

TOURISM DEVELOPMENT IN PHU THO PROVINCE IN THE DIRECTION OF REGIONAL LINKAGE

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Abstract

As a land of origin with many national monuments and cultural heritages, Phu Tho has great potential for tourism development. In recent years, Phu Tho tourism has had many remarkable changes in quantity and quality through development cooperation with neighboring localities as well as other regions across the country. However, this association only stops at some promotional activities, introducing tourism products; design a few routes associated with destinations in the area. Linking tourism development in Phu Tho is not organized and systematic, lacks linkage in planning, development policies and lacks a common coordination steering committee in tourism development according to the direction of tourism development. region link. The article analyzed the current situation of regional linkage in tourism development in Phu Tho province; at the same time, propose solutions to develop Phu Tho tourism in the direction of linkage in order to make good use of the advantages of geographical location, resources, development potential and connect value chains... develop local tourism in the direction of professional and sustainable development.

Keywords: *Regional linkage, tourism development, sustainable tourism development, regional linkage, Phu Tho tourism...*

1. Introduction

Tourism is an industry that makes an important contribution to the economic development of Vietnam and its localities. As a general economic sector with interdisciplinary, inter-regional, highly socialized, the development of the tourism industry is not only located in one province but always reaches out beyond the scope of local administration or a country. Currently, the connection and joint development

of tourism among localities has been implemented and has more advantages thanks to the built infrastructure. If tourism development is without linkage, each province spontaneously develops will “break” its potential, failing to create internationally competitive products. In fact, regional linkage is one of the economical but effective tourism development solutions when the tourism border among localities no longer exists, instead it is a common

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destination with product diversity based on distinct regional advantages.

Phu Tho tourism is not out of that trend. Resolution 30/2012/NQ-HDND of the Phu Tho People's Council on "Phu Tho tourism development Planning for the period 2011-2020, with a vision towards 2030" identified one of four viewpoints of developing local tourism is: "Developing Phu Tho tourism in a regional, national and international relationship to exploit domestic tourists and at the same time expand to attract international tourists" [1].

2. Theoretical framework

In the process of carrying out tourism activities, tourists leave their regular residences, then go to and stay at a new places to visit, learn, explore, rest..., tourist activities spread over a wide range, with a certain time. Activities of tourists are not limited to one destination, but often tend to many different destinations, possibly in many different localities. Tourism activities and tourism business also take place on a large scale, requiring the cooperation of the parties in the process of organizing tourism activities, business and tourism management.

Tourism inter-regional linkage is the cooperation and assignment within a tourism region based on the comparative advantages of each locality in order to successfully implement the strategic orientations of tourism development, actively contributing to promoting tourism development of its own region and the localities themselves. In the past, inter-regional linkage was often made among localities with adjacent boundaries. However, along with the development of the

transportation, communication and the 4.0 Technology Revolution, regional linkages in tourism today are not necessarily among the localities with borders but flexible linkage, the region is not only a geographical area, but a "virtual" territory, linking geographically distant localities, as long as there are advantages and strengths in tourism can be linked together for the efficiency [2]. For example, the linking of tourism areas between the northern provinces with the South, between the northern mountainous localities and the Central Highlands provinces, between the mountains and the plains and the sea...

Regional linkage in tourism development includes 6 following basic contents:

- (1) Coordinating in reallocating resources, adjusting development planning to suit the strengths of each locality in the region, in each development stage;
- (2) Linking in the development of tourism products, especially the typical products of each locality in the tourist area;
- (3) Joint promotion, advertisement and development of destination brands and tourism products;
- (4) Linking to establish the unity of regional tourism space (system of points, tourism routes) through the development of infrastructure in the region;
- (5) Link and cooperate in mobilizing investment capital for tourism and building mechanisms and policies for common tourism development in the region;
- (6) Link in building the information system and exchange of tourism information to serve the goals of tourism development in the region;

