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Evaluate tourism destinations in Vietnam: A case study of Ba Na tourist area, Da Nang city

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Abstract: Evaluating tourist destinations is extremely important as it is the basis for helping local authorities and the leadership of tourist destinations implement reasonable solutions to strengthen the state management of tourism, encourage investment and upgrade service quality at destinations, better exploit the tourist market, position the tourist destination brand in the international tourism market, increase the length of stay, and increase tourist spending when coming to the tourist destination. The current state of investment and development of tourist destinations means that tourist areas across the country need to be evaluated and classified to have a basis for encouraging investment and strengthening effective management, upgrading service quality at destinations, and gradually positioning the Vietnamese tourism destination brand in the international tourism market. This study evaluates the Ba Na tourist area (Da Nang city, Vietnam) based on the “Set of criteria for evaluating tourist destinations” issued by the Ministry of Culture, Sports and Tourism of Vietnam (2016). issued under Decision No. 4640/QĐ-BVHTTDL on 28 December 2016. Evaluation results show that criteria for tourism resources, landscape, facilities, participation of local communities, and the management of the tourist area are evaluated very well. On the contrary, services for entertainment, shopping, entertainment, and prices of services in the tourist area are limited problems in the Ba Na tourist area.

Keywords: evaluate destination; tourist destinations; Ba Na tourist area; Da Nang city; set of criteria for evaluating tourist destinations

1. Introduction

With the continuous growth of the Vietnamese economy, people’s incomes are increasing, and tourism has become a need for a large proportion of households and individuals with good and high incomes. In recent times, Da Nang city has been a very attractive tourist destination, attracting tourists’ attention in deciding to choose a tourist destination, expressed through the number of tourists coming to the areas. Tourist destinations are increasing, including the Ba Na tourist area.

The Ba Na tourist area is located in the Truong Son range in An Son village, Hoa Ninh commune, Hoa Vang district, far from the center of Da Nang city, approximately 25 km southwest (**Figure 1**). The Ba Na tourist area was discovered by the French in 1901, and built into a resort on top of a high mountain. To date, architectural works, amusement parks, and hotels built in the Ba Na tourist area all carry the bold French architectural style, creating a unique charm for the project. The overall architecture of the Ba Na tourist area includes a system of restaurants, hotels, and wine cellars in French style; a spiritual tourist area for tourists with Linh Ung pagoda at an altitude of nearly 1500 m; Vietnam’s largest indoor entertainment area, Fantasy Park, which holds a Guinness World Record associated with the image of Ba Na and many other

entertainment activities that have just been put into operation, such as the Ba Na Slide project and the first Ba Na Wax Museum, and only in Vietnam. In 1986, Ba Na was recognized by the Government of the Socialist Republic of Vietnam as a natural reserve, an object of protection, and a tropical forest containing many rare species of animals and plants that need to be protected. Agarwood, mahogany, honeycomb, pheasant, Asiatic black bear, red-cheeked gibbon... Ba Na has many primeval forests distributed along rugged slopes.



Figure 1. Location of the study area (Ba Na tourist area, Da Nang city, Vietnam).

At Ba Na tourist area, there are many festivals held annually to serve tourists, the most typical of which are: Flower Festival (time: February to March every year); B'estival Beer Festival (time: May to September every year); Halloween Festival (time: September to October every year); Winter Festival (time: November to December every year); Sunshine Carnival (time: May to September every year). The number of tourists visiting and relaxing at Ba Na tourist area has increased over the years from 2017 to 2019. In 2017, the tourist area welcomed 2.7 million visitors (out of a total of 6.6 million visitors to Da Nang) and by 2018, it increased to 3.8 million visitors (accounting for about half of the number of visitors to Da Nang). In 2019, the number of tourists visiting Ba Na was 4.3 million (out of the total number of tourists visiting Da Nang was 8.6 million) (Phuong Thao, 2016). However, in 2020, due to the impact of the Covid 19 epidemic, the number of visitors to Ba Na decreased compared to previous years, so Ba Na tourist area has promotional programs such as ticket discounts for people in the Central Highlands, Beer Festival... to attract tourists, but the number of visitors to Ba Na still decreased by 30%–50% compared to 2019. In 2023, Ba Na Tourist Area is expected to welcome more than 3.7 million visitors, double the number in 2022 and was awarded the title “Asia’s Leading Theme Park 2023” by the World Travel Awards. Along with the growth rate of the number of tourists visiting, the revenue and profit after tax of Ba Na tourist area also has a remarkable development over the years: In the period 2015–2017, the profit after tax reached from 130–188 billion VND. By 2021, it increased dramatically to 923.7 billion VND, then decreased over the years to 419.1 billion in 2022 and 516.8 billion in 2023 (Administrative and Human Resources Department, Ba Na Cable Car Service Joint Stock Company, 2022, 2023, 2024).

2. Study overview

In order to have a basis for evaluating, affirming and honoring the brand of tourist destinations, it is necessary to develop criteria for evaluating tourist destinations and organize evaluations according to the established criteria. Currently, in the world, a number of countries have developed their own criteria for evaluating destinations with different groups of criteria, suitable for geographical and social conditions and especially the management level of that country. In addition, a number of organizations have determined criteria for evaluating destinations independently, which can be applied to destinations of the same nature on a global scale (beaches, heritages, etc.). A question is: studies on destination evaluation, which are currently numerous and diverse, use which methods or criteria to produce research results. Currently, with the awareness of the importance of tourist destinations, many authors have been motivated to research this issue.

Research by Hu and Ritchie (1993); Goeldner et al. (2000); Tasci et al. (2007) when evaluating tourist destinations should focus on 5 main groups: (1) Natural factors; (2) Social factors; (3) Historical factors; (4) Entertainment and shopping conditions; (5) Infrastructure, cuisine and accommodation. Vengesayi (2003), believes that when researching and evaluating tourist destinations, it is necessary to focus on 5 groups of factors, including: (1) Culture; (2) Nature; (3) Events; (4) Tourism activities; (5) Entertainment activities at the destination. Bui Thi and Mai Le (2012) proposed a

system of criteria to evaluate the attractiveness of a tourist destination-Hue city (Vietnam). Of which, 17 criteria derived from the attributes of the destination, divided into 5 main groups, were included in the study, including: (1) Natural factors; (2) Social factors; (3) Historical factors; (4) Entertainment and shopping conditions; (5) Infrastructure, cuisine and accommodation. This system of criteria was proposed based on the model to evaluate the attractiveness of a destination proposed by Hu and Ritchie (1993) combined with the addition of the factor “Destination safety”-one of the top concerns of tourists today.

