



**A STUDY OF PREFERENCE OF TOURISM SITES IN SOC
TRANG CITY, VIETNAM**

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ABSTRACT

Tourism is considered as a non-smoking industry in Vietnam and which plays an important role to development of many economies is the third largest sector of the economy after agriculture and garment industry. Vietnam has an emerging economy with relatively high economic growth and political stability. After going through three decades of war, it was only in 1975 that the war-torn Vietnam was finally reunified as one country. The early years after that were difficult and faced social and political challenges to try different reforms to the country. It was in 1986 that the government implemented 'Doi Moi' reform programmes which included market oriented reform measures to help revamp her economy. The programme was successful and after 1990, her economy reported on the average 8 percent GDP growth annually.

The purpose of this project is to find out whether Vietnamese tourism industry is suitable as an economic growth engine in the 21st century. The current state, strength and weaknesses of her tourism industry were examined. In addition, new markets for Vietnam are recommended on the basis of the new trends of tourism and tourism marketing being researched. The previous studies were on the tourism industry in the 1990s, and thus a more thorough study, other than on marketing prospects is needed to provide detailed prospects of tourism industry in the 21st century. Vietnam has modernized its military to close the gap between its military capabilities and China's. Vietnam has also increased its engagements with the United States, South Korea, Japan, India, Russia, and Australia in an attempt to hedge against China's increased aggression in the South China Sea. Meanwhile, Vietnam has opened up its seaports to the international community and begun upgrading Cam Ranh Bay seaport to become a repair facility to provide maintenance support for most naval vessels. Vietnam is using these strategies to better defend its sovereignty without impacting its economic relationship with China.

Keyword: Srok Kleang, tourism development, tourism site, Economic growth, marketing, Doi Moi, Vietnam, Wat, culture.

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The Dependent Study is like embarking on a long journey. At the beginning, I am eager of exploring a new territory. However, to get the target, I need to get the right tools at the right place and understand the country of data.

Along this journey, sometimes I feel exhausted and wonder why I come here. Looking back this journey, I would like to thank many people who make my interest continued and difficulties reduced by half.

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Despite our efforts, we understand that there may be limitations and even errors in the report. We sincerely hope to receive comments and contributions from the readers.

Bangkok, September 26st, 2017

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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 27°C. 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

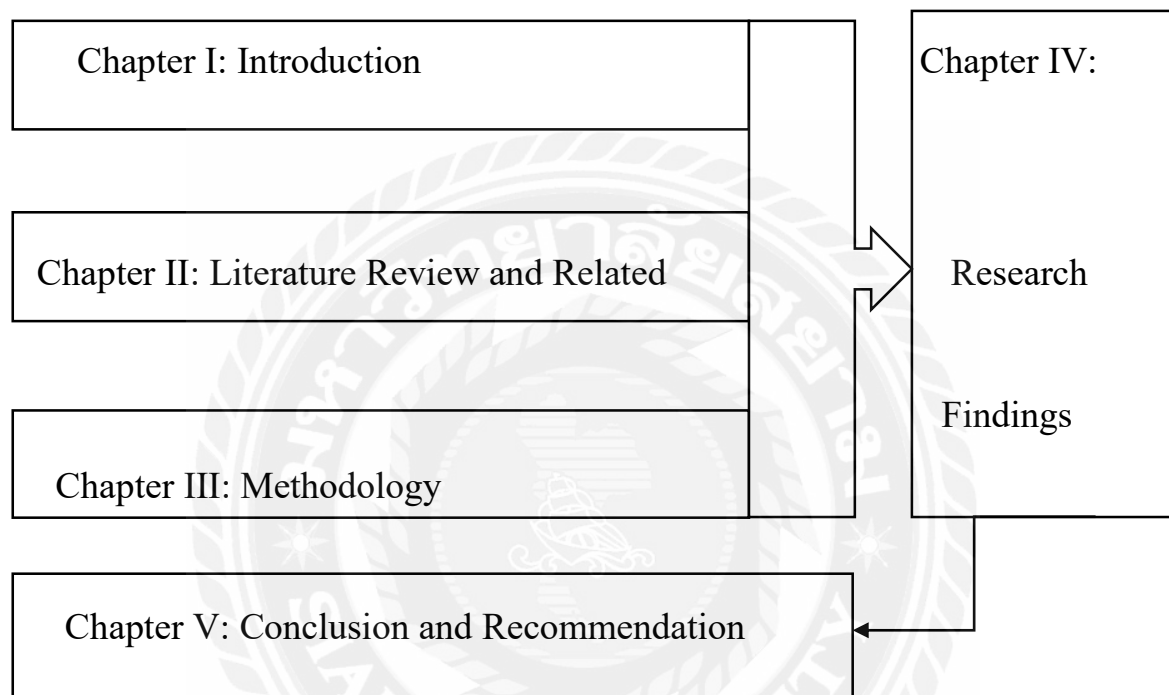
In the order to be easy for making the study manageable sources and data to archives the objective to write the research study which I need few bounds was placed on the study as following:

- 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



Chapter 2: Literature Review and Related Research

The purpose of this chapter is to compile and organize information about the variables integral to this research. This includes references that link theory to practice and the relevant operative definitions. In this regard, qualifying concepts such as group think and turnover as well as to define the main operative definitions in order to get better appreciation and understanding.

2.1. Marketing concept in tourism

Tourism and travel is part of the human experience for millennia" (Smith, cited in Page & Connell, n.d.). Although tourism is not a new phenomenon, the past several decades, tourism has increasingly become the most common activities for leisure purposes than ever more. Therefore, studying the tourism demand in Soc Trang it is essential for people to understand the nature of tourism and exploring the opportunities tourism can provide for business and countries. From the existing literature, researchers have varying degrees of views of tourism, and the definition of tourism varying equally. Cooper & Shepherd (1997) depicted that tourism is a "multi-dimensional, multi-faceted and was hard to find a more consistent approach to define tourism activity". It is understandable that there is complexity in the tourism sector, since tourism effects the social life of the people, as well as the economic activities for the public and private environment. Many individuals are involved in tourism by traveling, recreational activities, commercial affairs, business meetings, to meet friends or relatives, etc.

However, one cannot conclude that tourism is not homogeneous. Thus, tourism is determined by the different geographical diversity area, culture, policy, economy, etc. Koteer (2011) suggested that in order to increase tourist attractions, the tourist destinations must stress in it unique qualities and well and develop its own role from the perception of the tourist by improving tourism infrastructure, service, and quality of service.

Additional research highlighted the destination of tourists' satisfaction factors affecting the quality of products and service. 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 service quality should be excellent.

2.2. What is Tourism?

Tourism embraces nearly all aspects of our society. Apart from its importance to economic changes, human socio-cultural activities and environmental development, tourism is related to other academic subjects such as geography, economics, history, languages, psychology, marketing, business and law, etc.

Therefore, it is necessary to integrate a number of subjects to study tourism. For example, subjects such as history and geography help us understand more about the development of the historical and geographical resources of a tourist destination. Besides, subjects like marketing and business help us understand the promotion and marketing of tourism products.

The study of information technology enhances our understanding of the importance of the global distribution system and its effect on tourism business. The study of religion and culture provides information on the cultural resources of a destination and opportunities to develop it as a cultural destination. Tourism is so vast, so complex, and so multifaceted that there is a wide range of subjects related to tourism.

2.3. Type of Tourism

- **Domestic Tourism:** Residents of a country visiting destinations in the own country.

- **Inbound Tourism:** The other visitors who come to visit another country by non-residents.

- **Outbound Tourism:** Resident of a country visiting destinations in other countries.

- **Internal Tourism:** The combination of domestic tourism and inbound tourism.

- **National Tourism:** The combination of domestic and outbound tourism.

- **Tourism promoters** are in the first layer, in close contact with the travellers. Organizations in this layer include tourism boards, direct marketing companies, meeting planners, travel agents and tour operators.

- **Nature Tourism:** It is tourism at places famous for pristine nature and serene beauty. The main objective is to experience and enjoy nature such as farms and wildlife. Ecotourism is a part of nature tourism.

- **Tourism Service Suppliers** such as airline companies, bus operators, railway corporations, cruise ship operators, hotels and car rental companies, etc.

usually provide services to travellers independently. The service suppliers may also collaborate to provide tour packages for travellers by combining the various services such as accommodation, air transportation, theme park entrance ticket, etc.

- **Cultural Tourism:** Cultural tourism allows travelers to be immersed in local rituals and routines, taking away not only pretty photos but also shared memories of unique experiences.

- **Social Tourism:** It includes tours conducted among relatives, friends, and others.

- **Sports Tourism:** Sports tourism is traveling from one region, country, state, etc. to another in order to watch a sports competition or game.

- **Religious Tourism:** Commonly referred to as faith tourism, is a type of tourism, where people travel individually or in groups for pilgrimage, missionary, or fellowship purposes.

2.4. Tourism Terminology

The essential terminologies that are frequently used in the tourism industry are defined as follows:

- **Attraction:** It is a physical or culture feature of a place that can satisfy tourist leisure based need.
- **Excursionist:** The person travelling for pleasure in a period less than 24 hours.
- **Foreign Tourist:** Any person visiting a country, other than that in which he/she usually resides, for a period of at least 24 hours.
- **Hiking:** A long and vigorous walk on the trail.
- **Intermediaries:** They are the intermediate links between the form of goods and service tourists do not require and the form of goods and service the tourists demand.
- **Itinerary:** A document plan of the tour.
- **Tourism Sites:** A physical or cultural feature of a particular place that individual travellers or tourists perceive as capable of meeting one or more of their specific leisure related needs.
- **Skiing:** It is a recreational activity and competitive winter sport in which the participant uses skis to glide on snow.
- **Tourism Carrying capacity:** The maximum number of people that may visit a tourist destination at the same time, without causing destruction of the physical, economic, socio-cultural environment, and unacceptable decrease in the quality of visitors satisfaction.

- **Community's Culture:** is defined as activities and performance that represent the local and community identity and social system.
- **Natural Attraction:** Are defined as tourist attractions with natural features and biological substance such as Patthaya and Hua Hin, waterways, scenery and vegetation.
- **Sustainable tourism:** is defined as tourism that ensures the tourism opportunities for the future generations as well as the fulfilment of the needs of current tourists and local communities. It fosters the conservation of the cultural and natural environment of the tourism destinations and keep balance of the economic sustainability of the tourism industry.
- **Tourism Planning:** is defined as a process designed on the future of tourism to maximize the benefits and minimize the undesirable impacts to the destination or area that tourism occurs. It has three points:
 - Attract more tourist
 - Create positive perspective towards of Vietnam (re-branding/ correct bad image perceived)
 - Widening the perspective towards Vietnam (Show new attractive sides of Vietnam).
- **Tourism Management:** is defined as the ways to manage the resource for tourism, the interaction of tourists with physical resources and hosts of tourist areas and the aspect of tourism impacts in destination.