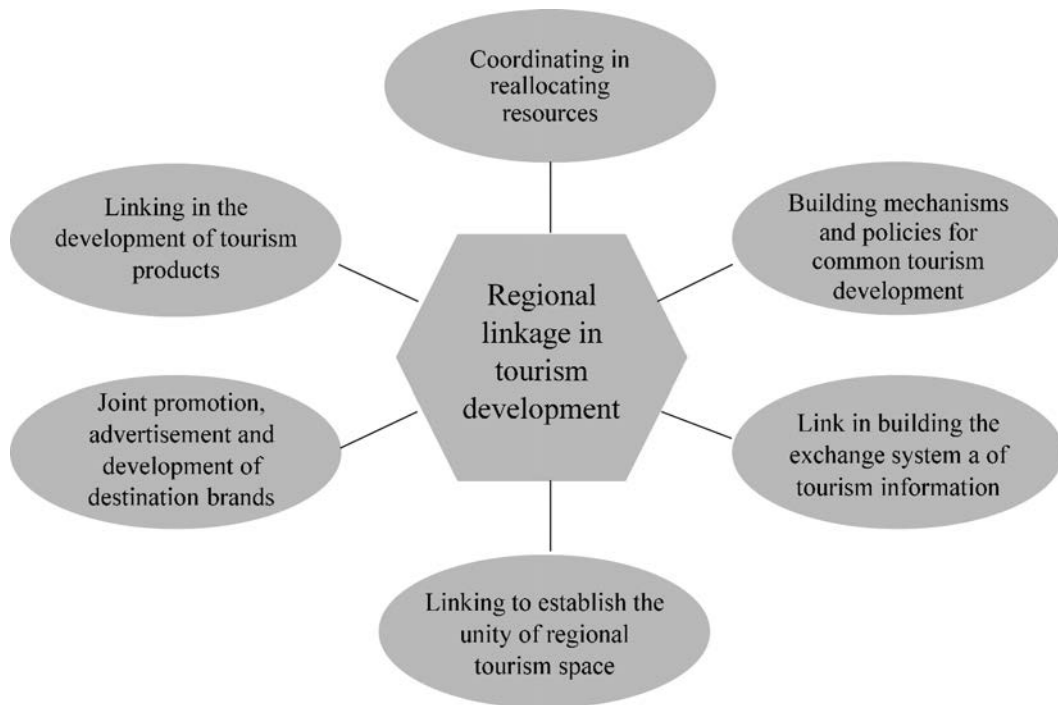


Figure 1. The content of regional linkage in tourism development

Source: The author's opinion

3. Methods

The study uses qualitative methods to analyze and evaluate tourism development links in Phu Tho province, as follows:

(1) Statistical analysis method: The article exploits domestic and foreign documents, data related to Phu Tho's tourism development. Thereby, the article analyzes the results of tourism activities in the area (number of visitors, tourism revenue, average number of stay-days, average expenditure of a tourist...); This method is also used to analyze socio-economic data of Phu Tho from 2015 to 2021, thereby showing the position and contribution of the tourism industry to the economic development of the province.

(2) Comparative research method: With a view to evaluate the association of

tourism development in Phu Tho province, the comparative research method was chosen to help find out the similarities as well as the differences between the tourism development links in Phu Tho province with some localities and regions across the country. At the same time, this method helps to approach the achievements, results and developments in Phu Tho tourism practices under the influence of regional linkage.

(3) Forecasting method: The author uses to forecast the trends of tourism development in the direction of regional linkage, forecast a number of indicators for analyzing the effectiveness of tourism development in the direction of regional linkage, and then suggest suitable solutions.

4. Results and discussion

4.1. Tourism development situation in Phu Tho province

Phu Tho is a land endowed with natural and cultural history with many historical and cultural relics, famous scenic spots. The historical site of Hung Temple along with

two world cultural heritages, namely “Xoan singing” and “Hung Vuong worshipping” beliefs, has long been a highlight of the province to attract tourists. Moreover, Phu Tho has the advantage of geographical proximity to the capital Hanoi, so it has got a large tourism market potential.