Huynh et al. (2000) used five groups of factors, including: (1) Service staff; (2) Environmental landscape; (3) Tourism facilities; (4) Entertainment program; (5) Means of transportation to evaluate the quality of tourism services at Con Son tourist destination, Can Tho city (Vietnam). According to Luu Thanh and Nguyen (2011), to evaluate the quality of tourism services of a destination, it is necessary to rely on the following criteria, including: (1) Environmental landscape; (2) Facilities; (3) Traffic infrastructure; (4) Friendliness of staff, security, safety; (4) shopping and entertainment services. Luu Thanh (2012) evaluated the quality of tourism services of the tourist destination of Can Tho city (Vietnam) including five groups of factors: (1) service supply capacity; (2) facilities; (3) local characteristics; (4) means of transportation, safety; (5) service staff-attitude, appearance.

A number of countries have conducted research to evaluate tourist destinations within their territories and used different sets of criteria, suitable to the characteristics, tourism development situation of the tourist destination, as well as the tourism development orientation of that country. With the aim of assessing the current situation at tourist destinations to monitor the effectiveness and efficiency of tourism activities that play an important role in tourism development in Brazil, the Ministry of Tourism (MTur), the Brazilian Support Service for Small and Medium Enterprises (Sebrae) and the Getulio Vargas Foundation (FGV) assessed 65 tourist destinations in two phases, in 2007 and 2009 (Goeldner et al., 2000). The tourist destinations were assessed in 13 different aspects: including: (1) Infrastructure; (2) Tourist services and facilities; (3) Destination accessibility; (4) Amusement and recreation; (5) Marketing; (6) Public policy; (7) Regional connectivity; (8) Level of monitoring and supervision; (9) Regional economy; (10) Entrepreneurial capacity; (11) Social aspects; (12) Environmental aspects; (13) Cultural aspects. Destinations are classified according to a direct scale of five levels (level 1: 1–20; level 2: 21–40; level 3: 41–60; level 4: 61–80; level 5: 81–100). The results after evaluating the tourist destinations show that they have achieved an intermediate level (level 3), in other words, they have a moderate ability to generate business in economic activities related to the tourism sector, in a sustainable way, while providing visitors with a positive experience. These results will serve as a strategic monitoring tool so that the studied destinations can analyze the indicators in each of the studied dimensions and use this information to plan and develop competitive advantages. Tourism destinations can use these indicators and combine efforts with stakeholders of the tourism production chain, in identifying goals and strategies that will make positive contributions to their tourism destination competitiveness.

- Evaluation of tourist destinations in India: In 2020, India also developed and applied a set of criteria for evaluating tourist destinations, including the following criteria:
 - (1) Accessibility: Means of transport to the tourist destination, Quality of roads, Distance to the tourist destination, Public facilities along the road/street, Quality and availability of accommodation... (This will capture the availability and quality of tourist access methods to the tourist destination, assessing aspects such as means of transport, accommodation...).
 - (2) Amenities: Information center, Manual guide/Radio guide, Parking facilities, Food and beverage services at the site, Lighting at the tourist destination, Presence and condition of signage, POS/electronic payment facilities for ticket sales... (This will capture the availability and quality of basic services and facilities at the tourist destination).
 - (3) Safety and Security: Availability of tourist hotline, Emergency rescue facilities, Availability of evacuation routes, Medical facilities, Availability of tourist police etc. (This will capture the availability and quality of measures at the tourist site to ensure a safe and secure environment for tourists).
 - (4) Sanitation: Drainage and sewerage systems, Waste disposal, Availability and cleanliness of toilets, Presence of cleaning staff, Availability and quality of cleaning machinery etc. (This will capture the level of cleanliness and hygiene at the tourist site and surrounding areas as well as the availability and quality of measures to ensure proper maintenance of the site).

The Ministry of Tourism of India has also conducted an assessment of 185 selected cultural and natural sites at 52 tourist destinations for evaluation based on the above set of criteria. The assessment results are the basis for tourist destinations to identify weaknesses in the development process, thereby proposing appropriate development solutions for their tourist destinations (Ritchie and Crouch, 2003).

- Hanoi city (Vietnam) has developed a set of criteria for evaluating high-quality tourist destinations in Hanoi for the period 2021–2025 and issued a plan to implement the development of a set of criteria for evaluating high-quality tourist areas and destinations (Hanoi People’s Committee, 2021), including: (1) Tourism resources; (2) Products and services; (3) Destination management; (4) Infrastructure; (5) Participation of the local community; (6) Tourist satisfaction with the destination. These criteria all have clear scales out of 100 points to determine high-quality tourist areas and destinations, ensuring scientificity in the evaluation process as well as helping tourist areas and destinations to self-assess the current situation of the unit, thereby developing a development plan and improving the quality of appropriate destinations in the future.
- Every year, Ngu Hanh Son scenic area, Da Nang city (Vietnam) has conducted a self-assessment of tourist destinations based on groups of criteria, including: (1) Tourism resources; (2) Products and services; (3) Destination management; (4) Infrastructure; (5) Participation of the local community; (6) Tourist satisfaction with the destination. Through the assessment, some very important results have been obtained such as: criteria on tourism resources, landscape, facilities, environmental landscape and management of the scenic area are assessed as

good. On the contrary, services for sightseeing, shopping and entertainment of the scenic area are still limited. From there, a number of measures have been proposed to both protect, preserve and promote the value of the relic and meet the set of standard criteria in tourism activities at Ngu Hanh Son scenic area (Le and Le, 2021).

