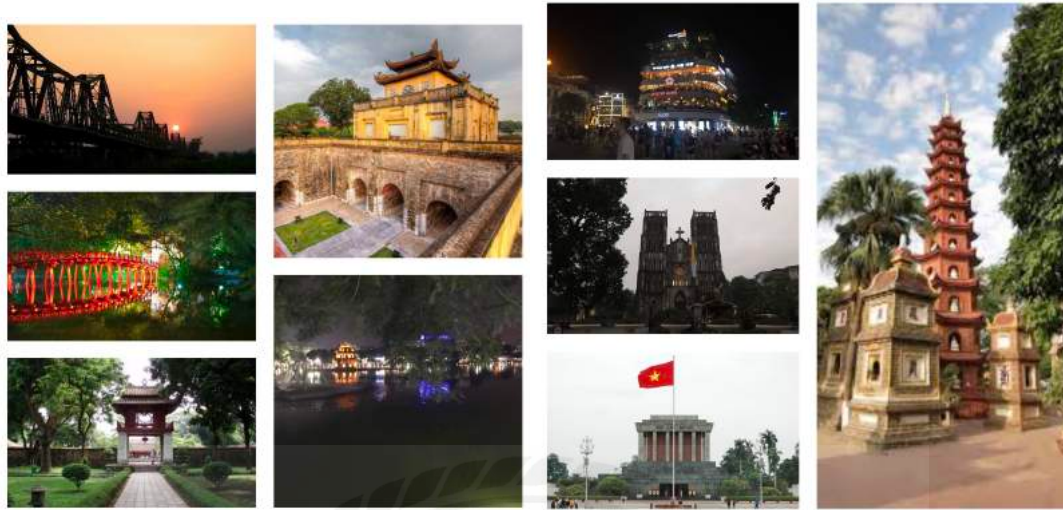
Abstract.....	I
Acknowledgements.....	III
Chapter I. Introduction	2
1.1 Research background	2
1.2 The problem to be investigated	5
1.3 The objective of the study.....	6
1.4 The scope of the study	6
1.5 Research Significance	7
Chapter II. Literature review	9
2.1 Overview of Hanoi Tourism	9
2.2. Definition of Tourism.	9
2.3 The factors influencing travel and tourism.	11
2.4 World Heritage Sites	13
Chapter III. Research Methodology	16
Chapter IV. Finding	17
4.1 Finding	17
Chapter V. Conclusion and Recommendation.....	21
5.1. Conclusion	21
5.2. Recommendations	22
References	24
BIOGRAPHY	29

Chapter I. Introduction

1.1 Research background

Vietnam is a developing country, it is located in Southeast Asia, with Hanoi as its capital. Hanoi is a small and beautiful capital with a victorious history dating back 3,000 BC, profound patriotism and wonderful landscapes. There are four distinct seasons: summer (May-August), fall (September-October), winter (November-January) and spring (February-April) (Dana Filek-Gibson, 2017). Hanoi is one of the selections of international and domestic tourists for tourist destinations. Exploring the beauty of Hanoi with its people and culture should be done once in one's lifetime.

According to the General Statistics Office of Vietnam (January 03, 2019) the Vietnam National Administration of Tourism, Vietnam has attracted International visitors to Viet Nam in December (2018) estimated 1,374,235 arrivals, increase 5.6% over last month and 7.7% over the same period last year. Hanoi is one of the famous places in Vietnam. Hanoi has many attractions to visit and explore. Hanoi is also a popular tourist area for domestic and international visits. Hanoi has been developed in heritage sites. Hanoi is the famous tourist attractions with the heritage sites that is rich heritage culture of Imperial Citadel of Thang Long UNESCO World Sites, Hanoi old quarter, Hoan Kiem lake, Ngoc son temple, Temple of Literature, Water puppet theatre, Ho Chi Minh Mausoleum, Tran Quoc Pagoda, Long Bien bridge, Saint Joseph Cathedral, and The famous food in Hanoi (T. Turner, 2015).



Picture: 1.1 The Heritage sites at Hanoi

However, Hanoi is one of the world's largest tourist centers. To attract tourists, the Vietnamese government is supporting the policies and strategies to attract heritage sites in Hanoi, and Hanoi has become the major tourist center of Vietnam.

Factors influencing the Vietnam tourism industry are: culture, politics, environment, and government involvement, all of these factors influencing are the development of tourism in the country. As Vietnam is one of the oldest nations in Asia, the country has a rich history and culture. That has brought the country's increase in benefits for tourism. Throughout Vietnam's history, religious principles guided and inspired its arts and architecture to make a uniquely Vietnamese style. Such as in Hanoi, there are many national heritages and cultural heritages. There have been globally recognized by UNESCO are the central sector of such as the Central sector of Imperial Citadel of Thang Long (2010), Giong Festival (2010), Stone steles in Van Mieu – Quoc Tu Giam (2010).