The word of Tourism below, we divide as the types and forms of tourism as following:

Forms of Tourism

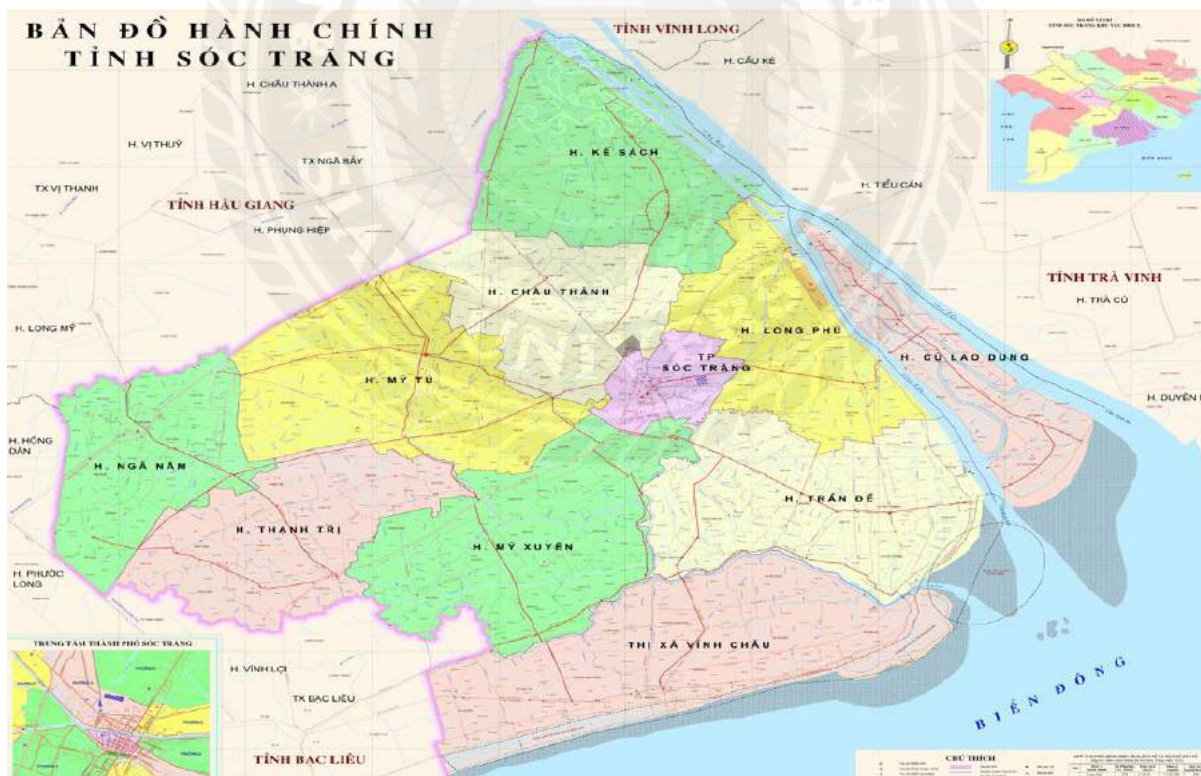
- **Ecotourism** is defined as “Responsible travel to natural areas that conserves the environment, cultural understanding, appreciation, conservation and improves the well-being of local people”. It is a form of tourism involving visiting fragile, pristine, and relatively undisturbed natural areas, intended as a low-impact and often small scale alternative to standard commercial (mass) tourism. Its purpose maybe to educate the traveller, to provide funds for ecological conservation, to directly benefit the economic development and political empowerment of local communities, or to foster respect for different cultures and human rights.
- **Adventure Tourism** is a type of tourism involving exploration or travel with perceived (and possible actual) risk, and potentially requiring specialized skills and physical exertion. Adventure tourism is rapidly growing in popularity, as tourists seek different kinds of vacations. Recreational travel

undertaken to remote or exotic destinations for the purpose of exploration or engaging in a variety of rugged activities.

- **Special Interest** is the kind of wildlife tourism which the visitors have the purpose of observation, photography and interaction.
- **Event Tourism** is the overnight traveller ages 15 years and above who participate in the activities such as, Festival or cultural event and organized sporting event.

2.5. Geography of Soc Trang

Soc Trang is situated at the lower section of the Hau River where the latter flows into the East Sea at two estuaries of Dinh An and Tran De. Soc Trang, a new land inhabited and reclaimed by the Vietnamese about 200 years ago, was re-established in the beginning of April 1992 after being splitted from Hau Giang Province. Economically, Soc Trang depends on agriculture and is an important provider of paddy and sea products for the whole country. The provincial famous products are Soc Trang fragrant rice, Vinh Chau red onion, Ke Thanh pamelos, etc. which are attractive to enterprises involved in agricultural product export and domestic and international consumers



Figures 2: Map of Soc trang City

- Area (km ²)	3,311
- Population (mil.) (2011)	1,307,432

* Male/Female (%)	49.69/50.31
* Population at labor age	771,384 (59%)
- Administrative units: Soc Trang City, Vinh Chau Town, 9 districts, 109 communes and wards	
- GDP growth in 2013 (%)	9.78
- GDP at current price (2011) (bil. USD, 1 USD = 20,900 VND)	
Average income per capita (US\$, 1 US\$ = 21,000 VND) (2013)	1,428.5
- Total accumulated FDI projects until ...	N/A
* Total registered capital (mil. US\$) (accumulated)	N/A
Export turnover (mil. US\$, 2013)	480.9
(rice, frozen sea products, processed agricultural products, mushroom, onions, salted duck eggs, salted buffalo skin)	
- Import turnover (mil. US\$ 2013)	N/A

Soc Trang is adjacent to Hau Giang Province to the north and northwest, Bac Lieu Province to the south and southwest, Tra Vinh Province to the northeast, and the East Sea to the east and southeast by a coast of 72 km.

With an area of 3,311 km², accounting for 8.05% of the Mekong Delta and 0.98 % of the whole country, Soc Trang is situated along National Road (NR) no. 1A which links the province with Can Tho City, provinces of Hau Giang, Bac Lieu, and Ca Mau. Soc Trang is 231 km from HCMC and 62 km Can Tho City by NR no. 1A.

The Hau River is an important gateway for waterway communication with other provinces, especially Kampuchea about 100 kilometer upstream and the East Sea downstream. There are 3 large estuaries of Dinh An, Tran De, and My Thanh forming a wide basin for communication, aquaculture, and salt production. Soc Trang has a strip of island in the Hau River which stretches to the sea and is endowed with many types of fruit trees, fresh and pure air, and ideal site for ecological tourism development.

2.6. Population of Soc Trang

Soc Trang has a small population in the Mekong Delta. The population increase is mainly by natural growth. In the 1990s of the previous century, the natural growth rate was relatively high, being over 2%/year (1992: 2.14%, 1993: 2.11%, 1994: 2.06%), due to high birth rate. The growth has decreased

considerably since 1995 thanks to the Family Planning Program (1995: 2%, 2000: 1.62%, 2003: 1.5.)

Soc Trang has a low population density. According to the General Statistics Office, the population density in 2016 was 396.0 people/km², ranking 9/13 in the Mekong Delta. The people dwell along roads, rivers, streams, or sand ridges, etc. Soc Trang City has the highest population density where 10% of the provincial people live in. Districts along the Hau River have a higher population density, especially Ke Sach and My Xuyen. Meanwhile, Dung Island District has the lowest density. The low urban population rate and slow change prove that the urbanization rate is very slow.

2.7. Population structure

Soc Trang has a young population. The age group under 15 years old accounts a high rate while the group over 60, a lower rate. The population at labor age is about 59% of total provincial population.

There are more female(661.0) than male(651.0) 2016. However, the tendency has changed in recent years. In 1993, the male-female correlation was 48.20%-51.80%, changing to 49.12% (639,500)-50.88% (662,200%) .

Soc Trang is inhabited by the nationalities of Kinh, Khmer and Chinese. The people preserve their respectively special and specific identity which can be named “sand ridge culture”, manifesting in the daily living from language, social relations to place-names, religions, beliefs, cuisine, and festivals. The population growth has reduced from 1.34% /year in 2005 to 0.93% in the end of 2011.

Table 2.1. Ethnic groups in 2005

	Kinh	Khmer	Chinese	Others	Total
Population	807,771	356,990	72,512	123	1,237,400
Proportion (%)	65.28	28.85	5.86	0.01	100
Residence		Districts of Vinh Chau, My Xuyen, My Tu, Tran De, Cu Lao Dung, Thanh Tri, Nga Nam, Chau Thanh, Long Phu, and Soc Trang City.	Vinh Chau District, Soc Trang City and depending mainly on business & small scale handicraft.		

Influenced by oceanic weather, 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 27°C. Annual rainfall is 1,840mm. The province occupies an area of 3,223 km², and has a population of approximately 1,3 million people.

Table 2.2. Population of Vietnam (2017 and historical)

Year	Population	Yearly % Change	Yearly Change	Migrants (net)	Median Age	Fertility Rate	Density (P/Km ²)	Urban Pop %	Urban Population	Country's Share of World Pop	World Population	Viet Nam Global Rank
2017	95,414,640	1.03 %	970,440	-40,000	30.8	1.96	308	34.7 %	33,121,357	1.27 %	7,515,284,153	14
2016	94,444,200	1.07 %	996,599	-40,000	30.8	1.96	305	34.1 %	32,247,358	1.27 %	7,432,663,275	14
2015	93,447,601	1.13 %	1,017,965	-40,000	30	1.96	301	33.6 %	31,371,674	1.27 %	7,349,472,099	14
2010	88,357,775	0.97 %	830,792	-175,500	29	1.93	285	30.6 %	27,063,643	1.28 %	6,929,725,043	13
2005	84,203,817	0.96 %	783,651	-154,500	26	1.92	272	27.5 %	23,174,885	1.29 %	6,519,635,850	13
2000	80,285,563	1.32 %	1,017,318	-43,200	24	2.25	259	24.6 %	19,715,397	1.31 %	6,126,622,121	13
1995	75,198,975	1.97 %	1,397,874	-78,800	22	3.23	243	22.4 %	16,866,266	1.31 %	5,735,123,084	13
1990	68,209,604	2.24 %	1,432,047	-66,500	21	3.85	220	20.5 %	13,957,680	1.28 %	5,309,667,699	13
1985	61,049,370	2.34 %	1,335,370	-65,000	20	4.6	197	19.8 %	12,061,240	1.26 %	4,852,540,569	13
1980	54,372,518	2.22 %	1,128,624	-162,600	19	5.5	175	19.4 %	10,566,004	1.22 %	4,439,632,465	15

Source: **Worldometers** (www.Worldometers.info)

Elaboration of data by United Nations, Department of Economic and Social Affairs, Population Division.
[World Population Prospects: The 2015 Revision](#). (Medium-fertility variant).

2.8. Tourist resources

Soc Trang has salt water ecological system which provide high economic values and potentials for eco-tourism development. Moreover, the province is covered by vast rice paddies, shrimp lagoons, luxuriant fruit gardens like longan, rambutan, durian, and orange. Ethnic groups of Viet (Kinh), Khmer, and Chinese live together here and create a unique culture. The province has 95 pagodas of Khmer group, 47 pagodas of Chinese people. Ma Toc (Bat), Khleang, Chruitim Chas, Chen Kieu, and Buu Son Tu are famous pagodas. The local festivals and unique multi-ethnic culture of Kinh, Khmer, and Chinese provide a potential for cultural tourism.

Cu Lao Dung District has its own terrain advantage as an island with a 300 km-dike and a network of internal dike road connecting fruit orchards and fields. Soc Trang has an islet line in districts of Ke Sach, Long Phu, and Cu lao Dung, stretching out until the sea where many tropical fruit trees are grown, which suitable for eco-tourism. Soc Trang owns beautiful beaches which can be converted into resorts and tourism zones such as Ho Be in Vinh Chau Townlet.