From the practice of evaluating tourist destinations in some countries around the world, as well as some localities and tourist areas in the world and in Vietnam, we can draw some experiences to implement the evaluation of tourist destinations in Ba Na tourist area, Da Nang city (Vietnam) as follows:

- Evaluation of tourist destinations is determined by a system of many criteria. In addition to preserving and maintaining available resources (which are the initial basic factors or necessary conditions to attract tourists), improving the factors under sufficient conditions is also very important. Therefore, the solutions proposed must be consistent across all criteria and the reality of successful tourist destinations in the world shows lessons for other tourist destinations in improving competitiveness for sustainable tourism development.
- The set of criteria is an important basis for assessing the quality of tourist areas and destinations and is the basis for guiding agencies, organizations and businesses managing tourist destinations in improving the quality of tourist areas and destinations. Accordingly, the set of criteria must be built on all factors, including all areas that affect the development of that tourist destination. These criteria must have clear scales, with different levels of achievement, ensuring scientificity in the evaluation process as well as helping tourist areas and destinations to self-assess the current situation of the unit, thereby making appropriate plans for development and improving the quality of destinations in the future.
- Over the implementation period, adjustments will be made to suit the development trends of tourism in the country and region in the world.

The study applies the set of criteria for evaluating tourist destinations issued by the Ministry of Culture, Sports and Tourism under Decision No. 4640/QĐ-BVHTTDL, dated 28 December 2016 (Ministry of Culture, Sports and Tourism, 2016) and the summary report of the project on developing a set of criteria for evaluating tourist destination of the General Department of Tourism in 2017 (Vietnam National Administration of Tourism, 2017) to evaluate the Ba Na tourist destination, based on six main groups of criteria for evaluating tourist destinations including: (1) Tourism resources; (2) Products and services; (3) Destination management; (4) Infrastructure; (5) Participation of local communities; (6) Tourist satisfaction with the destination. The assessment results will be the basis for the leaders of Da Nang city and the Ba Na tourism area Management Board to implement reasonable solutions to strengthen state management of tourism and encourage investment, improve service quality at the tourist area, better exploit the tourist market, increase the length of stay, and increase spending of tourists when coming to Ba Na tourism area, Da Nang city.

3. Tourist destination evaluation method

3.1. Investigation and survey methods

This is the main method used to collect data in researching the current situation in the Ba Na tourist area related to tourism resources, tourism products and services, tourism infrastructure, local community participation, tourist satisfaction, and destination management at the tourist area.

- For tourists: Focus on domestic and international tourists (tour and free) visiting the tourist area

Number of surveys: 505 people.

Content of the survey: Traffic conditions to and at the tourist area; ensuring environmental hygiene of tourist areas; landscape of the tourist area; entertainment and sightseeing services in tourist areas; accommodation and food services in tourist areas; service staff in tourist areas; service policies of the tourist area; service prices of tourist areas.

How to do this: The research team and collaborators visit tourist attractions to broadcast pre-designed survey questionnaires directly to tourists and then collect them.

- Experts and people working in the tourism industry

Number of surveys: 21 people.

Content of the survey: tourism resources, products and services, destination management, infrastructure, and local community participation.

How to do this: The research team met in person based on a pre-designed survey questionnaire for experts and people in the tourism industry.

3.2. Methods of evaluating tourist destinations

Method of applying the “Set of Criteria for Evaluating Tourist Destination” issued under Decision No. 4640/QĐ-BVHTTDL dated 28 December 2016 of the Ministry of Culture, Sports and Tourism of Vietnam (Ministry of Culture, Sports and Tourism, 2016) and the summary report of the project on developing a set of criteria for evaluating tourist destination of the General Department of Tourism in 2017 (Vietnam National Administration of Tourism, 2017) to evaluate the Ba Na tourist destination. This set of criteria is built to evaluate tourist destinations in order to strengthen state management of tourism, encourage investment, and improve service quality at tourist destinations.

a. Determine evaluation criteria

Based on six large groups of criteria to evaluate tourist destinations, including: (1) tourism resources; (2) products and services; (3) destination management; (4) infrastructure; (5) participation of the local community; (6) level of tourist satisfaction with the destination; criteria to evaluate the destination as a Ba Na tourist area were determined to include 32 criteria (**Table 1**).

Table 1. Distribution of assessment scores for Ba Na tourist area.

Criteria group	Evaluation criteria	Maximum score for each criterion	Maximum score for group of criteria
1. Tourism resources	1. Diversity and uniqueness of resources	10	15
	2. Resource point capacity	2	
	3. Protect and enhance resources	3	

Table 1. (Continued).

Criteria group	Evaluation criteria	Maximum score for each criterion	Maximum score for group of criteria		
2. Products and services	4. Provide information to customers	1	30		
	5. Information instructions throughout the tourist area	1			
	6. Explanation	2			
	7. Tourist information center	2			
	8. System of technical facilities for accommodation	3			
	9. Services provided to guests in accommodation areas	2			
	10. Restaurant system serving tourists	3			
	11. Catering services	2			
	12. Entertainment facilities	2			
	13. Entertainment and entertainment services	1			
	14. Performing and performing arts activities	1			
	15. Services for sightseeing, relaxation, exploration, and learning about natural and cultural values	6			
	16. Event, conference and seminar organization services	2			
	17. Shopping services	2			
	3. Destination management	18. General management		2	15
		19. Natural environment and general hygiene		2	
		20. Waste treatment		2	
21. Public toilet system		2			
22. Social environment		2			
23. Organization of security and order forces		2			
24. Plan to ensure security and safety for tourists		1			
25. Technical facilities to ensure security and safety for tourists		2			
4. Infrastructure	26. Road system	3	15		
	27. Signs indicating access to the tourist area by road or waterway	3			
	28. Internal roads	3			
	29. Electrical system	3			
	30. Water supply and drainage system	3			
5. Participation of the local community	31. Proportion of local workers in the tourist area	10	10		
6. Level of tourist satisfaction with the destination			15		

b. Determine points for evaluation criteria

- Expert evaluation: Based on the role of the criteria groups and the identified evaluation criteria, the distribution of the rating points for the Ba Na tourist area, taking a scale of 100 scores for the tourist area, evaluation scores of the evaluation criteria are shown in **Table 1**. Each evaluation criterion will be considered and evaluated by scoring with a maximum score for each criterion, as presented in **Table 1**, and a minimum score for each criterion. The criteria are a score of 0 and

an odd score of up to ¼. The highest total score of the 5 groups of criteria scored by experts was 85 scores as shown in **Table 2**.

Table 2. Criteria for evaluating Ba Na tourist area.