Staying at the strategic place in South East Asia, Vietnam is a very populated, and low middle income developing country. The Government's development strategy towards 2025 has considered the tourism industry as one of the most powerful competitive abilities of Vietnam with Thailand, Singapore, Malaysia, etc. Hanoi has many natural beauty spots have been recognized by UNESCO such as Central sector of Imperial Citadel of Thang Long (2010), Giong Festival (2010), Stone steles in Van Mieu – Quoc Tu Giam (2010), and Hanoi has been considered more than 3000 of National Heritage unique attraction by historical and cultural value such as Hanoi old quarter, Hoan Kiem lake, Ngoc son temple, Temple of Literature, Water puppet theatre, Ho Chi Minh Mausoleum, Tran Quoc Pagoda, Long Bien bridge, Saint Joseph Cathedral, and The famous food in Hanoi (T. Turner, 2015). To environmental, historical and cultural resources provide Vietnam comparative advantage over the other countries in ASEAN to develop into "tourist destination". Besides its natural tolerance, the country's political stability has also given a good foundation for its tourism development, the number of hotels into Hanoi. Such as, Metropole Hotel is the Trump-Kim summit held in Hanoi's.



Picture:2.2 Location of Heritage sites in Hanoi

However, Hanoi is serious facing many major obstacles such as small restaurants, small shopping places, poor transport facilities. The tourism to changes in the lives of people living in destination communities and cultural impacts of tourism refers to changes in the arts, customs, rituals, and architecture of a people (Phuong Giang Quach, 2013). Therefore, the local community and government need qualified management, visionary leaders with imaginative and creative minds to find the factors influencing the tourism development of Hanoi.

1.2 The problem to be investigated

Problems which will be investigated are: How to increase the significant factors on international and domestic tourists in Hanoi. What are the advantages and disadvantages of heritage sites in Hanoi Tourism? There has been no investment in advertising, researching the tourism development heritage sites in Hanoi. How the government and local people can avoid problems. How can Hanoi promote landscape, national heritage and cultural heritage, and how to protect tourism development heritage sites. How can Vietnam National Administration of Tourism is be trying with the tourism development plan to increase visitors by heritage sites in Hanoi? The main reason for tourism development heritage sites is the absence of various sectors such as service of accommodation, infrastructure, way of transportation, tour guides, the architecture of a people, natural environment, catering – sightseeing – shopping and entertainment services, and the price of services in national heritage and cultural heritage. What kind of factors can be heritage sites in tourism development? What is getting the highest profit from tourism investment in Vietnam? The aim of this method is to examine the tourism development of heritage sites in Hanoi.

1.3 The objective of the study

The objectives of this study will be study factors influencing the tourism development of heritage sites in Hanoi. The main reason for the selection of this topic is I want to promote and give information from the visitors in the Hanoi area the capital of Vietnam.

1. Finding the factors influencing tourism development of heritage sites in Hanoi.
2. To understand the factors influencing tourism development of heritage sites in Hanoi.
3. This research will explore and understand some behaviors of tourists who visited Hanoi.

1.4 The scope of the study

This research work will be found out the factors influencing tourism development of heritage sites, look into the facilities in Hanoi. This research will be looking at factors influencing the tourism development of heritage sites of transportation. This research will be useful for the factors influencing tourism development in Hanoi.

1.5 Research Significance

Tourism has achieved growth for a national better economic and emerges into a developing country. Tourism has made economic growth of Vietnam, which created jobs prospect for Hanoi people in Vietnam. Tourism is also a general income and profit for them. The direct contribution of Travel & Tourism to GDP in 2017 was VND294,660.0bn (5.9% of GDP). This is forecast to rise by 6.7% to VND314,431.0bn in 2018 (Turner Rochelle, 2018).

Tourism has been known and understood more about socioeconomic tourism, social culture tourism, and ecological tourism in Hanoi.

This research provides extensive analysis and evaluation of sustainable development tourism in Hanoi. This research work will find out the challenge of sustainable development tourism in Hanoi. This research will also find out the suggestion and guideline will help the policy and strategy what is negative and positive in Hanoi.

Vietnam government is looking to promote socioeconomic tourism, social culture tourism, and ecological tourism in Hanoi. The vision and policy of the

Vietnam government about tourism is a sustainable direction development of tourism sites to improve the economy in this country.

This research provides an overview of the factors influencing and tourism development of heritage sites in Hanoi. This research will be beneficial to tourism managers, authorities of Vietnam and local communities. It has found what the factors of heritage tourism, and understanding the weak and strong to develop tourism. It will improve knowledge about how to protect heritage sites and develop tourism in Hanoi. Hanoi can become an attractive destination of heritages sites and attract more tourists from foreign countries.



Chapter II. Literature review

2.1 Overview of Hanoi Tourism

Phuong Giang Quach (2013) explained that Hanoi is the capital of Vietnam, Hanoi has an ancient capital of culture, beautiful and unique city that no one should miss while visiting Vietnam. Hanoi has many types of tourism such as the ecosystem rich as the Ba Vi National Park, cultural heritage tourism arts as Imperial Citadel of Thang Long. Hanoi has been our capital more than thousands of years that why there have many well known historical and cultural monuments such as One Pillar Pagoda, Ngoc Son Temple, Hoan Kiem Lake, Hanoi Citadel... Besides, Hanoi has French influence is still strongly presented until now. Hanoi's facilities and infrastructure for tourism are developed. Hanoi has been supported for transport including airways, land, railways, and sea.