Soc Trang Province possesses 29 tourist stay agencies with more than 700 rooms. Among them, there are 1 three-star hotel, 7 two-star hotels, 18 one-star hotels, and 2 hotel projects being in procedure-completion process to implement, and 10 hotels standard. The whole province has 3 travel companies, of which the Soc Trang Commercial Travel Joint Stock Company is the international travel company.

There are 3 planned real estate quarters for travel and convalescence approved by the People's Committee of Soc Trang Province, comprising Song Phung Tourism Park in Long Phu District, Ho Be Eco-tourism Park in Vinh Chau District, and Vuon Tre (Bamboo) Tourism Park in Soc Trang City. However, Song Phung and Ho Be haven't been invested by any enterprises up to now and Vuon Tre which is established by private investors hasn't received any further investment.

2.9. Transportation

The age-old traffic network of Soc Trang is road crossing include National Road (NR) no. 1A, NR no. 60, Nam Song Hau road, and Phung Hiep road, and 14 provincial roads with a total length of 600 km. These are key traffic lines connecting Soc Trang with other Mekong Delta provinces such as Hau Giang, Bac Lieu, Ca Mau, Tra Vinh, Ben Tre, and Can Tho City. Besides, there are inter-district and communal road network with a total length of 3,700 km. Soc Trang is no railway and no airport.

The waterway traffic is considered as an advantage of Soc Trang thanks to the network of rivers and canals 1,554 km in length. There is a navigation increase of international and domestic vessels through the estuary of Hau River to Can Tho Port. The province had nearly 57,000 means of riverine transport but only 3,175 of which were under the management of the provincial Department of Transport. Moreover, the installation of traffic signs has limitations. Lights guiding boats and ships for operation at night are lacking, especially in major waterways.

2.10. Communications system

Domestic and international information network functions properly thanks to equipment upgrading and renovation. Mobile telephone networks covered all over the province while telephone service expanded to 100% of communes. The number of mobile and fixed phone subscription is about 835,000 and 204,965 respectively. The telecom service has been diversified, with broadband internet access, wired and wireless devices which have been upgraded to meet customers' demand.

2.11. Economy

Soc Trang gains an advantage of integrated marine economic development, including agriculture, forestry, and aquaculture, marine directed industry, fishing port, import and export, tourism and maritime transport. Here are some advantages for development

- Raw material sources of agricultural and abundant aquatic products are favorable to the development of export and processing industry.
- As a festival region that has a culture of multi-ethnics, particularly, ethnic Kinh-Chinese-Khmer and many orchards and potentials to develop eco-tourist-culture which highly contains character of brotherhood Kinh-Chinese-Khmer.
- The road traffic system is connected uninterruptedly with the provinces the Mekong Delta and the southern provinces through the routes of NR no. 1A, NR no. 60, Phung Hiep Highway Management, Southern Hau River Highway, etc.
- Resources of labor are young, abundant and have a good adaptability.
- The national and international information network is complete, and the quality of services meets the need to exchange information in the country and abroad.
- Soc Trang has many key projects in the development plan of Mekong Delta by 2020 approved by the Prime Minister as Tran De Seaport, Dai Ngai Port, An Nghiep Industrial Park, Tran De Industrial Park, Dai Ngai Industrial Park.

2.12. Tourism revenue

In 2010, the number of tourists coming to Soc Trang is estimated at 620.000 admissions (average increase of 8,08% in 2006-2010 period), including 7,800 international tourists. The total turnover from tourism in 2010 estimated 60,7 billion VND.

Table 2.3. The number of tourists coming to Soc Trang

	2001	2007	Proposed 2008-2020
Tourist admission	284,450	1,000,000	
Growth rate (%)	10.26		10.26
- International tourist			5.2
- Domestic tourists			8.2

2.13. Economic results implemented in 2006-2012

The average GDP growth in 2005-2008 was 13.27% a year, of which the growth of Agriculture-Forestry-Aquaculture (sector I) was 7.56%, the Industry and Construction (sector II): 18.19%, and the Trade-Service (sector III): 23.22%.

The average per capita GDP was 789 US\$ in 2008 (at current price), increasing 1.71 times as of 2005. The economic structure has undergone a positive transformation.

The proportion of value in sectors I, II, and III at current price are 57.70% - 19.76% - 22.54% respectively. The economic growth in 2012 is 9,11%. The GDP structures of sectors I - II - III are respective 43,41% - 14,81% - 41,78%.

Table 2.4. The economic growth in 2012

Indicators	2006	2007	2008	2009	2010	2011	2012
GDP growth (%)	12,86	13,46	10,23	10,14	10.27	9.04	9.11
GDP per-capita (USD)	532	674	850	881	1,070	1,326	N/A
Growth rate of industry	14,51	23,80	10,32	7,88	14.85		N/A
Economic structure							
- Agriculture – Forestry – Aquaculture (%)	54.42	54.28	56.47	54.50	57.23	52.35	43.41
- Industry – Construction (%)	20.89	19.87	17.15	16.91	14.62	13.35	14.81
- Service (%)	24.69	25.85	26.38	28.59	28.15	29.3	41.78
Export value (million US\$)	333,08	362,77	336,04	338,67	432.4	476.5	370,00

2.14. Attraction

Soc Trang is spiritual tourism refers to many tourism categories that help tourist find healthiness and inner balance for both body and soul. It can consist of religious, spa and healthiness tourism.

These new tourism segments are adopted most strongly by Thailand and India, which are said to be the cradle of Buddhism religion and contemplation act. It is a form of travel combining pilgrimage, learning about a religion and contemplation action. In Asia plays a key role in the tourism industries of many country as Thailand, Cambodia, India, Tibet, China, Bhutan and Nepal. These trip aims at travellers who would like to know much more about a religion, express belief, do worship and experience the tranquil and modest life at cloister in order for inner balance and stress reduction.

Soc Trang is a City full of attractions and memorable place to visit such as Wat mahatupha or Chua Doi Temple, Clay pagoda, the Center piece of the cultural Center of Ho Nuoc Ngot (Freshwater Lake), Ho Be beach in Vinh Chau, Soc Trang, event traditional Festival and Temple Buddhist Khmer, Museum National Tourism Areas travel recreation in Soc Trang City, and Wat Srolon temple. There are also a wide variety of services including 3 star hotels and budget guest houses, sidewalk noodle shops, neighbourhood pubs, international discos and more.

In Soc Trang, tourist take time to enjoy the special dishes, especially noodle soup, fish sauce, fried noodles, old rice noodles, porridge porringer etc. In addition, pia cake, sesame, Sausage, shrimps, fish, and dried shrimps, black tiger shrimp, purple onions, garden fruits etc. Also become the specialty especially of Soc Trang. All can become a gift to the nuance of the river in the West to bring visitors as gifts for relatives.

2.15. International Tourism in 2010

Under the impact of the 2008-2009 global economic crisis and the uncertainty around the A(H1N1) pandemic. Following four years of strong, above-trend growth, international tourism suffered one of its toughest years in decades, reflected in significant declines in international tourist arrivals (-4%) and international tourism receipts (-6%). Recovery began half-way through the year in Asia and the Pacific and the Middle East, and was evident across other regions by the last quarter of the year, the only period to record positive growth in 2009.

In 2010 brought more challenges for the tourism sector; economic uncertainty, natural disasters and political and social unrest threatened to weaken the recovery which began at the end of 2009. However, international tourism recovered strongly and faster than expected. International tourist arrivals increased by almost 7% to a record 940 million, while earnings from international tourism grew slightly slower at 5% to reach US\$ 919 billion (euro 693 billion), a

result of increased price competition and tendencies to travel closer to home and for shorter periods, common consumer behaviour in periods of recovery. All regions posted growth in both international tourist arrivals and receipts, with the exception of Europe where receipts stagnated in 2010.

Table 2.5. International tourism 2010 and forecast 2011

	International tourism 2010			Forecast 2011
	Arrivals	Market share	Growth rate	
World	936	100%	6.7%	4-5%
Europe	473	51%	3.2%	2-4%
Asia and the Pacific	204	22%	12.6%	7-9%
Americas	150	16%	7.7%	4-6%
Africa	49	5%	6.4%	4-7%
Middle East	60	6%	13.9%	7-10%

Source: Data collected from UNWTO

2.16. Vietnam's tourism strategy from 2001 to 2010

From 1990s, Vietnam carried out reforming the whole country with many renovation policies to expand markets and open to foreign trade. At the end of the 1990s, Vietnam began to get noticed by international public as an emerging market with high growth speed. Alongside receiving considerable flows of foreign investment, Vietnam welcomed international visitors much more since then. At that time Vietnamese Government signed a decision on approval of "Vietnam Tourism Development Strategy 2001–2010" in order to enhance national tourism industry in accordance with the world's trend.

The main objectives of Vietnam tourism marketing strategy:

- Effectively taking advantage of nature, ecology, historical and cultural traditions; mobilizing human resource, courting international co-operation and support to develop tourism as the spearhead economic sector contributing to the country's industrialization and modernization.

- Strive to reach 3–3.5 million international arrivals to Vietnam, 15–16 million domestic arrivals with USD 2 billion of revenue in 2005

- Strive to reach 5.5–6 million international arrivals, 25–26 million domestic arrivals, USD 4–4.5 billion of revenue in 2010. (Information System of Strategy, Plan and Project)

In brief, tourism is one of the most lucrative and fast-growing industries in the world. It has been increasing continually in term of the number of international arrivals and tourist expenditure. In realization of the tourism's potentials in many

aspects, Vietnam had proposed a strategic plan for the period of 2001–2010 with great efforts to develop the tourism and got remarkable achievements which are mainly contributed by the national tourism resources and advertising campaigns.

2.17. Estimation and forecast for Vietnam tourism

The following figures are estimations at tourism industry's contribution to economy of the world and Vietnam in 2011 and forecast for 2021, as far as GDP, employment, visitor export, spending and capital investment are concerned.

Table 2.6. The estimation and forecast for worldwide tourism industry's contributions

	2011	2021
Direct contribution to GDP	1,850	2,861
Total contribution to GDP	5,991.9	9,226.9
Direct contribution to employment (thousand jobs)	99,048	120,427
Total contribution to employment (thousand jobs)	258,592	323,826
Visitor exports	1,163	1,789
Domestic spending	2,637	4,128
Leisure spending	2,963	4,604
Business spending	899	1,402
Capital investment	651	1,124

Source: Data collected from WTTC (February 2011), unit: USD billion, 2011 constant prices and exchange rates.

Despite having to cope with economic challenges in 2011 like oil price escalation, travel industry is still expected to be the fastest growing one in the world. As reported in table 2, worldwide tourism industry's direct contribution to global GDP went up by 3.3%, to USD 1,770 billion in the recovery year 2010. This number is forecasted to be further by 4.5% to USD 1850 billion with 3 million more jobs for direct workforce during 2011; and expected to double by 2021.

Especially in respect of capital investment, it is hoped to get a rise of approximately 42% in 2021 over 2011. Tourism is said to be the category generating the fourth largest export capability globally after fuels, chemicals and

automotive products. This is also the substantial source of foreign exchange income and the number one export category for most of developing countries in the world. In 2011, the exports by international visitors are hoped to reach USD 1,163 billion for the whole world. Moreover, it is estimated that worldwide international arrivals will reach 1.6 billion by 2020.

As a whole, worldwide tourism has an optimistic prediction in the first ten years of new millennium. Particularly, emerging countries are hoped for its dramatic growth and powerful capability of fostering both international and domestic travel. Another forecast announced by PATA (March 2011), among Asian sub-regions, Southeast Asia would be the fastest growing one with over 8%, subsequently South Asia at about 7.5% and Northeast Asia with over 7% per annum.