Table 1. The number of international and domestic visitors in Phu Tho province

Unit: Number of visitors

	2016	2019	2020	2021
Domestic visitors	758,505	1,175,022	1,216,872	1,071,016
Overnight tourists	310,959	426,892	373,446	322,792
One-day visitors	447,546	748,130	843,426	748,224
The number of visitors served by accommodation facilities	758,523	1,164,303	1,216,872	1,071,046
Number of visitors served by travel agencies	6,320	8,197	4,728	1,158
International visitors	5,435	7,800	4,900	4,000

Source: Statistical Yearbook of Phu Tho Province 2021 and Report on tourism statistics of Phu Tho province in the period of 2010-2021 for Tourism Planning towards 2030 (Phu Tho Department of Culture, Sport and Tourism)

The data in Table 1 shows that in the period from 2016 to 2021, domestic tourists in Phu Tho have changed in two directions: In the first period from 2016 to 2020, the number of tourists (mainly tourists self-sufficient) increased 1.6 times. However, in the remaining year of 2021, this number of visitors decreased by about 17% due to the impact of the Covid-19 pandemic. Particularly for tour guests, the number of tourists decreased sharply in 2020 and 2021, only 1/6, 1/8 compared to the prior - epidemic years. In general, the number of tourists served by travel agencies in Phu Tho is quite low, mainly individual tourists, proving the association of professional and large-scale tourism development in the area. province is still low. The number of

tourists decreased, leading to a decrease in revenue from tourism services, only 1/3, 1/4 compared to previous years. In Phu Tho, all travel companies operating in the province are in the private sector, foreign-invested enterprises are not involved in providing travel services.

Regarding international tourists to Phu Tho, the changing trend is similar to domestic tourists, increasing rapidly in the years from 2015-2019 (43.5%) and peaking in 2019 with 7800 arrivals. However, in 2020 and 2021, the number of international visitors dropped sharply because of border closures due to the epidemic between countries, leading to a sharp drop in tourism revenue.

Table 2. Tourism revenue of Phu Tho province*Unit: Billion dong*

	2015	2019	2020	2021
Total	12.4	32.0	17.4	3.8
I. Divided into economic sectors				
1. State	-	-	-	-
2. Outside the State	12.4	32.0	17.4	3.8
- Collective sector	-	-	-	-
- Private sector	12.4	32.0	17.4	3.8
- Individual sector	-	-	-	-
- Foreign investment sector	-	-	-	-
II. Divided into				
1. Viet Tri city	7.4	13.7	7.6	1.7
2. Phu Tho town	-	-	-	-
3. Doan Hung district	-	-	-	-
4. Ha Hoa district	-	-	-	-
5. Thanh Ba district	-	-	-	-
6. Phu Ninh district	1.2	3.1	1.6	0.2
7. Yen Lap district	2.1	4.9	2.6	0.5
8. Cam Khe district	-	-	-	-
9. Tam Nong district	-	-	-	-
10. Lam Thao district	1.7	3.2	1.8	0.3
11. Thanh Son district	-	-	-	-
12. Thanh Thuy district	-	7.1	3.8	1.1
13. Tan Son district	-	-	-	-

Source: Statistical Yearbook of Phu Tho Province, 2021

Among the potential sectors for tourism development, in recent years, Phu Tho has exploited hot mineral water resources in Thanh Thuy and this place has become a popular destination resort for many tourists. Thanh Thuy district is always the 2nd locality after Viet Tri City in terms of tourism revenue. However, only 5/13 districts, towns and cities of the province have tourism revenue, while the remaining localities in the province have not developed travel tourism, mainly just acting as accommodation points, food service providers... It is considered as a great waste of the province's tourism potential.

In the period 2015-2021, tourism revenue peaked in 2019 at about VND 32 billion, similar to the sharp increase in tourist arrivals in that year. However, compared to other sectors, this contribution of the tourism industry is still too small in the GRDP of the province. For example, the proportion of tourism revenue/ Phu Tho province in 2019 was only 0.05% [3], which shows that the position and role of the tourism industry in Phu Tho province is currently insignificant.