Hanoi Survival Guide (2014), depicted that Hanoi is a good place to stay of who want to visit World heritage such as Halong Bay or Citadel of the Ho Dynasty, Trang An Landscape Complex, and Central Sector of the Imperial Citadel of Thang Long. Hanoi has been reached by train, bus, taxi, or plane. Hanoi Travel Guide (2016), depicted that Hanoi has significant investments in tourism infrastructure to improve the quality of tourism services in heritage sites such as The Old Quarter, Tran Quoc Temple, Hoan Kiem Lake, The Long Bien Bridge... According to Tuan Hoang (2019), Hanoi is ranked as 15 of 25 best destinations in the world by Travelers' Choice. Hanoi has been continued to maintain good growth in both domestic tourists and international tourists. That suggested Hanoi has been attracted tourist destination, popular with domestic and international visitors.

2.2. Definition of Tourism.

William C. Gartner (1996) depicted that tourism is "A person was considered to be a tourist when he moved a specified distance away from his home". It is understandable that there is a function in the tourism sector. This research will propose an integrated empirical model that will present the elements composing both sides of the system in a determined destination (heritage sites in Hanoi), exploring how they are related, and how they produce attractiveness capability.

Dao Truong (2014) explained that tourism could be developed in political purposes, economic sectors, economic growth, and poverty alleviation. Tourism is a strategy to develop in the country's socio-economic. It is the key to an effective way of poverty for local people.

Koteer (2011) defines tourism in the attractiveness of tourist destinations must improve and develop infrastructure, and quality of service. It refers to transportation services, information, and promotional activities, which critically influence the selection process of the destination and all the holiday experiences.

However, Goeldner, Ritchie, & McIntosh (2000, p.20) explains tourism as a sum of the phenomena and relationships based on the interaction among four elements: tourists, business suppliers, host governments, and host communities with the purpose of attracting and serving tourists and visitors.

Additional research highlighted the destination of tourists' satisfaction factors affecting the quality of products and services. Thus, the level of satisfaction helps to increase the percentage of visitors to return to the original destination, and the service

will return to the production process, quality management, risk management to ensure serviced quality should be excellent.

2.3 The factors influencing travel and tourism.

Truong Thanh Cong, (2015) argued that the World Tourism Organization that tourism is the fastest-growing economic sector, and the sector is bringing in a lot of foreign exchange earnings. Employment is not the only benefit brought by the tourism industry, but also the tourism industry can help another sector to employ more people like construction, transport, catering. Tourism can be the catalyst to help in the development of developing countries, and it can often bring economic opportunities to local communities. There are several factors that affect the travel and tourism industry, such as Technology, Culture and Environment, Political, Destination, Poor infrastructure, Service quality, Infrastructure facilities, Natural Conditions-Natural resources, Tourism environment, and Transportation.

Technology: Technological can largely affect the tourism industry. In recent times, technology has improved which reflects on the development of travel and tourism. It brings immense convenience to tourists during their travel. The technology could have a long-standing effect on the tourism industry. For example, in the development of tourism, technology can be shown that perceived compatibility the applicability of mobile payment in the destination (Rob, Sunny.S, Markus.S and Dimitrios.B, 2017).

Culture and environment: Cultural and environmental factors also influence the travel and tourism industry. There exist several cultural - environment factors that are likely to affect tourism profitability and grow. Environment regulations such as carbon emission and noise pollution are fundamental issues that may influence the profitability of tourism (Leonard. K, 2016).

Political: The political aspect also has a huge impact on the industry. Security concerns during travel are a serious concern to travelers. The government needs to provide all the necessary facilities for tourists so that they can travel safely within a destination, such as traveling easily through the railway tracks for rail travel so that the tourist can travel easily and safely (Coban, 2012).

Destination: Another factor is the destination choice, which can affect the industry. Historical places are very common tourist destinations to visit. Many popular places are in higher demand within the tourism industry. In addition, the rules and regulations also impact the travel and tourism industry. When people traveling to a tourist destination then they should bear in mind that, all the rules and regulations stated by that government and should follow during the visit of that particular place. For example, if the camera is prohibited from the site, then it means no videos would be recorded and customers need to be informed by the travel company so that they can follow the rules, and will not affect the agency (Khuong, 2014).

Poor infrastructure: Infrastructure is pivotal for the development of a country's tourism sector. Vietnam's poor public infrastructure is a major barrier to fully developing tourism domestically. The road systems within Vietnam are plagued

with serious deficiencies, including traffic, potholes, efficient pathways between major cities, and unsafe driving. This can easily affect the tourist's image of the country and have a negative experience. Vietnam must develop a strategy to understand the demand for tourist and the competition since this industry is important to growth and business (Truong Thanh Cong, 2015).