Figure 4: The total contribution of Vietnam tourism to GDP and employment from 2005 to 2010 actual, 2011 estimated and 2021 forecasted



2.19. Segmentation of tourism market

Due to the shortage of scarce resources, it is logical to look out for the target market which can match with Vietnam's ability to serve with utmost attention and maximum profitability. The segmentation of the tourist market is a norm in marketing practice.

Tourist marketers must decide and distinguish between the actual and potential customers' needs and wants, determine which target markets to serve, and decide on appropriate products, services and programs to serve the market. There are two methods to identify and select the target group.

Table 2.7. Tourism Statistics Domestic visitors (2000 – 2015)

	Domestic trippers (thousand)	Growth rate (%)
2000	11,200	
2001	11,700	4.5
2002	13,000	11.1
2003	13,500	3.8
2004	14,500	7.4
2005	16,100	11.0
2006	17,500	8.7
2007	19,200	9.7
2008	20,500	6.8
2009	25,000	22.0
2010	28,000	12.0
2011	30,000	7.1
2012	32,500	8.3
2013	35,000	7.7
2014	38,500	10.0
2015	57,000	48.0

Source: VNAT

Table 2.8. Total tourism receipts (2000 – 2015)

	Total tourism receipts (VND trillion)	Growth rate (%)
2000	17.40	
2001	20.50	17.8
2002	23.00	12.2
2003	22.00	-4.3
2004	26.00	18.2
2005	30.00	15.4
2006	51.00	70.0
2007	56.00	9.8
2008	60.00	7.1
2009	68.00	13.3
2010	96.00	41.2
2011	130.00	35.4
2012	160.00	23.1
2013	200.00	25.00
2014	230.00	15.0
2015	337.83*	-

* According to new calculation method Source: VNAT

Figure 5: International tour operators (2005 – 2015)

	State-owned	Limited	Joint stock	Private	Joint-venture	Total
2005	119	222	74	3	10	428
2006	94	276	119	4	11	504
2007	85	350	169	4	12	620
2008	69	389	227	4	12	701
2009	68	462	249	4	12	795
2010	58	527	285	5	13	888
2011	13	621	327	4	15	980
2012	9	731	371	6	15	1,132
2013	9	845	428	8	15	1,305
2014	8	949	474	9	15	1,456
2015	7	1,012	475	10	15	1,519

Source: VNAT

Figure 6: Tourist accommodation establishments (2000 – 2015)

	No. of Acc	Growth rate of Acc (%)	No. of rooms	Growth rate of rooms (%)	Average room occupancy rate (%)
2000	3,267		72,200		
2002	4,390	34.37	92,500	28.1	
2006	5,847	33.20	125,400	35.6	49.9
2006	7,039	20.40	160,500	28.0	60.0
2007	9,080	29.00	178,348	11.1	60.7
2008	10,406	14.60	202,776	13.7	59.9
2009	11,467	10.20	216,675	6.9	56.9
2010	12,352	7.70	237,111	9.4	58.3
2011	13,756	11.40	256,739	8.3	59.7
2012	15,381	11.80	277,661	8.1	58.8
2014	16,000	-	332,000	-	-
2015	18,800	-	355,000	-	-
2011	13,756	11.40	256,739	8.3	59.7

Table 2.9. Number of tourist accommodation establishments 3-5 stars (2013-2015)

Year	Total	5-star	4-star	3-star
	<i>No. of Acc</i>	<i>No. of rooms</i>	<i>No. of Acc</i>	<i>No. of rooms</i>
2013	598	62,002	64	15,385
2014	640	66,728	72	17,659
2015	747	82,325	91	24,212

Source: Data compiled by TITC from Hotel Department (VNAT) and Departments of Tourism and Departments of Culture, Sports and Tourism

Figure 7: The International visitors to Viet Nam in December of 2016

International visitors to Viet Nam in December estimated 897,279 arrivals, increase 17.9% over the same period last year. Total international arrivals in 12 months reached 10,012,735 arrivals, increase 26.0% over the same period last year.

	December 2016 (estimate)	Accrued for 12 months of 2016	Dec. 2016 vs, Nov. 2016 (%)	Dec. 2016 vs, Dec. 2015 (%)	12 months 2016 vs, 12 months 2015 (%)
Total	897,279	10,012,735	95.8	117.9	126.0
By means of transportation					
By air	715,317	8,260,623	93.1	123.9	131.7
By sea	35,046	284,855	129.9	255.3	167.7
By road	146,916	1,467,257	103.8	86.5	97.7
By countries and territoires					
Hong Kong	2,827	34,613	87.7	123.8	167.5
China	216,662	2,696,848	86.1	128.1	151.4
Korea	154,165	1,543,883	116.2	134.4	138.7
New Zealand	2,769	42,588	82.3	108.8	133.3
Spain	4,219	57,957	70.8	147.7	129.0
Russia	50,197	433,987	94.7	121.1	128.1
Italy	4,085	51,265	77.1	114.6	127.2
Thailand	27,643	266,984	102.1	95.1	124.4
Holland	5,164	64,712	83.5	108.8	122.2
Laos	11,520	137,004	85.1	125.4	120.2
England	19,284	254,841	72.7	108.5	119.8
Germany	15,387	176,015	73.0	111.9	118.1
Sweden	4,014	37,679	118.6	99.7	117.7
Malaysia	48,308	407,574	122.7	122.0	117.6
Canada	11,835	122,929	91.0	118.8	116.3
Taiwan	42,049	507,301	100.5	115.1	115.6
France	20,062	240,808	80.2	113.1	113.8
Denmark	2,259	30,996	91.1	103.2	113.1
USA	46,447	552,644	103.5	103.4	112.5
Indonesia	6,565	69,653	104.4	122.8	111.9
Philippines	8,995	110,967	75.9	100.9	111.2
Japan	63,601	740,592	97.0	108.2	110.3
Belgium	2,078	26,231	67.2	100.1	109.6
Switzerland	2,701	31,475	74.2	105.9	109.5

Singapore	33,895	257,041	144.8	108.6	108.7
Norway	1,758	23,110	93.3	103.0	107.9
Finland	2,213	15,953	164.5	117.9	106.0
Australia	26,855	320,678	113.4	94.7	105.6
Cambodia	17,593	211,949	81.2	85.8	93.3
Others	42,129	544,458	94.5	78.1	107.4

Source: GSO

2.20. What is different about the products in tourism industry?

The basic core product of tourism will be of entirely different form from the conventional products as recognised above. Hence, it is necessary to know the core differences of the products offered by tourism industry in order to implement the right marketing strategies.

2.20.1. Intangibility

Services and tourists' experiences from holidaying and travelling form the core of tourism industry. They are intangible, and hence cannot be handled and owned. The crucial point and problem here is that because the potential customers cannot judge before making the decision to buy, and that means what the customers experience throughout are the important process to judge. It is always beneficial for the customers to have good experiences and spread out to other people. Also, because services are intangible and thus are perceived by customers as 'high risk', often the pricing strategy are important to link with assurances of quality (Hill 1996).

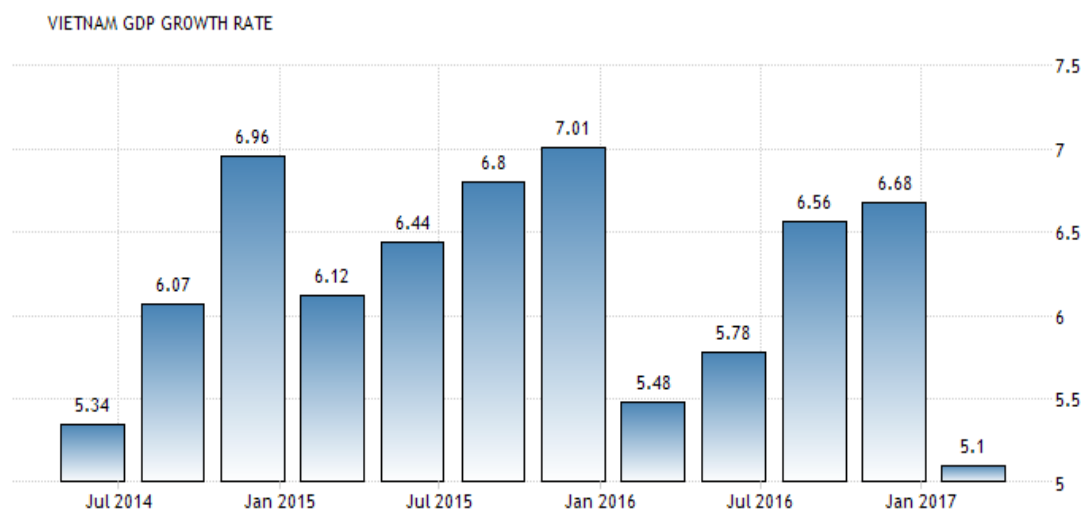
2.20.2. Inseparability

The usage of product and service are consumed in a different manner. While products are bought and used by consumer after manufacture, services are bought and consumed at the same time. This implies that the customers receiving the services are part of the service exchanges process. Thus, where and how the customers receive the services serve as an important yardstick to evaluate the overall experience. In this case, a proper management and skilled workforce are crucial.

2.21. Economic Growth Rate

The Gross Domestic Product (GDP) in Vietnam expanded 5.1 percent year-on-year in the first quarter of 2017. GDP Growth Rate in Vietnam averaged 6.19 percent from 2000 until 2016, reaching an all-time high of 8.46 percent in the fourth quarter of 2007 and a record low of 3.14 percent in the first quarter of 2009.

Figure 8. A: Vietnam GDP growth rate from Jun 2014 to Jan 2017



Vietnam GDP growth rate from Jun 2014 to Jan 2017

2.8.4. B: Vietnam GDP growth rate

Vietnam GDP	Last	Previous	Highest	Lowest	Unit
GDP Growth Rate	5.10	6.68	8.46	3.14	percent
GDP Annual Growth Rate	6.17	5.10	8.48	3.12	percent
GDP	193.60	186.20	193.60	6.30	USD Billion
GDP Constant Prices	593170.00	3054470.00	3054470.00	480455.00	VND Billion
Gross National Product	3977610.00	3750823.00	3977610.00	39284.00	VND Billion
Gross Fixed Capital Formation	1033780.00	938400.00	1033780.00	5495.00	VND Billion
GDP per capita	1684.87	1596.35	1684.87	389.42	USD
GDP per capita PPP	5668.00	5370.21	5668.00	1501.14	USD
GDP From Agriculture	67473.00	468813.00	468813.00	65298.00	VND Billion
GDP From Construction	29717.00	189170.00	189170.00	24018.00	VND Billion
GDP From Manufacturing	107473.00	495283.00	495283.00	90932.00	VND Billion
GDP From Mining	38660.00	230843.00	240462.00	38660.00	VND Billion
GDP From Public Administration	17539.00	83928.00	83928.00	13398.00	VND Billion
GDP From Services	244194.00	1178143.00	1178143.00	216604.00	VND Billion
GDP From Transport	18576.00	87943.00	87943.00	15783.00	VND Billion
GDP From Utilities	3873.00	17791.00	17791.00	3044.00	VND Billion