4.2. Situation of regional linkage in Phu Tho tourism development

Along with the trend of linkage in tourism development across the country, in recent years, tourism in Phu Tho province has begun to shift direction not only within the boundaries of the province but also expanding the scope of association with other localities. neighboring areas to form a relatively effective tourist area. The degree of tourism linkage is mainly the design of inter-regional tourism products to meet the needs of visitors, or coordination in tourism promotion and promotion, other forms of association have not yet developed strongly.

- The tourism program “Back to the roots” linking the three provinces of the Northwest region:

One of the earliest regional tourism linkage activities in Phu Tho is the “Back to the roots” program between the three provinces of Phu Tho, Lao Cai and Yen Bai. Through the program, many associated tourism products such as: “Origin of the land of ancestors”, “Pearl land of Luc Yen”, “The Origin of the Northwest region”, “Colors of the highland”... have attracted many visitors and travellers. The inter-regional tourism model has helped visitors with the opportunity to learn customs, traditions, traditional festivals, enjoy unique specialties, explore the mysterious beauty... of the 3 Northwest provinces. The hosting of the program takes place alternatively among the 3 provinces, each program is deployed with a variety of different content and forms, contributing to the promotion and introduction of the natural image, the country and the people of the 3 provinces. The biggest result that tourism linkage among the three provinces has brought is that through the organization of festivals, many customs, habits, and

traditional cultural beauty have been restored. The three-province tourism development cooperation program is considered as a model for inter-regional tourism development and this active cooperation becomes the nuclear of tourism development in the Northwest arc of Vietnam. The tourism brand “Back to the Roots” has become one of the outstanding events of Vietnam’s tourism over the years.

- Program of cooperation and cooperation in tourism development among 8 provinces in the Northwest region

Based on the success of the tourism brand “Back to the Roots” among the above 3 provinces, in the year of 2008, the tourism development cooperation program in 8 northwestern provinces has also been implemented. It can be said that this is the largest and most effective tourism development association of Phu Tho up to now. The Northwestern region includes 8 provinces: Phu Tho, Dien Bien, Ha Giang, Hoa Binh, Lai Chau, Lao Cai, Son La and Yen Bai - these are the lands possessing great and attractive tourism potentials, attracting tourists with magnificent nature, unique culture and heroic history. The 8 northwestern provinces have signed a “Tourism Development Cooperation Memorandum” in order to strengthen coordination in effectively exploiting their tourism potentials of each locality and promoting the tourism growth of the whole region. Accordingly, focusing on linkages in 4 approaches: Mechanisms and policies; Product development; Promotion and human resource development [4]. The provinces in the Northwestern tourism expansive region have focused on developing many featured local tourism products. Phu Tho’s tourism products have been introduced in this linkage such as: Community eco-tourism

products as Xuan Son National Park; Hung Temple tours connecting with Hanoi - Lao Cai, Ha Giang, Tuyen Quang tourist routes; Thanh Thuy hot mineral water tour - listen to Xoan singing at Dinh Dao Xa - visit Tuong Bo craft village, fish farming on the Da River (Hoa Binh); tours to visit Thanh Son and Tan Son tea hills - Xuan Son National Park connecting with Mu Cang Chai (Yen Bai), Ta Xua (Son La); Thanh Thuy tourism products connect to visit K9 Da Chong tourist area; international river tours... are gradually making a deep impression on tourists. After a period of implementation, tourism linkage in 8 Northwest provinces has made positive changes. The indicators of tourists, tourism turnover, tourism infrastructure system, tourism human resources, contribution in the economic structure... in the region are higher than the previous years. A lot of tourism attractions of 8 Northwestern provinces have been voted by domestic and international travel magazines as attractive destinations for tourists such as: Hung Temple Historic Site (Phu Tho province); Fansipan peak (Lao Cai province); Mu Cang Chai terraced fields (Yen Bai province); Dong Van rock plateau (Ha Giang province)...