Service quality: According to Dao Ngoc Hai (2015), service quality is activities and the results of which a particular party. Service quality is difficult to determine and no effective management strategies. Problem awareness, testing, quality control of services are major problems faced by the researchers. Actual quality and the factors governing it have not yet been quantified. However, service quality and tourist guides of Hanoi are considered as weakness factor and the causes of low return rate for the tourism industry in Vietnam in general and Hanoi in particular.

Tourism environment: It is consisting of natural factors, cultural factors, and elements, artificial factors. Tourism has a relationship with the natural environment. That exists between tourism and the natural environment it is necessary to comprehend the complexity of tourism (Holden, 2016).

Transportation: This is the movement process of people, animals, and products from one place to another through roads, airways, railways, seaways, cable cars, hot air balloons, Pipelines and space (Song, Romilly, & Liu, 2010).

2.4 World Heritage Sites

According to Lyon (2007), the concept of heritage enshrined in the World Heritage Convention of 1972 has developed over two or three centuries. The Convention established the World Heritage List, first as a means of recognizing that some places are of sufficient importance as cultural or natural sites and are to be the responsibility of the international community and second as a tool for conservation purposes. Anna Leask and Alan Fyall (2006) explain that World heritage sites as identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage of outstanding universal value. World heritage sites may be nominated as cultural, natural or mixed criteria. People often ask why world heritage sites do or do not have the status, usually in complete ignorance of what it even means.

“World Heritage Sites are identified as sites of outstanding global value that should be preserved for all humanity” (Reinius & Fredman, 2007: 841) World Heritage Sites (WHS) are registered by the United Nations Educational, Scientific and Cultural Organisation (UNESCO), forming part of the cultural and natural heritage which the World Heritage Committee (WHC) considers as having outstanding universal value. To date, the WHC has accepted the applications of 878 sites worldwide. These include 679 cultural, 174 natural, and 25 mixed (mixed being cultural and natural heritage sites) (UNESCO World Heritage Website, 2009).

Shackley (1998) argued that World Heritage status plays a crucial role in attracting visitors to the sites, and described WHS as a “magnet for visitors”. Reinius & Fredman (2007) argued that protection status matters to tourists, and it affects the decision to visit the area, but the designation of a national park has a stronger effect

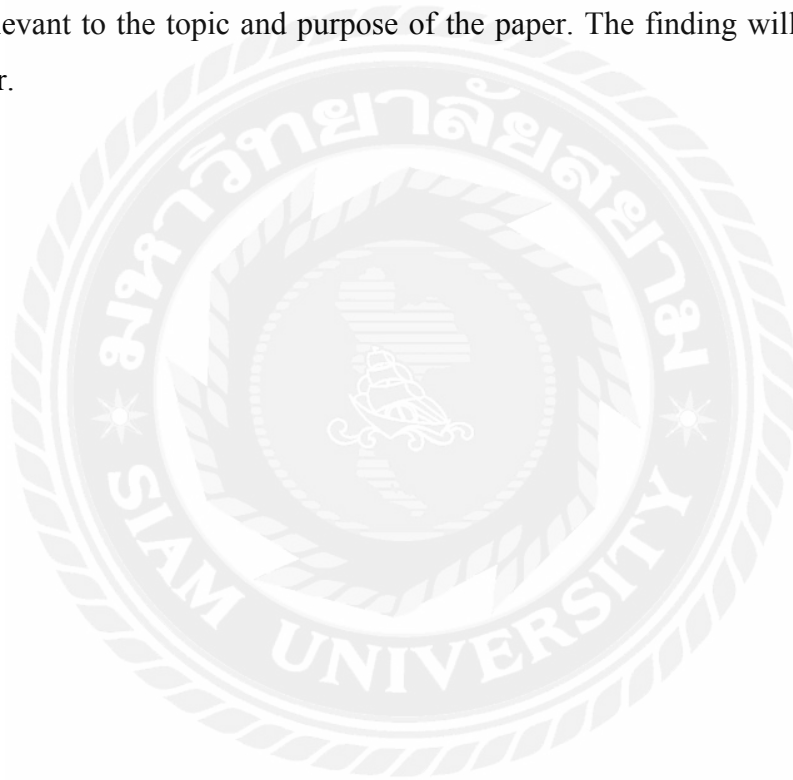
on tourists than the labels of the world heritage site and biosphere reserve. The notion that World Heritage status attracts tourists to visit the site is related to MacCannell's (1999) tourist attraction theory, which stated that the tourist is more focused on the attraction.

Natural heritage sites must be of “outstanding physical, biological, and geographic formation, the habitat of threatened species of animals and plant and area with scientific, conservation, or aesthetic value”. Since the inception of WHS in 1972, WHC has convened annually to determine which sites will be added to the World Heritage List.

Sadiki (2012) examined the effect of World Heritage Designation on the total number of tourists at sites with and without designation. He noted that the study was impacted not only by tourists but also by visitation levels from local residents frequenting the area for recreation as opposed to being attracted to the Heritage site. The findings of the study indicated that visitors had a much higher awareness of the World Heritage status of the destinations and were more likely to be positively influenced by these designations.