Figure 1 Source: Tradingeconomics.com/vietnam/gdp-growth

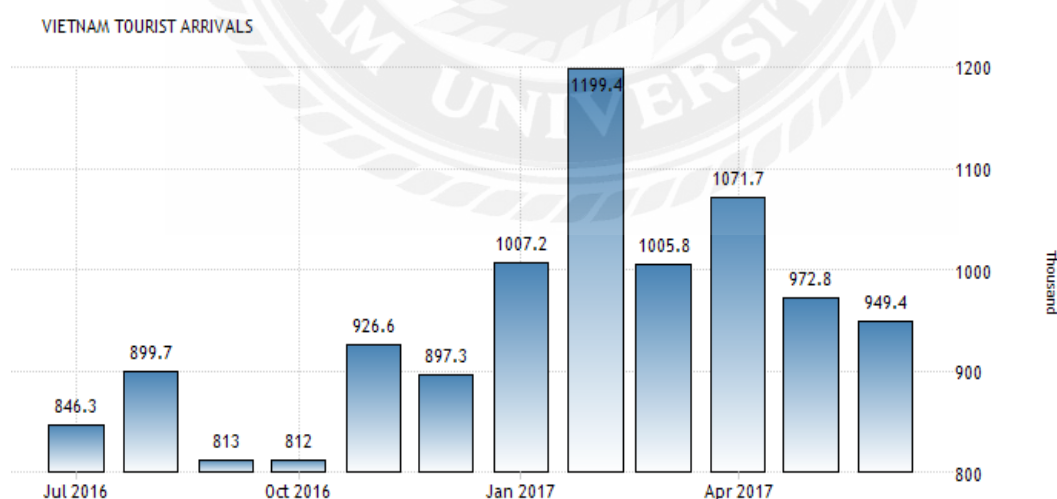
Vietnam is a developing economy in the Southeast Asia. In recent years, the nation has been rising as a leading agricultural exporter and an attractive foreign investment destination. Vietnam's key products are: rice, cashew nuts, black pepper, coffee, tea, fishery products and rubber. Manufacturing, information technology and high-tech industries constitute a fast growing part of the economy. Vietnam is also one of the largest oil producers in the region. This page provides the latest reported value for - Vietnam GDP Growth Rate - plus previous releases, historical high and low, short-term forecast and long-term prediction, economic calendar, survey consensus and news. Vietnam GDP Growth Rate - actual data, historical chart and calendar of releases - was last updated on July of 2017.

Table 2.10. GDP Growth Rate - actual data

Actual	Previous	Highest	Lowest	Dates	Unit	Frequency
	5.10	6.68	8.46	3.14	2000 - 2017	percent

2.22. Vietnam Tourist Arrivals

Tourist arrivals in Vietnam surged 33.6 percent year-on-year to 949 thousand in June of 2017 from 711 thousand in the same month a year earlier. Visitors from Asia went up by 38.3 percent, followed by those from European countries (25.9 percent), Australia (21 percent) and America (8.8 percent).



Source: tradingeconomics.com/vietnam/tourist-arrivals

Considering the first six months of 2017, tourist arrivals jumped 30.2 percent to 6.206 million. Tourist Arrivals in Vietnam averaged 798.77 Thousand from 2015 until 2017, reaching an all-time high of 1199.40 Thousand in February of 2017 and a record low of 529.40 Thousand in June of 2015.

2.23. Potential of Tourism sites in Soc Trang

Accordance with its tourism development master plan for 2020, the Mekong Delta province of Soc Trang has a driving ambition to develop eco-tourism by tapping its rich natural resources and local culture. The scheme also aims to get local people involved in environmental education, and sustainable bio-diversity preservation and development.

The “eco-tourism” concept Soc Trang’s leaders aspire to formulate is that natural resources are in primitive condition while people who want to exploit the resources must be committed to protecting and enhancing the surrounding natural environment. In this context, minimum human impact on the environment is the first priority.

The province’s network of islets stretches over 50 kilometres along the Hau River toward the East Sea. My Phuoc Islet Resort boasts local landscapes. To celebrate the annual Doan Ngo Festival (falling on the fifth day of the fifth lunar month), the province hosts the “Song nuoc miet vuon” (waterways in the countryside) festival. In addition to giving visitors an insight into the traditional local culture, the festival creates a chance of enjoying fresh local specialties, including fruits. The event is held with a wide range of activities for instance, a cooking contest, a fruit decoration competition, Don Ca Tai Tu (southern traditional amateur music) performances and folk games. Last but not least, local foods should be a feast worth being tried by tourists.

To call for domestic and foreign investment in eco-tourism projects, Soc Trang has drawn up policies and incentives, especially those involving site clearance, land lease, infrastructure construction, administrative procedure consulting and funding, vocational training and technology transfer.

The provincial authorities are now focusing on potential investors for Ho Be eco-resort project in Vinh Chau Town and Song Phung eco-resort project in Long Phu District. Earlier this year, several entrepreneurs showed their initial in these projects. The authorities are preparing to call for new investors in a hydrofoil port after the initial investor failed to realize it.

Sustainable eco-tourism development is closely related to natural resources, local culture, environmental education and community. In that sense, eco-tourism services should be provided in a way that minimizes negative impacts on bio-

diversity. Protection of beaches, rivers and forests must be prioritized. In practical terms, it involves training for tourism workers; links between tourism organizations and associations, travel companies and localities; raising awareness of environmental protection in the community; and enhancing the role of tourism authorities at all levels. So below are what the tourism sites in Soc Trang City.

2.24. Cultural Tourism sites

2.24.1. Wat Khleang a national culture historic site in Soc Trang

This Temple is an ancient Buddhist temple of the Khmer pagoda system in the Southern area. The temple was first built in 1533, when the area was under the control of the Khmer Empire, before the area was taken over by Vietnamese settlers in the 17th and 18th centuries. It initially consisted of a wooden building with a thatched roof, before being replaced with a tiled roof. There are four entrances for the temple, in the northern, southern, eastern and western directions

The temple has been renovated many times in the five centuries since its construction but has not been renovated in the last 80 years.



Uposatha Chapel of Wat Khleang in Soc Trang province is one of the significant Khmer Buddhist architecture in the Mekong Delta of Vietnam

Located of temple on Ton Duc Thang Rd, Ward 6, Soc Trang City. This is an Architecture Arts monument in national level with Decision No. 84 of signed April 27, 1990 of the Ministry of Culture and Information.

Architecture of all the works of the temple are located in a campus of 3,800 m² with many palm trees that surrounded by the fence, and decorated with patterns, textures and vibrant colours with Khmer style.

The front side of each pillars mounted dancer statue Kinnari with outstretched hands against the roof, and the roof mounted three small towers. The main hall is located in the centre with an area of 200 m². The floor is higher than the ground almost two meters, three levels, each level has brick fence around. Four directions: East, West, South and North have doors. The roof was built in three levels modalities. The roof has dragon statue winding. On the top of pillars in the corridor surrounding have Garuda statues prop their hands. Also, around the main hall was decorated with Teahu and Yeak statues.



Inside Uposatha Chapel of Wat Khleang

2.24.2. Wat Sereytechomahatup or Bat pagoda

From the Le Hong Phong and Van Ngoc Chinh road, it can be considered as a village having a large of Khmer people living by cultivation and farming. It is about 2.5 km from the center of Soc Trang city to the southwest, Wat Sereytechomahatup pagoda is an attractive and popular destination with tourists everywhere. The temple was built in 1569 years, now is the habitat of thousands of bats. The name of Temple has real name which was translated from Khmer is Watsereytechomahatup, commonly known as Bat Pagoda because the temple has many bats living.



Uposatha Chapel of Bat Temple

According to Khmer translation, Maha is great, Tup is the resistance, Mahatup is translated as “A great resistance”. In ancient times, this land took place a fierce battle of the peasant movement rebelled against colonial feudalism, also took place in other places of fierce fighting but failed, only lands at Bat Pagoda won and then people gathered here for living. Since then, they believed this land is the land of peace, so they built the Buddhist temple for religious activities for their hamlet. And then people gathered here for living. Since then, they believed this land is the land of peace, so they built the Buddhist temple for religious activities for their hamlet.

The most attraction in temple is the bats, Khmer architecture and culture. All of visitor must be enjoined music, also focused in the backyard of pagoda to look at a lot of bats. Occasionally, bats spread their wings to fly from this branch to other branch.



The Monks on their Alms Round Wat Sereytechomahatub

2.24.3. Clay Pagoda (Buu Son Tu Pagoda)

Buu son Tu Pagoda is a unique temple of Vietnam has 1991 big and small Buddha statues made entirely of clay. This Buddhist Temple also has “the record” of candle can burn about one century. The reason of calling Clay Pagoda is in the temple there are many Buddha statues were made of clay, and columns in the temple were made of clay as well.



The gate of Clay Temple

This Pagoda is located on Ton Duc Thang Rd, Hamlet 1, Ward 5 ,Soc Trang City. The origin of Buu Son Tu Pagoda was built by Mr Ngo Kim Tay as the home religious establishment, the pagoda was renovated for the last time in 1906 with 24 columns by mangrove trees and thatch and was recognized as a cultural and historical monument of nation by the Ministry of Culture and Information.



An Elephant made by clay

In temple there are unique structure of Ngo Kim Tong and three religions community house was built in 1942 such as Buddha, Mahakasappa, Adida, Quan Yin , and Lao-tzu ect...all of the statue set put on two floors with two pyramidal supporting columns carved the embossed dragon.

Artefacts of Clay Pagoda is not only famous by thousands of statues made of clay, the temple pillars were panelled with clay, but also known by 4 pairs of big candles were moulded in 1940. Three candle pairs are 2.6 m high, horizontal 1 m, and were cast in 200 kg of wax.



Giant candle burn brightly throughout 700 years

2.24.4. Wat Srolon Pagoda (Designed bowl)

Srolon pagoda is in Dai Tam commune, 12 km from Soc Trang City. Built in 1815, the one-of-a-kind pagoda has ceramic walls made of broken pieces of bowls and plates. Chim Chot is Head of the Management Board of Srolon pagoda:



The main Hall of Wat Srolon

"The pagoda was bombed during the war. The monks and nuns collected broken ceramic pieces to rebuild the main hall. That's why, the pagoda is named "Designed Bowl" meaning 'Salon' in the Khmer language.

Like most Khmer pagodas, Salon has three roofs intricately decorated to reflect an aspiration for peace and freedom of the soul. The two ends of the roof ridge are in a curved shape. On the pagoda walls are paintings depicting the life of Shakyamuni Buddha from his birth to his enlightenment. The main worshipping hall has 20 well-arranged Buddha statues.

2.24.5. Nga Nam Is the unique floating market of Soc Trang

The name "Nga Nam" was born when two canals cross a natural creating the river branch flow to directions, Nga Nam floating market is located at the convergence point of 5 canals. Is located in Thanh Tri District, Soc Trang Province. From the city of Soc Trang, tourists go more than 60 km by road along National Highway 1A to Phu Loc, then turning on Provincial Highway 42 about 24 km to go to Nga Nam district.

There is also a key economic areas of Soc Trang province, having roads relatively uniform, including Quan Lo - Phung Hiep connecting National

Highway 60 with the Ho Chi Minh Trail. In addition, Nga Nam also has waterway linking the local and surrounding areas such as: Bac Lieu, Ca Mau and Hau Giang with five rivers converge into Floating Market being a busy commercial spot with the charming and unique landscape of rivers.



Figure 2 Nga Nam Market

In the generally is all of business activities and life activities take place on the boat. Both the seller and buyer use boats for moving, boats are used for transportation and do transactions on the river. Big boats, small boats, boats with five timber pieces, dinghy... are loaded up and loaded down of goods from 3 am until 8 am.