In addition, the sixth tourism program "Across the Viet Bac regional heritage, 2014" is a major regional event with a variety of cultural, sports and tourism activities to promote propaganda, introducing and promoting the land, people, cultural and tourism potentials of the 6 provinces of the former Viet Bac war zone in general and Thai Nguyen province in particular. On that basis, strengthening the relationship of exchange and cooperation between the provinces, and at the same time, attracting investors to exploit the potential of tourism

development and attract the increasingly number of tourists to Viet Bac.

- The program of association and cooperation in tourism development in 8 provinces of the expansive Northwestern region

Continued by the chain of tourism links, in 2020, the Department of Tourism of Ho Chi Minh City, in collaboration with the Departments of Culture, Sports and Tourism of the 8 expansive Northwest provinces, organized a practical survey program to build new tourism products in the Northwestern region. Through the actual program, the leading travel agencies of Ho Chi Minh City such as Vietravel, SaigonTousirt, Fiditour, Ben Thanh Tourist... learn and research the conditions and potentials of tourism in the Northwest region. Since then, the association has formed new, qualified and attractive tours and tourism routes to serve the tourism market from the South to the Northwest, of which Phu Tho is an attractive destination located on 3 roads: Noi Bai Expressway - Lao Cai; Highway 32C Phu Tho - Mu Cang Chai - Yen Bai; Phu Tho - Hoa Binh. The result of that association activity is that despite the context of the Covid-19 epidemic in 2020, Phu Tho welcomed the first group of 80 southern tourists to support to the tourism development cooperation program among Ho Chi Minh City and 8 expansive Northwestern provinces. In addition, a conference on association and cooperation in tourism development among Ho Chi Minh City and 8 expansive Northwestern provinces with the theme "Linking sustainable development" was also held in Viet Tri city, Phu Tho province. This conference has marked a new development in the relationship of cooperation between leaders of provinces and cities, local administrative

agencies in tourism of Ho Chi Minh City and 8 expansive Northwestern provinces. This is the initial step for the linkage between the 8 Northwestern provinces and Ho Chi Minh City. Ho Chi Minh City, with the goal of creating a great motivation, bringing the dual effect of restoring the tourism industry and effectively contributing to the socio-economic development of the 8 expansive Northwestern provinces in general and Phu Tho province in particular.

Next, in the Vietnamese New Year Festival 2021 held in Ho Chi Minh City at the end of January 2021 - an event in a response to the domestic tourism stimulus program "Vietnamese travel to Vietnam" and an activity to concretize the cooperation agreement on tourism development among Ho Chi Minh City Minh and 8 expansive Northwestern provinces, Phu Tho province has promoted culinary culture with many traditional products: Long Coc tea, Da Hen tea, Hung Lo rice noodles, Doan Hung pomelo, Thanh Son sour meat... Phu Tho province's products have received a large number of travellers and tourists to visit and experience. By promoting and introducing local culture, local people, cuisine and tourism products, Phu Tho tourism will attract tourists, especially tourists from the South region in the coming time.

- Programme of Tourism Association among Phu Tho province and Hanoi capital, Da Nang and some other Central localities:

The Phu Tho Provincial Tourism Association signed a contract with the Tourism Association of Hanoi. Hanoi a memorandum of understanding of cooperation in tourism development; The Tourism Promotion Information Center of Phu Tho province has signed a cooperation program to promote tourism with the

Hanoi Tourism Club. The results of tourism promotion activities of Phu Tho - Hanoi are: Exchange activities, information exchange, marketing activities of tourism enterprises in Phu Tho province; strengthen participation in tourism forums, connect and cooperate with tourism organizations, associations and clubs in Hanoi, Vietnam Small and Medium Tourism Business Forum, Unesco Travel Club, Tourism Club Vietnamese community, Hanoi Tourism Association, Vietnam Professional Tour Operators Association...; Coordinating with Hanoi Department of Tourism and Hanoi Investment, Trade and Tourism Promotion Center to participate in promoting Phu Tho - Hanoi tourism at events, tourism fairs...

