

## **DEVELOPING HUMAN RESOURCES FOR TOURISM INDUSTRY IN TUYEN QUANG AND BINH PHUOC**

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**Abstract:** The tourism industry has become an important socio-economic phenomenon in both developed and developing countries, including Vietnam. With the ongoing renovation of the country, the tourism industry has achieved remarkable growth and success in recent years. Tuyen Quang and Binh Phuoc provinces in Vietnam offer great potential for tourism development, but limited and difficult human resource issues in the tourism industry have hindered progress. This study examines the current situation of human resources in the tourism industry in both provinces and presents a comparative analysis. The authors provide a theoretical framework for human resource development, including the concepts of development and human resource. The authors investigate the current situation of human resources in the tourism industry in Tuyen Quang and Binh Phuoc, with a special focus on measures undertaken by local governments to support human resource development. One significant finding is a lack of professionalism and adequate communication skills among tourism workers in both provinces, as well as a shortage of trained human resources in the industry. The study underlines the importance of improving the quality and quantity of tourism human resources for the development of the tourism industry in Vietnam. The authors provide some recommendations to develop human resources in the tourism industry, including close coordination between management agencies, businesses, and schools to manage the quality of human resources, promoting propaganda to guide tourism development towards efficiency and sustainability, strengthening tourism development planning activities, and improving human resource training for the industry. The study offers insights on developing human resources in the tourism industry in Vietnam, which could be useful for policymakers and industry stakeholders.

**Keywords:** Tourism, human resources, Tuyen Quang, Binh Phuoc, Vietnam.

### **1. Introduction**

Today, tourism has really become a popular socio-economic phenomenon not only in developed countries but also in developing countries including Vietnam. Catching up with the country's renovation over the past 20 years, the tourism industry has made great progress and achieved remarkable achievements. The indicators of the number of tourists, income, the proportion of GDP and employment have confirmed the role of the tourism industry in the national economy. Tourism is one of the key economic sectors that have been developing strongly at home and abroad. Tourism not only contributes greatly to satisfying the needs of entertainment but also educates the awareness of protecting the natural environment and ethnic community culture. At the same time, tourism brings economic resources, creates job opportunities, increases income for the community and contributes to improving the quality of life.

Vietnam is an agricultural country, with a large area of land and rivers, so ecotourism is being developed with many different products to create a new attraction for the tourism industry. Vietnam is also one of

the countries with fast growing tourism industry in the past decade. With the advantages of price, abundant natural resources and culture, abundant human resources and a new destination, Vietnam is now a country attracting international tourists, typically tourism. In Tuyen Quang and Binh Phuoc provinces. Tuyen Quang is a multicultural cultural area with many ethnic groups living together, each ethnic group has its own cultural traits. The individual combined with the common form a unique feature in religious culture. Like a museum of culture, art architecture, religion, religion has been a favorite destination for spiritual tourists at home and abroad. Among them are special festivals such as the Caged concrete Festival and Then ritual of the Tày people; Sac Sac ceremony, sang Pao Dung of the Dao ethnic group; Soong Auntie singing of the San Diu ethnic group; Sinh Ca singing of the Cao Lan ethnic group has been recognized as a national intangible cultural heritage, particularly the Then ritual of the Tày people is completing the dossier to be submitted to UNESCO for recognition as an intangible cultural heritage. In addition to historical and cultural tourism, spiritual tourism - festivals, Tuyen Quang province also pays special attention to the type of ecotourism - convalescence resort with curative treatment including the US mineral spring tourist area. Lam with a very unique 69 °C hot spring water source, rated by experts as the best in the North, has the effect of curing a variety of diseases along with a harmonious ecosystem which is an ideal condition to develop the type of holiday tourism.

Binh Phuoc is a province located in the southern key economic region, which is the gateway and bridge of the Southeast region to the Central Highlands and borders the Kingdom of Cambodia; located on Ho Chi Minh route, the arterial road linking the Central Highlands region with the Mekong Delta region; The diverse primeval forest ecosystems together with the ethnic cultural diversity have created a rich and diverse natural and humanistic resource for Binh Phuoc province. This will be one of the strengths that contribute to the development of sustainable tourism economy for Binh Phuoc province in the coming time.