Chapter III. Research Methodology

In this chapter, the purpose of this study is to find the factors influencing the tourism development of heritage sites in Hanoi for the tourists who visited Hanoi. The Data collection in this study is documentary research that uses the main research methodology. In this study quantitative study is employed as the method is best suited for the research need. We base on document research through scientific articles, books, journals, and previous research that were mostly gathered from the internet and also relevant to the topic and purpose of the paper. The finding will become the next chapter.



Chapter IV. Finding

4.1 Finding

This chapter used quantitative research or document research to find the factors influence tourism development of heritage sites in Hanoi. The result will show that the heritage can be developed tourists in Hanoi, and understand some behaviors of tourists who visited Hanoi. It has always been a popular tourist destination in Vietnam. Hanoi has many factors influencing to develop tourist. Such as, (Nguyen Thi Thuy Nga, 2018) Hanoi is an ancient capital of culture, beautiful city, four seasons: (summer, fall or autumn, winter, and spring) and the architectural created spiritually in Hanoi. (Ly Khac Cung. 2014) That can be many types of heritage sites (trees, temples, lakes, places, and tradition food).... It is many heritages in the center of the city. Hanoi was recognized as 'UNESCO Cities for Peace' since 1999. The Hanoi UNESCO Office has endeavored to work closely with the Hanoi People's Committee to support these activities, conducting topical research in architecture and opening links to other cities in the region to solve similar development issues. These efforts will continue in the future. Hanoi is considered as a peaceful and safe city with the hospitality of the people, exotic food and culture, reasonable prices.

This research shows that there are five factors influencing tourism development heritage sites in Hanoi. According to the analysis, five factors have impacted positively correlated to decide of domestic and international tourists to Hanoi destination, in order respectively: culture, infrastructure, transportation, architecture, and cuisine & catering services. This is an important foundation for

building appropriate strategies in the future for tourism development heritage sites in Hanoi.

Conditions for Hanoi development tourism heritage sites: With more than a thousand years of history, Hanoi has developed the cultural heritage and natural heritage. Many visitors to Hanoi were discovered the ancient status (e.g Hoan Kiem lake, Ngoc son temple, Temple of Literature, Water puppet theatre, Ho Chi Minh Mausoleum, Tran Quoc Pagoda, and Hanoi Citadel). The central of Hanoi has a lot of heritage sites as France was under France for nearly 100 years, France effect is until now. It is not only the status of an ancient, but it also has the water puppet is so famous and attractive for domestic and international audiences. Hanoi's facilities of tourism development are improving more than other cities in Vietnam. That has increased transported by airways, land, river, and railways in domestic and international. Hanoi is the capital of Vietnam, this is the center of culture, economics, and politics of Vietnam. Hanoi should have the conditions to develop tourism in Heritage sites (Dao Ngoc Hai, 2015). The results show that Hanoi has many factors influencing to develop heritage sites in tourism. Based on the findings, Heritage sites are very important variables for tourism in Hanoi. This can create new and competitive tourism products by discovered the cultural heritages of the local inhabitants (tradition, customs, food, festival, folk songs and story, dance,...). In Tourism, the cuisine and catering services are a variety of options for travelers. Hanoi is the land of extraordinary cuisine with a wide range of yummy dishes. Hanoi can be found in a high-quality catering service, many restaurants and, bars in Hanoi. The food and beverages are everywhere in Hanoi central.

According to Di Sản Điện Tử Đỗ Văn (2013), Vietnam has more than 40,000 heritage sites, Hanoi has 5.175 heritage sites, Nov. 2013, Hanoi has 2.264 have been considered as National Heritages. Some of them have been globally recognized by UNESCO not only for their unique attraction but also their historical and cultural values, such as Central sector of Imperial Citadel of Thang Long (2010), Giong Festival (2010), Stone steles in Van Mieu – Quoc Tu Giam (2010).

The finding also shows that heritage sites critically the most important to develop tourism in Hanoi. This means that the factors influencing heritage sites can attract more international and domestic to Hanoi or let them come back one more time to Hanoi. This research is very important for the local community, manager, and government to improve the tourism infrastructure and know the potential of heritage sites in tourism. In the environment, (Nhan Dan, 2017) explained that Environment is one-factor influencing tourism development in Hanoi. This affects the quality of the product. Hanoi has great potential for developing green tourism. These have a variety of natural ecosystems. In order to improve this, the local community, manager, and government should pay much attention to planning as well as sustainable green tourism. In fact, Hanoi has been facing too many environmental problems. Research conducted by the World Bank reveals that Hanoi is among the most polluted cities in Asia. There are many people and so noise in Hanoi, the city is pollution air water land and noise (Duncan, 2015). The environment is considered a key factor, which directly affects the quality and attractiveness of the tourism product as well as the ability to attract tourists. In fact, Hanoi is facing many environmental problems. The air and dust pollution is alarming problems for the tourism industry in the city. Problems with dust pollution are worsening the image of Hanoi as a tourist destination. It

transformed the landscape of many areas and tourist streets. Not only that, but dust pollution also affects the health of both locals and visitors. Many streets have a dust concentration that is 3.8 to 6.3 times higher than the permitted standard. Thus, dust contamination has made the environment of Hanoi tourism lose its points in the eyes of visitors. It is also a risk of reducing the number of foreign tourists from Europe, America, Japan, South Korea to Hanoi (Nguyen, 2012).