Tourism information advertisement activities have been enhanced in coordination with implementation: publishing Hanoi - Phu Tho tourism map, promoting Phu Tho tourism on large panels in the city. Promoting Phu Tho tourism information at tourist information counters, tourist support points in the city. In Hanoi, coordinate to promote information on the Internet, link the websites to promote Phu Tho - Hanoi tourism, coordinate with Hanoi photography artist groups to organize field trips to compose "Beautiful photos of Phu Tho Tourism" to promote tourism through beautiful photos. In addition to the specific results in the implementation of linkage activities, a lot of cooperation opportunities have been opened for businesses and investors to research, build and develop tourism between Phu Tho and Hanoi.

In 2022, in order to launch domestic tourism and stimulate tourism with the theme "Safe tourism - Full experience", Phu Tho Department of Culture, Sports and Tourism signed a tourism cooperation agreement

among Phu Tho and Da Nang City and the central provinces; signed a cooperation agreement to deploy the tour “Going to the Land of the Ancestors - the origin of the nation”; organized a farmtrip “Going to the land of the ancestors - The roots of the Vietnamese nation”. In addition, Hanoi and Phu Tho also signed a tourism development cooperation program with 5 provinces in the Southeast region (Ba Ria Vung Tau, Binh Phuoc, Binh Duong, Dong Nai, Tay Ninh)...

Thus, the process of linking in tourism development of Phu Tho province has taken place quite early, going from close links to far links beyond the local border; from small-scale links to larger-scale and wide-range links. At the same time, in terms of the content, it also goes from simple to more profound status, from only exchanging and providing tourist information, linking in promoting and introducing each other’s tourism products, to developing links to developing tourism products. develop common tourism products of the region....

4.3. Limitations

In addition to the results achieved in the Phu Tho tourism industry, especially in the direction of association and cooperation with other localities across the country, in reality, the development of Phu Tho tourism is still not commensurate with its potential and advantages. Currently, the contribution of the tourism industry to the economic development of Phu Tho province is still very modest, only ~0.1% of the province’s GRDP in 2021 [5], the average stay- day of each tourist to Phu Tho is only 1.1 days and the average travel expenditure is quite low, 700 thousand VND/domestic visitor and 2,500 thousand VND/international visitor [3].

In general, Phu Tho has not effectively exploited the province’s existing tourism resources, especially the potentials of natural tourism resources and cultural and historical relics of the province. In addition to traditional tourism products that are focused on exploiting cultural and spiritual tourism with the historical relic site of Hung Temple, Mau Co Temple (Ha Hoa) and leisure travel at the Green Pearl Island Resort. Thanh Thuy), other tourism products are still quite poor and slowly innovated. Phu Tho is mainly focusing on seasonal spiritual tourism products. Cultural and spiritual tourism is only in the crop season, focusing on attracting tourists in the yearly festival season, domestic tourists account for a high proportion, so the efficiency of exploitation of staying guests is low. Due to the inadequate development of services, most of Phu Tho’s tourist attractions are still unattractive to tourists. In areas and tourist attractions of the province, there are still very few products associated with places and mixed with other consumer goods. Meanwhile, this is the factor that attracts the most attention of tourists, because without creating their own, it is not possible to build a brand and specific tourism products towards tourism development links.

Phu Tho has not confirmed and promoted the role and its position of the province’s tourism in the linkages of tourism development with other provinces and economic regions. In cooperation with the provinces in the Northwest region, Phu Tho has not yet created unique features in tourism to effectively participate in the tourism value chain with these localities. Joint activities in Phu Tho province are currently at the stage of information exchange and coordination of actions based on specific activities.

The activities are developed year by year mainly organized by a host province. The mechanism of meeting every 1-2 years mainly focuses on summarizing and reporting rather than management and operation. The tourism links of Phu Tho do not have a executive committee like other regions, but actually just a coordination among the Departments of Culture, Sports and Tourism between provinces and cities. The lack of a jointly coordinating body has limited the effectiveness of activities in directing strategic linkages to tourism development.