With the strong development of the tourism industry and the potentials for tourism development in Vietnam, especially Tuyen Quang and Binh Phuoc provinces, a human resource is needed to manage and serve the tourism industry. Therefore, the authors have chosen the topic: "Developing human resources for tourism in Tuyen Quang and Binh Phuoc - a comparative analysis" as the research topic for this article.

## **2. Theoretical framework**

### **2.1 Development concept**

According to the Vietnam Encyclopedia, "development is a philosophical category that indicates the nature of the changes taking place in the world. Development is an attribute of matter. All things and phenomena of reality do not exist in a different state from appearance to death, the source of development is unity and struggle between opposites".

### **2.2 Human resource concept**

Human resources: these are the resources of every human being, including physical and mental strength. Physical strength depends on the state of human health, living standards, income, diet, working regime, rest, etc. The intellect is a great potential source of the human being that is talent, gifted as well as views, beliefs, personality etc. According to the United Nations: Human resources are all of the knowledge, skills, experience, competence and creativity of people related to the development of each individual and the country.

The World Bank believes that: Human resources are the entire human capital, including physical, mental, occupational skills of each individual. Thus, according to this concept, human resources are considered as a source of capital besides other physical capital: monetary capital, technology, natural resources.

According to David Begg, Stanley Fischer and Rudiger Dornbush, the human resource is understood as the entire level of expertise that people have accumulated, it is appreciated for its potential to generate future income.

From the above conceptions, it can be seen that human resources are understood in two meanings: In a broad sense, human resources are the source of labor for social production, providing resources for

development. Therefore, human resources, including the entire population, can develop normally. In a narrow sense: human resources are the capacity of society to work, are resources for socioeconomic development, including working age groups, capable of participating in labor, is the overall elements of their physical, mental and occupational skills mobilized into the labor process. Thus, it can be understood that: human resource is the sum of physical and intellectual power that exists in the entire social labor force of a country, which crystallizes the traditions and creative labor experiences of a people. The nation has historically been used to produce material and spiritual wealth for the present and future needs of the country. Human resources not only include people of working age, but also not only in terms of quality, but also contain broader implications, including the entire qualification accumulated by people ability to generate future income.

**2.3 Human resource development concept** According to Nguyen Huu Dung (2004), human resource development is understood through the relationship between the skills of the population and the development of the country. This is in a narrow sense in which workers' qualifications and skills need to be always appropriate and meet the development of industries as well as the requirements of the economy, and at the same time, the level of development. The economy has also become an important environment to promote the improvement of the quality of human resources.

The International Labor Organization (ILO) argues that human resource development needs to be understood in a broad sense, not just the skill of the population or including the issue of training in general, but also the development of that capacity of man towards job creation and job satisfaction as well as personal life. According to this understanding, human resource development does not only stop at improving training to meet the requirements of development, but also on the aspect of human capacity development, in using human resources like to "move toward employment and career satisfaction", "personal life satisfaction".

According to Leonard Nadler (1990), who is said to be the first to introduce the term human resource development, human resource development is the organized learning experience that takes place over a specified period of time to increase the ability to improve work performance, increase the development ability of organizations and individuals. Tran Xuan Cau and Mai Quoc Chanh (2012) stated that human resource development is the process of developing physical, intellectual, cognitive and acquiring skills, social dynamism and creativity. of human; culture; historical tradition. With the development approach from a social perspective, human resource development is the process of increasing the number (scale) of human resources and improving the quality of human resources, creating The structure of human resources is increasingly reasonable. With an approach of development from an individual perspective, human resource development is the process of making people grow, have high social capacity and dynamism.

Bui Van Nhon (2012) considers that human resource development is a comprehensive form of methods, methods, policies and measures to improve and improve the quality of human resources to meet the requirements of human resources for socio-economic development in the development stage.

According to Pham Duc Thanh and Mai Quoc Chanh (2001) human resource development is understood as the process of increasing knowledge, skills, competence and qualifications of individual workers get their job done in a higher position in their career.

From the analysis of the concepts of human resource development mentioned above, human resource development is a change in quantity, quality and structure of employees reflected in knowledge, skills, competencies, qualifications and ethics to better meet the increasing development requirements of the organization and society.

### 3. Research results

#### 3.1 Human resources in tourism industry in Tuyen Quang

Tourism development has really become an important economic sector, in line with the provincial socio-economic development master plan and creating a strong shift in the province's economic structure.