Criteria group	Evaluation criteria	Request	Maximum score for group of criteria
1. Tourism resources	1. Diversity and uniqueness of resources	There are beautiful or phenomenal landscapes, special relics, including cultural works, historical relics recognized as special national or world heritage sites, national landscapes, conservation areas/gardens country/biosphere reserve/world natural heritage; or you can exploit and develop many tourism activities/products	10
	2. Resource point capacity	At least 1400 people/day	2
	3. Protect and enhance resources	Still original, well protected, creating beautiful scenery, still retaining cultural traditions, with protection measures, creating a unique appeal	3
2. Products and services	4. Provide information to customers	<ul style="list-style-type: none"> - There is a service to provide information to guests via phone 24/24 - There is a service to provide information through a global information network (website or social network), website, social network to post animations, videos, support downloading electronic publications of the tourist area, with a Question – Answer section and answer the most frequently asked questions of tourists, have online consulting support, online contact email address, and links to other related websites such as: travel agencies, shipping companies... - There are informational publications to hand out to visitors. The publications are elaborately designed, have impressive and unique images, are suitable in size to carry, have complete information, are easy to read, and use materials. Environmental friendliness	1
	5. Information instructions throughout the tourist area	<ul style="list-style-type: none"> - Information on print publications, electronic publications, websites or social networks is presented in at least 02 languages: Vietnamese and English - There is a board of rules for the entire tourist area and a detailed board of rules in functional areas. - Map indicating the entire tourist area and functional areas located in many places in the tourist area. - There is a system of signposts leading to functional areas in the tourist area. - Signs are in Vietnamese and at least one foreign language, designed with many images and symbols that show high information and have information diagrams to locate visitors' locations. 	1
	6. Explanation	<ul style="list-style-type: none"> - There is an information board explaining the objects to visit or there is a specialized tour guide to serve guests - There is an electronic information board explaining the objects to visit - The narrator has the ability to use foreign languages to explain to guests/There is an automatic voice-over service - There is support for hearing impaired guests 	2
	7. Tourist information center	<ul style="list-style-type: none"> - There is an information room equipped with computers connected to the internet for tourists to search for information about the tourist area-There are specialized staff on duty to provide information, receive and resolve tourist complaints... - There are additional information counters at functional areas in the tourist area (displaying advertising publications about the resort for tourists, racks for information publications are designed to be compact, convenient for getting publications...). 	2
	8. System of technical facilities for accommodation	There are accommodation facilities that meet 3-star standards or higher	3
	9. Services provided to guests in accommodation areas	<ul style="list-style-type: none"> - Diverse services and preferential policies for customers - Unlimited service time - Staff have good skills, friendly and enthusiastic - Treat all customers equally - Publicize service prices 	2

Table 2. (Continued).

Criteria group	Evaluation criteria	Request	Maximum score for group of criteria
2. Products and services	10. Restaurant system serving tourists	<ul style="list-style-type: none"> - There are restaurants that meet tourist service standards, capable of serving 500 guests or more, classified into European, Asian restaurants, etc.; - The restaurant system is conveniently distributed to guests in the hotel and in functional areas 	3
	11. Catering services	<ul style="list-style-type: none"> - Ensure food safety - Diverse menu and preferential policies for customers - Flexible service time - Staff are qualified, have good skills, are friendly and enthusiastic - Treat all customers equally - Publicize service prices 	2
	12. Entertainment facilities	<ul style="list-style-type: none"> - There is a general entertainment area with many types of games such as outdoor play area, indoor play area, cinema... for adults and children - Certified as an IAAPA international-class entertainment area 	2
	13. Entertainment and entertainment services	<ul style="list-style-type: none"> - Ensure absolute safety for tourists - Diverse services and preferential policies for customers - Staff are qualified, have good skills, are friendly and enthusiastic - Treat all customers equally - Equipment for entertainment activities must comply with the manufacturer's standards and regulations - Publicize service prices 	1
	14. Performing and performing arts activities	There are performing arts activities to serve guests with a frequency of ≥ 1 time/day	1
	15. Services for sightseeing, relaxation, exploration, and learning about natural and cultural values	<ul style="list-style-type: none"> - Ensure absolute safety for tourists - Staff has broad and in-depth knowledge about the objects to visit and explore at tourist destinations, good skills, friendly and enthusiastic. - Rich, diverse and flexible tour program - There is official information about the visitors - Treat all customers equally - Publicize service prices 	6
	16. Event, conference and seminar organization services	<ul style="list-style-type: none"> - Diverse services and preferential policies for customers - Flexible service time - Staff are qualified, have good skills, are friendly and enthusiastic - Modern and abundant equipment suitable for the nature of many different types of events - Treat all customers equally - Publicize service prices 	2
17. Shopping services	<ul style="list-style-type: none"> - There is a shopping center to serve the shopping needs of tourists or there is a centralized shopping area including stores with standard signs to serve tourists. - There are a variety of services to serve the diverse needs of customers (shopping, beauty, fashion consulting, health consulting, personal equipment rental...) - Flexible service time - Employees are qualified, have good skills, are friendly, enthusiastic, and responsible - Publicize service prices - Treat all customers equally 	2	
3. Destination management	18. General management	<ul style="list-style-type: none"> - There is a tourist area management board with clear and specific organizational structure, functions, and tasks - The Management Board operates and handles the tourist area's issues smoothly and responsibly, ensuring steady annual growth for the entire area. - Develop, promulgate and control the implementation of internal rules and codes of conduct with relevant subjects within the tourist area. 	2

Table 2. (Continued).