Based on the findings, history, culture, environment, technical infrastructure, architecture, and transportation are very important variables of heritage sites. That will influence the tourism development of heritage sites. Studies on traveler experience have shown that good experience to find the factors influencing has a positive and significant influence on heritage tourism (Chu Thien, 2014). In Hanoi, the government uses many different policies to encourage investment in tourism development in the city. Such as, Culture and Heritage tourism: visiting local relics, traditional events (e.g Hoan Kiem lake, Ngoc son temple, Temple of Literature, Water puppet theatre, Tran Quoc Pagoda, and Hanoi Citadel), especially international tourists, can visit different attractions at the same time with gaining knowledge of the local culture. With its historical and cultural values, Hanoi has become a favorite choice of many international tourists (Ngo T. H. Sen, 2017). For anyone interested in Vietnam's cultural heritage, strolling through the back this research is like to visit an old neighborhood. There is a lot that is familiar in a half-remembered way. This research is also found in Vietnam's cultural heritage ranging from historical places, habits and, customs to local foods, arts, crafts and, architecture. In architecture, a thousand years of history, Hanoi has a lot of cultural heritage with unique architecture. Many visitors to Hanoi were fascinated by the beauty of the heritage capital with the harmonious combination of ancient architecture. Hanoi architecture was truly much influenced by French colonial architecture. Because Hanoi is the heart of the Westerners' Quarter on the banks of the Red River was obtained by the French in 1875 until the end of the Frist Indochina War in 1954. There is a mixture of French architecture and indigenous architectural styles. (Huu Ngoc, 2016). Hanoi's architecture is the beauty of the Old Quarter.

Chapter V. Conclusion and Recommendation

5.1. Conclusion

This research may help to understand the importance of the factors influencing the tourism development of heritage sites in Hanoi. This result is shown many factors have affected the tourism development of heritage sites. This is very important for local people and government are improving the impression the heritage sites to develop destination image. That will help the academics who are studying the factors influencing tourism development of heritage sites, and managers in tourism have customer retention in heritage sites. The study will add to the tourism development research an overview of factors influencing heritage sites, that need further to be investigated to reach excellence in tourism development. Manager in tourism can implement the findings of this research in order to improve the customer which leads to improving the basic orientation of planning, to improve city attractiveness, to develop local tourism products associated with the rich culture and heritage sites in Hanoi. The local sectors create many attracting tours and tourism activities to attract both local and foreign tourists. This research explores the factors influencing the tourism development of heritage sites in Hanoi. From the result of the research, it can be concluded that the factors influencing have a positive sign in the tourism development of heritage sites in Hanoi. The study potentially adds to a better understanding of the factors for the tourism development of heritage sites. And this study develops a model that describes the most important factor to develop tourism of heritage sites.

Hanoi has many beautiful heritage sites tourist relics which are promising conditions to develop tourism. However, due to the inappropriate management and exploitation of tourism, the city has not been promoting its existing potential characteristics to be a key economic sector in Vietnam generally. Therefore, the study was to find out what foreign tourists expected their trip to Hanoi and reflected what they truly perceived at the destination as well as to study factors influencing to develop tourism of heritage sites in Hanoi. In addition, the study as well gives some suggestions for marketing management to improve the quality of tourism in Hanoi today to attract visitors to stay longer.

5.2. Recommendations

The findings of this research may help the local community and government effort combined with heritage sites and promote heritage sites in Hanoi. We have discovered that may help visitors and local people understand the resource of heritage sites in Hanoi. The local community and government determine the tourist industry must be developed sustainably and improve tourist service. The results obtained from the study can give some recommendations to help the local community and government improve tourism of the city with appropriate direction to solve problems, obtain the factors influencing the tourism development frequency of foreign tourists.

First, the results study is that was the most positive and powerful impact on heritage tourists. The local people and government need to think about creating unique advantages seriously. This is a better understanding of the factors influencing

tourism development of heritage sites because in tourism, people like to go to a place that they have never experienced and the heritage sites have special things to visit.

Second, The results of this study clearly indicated that the World Heritage status of Hanoi played a crucial role in attracting international tourists to visit the town. This means that being on the World Heritage Site list appears to be an important advantage to support destination marketing. However, all cultural heritage features of Hanoi should be well preserved since the World Heritage Site status might be of less value if the quality of the town's characteristics is diminished.

Finally, There are factors have some impact to develop tourism in heritage tourists. Therefore, attention should pay attention to the appropriate policies to attract heritage tourists.