Through tourism activities, one can create jobs for the society, contributing to improving the effectiveness of poverty reduction associated with ensuring national defense and security, social order and safety. However, Tuyen Quang in recent years has not yet effectively exploited those potentials. The cause is many but mainly due to the shortage of human resources for tourism development, both weak and often fluctuating. To achieve the goal of bringing tourism into an important economic industry, the province is focusing on many solutions to improve the quality of human resources in tourism development.

Developing tourism human resources are activities to increase the quantity and improve the quality and efficiency of the workforce who are and will work directly in tourism activities. It is in the state management agencies, career units on tourism from the central to local levels. The workforce in tourism businesses includes administration officials, professional workers in hotels, restaurants, tour operators, transportation. They could be trained in professional colleges and vocational schools on tourism. High quality human resource is an extremely important factor, which largely determines the effectiveness of tourism.

Over the past years, despite being paid attention, Tuyen Quang tourism has only grown statistically, currently the province has 8,000 employees in the industry. The direct labor is 2,300 people, indirect labor is 5,700 people, of which working at the state management agency on tourism is only 60 people. Although most of them have a university degree, they are not trained in the specialty of tourism and have low quality, district officials have many tasks, so advising, guiding the implementation and management of tourism has not been focused yet. According to the assessment of weak average level, there are no specialized training schools on tourism in the province. This is one of the reasons leading to the underdevelopment of Tuyen Quang tourism industry in recent years.

Tuyen Quang's tourism development target by 2020 is to welcome 2.2 million visitors and create jobs for about 16,000 tourism industry workers. Training and improving tourism human resources is one of the important tasks, contributing to improving the quality of tourism activities in the province.

Currently, the province has about 13,000 employees involved in tourism activities and services. In particular, the number of direct employees is over 3,000 people. With the implementation of the project "Development of tourism human resources", the province has collaborated with the Vietnam National Administration of Tourism and the Hanoi College of Tourism to organize training courses on professional skills annually. Typically training professional tour guides, accommodations, tables, bars, receptionists, community tourism, hotel and restaurant management. On average, each year, the Department of Culture, Sports and Tourism has opened 3 - 5 professional training courses with the participation of more than 300 students who are direct workers in the tourism industry.

Along with that, tourism business establishments in the province have taken many forms to improve the quality of tourism human resources. Tuyen Quang City currently has 25 hotels reaching the standard of 1-3 stars. Professionally trained staff will be the basis to create a brand and reputation for the accommodation. Mr. Bui Ngoc Tu, manager of the Royal Hotel lobby, 176A, Binh Thuan street (Tuyen Quang city) said that employees of the hotel before being recruited are all trained in fostering knowledge, soft skills, conduct when communicating with guests. Tan Trao historical, cultural and ecological relic area (Son Duong) is one of the destinations attracting the most tourists in the province. Ms. Nguyen Thi Hong Nhung, Deputy Director of the Management Board of Tan Trao Historic, Cultural and Ecological Relic Site, said that the Management Board now has 12 guides, including 11 qualified guides and university experts.

However, in reality, the number of tourism workers is lacking, especially trained human resources. Tourism workers in many provinces lack professionalism, weak communication skills, spirit and service attitude. The number of laborers with foreign language skills to communicate with foreign tourists is small. Mr. Nguyen Van Bao, Director of Huong Viet Tourism Company (Tuyen Quang City) said that one of the difficulties of the business is finding a professional team of guides. For many years, the Company has to hire collaborators from other localities to support. Therefore, the Company is often passive in coordinating employees.

According to the Tuyen Quang Provincial Tourism Development Plan for the period 2016-2020 of the Provincial People's Committee, by 2020, strive for 100% of tourism officials, public servants and employees to be fostered with state management knowledge about tourism, 60% of tourism workers directly fostered professional knowledge.