We can say in this market has most of the specialties of Mekong River Delta, from the famous rice, fresh fruits of orchards, vegetable, shrimp, fish, crabs, tubers and frogs are very diverse and rich in both volume and quality, so farmers often do not use all after harvesting, these items have a short shelf life, these reason lead to the need of exchanging and trading among small farmers.

2.24.6. Ecotourism Ho Be Beach the pristine place of the southern land.

Ho Be landmark was formed from the process of sea erosion. The accretion and erosion of the sea created concave area like a large lake, so the locals called Ho Be (Sea Lake). At high tide, sea water covers inland area and brings white sand from the sea to the beach; until the sea water receded, it generously leaves at Ho Be a white sand beach stretching nearly 20 km. These are unique features of Ho Be; they are suitable for the construction of the beach (because during the 72 km coastline of the province mostly is muddy).



Ho Be is a potential tourist site with 5 km coastline of white sand stretching, cool ocean, the local people are gentle and friendly will bring to tourists an ideal trip to escape the hot weather in the summer.

Are gentle and friendly will bring to tourists an ideal trip to escape the hot weather in the summer.

With white sand beaches which are nearly 20 km long, the green mangroves challenges with the sun and the sea breeze, the citizens are honest and hospitable; all have created a Ho Be which is not only pristine but also very attractive to those who want to return to nature. The wild and fascinating of Ho Be has been awakened each day by the Project of Planning and Development Ho Be Ecotourism area.

2.24.7. Freshwater Lake Culture

Most important cultural activities in Soc Trang are held here. Only big cultural event, the lake sells tickets in a few day of the event. Otherwise, the Lake always opens for free so many couples choose this place to record moments and memories and it is a place for travellers visiting. From early morning, the Lake

Ho Be beach is located in Vinh Hai commune, Vinh Chau district, Soc Trang province.

has crowded by exercised people and, then, clubs. Security here creates a sense of absolute peace for everyone. The latest statistics of the Lake proved that on Sunday or holidays, over 25,000 people not mention nearly 14,000 motorbikes and 3,000 bicycles to visit the Lake. Weekdays, more than 15,000 visitors access

the Lake. For Soc Trang, the Lake goes into memories of local people as a part of their own.

2.24.8. Binh An Tourist Area

This place has a lot of activities and services: entertainment, restaurants, theatre performances, accommodations... Systems of trees, flowers and fruits, swimming pool, fish ponds, swings... are arranged reasonably, harmoniously with nature but still lively. Tourist areas can meet needs and preferences of various age groups and subjects.

Passing the gate, behind the stage, we could see an artificial mountain with a large statue of Buddha of Quan Am on the top. Foothills include fish ponds, trees planted very naturally; paths weaving between rocks simulating rocky trails. In the heart of the mountain is a mini hotel. Left side of the mountain is a two-story villa with architectural model combination of Russia and the Middle East. It can use to organize weddings, banquet, prom...

Binh An Tourist Area broke the quiet of the town which was bearing Khmer cultural mark of a province in Southwest.

2.25. An Event and Festival

2.25.1. The Vietnamese New Year (Lunar New Year or Tet)

Tết or Vietnamese New Year, is the most important celebration in Vietnamese culture. The word is a shortened form of Tết Nguyên Đán, which is Sino-Vietnamese for "Feast of the First Morning of the First Day". Tết celebrates the arrival of spring based on the Vietnamese calendar, which usually has the date falling in January or February.

Vietnamese people celebrate Lunar New Year annual which based on Lunar Calendar (calculating both the earth's movement around the sun and the moon around the earth) Tết is generally celebrated on the same day as Chinese New Year, except when the one-hour time difference between Vietnam and China results in new moon occurring on different days. It takes place from the first day of the first month of the Vietnamese calendar (around late January or early February) until at least the third day. Many Vietnamese prepare for Tết by cooking special holiday food and cleaning the house. These foods include bánh chưng, bánh dày, dried young bamboo soup (canh măng), giò, and sticky rice. Many customs are practiced during Tết, such as visiting a person's house on the first day of the New Year (xông nhà), ancestor worship, wishing New Year's greetings, giving lucky money to children and elderly people, and opening a shop.

Tết is also an occasion for pilgrims and family reunions. They start forgetting about the troubles of the past year and hope for a better upcoming year. They consider Tết to be the first day of spring, and the festival is often called Hội xuân (spring festival).

Vietnamese (Kinh) people usually return to their families during Tết. Some return to worship at the family altar or visit the graves of their ancestors in their homeland. They also clean the graves of their family as a sign of respect. Although Tết is a national holiday among all Vietnamese, each region and religion has its own customs. Tết in the three Vietnamese regions can be divided into three periods, known as Tết Niên (penultimate New Year's Eve), Giao Thừa (New Year's Eve), and Tân Niên (the New Year), representing the preparation before Tết, the eve of Tết, and the days of and following Tết, respectively.

2.25.2. Bon Choul Chnam Thmay- Khmer New Year Ceremony

The term of New Year Ceremony in Khmer is Bon Choul Chnam Thmey which means entering New Year. It is a traditional ceremony of all Khmer people who live anywhere in the world. The Khmer New Year ceremony is celebrated to delight in the achievement of the previous year with the hope to have good means to solve any perform various meritorious deeds in order to dedicate merits to ancestors according to a Buddhist perspective. Traditionally, the Khmer New Year is celebrated in Chetr month of lunar calendar which is on 13th April but sometimes it falls on 14th April. The schedule of entering New Year is based on Khmer astrology known as Mahasankrant which is determined by a group of Khmer Royal astrologer who publish and broadcast officially to the public. Usually, the Khmer New Year is celebrated for three days, generally known as Sankrant Day, Wanabot Day and Loeng Sak Day.

The first day of New Year is called Sankrant day. It is the end of the year and the beginning of a new one. People dress up and light candles and burn incense sticks at shrines, where the members of each family pay homage to offer thanks for the Buddha's teachings by bowing, kneeling and prostrating themselves three times before his image. For good luck people wash their face with holy water in the morning, their chests at noon, and their feet in the evening before they go to bed.

The second day of Khmer New Year ceremony is called Wanabot Day is a time to think of the less fortunate. People offer charity by helping the poor, servants and homeless. Families may go to monasteries to pay respect to their ancestors, and it also a time for family members to exchange gifts.

On the third day of Khmer New Year celebrations. Generally, the Khmer people usually go to monastery in the village or in the City where their live in order to perform various meritorious deeds together on the last day of the Khmer New Year celebration. They also offer food to the Buddhist monk in the morning and requites the monk to dedicate these merits to their ancestors including grandparents, parents, brothers, sisters and relatives who passed away. In the afternoon, they assemble in a main hall of the monastery to set up a chanting ceremony for paying homage to the Triple Gems, observing the five precepts and then the Ascending Era of the Year ritual is declared by the abbot of the monastery. The declaration of Ascending Era of year is started to count up from this day onward. Another special riyual celebrated on the last day of Khmer New Year is known as Bidhi Srong Breakh which means giving a bath or shower to the Buddha statues, the monks, elders, grandparents, and parents. It is also thought to be a kind deed that will bring longevity, good luck, happiness and prosperity in life. By washing their grandparents and parents, the children can obtain from them best wishes and good pieces of advice to live the life for the rest of the year.

2.25.3. Ok Om Boc festival

Soc Trang is a religious ceremony when the moon god of Khmer minority group is worshipped in Soc Trang Province. One of the most prominent of the festivals of Vietnam.



Following the traditional custom, in the full-moon day of the tenth lunar month every year, the Khmer hold the moon worshipping festival that people manually called Ok-Om-Boc. Traditionally, to memorize the contribution of the moon which is considered the God managing crops, the Khmer people use the new

glutinous rice to make Om Boc (Pounded rice), being the main offering to worship the moon.

Especially, come to the Ok-Om-Boc festival, visitors have a chance to take part in folk cultural game, entertainment such as: LamThol dancing, Ro bam, Du ke singing, snail chess competition, race boat, etc...

Besides that, tourists can contemplate the special water lamp, wind lamp of Khmer people. Water lamp is boat-shaped, having the made-from-banana-bark bottom with other materials including bamboo bars and paper. The lamp is decorated by brilliant colours, several kinds of cake, incense, oil lamp, and candles then released onto the water flow, creating sparkling and charming colours.

Wind lamp is a kind of entertainment which is artistic and scientific. People make it very simple: just with several pieces of paper which is rounded by bamboo bars and zinc yarns, something put inside to be the ignition. When fire is burnt, the inner air disappears, creating a force pushing the wind lamp flying high into the sky. It falls down when the fire is off. In each wind lamp, there is a kapok tail attached to the zinc frame, forming the shape of animal or word which looks very spectacular after being fired and flies high.

2.25.4. Cung Phuoc Bien Festival

Cung Phuoc Bien festival is held on February 14 – 15 every year in the lunar calendar when is related to the beautiful weather. The object of festival people pray to the heaven, the earth, gods and the ancestors who have created and built lands.

The meanings of Cung Phuoc Bien festival are praying for the prosperous country, good weather and good harvests. And it is a tribute to the predecessors who had the merits to reclaim and build the land.

They express their gratitude to the heaven, the earth and gods had let them get comfortable life, giving thanks to the sea gave them many shrimp and fishing, giving thanks to the land gave them the green fields and heavy gold particles of the rice.

Initially, this festival only took place on a small and spontaneous scale. The festival was formed from the idea of a Khmer monk named Ta Hu. At first, he built a tower on sand dunes, near Ca Sang pagoda (this place is the venue of the festival today) for the fellow of Buddhists come to burn incense and sincere worship.

He chose the full moon day of February in lunar calendar (that is the full moon day in November of Khmer people) to establish the altar for doing good, because this is a time of quiet sun, the sea is calm, all fishermen come back from the sea with the boat full of fish and shrimp.



Then, this blessing day was gradually considered by many people, they were enthusiastic to response as it met their wishes. From that on, Cung Phuoc Bien festival was formed and became a traditional festival not only for the Khmer but also for the Vietnamese and Chinese people who live around this area.

2.25.5. Monasteries and Khmer Educational Activities

The Buddhist monasteries have been regarded as the successful centers for the maintaining and development Khmer culture among their communities site in Soc Trang province of Vietnam through monastic education and Buddhist monk of the monasteries have been playing crucial roles in this educational management. The study of Khmer language, education in social morality, and dissemination of Theravada Buddhism of Khmer people site in Soc Trang provice are depended on the support from the monasteries. If there were no any monastery, these fundamental aspects of the Khmer identities would be surely very hard to continue to exist with the people.

2.25.6. Study of Khmer language at literate level

A literate level of study is the ability to read and write. The Khmer literate level of study, however, is not a basic level, but a great ability of Khmer people site in Soc Trang province of Vietnam, because they are an ethnic group of people in Vietnam who have to try hard to achieve that level with very few available chances and efficacy to study. There are 67 letters of Khmer scripts. They consist of 33 consonants, 21 dependent vowels and 13 independent vowels.