In order to make recommendations for developing Hanoi tourism heritage tourists' satisfaction and intention to revisit, the Hanoi needs to have some strategies to improve and policies its current conditions become a strong tourism destination. The investment in tourism is to contribute to economic development and social sustainability, which should be appropriate policy incentives and groundbreaking projects so as to create an efficient society with the initial capital by the State. This research contributes to academic knowledge by check factors influencing to develop tourism and heritage tourists in the context of Hanoi. This study also improves previous studies in marketing heritage tourists in Hanoi, Vietnam by testing the World Heritage Site. This study recommends that heritage sites should be improved, including the factors influencing tourism development. That all contributes to

attracting international tourists to Hanoi through heritage sites to enhance the relationship management techniques and practices to build heritage tourists. The heritage sites are very important to the history and culture of Hanoi.



References

- Anna, Leask and Alan Fyall. (2006). *Managing World Heritage Sites*. Burlington, MA 01803, USA.
- Coban, S. (2012). The effects of the Image of Destination on Tourist Satisfaction and Loyalty: The case of Cappadocia. *European Journal of Social Sciences*, 29(2), 222- 232.
- Chu, Thien. (2014). *Bong Nuoc Ho Guom*, No.1, nha xuất bản dân trí, Dong Da, Hanoi.
- Dao, Ngoc Hai. (2015), *A Study of Service Quality and Intention to Visit for Hanoi Tourist*. Department of Business Administration. I-Shou University. Taiwan.
- Dao, Truong. (2014). *Tourism and Poverty Alleviation: A Case Study of Sapa, Vietnam*. Doctor of Philosophy in Management. University of Canterbury, New Zealand.
- Dana, Filek-Gibson. (2017). *Moon Hanoi: Including Halong Bay (Travel Guide)*. Avalon Publishing, Moon Travel; 1 edition (October 31, 2017).
- Dong, Xuan Dam. (2017). Factors Affecting Tourist Destination Choice: A Survey of International Travelers to Hanoi, Vietnam. National Economics University, Vietnam. *Journal of Economics and Development*, Vol.19, No.1, April 2017, pp. 77-92.
- Duncan, Guy. (2015, Sep). Ha Noi suffers air pollution. *Learn the News/ Viet Nam News 2015*. <http://vietnamnews.vn/english-through-the-news/276274/ha-noi-suffers-air-pollution.html#E6HzCSogFEi5ucBe.99>.
- Đỗ, Văn. (2013). Di sản Văn hóa Hà Nội - Sự kiện và con số, *Magazine of the cultural heritage association of Vietnam*. Retrieved from: <http://thegioidisan.vn/vi/di-san-van-hoa-ha-noi---su-kien-va-con-so.html>.
- General Statistics Office of Vietnam. (January 03, 2019). *The Vietnam National Administration of Tourism*. Retrieved from: <http://vietnamtourism.gov.vn/english/index.php/items/13551>.
- Gartner, William C. (1996). *Tourism development: principles, processes and policies*. New York: John Wiley and sons, Inc.
- Goeldner, C.R., Ritchie, J.R.B. & McIntosh, R.W. (2000). *Tourism: Principles, Practices, Philosophies* (8th ed.). New York: John Wiley and Sons.

- Hanoi Survival Guide. (2014)., *The 11th Annual VIETNAM HAT 2014 Hanoi, Dec 20-21st, 2014*. Retrieved from: <http://www.professionalbackpacker.com/hanoi-guide.htm>
- Hanoi Travel Guide. (2016), *Vietnam Online, see Vietnam at its purest*, 72 Hang Trong, Hoan Kiem Dist, Hanoi
- Hawkin, D. E. (2008). Sustainable Tourism Competitiveness Clusters: Application to World Heritage Sites network Development in Indonesia. In B. Prideaux, J. Dallen, D. Timothy & K. Chon (Eds.), *Cultural and Heritage Tourism in Asia and the Pacific*. New York: Routledge.
- Ham, Chau. (2016). *A thousand year old soaring dragon city. A Guide to Vietnamese Culture: Vietnam Cultural Window*. Thế Giới. Dong Da, Hanoi.
- Holden, Andrew. (2016). *Environment and Tourism*. 2 Park Square, Milton Park Abingdon, Oxon OX144R. UK.
- Huu, Ngoc. (2016). Hà Nội Sifting of French architecture. *A Guide to Vietnamese culture*. Thế Giới, Dong Da. Hanoi. 264 – 265.
- Khuong, M. N., & Ha, H. T. T. (2014). The Influences of Push and Pull Factors on the International Leisure Tourists' Return Intention to Ho Chi Minh City, Vietnam--A Mediation Analysis of Destination Satisfaction. *International Journal of Trade, Economics and Finance*, 5(6), 490.
- Koteer, B. (2011). Factors affecting the attractions of foreign tourists to destination in the Mekong Delta Vietnam. *A journal of business management*. Volume 4. Pp.4-12.
- Leonard, K. (2016). Strategic Planning in the Travel and Tourism Industry, Case Study Ryanair. *German National Library*. (Part1. Pp,2-3).
- Lyon, S. W. (2007). Research Note Balancing values of outstanding Universality with Conservation and Management at Three United Kingdom Cultural World Heritage Sites. *Journal of Heritage Tourism*, 2(1), 53-63.
- Lý Khắc Cung – Thanh Hào, (2014). *Hà Nội Văn Hoá và Phong Tục*, Nhà xuất bản Hồng Đức. Hanoi.
- Martha Honey & Raymond Gilpin. (2009). Tourism in the developing world. *Journal of United States Institutes of Peace*. USA.
- MacCannell, D. (1999). *The Tourist: A New Theory of the Leisure class*. England: University of California Press Ltd.