Criteria group	Evaluation criteria	Request	Maximum score for group of criteria
3. Destination management	19. Natural environment and general hygiene	<ul style="list-style-type: none"> - Fresh air, not polluted-Surface water sources (lakes, ponds, rivers, streams, fountains...) are not polluted - Garbage is not thrown carelessly along roads, at tourist attractions and surface water sources (lakes, ponds, rivers, streams, fountains, coastal sea areas...) - Equipment in tourist attractions such as lights, signs, monuments, miniatures... are cleaned - Areas selling products, souvenirs, and culinary dishes in tourist areas must ensure general environmental hygiene. - Garbage is collected in the correct location - The construction area is covered 	2
	20. Waste treatment	<ul style="list-style-type: none"> - Have a plan to ensure environmental hygiene in the tourist area - Have a retail waste collection system, on average there is at least 01 covered trash can per 300m along internal roads - There is a collection area for waste from the entire tourist area - Have a separate waste treatment system in the tourist area or have a means of transporting waste to the local waste treatment facility once a day. - Use specialized high-tech support tools (using permitted chemicals to treat pollution, waste treatment, etc.) in appropriate areas 	2
	21. Public toilet system	<ul style="list-style-type: none"> - There are standard public toilets to serve tourists in functional areas and main attractions - There are portable toilets in other public areas 	2
	22. Social environment	<ul style="list-style-type: none"> - The local community does not engage in acts of harassment to tourists (stalking tourists to sell goods, offering services, etc.) - Communication and behavior demonstrate the cultural identity and civilization of local people - Ready to assist tourists (guides, directions...) - Respect the culture and behavior of tourists from different regions to the locality - Ready to introduce and guide tourists to integrate and experience the unique cultural style of the locality 	2
	23. Organization of security and order forces	<p>There is a department to ensure security and order, specialized teams are arranged on duty at locations and there are specialized surveillance and patrol teams.</p>	2
	24. Plan to ensure security and safety for tourists	<ul style="list-style-type: none"> - Have a plan to ensure security and safety for tourists under normal conditions with simple, common incidents - Establish a hotline to connect with local functional departments and agencies to coordinate in ensuring security and safety for tourists (Support tourist areas in coordinating to resolve outstanding issues) exceeding the functions of the tourist area), assigning staff to man the hotline 24/7 - Have a proactive plan to evacuate and rescue guests and property when there are natural disasters, fires and other serious incidents. 	1
	25. Technical facilities to ensure security and safety for tourists	<ul style="list-style-type: none"> - There are security duty points in the tourist area and at each functional area - Security forces are equipped with uniforms and minimum equipment (gloves, binoculars, whistles, batons, flashlights, boots, hats, speakers, walkie-talkies...) to serve security work. - Has a modern camera system, wide angle, high resolution to monitor security at main attractions and functional areas - Equip automatic fire alarm systems in buildings - There is a loudspeaker system to announce incidents and emergencies - There is a fence system to isolate dangerous areas - Arrange faucets and water tanks for firefighting in functional areas - Have specialized vehicles for patrolling, controlling security and order in the tourist area, equipped with additional equipment for specialized transportation or rescue such as bicycles, motorbikes, rope ladders, rescue boat 	2

Table 2. (Continued).

Criteria group	Evaluation criteria	Request	Maximum score for group of criteria
4. Infrastructure	26. Road system	- The road leading to the tourist area can be directly connected to the national transportation system through at least 2 of the 4 types of transportation: road, rail, waterway, and air (not through the inter-district road system or with short distances) - There is more than 1 gateway to the tourist area - These gateways are distributed from many directions, many different localities bordering the tourist area, creating favorable conditions for vehicles.	2
	27. Signs indicating access to the tourist area by road or waterway	- There are signs indicating access to the tourist area - Appropriate location of signs (in front of junctions and intersections) - Appropriate number and location of instructions (there are signs at all forks and crossroads leading to the tourist area) - Signs are clearly designed (sign size, font size, information images, colors...), complete information content - Signs are bilingual	2
	28. Internal roads	100% of the internal road system is covered with concrete/asphalt and is wide to ensure traffic safety for 2 lanes (2-way road).	2
	29. Electrical system	- Design and install lighting systems with modern, environmentally friendly, energy-saving equipment along internal roads, accommodation areas, functional areas and all tourist attractions. tourist area - There is a backup power system - There is an artistic lighting system	2
	30. Water supply and drainage system	- There is a clean water system to ensure guests' clean water needs - There is a clean water filtration system according to international standards (can be drunk immediately without boiling) to serve the needs of tourists - There is water and a system of pipes and faucets for firefighting - There is a drainage system to ensure environmental hygiene - There is a wastewater treatment system to ensure environmental safety - There is a wastewater treatment process to reuse for needs such as watering plants, cleaning, etc.	2
5. Participation of the local community	31. Proportion of local workers in the tourist area	- Employing local people (3% or more of the total workforce in the entire tourist area) - Deduct revenue from the tourist area to support local movement activities every year - Deduct revenue from the tourist area to support the construction and upgrading of local public works every year - The rate of local households participating in business in the tourist area reaches 5% or more	10
Total maximum expert assessment score (I):			85

- Tourist evaluation: Regarding the factor of tourist evaluation of Ba Na tourist area under the criterion “guest satisfaction,” to quantify tourist satisfaction with the tourist area, it is necessary to use questionnaires and direct interviews with tourists. Tourist satisfaction with the Ba Na tourist area is calculated by the average value of the following factors: (1) traffic conditions to and at the tourist area; (2) ensuring environmental hygiene of the tourist area; (3) landscape of the tourist area; (4) entertainment, entertainment, and sightseeing services in tourist areas; (5) accommodation and food services in tourist areas; (6) service staff in tourist areas; (7) service policies of the tourist area; and (8) service prices of the tourist area. Guest reviews about the Ba Na tourist area are as follows: (1) completely satisfied: 15; (2) satisfaction: 10; (3) normal: 7; (4) dissatisfaction: 3;

and (5) very dissatisfied: 1. The highest total score of the criteria group “Tourist satisfaction” was 15 (II).

- Synthetic assessment: The aggregate assessment score of the Ba Na tourist area is equal to the sum of expert assessment scores for 31 criteria in five criteria groups and tourist assessment scores for the final group of criteria (total score = I + II). Accordingly, the highest total score that the Ba Na tourist area could achieve was 100.

The classification of tourism development levels is built according to the levels, including: (1) Poor development (Poor): from 1–20 scores; (2) Average development (Average): from 21–40 scores; (3) Fairly developed (Fairly good): from 41–60 scores; (4) Development (Good): from 61–80 scores; (5) Very developed (Very good): from 81–100 scores. The overall assessment results indicate the development level of the tourist destination. This result is the basis for proposing solutions to promote values, meeting the criteria in tourism activities at Ba Na tourist area in a more reasonable and effective direction.