Phu Tho tourism development has not yet focused on quality, lacks high-class, unique and prestigious products and services in the market such as high-class entertainment areas, luxury, souvenir shopping area with local identity... Therefore, revenue from tourism is still quite low. Most of the tourism businesses in the area are small and medium-sized, with limited competitiveness, and are not able to exploit and bring visitors from outside to visit in the province. Attracting tourists, especially international visitors, has not been exploited strongly... In recent years, the number of international tourists to Phu Tho has tended to increase but is still relatively low compared to the total number of visitors. In 2019, the number of international visitors to Phu Tho reached nearly 7,800 turns [3], accounting for only 0.1% of the total number of international visitors to Vietnam...

4.4. Solutions

In the coming time, in order to make tourism industry become a spearhead economic sector of Phu Tho province, it is necessary to clearly and specifically define linkage partners, linkage routes, key tourist areas and points, and other specific tourism

products to prioritize investment in the linkage.

Firstly, raising awareness of the importance of regional and inter-regional linkages in tourism development. Although inter-regional linkage is an objective requirement in the development of tourism, it is a difficult activity in tourism management [6]. Tourism products are often diversified, spread over a wide geographical range, involving many industries and parties. Therefore, raising awareness about regional linkages in tourism development is very necessary, if not resolved, these will become bottlenecks in tourism development of localities in general and Phu Tho in particular.

Secondly, develop a clear plan and orientation for tourism linkage, focus on prioritizing investment in developing a number of regional tourist centers to spread to other regions. Currently, regional linkage activities in tourism development in Phu Tho province only focus on activities of information exchange, coordination of actions based on a few specific activities in each year, organized alternately among provinces in regional linkage. This scale of cooperation has not fully met the requirements of tourism development linkages in the whole region. Phu Tho needs to proactively determine the direction for regional tourism development, as a foundation for regional linkage activities. Regional tourism cooperation and linkage activities need to be built into long-term action programs with the participation of many parties, focusing on tourism development management. Action programs also provide objectives, solutions, resources and achieved results as a basis for implementing and monitoring tourism activities.

Thirdly, strengthen links to promote and develop regional tourism brands. Building linkage mechanism and mobilizing resources in the association to promote, promote and develop the brand. In order to have financial resources for the association, it is necessary to study the model of the Tourism Area Development Fund. This fund can help promote many activities, common links in tourism product development, tourism promotion, human resource training, even building tourism infrastructure for the whole region if the fund is large enough. In addition, it is necessary to promote socialization and public-private partnership, to attract tourism promotion resources. Phu Tho needs to organize the exchange of experiences in successfully promotional campaigns, risk management, and destination brands. It is necessary to promote e-promotion, improve the attractiveness and functionality of the website, participate in promotion through social media channels, and build market trust through the trust and referrals of celebrities or influencers. Localities in the region need to place a link in the website, and the localities in the region with the same product line also need to place a link in the website. Not only placing links, but the information and articles need to show the high connection and promotion of tourism in the region and regionally linked products.

Fourthly, develop tourism products and manage tourism product quality. In cooperation, each locality needs to develop specific products with its own life cycle, develop tourism products to help extend and overlap the products of localities. These product development plans and strategies need to be unified and should be the goal of the promotion plan and brand development. It is necessary to research new tourism products,

to add more types of tourism products and services such as: organizing many sports and entertainment activities on hills, tournaments, and teambuilding activities... or change product quality structure such as: re-planning the region to develop high-class tourism products. Phu Tho should focus on products of spiritual tourism combined with vacation and holiday, attracting a large number of tourists with regular leisure demand every year, convenience in terms of distance. Thus, despite having the same product line, each group of destinations has its own competitiveness and attracts its own market. Therefore, clearly identifying the strengths and ability to attract their own customers to have a development strategy and shape the brands will help develop products in the right direction, sustainable link, and avoid competition.