**3.2 Human resources in tourism industry in Binh Phuoc** The Binh Phuoc Intellectual Club has just had a scientific seminar on the situation and solutions to promote the construction of new rural areas in Binh Phuoc, in which the training and development of human resources were discussed by participants. Mr. Pham Van Tong, Vice Chairman of Binh Phuoc People's Committee said that since 2010, the Provincial People's Committee has recruited, appointed and attracted 12,790 cadres, civil servants and officials, increasing the number of officials in the whole wake up to 45,121. Among 460 cadres and civil servants under the management of the Standing Committee of the Provincial Party Committee, there are 438 officials reaching professional standards and 439 officials reaching political standards. Among 1,196 chief officers, deputy heads of provincial and district levels, only 915 cadres met professional standards (76%), 746 cadres met political standards (63%). Particularly 2,352 full-time officials working in 111 units of communes and wards, only 806 people meet the prescribed standards (34%). The number of cadres who need training and retraining in professional and political skills is up to 1,033 (44%). It is worth mentioning that, among the cadres who do not meet the standard, there are 334 cadres who have not graduated from high schools, which leads to many inadequacies in the process of implementing the tasks, making people angry. Although vocational training is focused with the opening of 3 vocational training centers at district and town levels with the goal of vocational training for 30,000 workers, the province has so far trained about 18,000 employees (Accounting for 62% of the plan. planning). However, these workers are mainly primary and unskilled workers who have been trained for less than 3 months. The quality of labor does not meet the requirements of most enterprises in the area.

Being a province of "Truong Son knee, adjacent to the border", Binh Phuoc has a lot of strengths to develop the tourism industry, especially the types of picnics, travel resources, ecology and red addresses. In 2017, the historical sites in the province received 88,012 visitors. In 2018, the province welcomed 445,748 visitors to visit with a turnover of 365.7 billion.

With the 3-letter "C" orientation of the Prime Minister, Binh Phuoc needs to actively train human resources for tourism. Human resources here are not only guides but also the participation of all walks of life. Because in addition to the professional tourism team, the motorbike drivers, shopkeepers, taxi drivers to the people in the area must be goodwill guides.

#### 4. Discussion

Comparing the development of human resources for tourism in Tuyen Quang and Binh Phuoc:

##### Similarity

In general, human resources for tourism in Tuyen Quang and Binh Phuoc have not been developed. Most of them have university degrees but are not trained in tourism majors, are of low quality, officials at district level have many part-time jobs, thus advising, directing, deploying and managing tourism. The calendar is not focused yet. According to the assessment of weak average level, there are no specialized training schools on tourism in the province. This is one of the causes leading to the underdevelopment of the tourism industry in Tuyen Quang and Binh Phuoc in recent years.

##### Difference

For Tuyen Quang, initially, tourism industry officials and stakeholders have clearly defined the plans and goals in the right direction and are gradually seeing the effectiveness. Specific activities show the determination to get rich from the tourism industry of Tuyen Quang province through the Investment Promotion Center of the province has used almost every opportunity to advertise and introduce the potential and advantages of the province. In particular, participating in conferences promoting and promoting provincial tourism investment in fairs and exhibitions; coordinating in carrying out the program "Shining potential of VOV Television channel (under Voice of Vietnam Radio)" Tuyen Quang destination of investors and tourists "; in collaboration with the Vietnam S program - Vietnam Television

Station built 14 episodes introducing beautiful scenes, cuisines and practices of ethnic groups in the province. Nominated and voted for "Ant Egg Pie" Lam Binh district is listed in Vietnam's Top 20 delicious and new dishes.

The Provincial Investment Promotion Center also invites travel businesses across the country to survey and build tourism products in the province. Particularly in the first 6 months of 2017, the center also invited more than 20 travel businesses to learn and build tourism products in 3 localities: Chiem Hoa, Na Hang and Lam Binh, many of which have built and sell tourism products such as Vietrantour, Thai Duong ... According to Ms. Dinh Nguyet Anh, General Director of Vietrantour, and Director of Vietrantour Branch in Tuyen Quang, tourism market in Na Hang, Lam Binh very satisfactory. Since the beginning of the year, the unit has brought about a dozen tourist delegations to these two localities, including many international delegations.

Ms. Nguyen Thi Hue, Deputy Head of Tourism Management Department, Department of Culture, Sports and Tourism, said that to develop human resources to meet the requirements of tourism development in the new period, the provincial tourism industry coordinated with related agencies to implement a number of synchronous solutions. In particular, we need to focus on training and retraining to improve management skills and professional skills for state management officials on tourism at the provincial, district and city levels, tourism management boards and communes. At the same time, fostering to improve skills for workers working in the field of tourism, guide tourism skills for people. Besides, periodically organized are skills competitions in the field of hotels, restaurants and tour guides; adopt mechanisms and policies to attract and receive foreign human resources that have been highly trained in tourism; open tourism training industry at Tan Trao University.