4. Research results

4.1. Evaluation results of experts and people working in the tourism industry

a. Results of evaluating the group of criteria on tourism resources

- (1) Criteria for diversity and uniqueness of resources: The Ba Na tourist area is located in the Truong Son range in An Son village, Hoa Ninh commune, Hoa Vang district, far from the center of Da Nang city, approximately 25 km southwest. More than 102 years ago, Ba Na was located in the central region with a cool climate all year round. Over the past 10 years, Ba Na has become known to many people for its complex tourist projects, thereby achieving the title “Vietnam’s leading tourist area.” With famous attractions such as Linh Ung pagoda, Ba Temple, Linh Chua Linh Tu Temple, Linh Phong Thien Tu, Shakyamuni Buddha Dai, Tru Vu Tra Quan, Bell Tower, Linh Phong Bao Thap, Mountain train, Debay Wine Cellar, Ba Na Flower Garden, Fantasy Park, Wax Statue Display Area, French Village, Golden Bridge, Resorts, Suoi Mo... In particular, at the Ba Na tourist area, there are nine gardens (Dream stream garden, Eden garden, mystery garden, lovebird garden, garden of thoughts, garden of mythology, sacred garden, vineyard, garden of memory) at Le Jardin D’Amour are nine interesting stories set in nine different unique architectural styles, creating a poetic and colorful space. From the Ba Na tourist area, tourists will admire the entire majestic nine-story Toc Tien waterfall, appearing with breathtaking waterfalls. Coming to the top of the Ba Na mountain to admire the scenery, you will see everything spread out below your feet, from the Hoa Vang plain to the hills and mountains of Hoa Cuong, Hoa Trung, Son Phuoc... Ba Na allows us to consider the entire landscape. Green mountains and blue water from Han Bay gather water from Qua Giang River, Han River in the South to Cu De River in the north, easily viewing Son Tra peninsula, viewing Cua Kham cape with Hai Van saddle, and viewing Da Nang city shimmers dimly at night.

Ba Na has great ecological and tourist value, comparable to the Bach Ma national forest. The higher the value of, the lower the temperature and higher the humidity. With rich and diverse fauna, there are 256 species of vertebrates (61 species of mammals, 178 species of birds, and 17 species of reptiles). Characteristics of the Southern Truong Son fauna with species of golden deer, chevrotain, bat weasel, golden wolf, star pheasant, purple dragon pheasant, long-tailed monkey, string python... Characteristic of the Northern Truong Son fauna are yellow-fronted chickens, white blue pheasants, red-cheeked gibbons, Asian black bears... Especially in Ba Na, there are 44 rare animal species recorded in Vietnam's red book, including 23 species of mammals, 12 species of birds and 9 species of reptiles. Typical examples include tigers, leopards, deer, roe deer, flying squirrels, red-shanked doucs, red-cheeked gibbons, wolves, and sun bears... Even more abundant in the fauna in Ba Na are the butterflies and insects that mainly grow in April. Coming to Ba Na in the summer, visitors will admire the unique forest music of summer cicadas, birds singing, and distant howls of gibbons (Anon, 1994).

With only a relatively small area (17,641 ha), Ba Na has up to 543 plant species, including four branches of higher plants: pine, fern, and magnolia. The flora here is rich in economically valuable species but poor in reserves and number of individuals. To date, 74 species have been counted as medicinal and medicinal herbs, 41 species can be eaten or used as food for humans, 15 species are ornamental, 134 species are used for wood, 5 species are used as animal feed, 6 species are used as materials, 5 species are used as raw materials for fiber paper, 3 species are used for essential oils, and 3 species are used for dyeing. In addition to the diversity of families, genera, and large numbers of individuals, the Ba Na primeval forest also has many rare species listed in Vietnam's red book, such as agarwood, mahogany, golden tree, and yellow sandalwood, and plant species wood stems have many colors belonging to the angiosperm branch, such as three-lobed maple, bamboo, almond-leaf oak, cottonwood, rosewood, etc. Ba Na's flora and fauna are not only rich and highly diverse but also diverse. Characteristic, unique, and extremely important for conservation and development. In 1986, Ba Na was recognized by the Government of the Socialist Republic of Vietnam as a nature reserve, an object of protection and a tropical forest containing many rare species of animals and plants that need to be protected as agarwood, mahogany, honey goose, star pheasant, Asian black bear, red-cheeked gibbon... Ba Na is not only a potential area for developing resort tourism, entertainment tourism, ecotourism... but also a place to develop various types of discovery tourism, adventure tourism... At the same time, develop forest ecosystems, protect rare plant and animal genetic resources, serving scientific research on animals and plants. tropical and subtropical forest animals (Hill et al., 1996).

Therefore, the criteria of diversity and uniqueness of resources were evaluated with a score of 10.

(2) Criteria for capacity of resource points: Belonging to the Sun World entertainment brand system, Ba Na tourist area is the most classy resort and entertainment complex in Vietnam, achieving the title of Vietnam's Leading tourist area, awarded by the Vietnam National Administration of Tourism, is known as a "fairyland," possessing a wonderful climate and amazing natural landscapes. The tourist area experiences a four-season climate in one day, along

with many diverse festivals, entertainment, and culinary activities. The cable car system has achieved many world records and international awards (the longest cable car route in the world (5801 m); the cable car with the highest difference between departure and arrival stations in the world: 136,893 m; The cable route has the longest total cable length (11,587 m), and the cable route has the heaviest cable weight in the world (141.24 tons), including cable car routes (Cable 1: Suoi Mo–Ba Na; Cable car 2: Debay–Morin; Cable car 3: Toc Tien Waterfall–L’Indochine; Cable car 4: Hoi An–Marseille; Cable car 5: Bordeaux–Lourve; Cable car 6: Champa–Taiga) with a total capacity of nearly 10,000 guests/h. There are also two Funicular Train lines (Funicular Train 1: D’amour–Le Jadin; Funicular Train 2: God’s Well–Dragon Cave). Therefore, in recent years, Ba Na Tourist Area has become a familiar destination for domestic and foreign tourists in Da Nang. Every year, the tourist area welcomes millions of tourists who visit and relax. With a very large capacity, the Ba Na tourist area can welcome approximately 55,000 tourists every day, especially on holidays. welcomes approximately 65,000 tourists/day.

Therefore, the capacity of the resource points is evaluated with a score of 2.