- Ngo, Thi Huong Sen. (2017). *Guide to Vietnamese Culture: Ha Noi*. The Gioi. Dong Da, Hanoi.
- Nguyen Thi Thuy Nga. (2018). *Ha Noi Bon Mua Yeu*. Thanh Xuan. Hanoi. Pp5,6.
- Nguyen, D. (27.04.2012). *Du lịch Hà Nội giảm hấp dẫn vì bụi*. Retrieved from:
<http://vnexpress.net/gl/khoa-hoc/bao-ve-moi-truong/2012/04/du-lich-ha-noi-giam-hap-dan-vi-bui/>
- Nguyen, Huu Viet Tien. (2016). *A Guide to Vietnamese Culture: Vietnam Cultural Window*. Thế Giới. Dong Da, Hanoi.
- Nhan, Dan. (2017, Feb). *Green tourism: key for sustainable tourism development*.
<https://english.vietnamnet.vn/fms/travel/173437/green-tourism--key-for-sustainable-tourism-development.html>.
- Phuong, Giang Quach. (2013). *Examining International Tourist's Satisfaction with Hanoi Tourism*, Faculty of Social Sciences, University of Lapland.
- Reinius, S. W., & Freman, P. (2007). Protected Areas as Attractions. *Annals of Tourism Research*, 34(4), 839-854.
- Rob law, Sunny Sun, Markus Schuckert and Dimitrios Buhalis. (2017). *An Exploratory study of the Dependence on Mobile Payment Among Chinese Travelers*. School of Hotel and Tourism Management, The Hong Kong Polytech University, Kowloon, Hong Kong.
- Sadiki, Fouad A., "Sustainable Tourism Marketing Strategies at UNESCO World Heritage Sites" (2012). UNLV Theses, Dissertations, Professional Papers, and Capstones. 1477 Retrieved from:
<https://digitalscholarship.unlv.edu/thesesdissertations/1477>
- Shackley, M. (1998). *Visitor Management: Case study from World Heritage sites*. Oxford: Butterworth Heinemann.
- Song, H., Romilly, P., & Liu, X. (2010). An empirical study of outbound tourism demand in the UK. *Applied Economics*, 32(5), 611-624. Retrieved from:
<http://dx.doi.org/10.1080/000368400322516>
- UNESCO World Heritage website. (2009). *World Heritage List*. Retrieved from :
<http://whc.unesco.org/en/list>
- UNESCO office Hanoi annual report 2001 & overview of activities 1999-2001.
United Nations Educational, Scientific and cultural organization Hanoi office
23 Cao Ba Quat Street, Hanoi, Vietnam.

Tuan, Hoang. (2019). *Hanoi in TripAdvisor's best destinations for 2019*. Retrieved from: <https://e.vnexpress.net/news/travel/places/hanoi-in-tripadvisor-s-best-destinations-for-2019-3900859.html>.

Turner, Rochelle. (2018). *Travel & Tourism Economic Impact 2018 Vietnam*. *World Travel & Tourism Council*. London, United Kingdom.

T. Turner. (2015). *Hanoi Travel Guide 2019*. C. E. Merrill Pub. Co.

Truong, Thanh Cong. (2015). *Factors Attracting Foreign Tourists of Ho Chi Minh City*. The International Training Institute (ISB) - University of Economics Ho Chi Minh City.



BIOGRAPHY

Name	Mr. Nguyen Trong Vinh
Father's Name	Mr. Nguyen Trong Chau
Mother's Name	Ms. Pham Thi Thuong
Date of Birth	16/01/1990
Address	- Vietnam: 8/36 Kim Long, Kim Long District, Hue City, Hue Province. - Thailand: Wat Nak Prok, Khwaeng Pak Khlong Phasi Charoen, Phasi Charoen District, Krung Thep Maha Nakhon (Bangkok)
Educational Background:	
Primary School {1997 - 2002}	Tan Cang School, Tan Cang Village, Phuoc Tan District, Bien Hoa City, Dong Nai Province, Vietnam
Secondary School {2003 - 2006}	Phuoc Tan II School, Tan Cang Village, Phuoc Tan District, Bien Hoa City, Dong Nai Province, Vietnam
High School {2007 - 2010}	Tam Phuoc School, Tam Phuoc District, Bien Hoa City, Dong Nai Province, Vietnam
Bachelor School {2012 - 2017}	Bachelor of Arts (B.A.) Major: Buddhist Studies (International program) Mahachulalongkornrajavidyalaya University, Wangnoi District, Ayutthaya Province, 13170
Master Degree {2017 - 2019}	Master of Business Administration (MBA) Major: Hotel Tourism and Business Management. Siam University, Bangkok, Thailand 10160
Contact Me	Tel: +660907210278, Email: trongvinh5@gmail.com Facebook: https://www.facebook.com/trongvinh.nguyen.961