For Binh Phuoc province, tourism resources are extremely abundant for Binh Phuoc to develop into attractive tourist destinations, but it is still in the potential form due to the fact that it has not been clearly planned by officials and paid attention to properly exploit investment. Tourism products are not really unique and new There is no breakthrough in concentrated investment exploitation in some typical tourist spots on a par with the major tourist destinations of the country. The biggest cause of this situation is that the province's tourism infrastructure is limited, has not built typical tourism products and the promotion, promotion and regional linkages have not been paid attention to properly investing level.

## 5. Conclusions and recommendations

### 5.1 Conclusions

In general, Tuyen Quang and Binh Phuoc provinces have great potential in developing the tourism industry, besides the poor quality of tourism human resources needs to be improved.

With abundant potential both in nature, culture, society and human resources here over time, the tourism industry in Tuyen Quang province has had many strong development steps. Tourism development effectiveness has helped to increase people's income, while contributing to the development of local socio-economic development. The tourism products of Tuyen Quang province have been developed in a diversified and unique way and attractions, from spiritual tourism products, festivals; cultural and historical tourism to community tourism; ecotourism; experienced tourism, discovery. With abundant natural resources and beautiful landscapes, diverse traditional culture, Binh Phuoc will have great advantages when selecting and developing eco-tourism associated with tourism. Ecotourism is always based on nature, associated with the local cultural identity and community participation towards sustainable development. When identifying the potential and advantages of the locality to give planning orientation, selecting the appropriate tourism type and investing in key tourism development, it is very necessary. Because through the name of the tourist destination, it also shows the close cohesion, which is not only the characteristic of each region, but also the origin, culture and traditions of that land.

Human resources have a great influence on the tourism development of Tuyen Quang and Binh Phuoc provinces. Despite recent developments, the situation of human resource training and development still has shortcomings that need to be considered to improve the quality of human resources to meet the requirements of the new situation. In the future, in order to ensure the training and development of high

quality tourism human resources to meet social requirements, it is necessary to implement directional solutions from the unification of the awareness of the stakeholders. Human resources with high quality, up to the action of organizing training and developing tourism workforces, need to have a close cooperation between entities in the implementation of Tuyen Quang and Binh Phuoc provinces.

## 5.2 Recommendation

### For tourism in Binh Phuoc province

In order to well implement the tourism management and development in a sustainable way in the South in general and in Binh Phuoc province in particular, to fully exploit the available potentials and advantages, we need to have solutions:

- We need to build well-managed, qualified and responsible human resources in tourism industry protection and development.
- Unifying awareness on tourism human resource development: giving opinions, assessing human resources, unifying criteria and standards in human resources training and development organization.
- All levels and sectors need to raise awareness of protecting forest ecological environment, existing natural resources, especially water resources to ensure the ecosystem for both the Saigon and Dong Nai river systems and downstream areas, tourism exploitation must ensure that water sources are not polluted, forests must always be strictly protected, and processly exploited, minimizing impacts of climate change and water sources.
- Pay attention to the restoration, upgrading and conservation of architectural works, long history, minimizing the unconscious impacts of visitors, reducing the inherent value of the artifacts; Attractions, tourism, restaurants and hotels need to pay special attention to equipping sewage and waste treatment systems, fully equipped with garbage bins and public toilets to help people lift themselves high awareness of its responsibility for sustainable tourism environment.
- Funds for tourism development investment (embellishment of relics, promotion, human resource training) are limited. The province stile hasn't mobilized many resources to develop tourism.

### For tourism in Tuyen Quang province

#### □ Constructing a human resource training school to develop tourism industry.

We need strengthening close coordination between management agencies, businesses and schools to develop and coordinate closely in the organization for managing the quality of human resources from input and output.

We also need to promote the propaganda and guide people to develop tourism in the direction of efficiency and sustainability; associating tourism development with preserving and promoting the traditional cultural values of ethnic communities in the whole province. At the same time, strengthening tourism development planning activities; promoting, promoting and attracting investors; diversify types of tourism and tourism products suitable to the tourism potential of localities; focus on doing well the training, improving the quality of human resources for tourism.

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