- (3) Criteria for protecting and enhancing resources: In 1986, Ba Na was recognized by the Government of the Socialist Republic of Vietnam as a natural reserve, an object of protection and a tropical forest including Many rare species of animals and plants need to be protected such as agarwood, mahogany, honey goose, star pheasant, Asian black bear, tawny-cheeked gibbon... In Decision No. 45/QD-TTg dated 08 January 2014 of the Prime Minister approving the Master Plan for biodiversity conservation of the country until 2020, with a vision to 2030, the National Nature reserve will Ba Na–Nui Chua natural area has an area of 30,206.3 hectares (Prime Minister, 2014). According to Decision No. 3410/QD-UBND dated 14 September 2020, the People’s Committee of Da Nang city issued the Decision approving the Biodiversity Conservation Project of Da Nang city until 2030, vision 2045, with the goal of protecting and sustainably developing important and unique natural ecosystems of Da Nang city, including rare species and genetic resources of high economic value (Danang city people’s committee, 2020). At the same time, it rationally uses biodiversity resources in a sustainable way to promote socio-economic development and environmental protection. Accordingly, Da Nang city spent nearly 100 billion VND to preserve the ecosystem of Ba Na-Nui Chua and Son Tra. In particular, within the scope of protecting and developing an area of approximately 43,000 ha of natural forest ecosystem, Da Nang city will establish a botanical garden in the ecological restoration subdivision of the Ba Na-Nui nature reserve. It has an area of approximately 50 ha to form themed collections and nurseries to propagate native plants.

On 05 May 2023, the Department of Planning and Investment of Da Nang city issued an adjusted investment registration certificate for the Ba Na-Suoi Mo Ecotourism Complex project. The Ba Na-Suoi Mo Ecotourism Complex Project was granted its first investment registration certificate by the People’s Committee of Da Nang city on 08 May 2008 (Department of Planning and Investment of Danang city, 2023). Through the process of operation and development, this project adjustment

aims to arrange and upgrade a number of project items that have been approved for planning to suit development requirements and tastes of tourists, harmony between landscape and architecture, meet standards for construction density and land use coefficient according to approved planning, minimize the impact on the natural landscape, and serve biodiversity development in the Ba Na ecological area-God mountain. The Ba Na tourist area has also implemented good measures to minimize environmental impacts during the development process, such as building a standard drainage and wastewater treatment system before discharging into receiving sources and environment, managing waste collection well, avoiding dispersing waste into the environment, taking measures to minimize leachate, managing the wastewater pipeline system well, avoiding wastewater leakage and polluting the soil environment, effectively collecting and classifying waste at the source, and transporting solid waste to the waste treatment area according to regulations.

According to Da Nang city, it is impossible not to mention the Ba Na tourist area, Ba Na–Nui Chua Nature Reserve—a natural reserve with great value in biodiversity, cool climate, clear health, and the source of rivers—plays a role in protecting the environment and regulating climate. It is not a coincidence that the Ba Na tourist area has been honored four times in a row by the General Department of Tourism as Vietnam’s leading tourist area (2014–2017), Vietnam’s Leading Tourist Destination in 2018 and 2019 (Duc, 2019). Awarded as the best tourist and entertainment area in Vietnam. This is an important driving force behind the impressive growth of Da Nang city tourism. In particular, the number of visitors to Ba Na has increased 160 times over the past decade. Sometimes, the soul and attraction of a tourist destination lie not only in the luxurious, splendid resorts, or high-class entertainment areas, but also in the experience, culture, or creativity that the destination brings. This makes the destination more profound and not boring or old in the eyes of tourists, that is, the Ba Na tourist area. During the development process, the Ba Na tourist area has created unique features that a few other tourist areas have.

Therefore, the criterion for protecting and enhancing natural resources was evaluated with a score of 2.9.

b. Results of evaluating criteria groups for products and services

(4) Providing information to customers (via phone, global information network, publications): The Ba Na tourist area has a team of very enthusiastic and professional customer care staff; reception information about diplomatic delegations from the Company/Group’s contacts; deploying to welcome delegations of diplomatic guests, internal guests, and Sol card guests of the Company and the Group; directly receiving and processing customer information and lost property of tourists; coordinating with relevant departments to increase the rate of returning lost property to tourists; handling customer complaints; coordinating with departments to implement customer satisfaction survey plans; coordinating with the Medical Team to take customers to the hospital and regularly visit customers; coordinating well with other departments to receive information and handle other issues related to the tourist area. The Ba Na tourist area is considered a tourist area with very good information services for customers via 24/24 phones through the global information network via websites and social networks. Websites and social networks post animations and videos

and support downloading electronic publications of the tourist area. In particular, there are Questions–Answers section, contact, answers to the most frequently asked questions of tourists, online consulting support, online contact email address, and links to other related websites such as travel agencies and shipping companies, in addition to providing information to customers via phone, global information network via websites and social networks, and Ba Na tourist area also has publications providing information guides for visitors to visit and relax in the tourist areas. These publications are elaborately designed, have impressive and unique images, are suitable for carrying, have complete information, are easy to read, and use environment-friendly materials. Information on electronic publications, websites, and social networks was presented in two languages: Vietnamese and English. Information on printed publications is presented in many languages, such as Vietnamese, English, Chinese, Thai, and Korean, to facilitate tourists in accessing tourist area information in the best way.

Therefore, the criterion of providing information to customers (by phone, global information network, publications) is evaluated with a score of 1.

- (5) Information instructions throughout the tourist area: Ensure safety for tourists while visiting, relaxing, and participating in entertainment activities in the tourist area. The Ba Na tourist area has a rescue plan, arranges forces to rescue tourists, and promptly intervene, handle, and respond to incidents, accidents, and risks that occur, and maintains and ensures communication with tourists 24/7. In particular, the Ba Na tourist area always arranges a team of technicians and guides who are very enthusiastic, ensuring safety and timely guidance for tourists during their visits. In addition, the Ba Na tourist area also has rules and regulations for the entire tourist area and details in functional areas to let tourists know how to implement the regulations in the tourist area. The tourist area also has diagrams indicating the entire tourist area and functional areas located in many convenient and easy-to-see locations within the tourist area. There is a system of signposts for tourists to visit functional areas throughout the tourist area. Rules, diagrams, and signs are presented in different languages for tourists to conveniently visit, entertain, relax, etc., in the tourist area. The signposts are designed with many images and symbols that show high information and have information diagrams to locate visitors.

Therefore, the criterion information instructions in the entire tourist area were evaluated with a score of 1.

- (6) Interpretation (directly or via audio tape, images, bulletin boards...): To ensure that tourists visit, relax, and participate in entertainment activities in the tourist area is convenient and the experience is most effective.