Fifthly, promote linkages to invest in tourism development in Phu Tho province. Localities in the region need to study and issue mechanisms and policies to encourage attracting non-budget investment capital to develop regional tourism. With the message of creating a favorable and investor-friendly business environment for tourism development, the provinces in the associated region need to create a balance of interests among the local authorities and the investors. Promulgating inter-regional policies on supporting the construction of technical and infrastructure facilities such as roads, electricity, etc; Mutual agreement on tax, fee and interest policy incentives for tourism projects in the region; There are cooperation programs on training, sharing, tourism human resources... Localities in the region need to strengthen investment promotion, in addition to improving the investment environment. Strengthen inter-provincial

investment promotion, promote investment for the whole region, in order to strengthen the investment attraction power [7].

Sixthly, improving the quality of human resources is a top priority to meet the requirements of tourism investors in the region. Phu Tho needs to effectively implement the human resource training program to meet the needs of the local and regional tourism labor market. Promote socialization, maximize resources, expand scale, diversify forms of training; Prioritize training high-quality human resources, administrators at tourism enterprises, tour guides, receptionists, rooms, tables... to meet the labor needs of enterprises. travel.

5. Conclusions

Regional linkage in tourism development allows to exploit the advantages of tourism resources, infrastructure and other resources of localities and businesses participating in the association. On the other hand, developing tourism links is also an important factor to increase competitiveness, attract investment resources for tourism, attract tourists to the region as a tourist destination and to the region of each affiliated locality. Currently, tourism development links are carried out in many directions, not only among adjacent destinations but also distant destinations with the same development orientation; not only between two or a few destinations, but also among regions; not only links within the country but also links to countries in a region.

Despite having great potential and advantages, tourism in Phu Tho is still develop at a slow pace. Phu Tho tourism still develops mainly based on local self-reliance, therefore, fragmentation and lack

of connection, cooperation. The advantages and unique characteristics of Phu Tho are not connected to create a resonant power, which is the reason why Phu Tho tourism has not really developed. Phu Tho tourism industry in recent years has set a key task of promoting linkages and cooperation in development. Specifically, promoting a coordination for effective implementation and renovation of contents in the tourism development cooperation program in 8 expansive Northwestern provinces; joint development cooperation program with the following provinces: Hanoi City, Ho Chi Minh City; Southeast provinces and central provinces [8]... With the solutions to link tourism development proposed in the article, it is hoped that in the coming time, Phu Tho tourism will continue to develop strongly. in the direction of regional linkage associated with improving the quality of typical tourism products, creating and affirming the brand, competitiveness, and attracting tourists to the Land of Ancestors./.

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PHÁT TRIỂN DU LỊCH TỈNH PHÚ THỌ THEO HƯỚNG LIÊN KẾT VÙNG

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Tóm tắt

Là mảnh đất cội nguồn với nhiều di tích, di sản văn hóa quốc gia, Phú Thọ có nhiều tiềm năng cho phát triển du lịch. Những năm gần đây, du lịch Phú Thọ có nhiều chuyển biến đáng ghi nhận về số lượng và chất lượng thông qua các hoạt động liên kết phát triển với các địa phương lân cận cũng như các vùng khác trên cả nước. Tuy vậy, sự liên kết này mới chỉ dừng lại ở một số hoạt động quảng bá, giới thiệu sản phẩm du lịch; thiết kế một vài tua tuyến gắn với điểm đến trên địa bàn. Liên kết phát triển du lịch ở Phú Thọ chưa có tính tổ chức và hệ thống, thiếu tính liên kết trong xây dựng quy hoạch, kế hoạch, chính sách phát triển và thiếu một ban chỉ đạo điều phối chung trong phát triển du lịch theo liên kết vùng. Bài viết tập trung phân tích thực trạng liên kết vùng trong phát triển du lịch trên địa bàn tỉnh Phú Thọ; đồng thời đề xuất các giải pháp phát triển du lịch Phú Thọ theo hướng liên kết nhằm tận dụng tốt thế mạnh về vị trí địa lý, nguồn lực, tiềm năng phát triển và kết nối các chuỗi giá trị... thúc đẩy phát triển du lịch địa phương theo hướng chuyên nghiệp, bền vững.

Từ khóa: Liên kết vùng, phát triển du lịch, du lịch bền vững, liên kết vùng, du lịch Phú Thọ....