The two series Khmer consonants are arranged in the chart

First series		Second series	
ក ka [kɔ:]	ខ kha [kʰɔ:]	គ ko [kɔ:]	ឃ kho [kʰɔ:]
ច ca [cɔ:]	ឆ cha [cʰɔ:]	ជ jo [cɔ:]	ឈ jho [cʰɔ:]
ដ ʈa [ɗɔ:]	ឋ ʈha [tʰɔ:]	ឌ ɗo [ɗɔ:]	ឍ ɗho [tʰɔ:]
ត ta [tɔ:]	ថ tha [tʰɔ:]	ទ do [tɔ:]	ធ dho [tʰɔ:]
ប pa [pɔ:]	ផ pha [pʰɔ:]	ព bo [pɔ:]	ភ bho [pʰɔ:]
ស sa [sɔ:]	ហ ha [hɔ:]	យ yo [jɔ:]	រ ro [rɔ:]
ឡ ʎa [ʎɔ:]	អ ʔa [ʔɔ:]	វ vo [wɔ:]	



Khmer pupils studying Khmer language at literate level in monastic school of Wat Dakkhinawan Pothipruk , Lich hoi thuong Town, Tran De distrist, Soc Trang province of Vietnam during three months vacation of Vietnamese schools.

2.25.7. Buddhist Studies

A Buddhist study of the Khmer Buddhists site in Soc trang province of Vietnam refers to the studying programs of Dhamma Vinaya School and Pāli School. There is a policy concerning the right of freedom of religion and belief of the people of the Socialist Republic of Vietnam as the key to set up comfortable condition to traditional Buddhist Study and practice in Buddhism of Khmer people site in Soc Trang of Vietnam.



“Every religious organization that has been granted legal recognition by the Government has the freedom to function according to the law and is protected by the law. It has the right to carry out religious activities, open school to train workers, publish religious material and maintain, renovate or build their religious institution according to the regulation of the law”.

Chapter III. Methodology

The purpose of this chapter was to describe which aspects of course design and instruction are more effective and successful in the preference tourism sites in Soc Trang City, Vietnam. The case study research method was chosen as the most appropriate way to answer these research questions. The design, data source, data collection and analysis, and other approaches are used are described in this chapter.

3.1. Research Method

This survey was conducted for collecting the preliminary data. It was a necessary phase to inform and to discuss the detailed research study with friends especially Prof. Dr. Vijit, Dean of Master of Business Administration in Siam University. Deeply discussion was held with both local and foreign tourists to complete the research purpose.

The secondary data was collected during this phase as much as we could. Basically, the result from this survey used for basic understanding, developing the qualitative research tools and questionnaire.

Most of the research time was spent on during of the period. Qualitative and Quantitative approaches were applied. Qualitative data was collected before interviewing tourists. Synthesis information had been completed after discussion in sufficient time. Quantitative data collecting was conducted immediately after the questionnaire was revised. Generally, all outputs from the survey were used for evidence in study research.

3.2. Data Resources

At least, there tow sources of data are primary and secondary data. Primary data sources focus on interviews, survey papers, direct observation, and participant-observation.

Secondary data sources mainly covered government publications, technical document, annual report, and other ways helped to check official information learn about major events, technical detail, and main organizational player and roles. They also supported the exploring of particular responses during interviews. Additionally, all data was collected through an initials survey was served to gather demographic information as well as lay the foundation for the

interviews. Interviews with individual participants were conducted through on the hands.

3.3. Data Collection

I spent three days for collecting questionnaires paper. First day, I was in Wat Khleang and Buu Son Tu pagoda, there are 57 respondents, Second day, in Wat Sereytechomahatup and Wat Srolon 48 respondents, and final day to go to Freshwater Lake culture are 20 respondents. A total of 145 survey were sent out tourist collected during three days in five destinations.

The surveys were conducted at sites commonly frequented by both national and international tourists. The five destination sites collected 125 respondents and other non-respondents are through on the ground. Here following table will show five destination sites were conducted on the way.

Table 3. Five Destinations

No	Destinations	No. of Tourist	Percent
01	Wat Khleang	27	22%
02	Buu Son Tu	30	24%
03	Wat Srolon	15	12%
04	Wat Sereytechomahatup	33	26%
05	Freshwater Lake Culture	20	16%
Total		125	100%

3.4. Data Analysis

Exactly, after collecting qualitative data, we synthesized information immediately after friend discussion for checking and controlling the data. All results and synthesis paper were arranged in files carefully. And then, we listed all relevant data from each tool. Also, we interpreted all information regarding to our research questions.

All questionnaires were give a code number. All of them were punched into the files carefully after we checked already, and then we input all variables into Statistic Package Social Sciences V 20.0 program for analysis. We analysing data by using frequency, and descriptive tools for description of data.

The total sample sizes of 125 respondent from aged 18 over. The 125 samples are represent 0.02% of the total 86,377 tourist arrivals to Soc Trang City destination sites in 2016. With 31% of the total sample sized are allocated for domestic tourist and 69% of foreign tourist from other countries.

3.5. Survey Indicators

The following indicators are used for this survey. The main purpose of this survey is to know how the targeted destination sites are aware of and response to the materials and message. These indicators are provided into three parts. First we focus on demographic, second talk about tourist's interest in travel. Lastly, Express on points of view around development of tourism sites in Soc trang City. Here following questions that input and output indicators are primarily used for this survey.

3.5.1. Part 1: Demographic Information

1. What is your nationality?
2. What is your gender?
3. How old are you?
4. Education Background?
5. What is your present occupation?
6. What is your average monthly income?

3.5.2. Part 2: Tourists' Interest in Travel

1. Who do you travel with?
2. How kind of modes you travel to Soc Trang City?
3. What is the main purpose traveling to Soc Trang City?
4. What are your main interested in Soc Trang City?
5. What kind of accommodation do you intend to stay?
6. How long have you been in Soc Trang City?
7. How many time do you have been Soc Trang City?
8. What do you think about the tourism services in Soc Trang City?

3.5.3. Part 3: Please express on points of view around development of tourism sites in Soc trang City follow:

1. Tourism is good for Vietnam?
2. Your personally benefit from the Tourism?
3. Tourism has following affects:
 - a) Creates job for local people
 - b) Employs local youth
 - c) Raise prices of goods
 - d) Help the community obtain services
 - e) Cause rise in crime rate
 - f) Harms the environment
 - g) Disrupts local activities
 - h) Helps stimulate local culture and crafts.

4. Your feeling as tourist visiting Soc Trang City

- a) Are welcome?
- b) Local people are friendly?
- c) Are treated with respect?
- d) Are exploited for money?
- e) Are given special treatment?



Chapter 4. Result and Analysis

This chapter refers to the finding of study in which summarizes the data gathered shall be presented in percentage with a descriptive analysis. In this chapter also consists of two points:

First, to talk on Demographic description, and second demonstrate Tourist's interest in travel. Here following meaning describes each point once.

1.1. Demographic Description

In this part, it details more about tourist's nationally, age, sex, education, occupation, income, and etc...

Table 4.1. Table Respondent of Nationality

Nationality	Code	Freq	Total (%)	Chart
Khmer	1	39	31%	
Vietnames e	2	21	17%	
Thailand	3	12	10%	
Korean	4	6	5%	
Australian	5	9	7%	
USA	6	15	12%	
European	7	14	11%	
Others	8	9	7%	
Total		125	100%	

Based on above table 4.1 the results of the survey indicate that there are 39 (or 31%) of national and 86 frequencies (or 69%) of international tourists, hereafter called respondents, accept the interviews. As of total, 31% are Khmer. The rest of 69% consists of more different nationalities of which the majorities are listed down above table.

Table 4.2. Respondent of Gender

Sex	Code	Freq.	Total (%)	Chart
Male	1	68	54%	<p>A pie chart illustrating the gender distribution of respondents. The chart is divided into two segments: a blue segment representing Male at 54% and an orange segment representing Female at 46%. A legend below the chart identifies the colors: blue for Male and orange for Female.</p>
Female	2	57	46%	
Total		125	100%	

Accordance with respondents of gender in table 4.2 the majority was appeared 68 (or 54%) of male with 57 (46%) of Female are joined. Above table is a sex indicators as a result of the survey.

Table 4.3. Respondent of Age

Age	Code	Freq.	Total (%)	Chart
18-22	1	19	15%	<p>A pie chart illustrating the age distribution of respondents across six age groups. The segments are: 23-28 (orange, 25%), 29-35 (grey, 17%), 36-41 (yellow, 19%), 42-47 (blue, 14%), 48-55+ (green, 10%), and 18-22 (light blue, 15%). A legend below the chart identifies the colors for each age group.</p>
23-28	2	31	25%	
29-35	3	21	17%	
36-41	4	24	19%	
42-47	5	17	14%	
48-55+	6	13	10%	
Total		125	100%	

The table 4.3 respects to group age respondent, the majority were 31(or25%) of from age 23 to 28 aged group, in middle class of aged group from 36 to 41(or 19%) and followed by age 29 to 35(17%) aged groups, age 18 to 22(15%) of age groups, age 42 to 47 (14%) of aged groups, and final is age 48 to5 plus (10%) of age groups.

Table 4.4. Respondent of Education Level

Education Level	Code	Freq.	Total (%)	Chart
High school	1	39	31%	<p>A pie chart illustrating the distribution of education levels among respondents. The chart is divided into three segments: a blue segment representing High School at 31%, an orange segment representing Bachelor's Degree at 46%, and a grey segment representing Master Degree & Above at 23%. A legend below the chart identifies these categories.</p>
Bachelor's Degree	2	57	46%	
Master degree and above	3	29	23%	
Total		125	100	

Relied on the table 4.4 show number of respondent of education from primary school to master and above, the number of majority is 57% (or 46%) of Bachelor's degree of the 125 respondents totally, high school is 39 (or 31%), and Master degree and above is 29 (or 23%). The number show education of people in Vietnam like other countries around the worldwide are high knowledge today's.

Table 4.5. Respondent of Occupations

Occupations	Code	Freq.	Total (%)	Chart
Government Official	1	25	20%	<p>A pie chart illustrating the distribution of occupations among respondents. The chart is divided into four segments: a dark green segment representing Own Business at 38%, a medium green segment representing Student at 26%, a light green segment representing Private Business Employee at 16%, and a dark green segment representing Govern. at 20%. A legend below the chart identifies these categories.</p>
Own Business	2	47	38%	
Students	3	32	26%	
Private Business Employee	4	19	16%	
Total		125	100 %	

The table 4.5 show the number of total tourists who arrived to Phnom Penh destinations, mostly they are own business is 47 (38%) of total 125 respondents, the 32(or 26%) of student, the number of government official 25 (or 20%), and finally the 19(or 16%) of private business employee.

Table 4.6. Respondent Income

Income (\$)	Code	Freq.	Total (%)	Chart
\$150-\$250	1	23	18%	<p>A pie chart illustrating the distribution of monthly income among 125 respondents. The chart is divided into six segments: \$150-\$250 (18%, blue), \$251-\$350 (22%, orange), \$351-\$450 (25%, grey), \$451-\$550 (14%, yellow), \$551-\$650 (12%, dark blue), and \$651-\$750+ (9%, green). A legend below the chart identifies each segment by color.</p>
\$251-\$350	2	28	22%	
\$351-\$450	3	31	25%	
\$451-\$550	4	18	14%	
\$551-\$650	5	15	12%	
\$651-\$750 +	6	11	9%	
Total		125	100%	

According above table 4.6, it show that tourist's average monthly income was appeared. As we known among them who got lowest salary from is 12% of 125 respondents total only, and number of 651 to \$750 plus is high income, it equal 25% of total number respondents. The number wants to show better living of citizens in ASEAN region.

1.2. Types of Tourist's Travelling

In this point, it describes on visiting of tourist who arrived and give me an interview related to their purpose of visited here, and other ways.

Table 4.7. Respondent of Kind of Travelling

Kind of Travel	Code	Freq.	Total (%)	Chart
Alone	1	17	14%	<p>A pie chart illustrating the distribution of travel types among 125 respondents. The chart is divided into four segments: Alone (14%, blue), Family (31%, orange), Friends (19%, grey), and Package (36%, yellow). A legend below the chart identifies each segment by color.</p>
Family	2	39	31%	
Friends	3	24	19%	
Package	4	45	36%	
Total		125	100%	

In table above 4.7 respect to the respondent, the number of tourist who comes in tour package is high than others, is equal 36%, following by grade of tourist is come with family is 31%, come together friends is 19%, and 14% the number come alone of total respondent number.

Table 4.8. Respondent of Mode of Travel

Mode of Travel	Code	Freq.	Total (%)	Chart
Motorcycle	1	52	41%	<p>A pie chart illustrating the distribution of travel modes among respondents. The chart is divided into three segments: a large green segment representing 'Bus/Car' at 46%, a large orange segment representing 'Motorcycle' at 41%, and a smaller yellow segment representing 'Waterway' at 13%. A legend on the right side of the chart identifies the colors: orange for Motorcycle, yellow for Waterway, and green for Bus/Car.</p>
Waterway	2	16	13%	
Bus/Car	3	59	46%	
Total		125	100%	

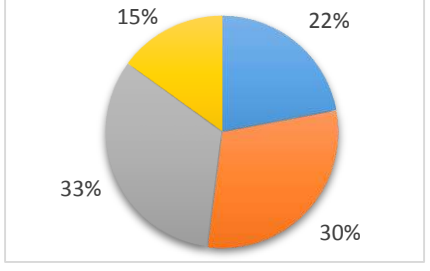
In the table 4.8 show bus and cars are the main mode of travelling for local/national tourists entering to Soc Trang City, making up 46%, and 41% of international tourist are travel by motorcycle, for waterway is not popular way for local travellers, it got is only 13%.

Table 4.9. Respondent of Main Purpose

Main Purpose	Code	Freq.	Total (%)	Chart
Business	1	35	28%	<p>A pie chart illustrating the distribution of main purposes for travel. The chart is divided into four segments: a large yellow segment representing 'Relaxation' at 38%, a blue segment representing 'Business' at 28%, an orange segment representing 'Study' at 19%, and a grey segment representing 'Meeting' at 15%. A legend at the bottom of the chart identifies the colors: blue for Business, orange for Study, grey for Meeting, and yellow for Relaxation.</p>
Study	2	23	19%	
Meeting	3	19	15%	
Relaxing	4	48	48%	
Total		125	100%	

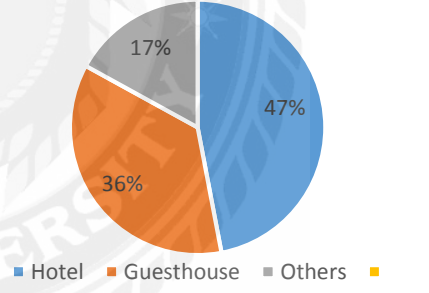
The table 4.9 it describes that 38% of tourists were travelled for relaxation is high number, 28% of tourists were travelled for business, 19% of tourists were travelled for study, and 15% of tourist for meeting.

Table 4.10. Respondent of main Interest

Main Interest	Code	Freq.	Total (%)	Chart
Freshwater Lake Culture	1	41	22%	
Buu Son Tu	2	28	30%	
Wat Srolon	3	37	33%	
Wat Sereytechomahatup	4	19	15%	
Total		125	100%	

The above table show a most of high number of tourists who travel to Soc Trang City is main interest in Wat Srolon is 33% of number respondents, Buu Son Tu pagoda is the middle class of other interests is 30%, and 6% of 22 of visitor who interests in Freshwater lake culture, and the final is 19% of Wat Sereymahatup.

Table 4.11. Respondent of Accommodation

Accommodation	Code	Freq.	Total (%)	Chart
Hotel	1	59	47%	
Guesthouse	2	45	36%	
Others	3	21	17%	
Total		125	100%	

On the table Hotels and some guesthouse are the most popular accommodations which tourist which tourists all like to stay here. For evidently, the number is 47% of Hotels, 36% of guesthouse, and 17% of others accommodations. The other accommodations are refer to motel, condo, inn, etc..

Table 4.12. Respondent of Length of stay

Length Of Stay	Code	Freq.	Total (%)	Chart
Two Days	1	22	17%	<p>A pie chart illustrating the distribution of tourist length of stay. The chart is divided into four segments: a blue segment for 'Two days' (17%), an orange segment for 'Three days' (33%), a grey segment for 'Four days' (38%), and a yellow segment for 'More four days' (12%). A legend below the chart identifies each color with its corresponding category.</p>
Three Days	2	41	33%	
Four Days	3	47	38%	
More Four Days	4	15	12%	
Total		125	100%	

The table 4.12 it respondents of the number of tourist length of stay in Soc Trang seen that 38% stay for four days, 32% for three days, 17% for two days, and 12% of tourists were stayed in more four days.

Table 4.13. Respondent of Travel Time

Travel Times	Code	Freq.	Total (%)	Chart
One time	1	52	42%	<p>A pie chart illustrating the distribution of tourist travel times. The chart is divided into four segments: a blue segment for 'One time' (42%), an orange segment for 'Two times' (31%), a grey segment for 'Three times' (15%), and a yellow segment for 'More three times' (12%). A legend below the chart identifies each color with its corresponding category.</p>
Two times	2	39	31%	
Three times	3	19	15%	
More Three times	4	15	12%	
Total		125	100%	

The table 4.13 it discusses the numbers time the tourists who have been Soc Trang ,the number of 52 tourists are equal 42% told one time for them, and 31% of tourist who have been two times, and the number of the tourists who have been three times is equal 15%, and the 12% of more three times for all tourists only.

Table 4.14. Respondent of Tour Services

Tour Services	Code	Freq.	Total (%)	Chart
Good	1	57	45%	<p>A pie chart illustrating the distribution of responses regarding tour services. The chart is divided into three segments: a blue segment representing 'Good' at 45%, an orange segment representing 'Very Good' at 34%, and a grey segment representing 'Need Improvement' at 21%. A legend below the chart identifies the colors: blue for Good, orange for Very Good, and grey for Need Improvement.</p>
Very Good	2	42	34%	
Need Improvement	3	26	21%	
Total		125	100%	

The Table 4.14, it demonstrates all tourist's interests in tourism services. They are focus on all services like roads, staying, self-security, safety, and other services in the ways. The number of percentage of the tourists who arrived by previous ways express their around facilitated services are 55% answered good, 34% is very good, and the number of 21% refers to need improvement more in the future.

Chapter 5

Conclusion and Recommendation

5.1. Conclusion

Tourism arrivals for this study attempts to find out the attitude of both local and international tourists, and to determine the activities of both domestic and foreign group of tourist. As this activities was launch to stimulate the tourism by Vietnam people, to study attitudes toward the all event and activities would be of great value for tourism stakeholder in both itself government and private sectors to prepare effective making and promotion for development tourism.

In this topic made very clearly that Vietnam is still confront together many problems in development of tourism, all of its need to be taken care of immediately. Inside, law enforcement must be undertaken to ensure a safe environment for the tourists coming to Vietnam not only the major tourist regions but also other part of country. Otherwise, theft and illegal selling and using which cause havoc in the country, should be more strictly banned.

5.2. Recommendation

The following points provide recommendations for the tourism filed of Vietnam strengthen and further develop their already existing efforts aimed at adapting to develop tourism filed as following:

1. The involvement of entities that most stakeholder trust is need to communicate research result and assist adaptation processes.
2. Should be controlling mechanism on the tourism industry and enforce regulations.
3. To perverse the landscapes and should contribute to the attractiveness of region and provide conditions for tourism to flourish.
4. The government and official should continue still to need tourism professionals by year to year in future and intends to create a new training school.

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Appendix : Questionnaires

Hello Dearest!!!

How are you? My name is Thanh Binh Trieu, a Master of Business Administration student in Siam University, Bangkok, Thailand. My topic is A Study of Preference of Tourism sites In Soc Trang City, Vietnam. So in order to complete this useful topic, I have to study research (survey) with depends on your participation to complete my task.

I am very grateful for your participation in my research to answer the questions on this attached data sheet. Hope that your participation will provide me a confidential research and importance to complete my Independent Study. And the end I will access your identification in my data, your individual responses will not be released nor will any joint with your individual responses and you be made.

Finally, I would like to express deeply thank you for your confidential participation in my research.

Part 1: Demographics Responses

Please complete the following questions and indicate your personal data that appropriate by placing a check mark in box ☒ that the best describe your current situation.

1. What is your nationality?

.....

2. What is your gender?

☐ Male

☐ Female

3. How old are you?

☐ 18-22

☐ 23-28

☐ 29-35

☐ 36-41

☐ 42-47

☐ 48-55+

4. Education Background:

☐ High School

☐ Bachelor's Degree

☐ Master and above

5. What is your present occupation?

☐ Government Officer

☐ Own Business

☐ Others

☐ Private business employee

☐ Student

6. What is your average monthly income?

- ☐ \$150-250 ☐ \$251-350 ☐ \$351-450
☐ \$451-\$550 ☐ \$551-650 ☐ \$651+

Part 2: Tourists' Interest in Travel

Please give me your best answer by checking mark in the box ☐

1. Who do you travel with?

- ☐ Alone ☐ Family/ relative
☐ With friends ☐ Tour package

2. How kind of modes you travel to Soc Trang City?

- ☐ Bus/Car ☐ Waterway ☐ by Motorcycle ☐ Airway

3. What are the main purpose traveling to Soc Trang City?

- ☐ Business ☐ Study ☐ Meeting ☐ Relaxation

4. What are your main interested in Soc trang City?

- ☐ Ecotourism Sites ☐ Historical tourism sites
☐ Cultural tourism sites

5. What kind of accommodation do you have intend to stay?

- ☐ Hotel ☐ Guesthouse ☐ Others

6. How long have you been in Soc Trang?

- ☐ Two days ☐ Three days
☐ Four days ☐ Five days more

7. How many time do you have been Soc Trang?

- ☐ One time ☐ Two times
☐ Three times ☐ More three times

8. What do you think about the tourism services in Soc Trang City?

- ☐ Good ☐ Satisfaction
☐ Very good ☐ Need improvement

Part 3: Please express on point of view around development of tourism sites in Soc Trang City. By following indicators in the below columns:
Satisfaction Level 5= very Satisfied, 4= Satisfied, 3= Neutral, 2= Dissatisfied, 1= Very Dissatisfied.

Indicators		Level of Satisfaction				
Please remark (✓)		5	4	3	2	1
1.	Tourism is good for Vietnam?					
2.	You personally benefit from the tourism?					
3.	Tourism has the following affects?					
4.	Tourism of Freshwater lake culture creates jobs for local people?					
5.	Restaurant and Service employee in Binh An tourist area?					
6.	Cooperation Hotel of Soc Trang City raises prices of goods?					
7.	Helps the community obtain services?					
8.	Are welcome					
9.	Local people are friendly?					
10.	Are given a special treatment?					
11.	You're feeling as tourist visiting Soc Trang City?					
12.	Direction tourism Wat Khleang, Bat, Buu Son Tu , and Wat Srolon?					
13.	Are exploited for money?					

Your suggestions and feedbacks for tourism sites in Soc Trang City.....
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.....
.....
.....

Finally, again I would like to express and deep thanks to your participation information. I really enjoy talking with you and appreciate your kindness. Have a good trip, enjoy and safe return.

Thank you for your valuable time and feedback.