In addition to publications and signage systems, the Ba Na tourist area also has information boards (images and video clips) on visitors throughout the area. Tourism and functional areas are located in many convenient and easy-to-see locations in the tourist area.

Therefore, the criteria: Explanation (directly or via audio tape, image, bulletin board, etc.) was evaluated with a score of 0.6.

- (7) Tourist information center: Ba Na tourist area has a team of specialized staff on duty to provide information and receive and resolve tourist complaints very

enthusiastically and professionally: directly receive and process customer information and lost property of tourists, coordinate with relevant departments to increase the rate of returning lost property to tourists, coordinate well with other departments to receive information, and handle other issues related to the tourist area. In addition, the Ba Na tourist area has arranged information counters in functional areas in the tourist area to display advertising and introductory publications in many languages such as Vietnamese, English, Chinese, Thai, and Korean to facilitate tourists' access to tourist area information in the best way. These information booths for information publications are designed to be compact and lightweight, making it very convenient for tourists to get publications...

Therefore, the criterion: Tourist Information Center was evaluated with a score of 1.9.

(8) System of technical facilities to serve the accommodation of tourists: The Ba Na tourist area has a system of technical facilities to serve the accommodation of tourists of class and quality:

- **Mercure Danang French Village Ba Na Hills Hotel:** Located on top of Ba Na Hills in Da Nang city, Mercure Danang French Village Ba Na Hills has a prime location in the high mountains and is honored as a good mountain hotel. Best Mountain Retreat Global, awarded by Haute Grandeur Award 2023. Mercure Danang French Village Ba Na Hills 4-star hotel is a hotel in the 5-star hotel system managed by the Accor Hotel Group with a comfortable and romantic living space in ancient French style. This is a special hotel that can only be reached by a cable car with 494 rooms, divided into nine different room categories (standard room, superior room, Deluxe room, Duplex Suite room), elegantly designed with a luxurious interior. Important and sophisticated. All rooms have windows overlooking the French Village-an architectural work that simulates French villages of the 19th century. Many rooms can admire the panoramic view of the vast Ba Na mountain space, making it an ideal destination for family vacations and romantic getaways. In addition, Mercure Danang French Village Ba Na Hills hotel has full amenities for high-end hotels such as spa-gyms, indoor swimming pools, game rooms with many interesting games (table tennis, foosball, mini golf), retail stores, and bakeries. Owns ten different restaurants, bars, and cafes, offering a variety of European and Asian dishes, desserts, and attractive drinks. Mercure Danang French Village Ba Na Hills also has a full complement of large conference rooms, meeting rooms, and a professional team to organize unique outdoor events and weddings with a capacity of up to 500 guests (Mercure Hotel, 2023).
- **Morin Hotel:** The Morin 3-star hotel was luxuriously designed with French architecture in the 19th century. Located on top of Ba Na, the hotel has 59 rooms with various room types to meet the needs of tourists. The hotel is designed in a French architectural style with a luxurious and extremely sophisticated design. Integrated with the hotel is the Morin restaurant, which specializes in serving dishes from Asia to Europe with three private dining rooms. In addition, the hotel has an open kitchen system. Helping visitors

enjoy food while watching chefs' special dish preparation skills. Guests can enjoy a cool atmosphere and major views of nature that are clearly visible behind the hotel.

- **Debay Hotel:** The 3-star Debay Hotel is located between two cable lines, built in ancient and luxurious French architecture. It is also one of the hotels located in the Ba Na tourist area. With a cool and quiet atmosphere, this is a hotel that many tourists love when staying there. Currently, the hotel in Ba Na Hills Debay consists of two floors and 21 luxury bedrooms. Many rooms have views that can provide a comfortable space and provide beautiful photos. In addition, Debay restaurants have modern and clean kitchen equipment and dishes from Asia to Europe.
- **L'indochine Hotel:** L'indochine Ba Na Hotel is a 3-star hotel with the greatest difference in the hotel system at Ba Na Hill. By integrating hotels and restaurants. Bars and restaurants offer a variety of dishes from Asia to Europe. Guests can enjoy a cool atmosphere and a majestic view of nature from hotels.

Therefore, the criteria are as follows: System of technical facilities serving tourist accommodation (having accommodation facilities meeting standards of 3 stars or higher) is evaluated with a score of 3.

- (9) Services provided to guests in accommodation areas: Hotels in the Ba Na tourist area have diverse services and many preferential policies for tourists, with very flexible service times. Mercure Danang French Village Ba Na Hills Hotel: Besides, Mercure Danang French Village Bana Hills offers exclusive experiences for tourists from an altitude of 1487 m above sea level, such as an indoor heated swimming pool, watching sunrise and sunset on the top of the mountain, hunting clouds at an altitude of 1487m, enjoy the night view of Ba Na, exploring the moon castle, sliding around the mountainside, enjoying a lavish European party, resting at the hotel on the best mountain in the world, discovering spiritual culture, and golden hour discovering the Golden Bridge. Hotel staff all have a beautiful and pleasing appearance, wear hotel uniforms, and are clean, neat, beautiful, and wear name tags according to hotel regulations. Hotel staff members can communicate in English, Russian, Korean, Japanese, and Chinese. Have good skills and warm, enthusiastic, friendly, sociable, and polite attitudes when communicating with tourists and colleagues. In particular, we always create sympathy for tourists with a friendly smile and proactively greet guests, treating all tourists who visit and relax here equally. All hotels in the Ba Na tourist area publicly disclose service prices (food, accommodations, and other services) to allow tourists to know and choose to suit their preferences and needs. suitable for tourist finances (Mercure Hotel, 2023).

Therefore, the criteria for services provided to guests in accommodation areas were evaluated with a score of 2.

- (10) Restaurant system serving tourists: The Ba Na tourist area has many standard restaurants (with a system of more than 30 restaurants) capable of serving 500 or more guests. They are classified as European and Asian restaurants. The restaurant system is distributed conveniently for tourists in the hotel and in functional areas of the Ba Na tourist area.

Therefore, the criteria the restaurant system serving tourists was evaluated as having a score of 3.

- (11) Food service: Food service in restaurants in the Ba Na tourist area ensures food hygiene and safety, with a very diverse and rich menu and preferential policies for tourists. Flexible service times with different timeframes are very convenient for tourists. Treat all tourists equally when using food and beverage services. In particular, the prices of food and beverage services in restaurants are publicized for tourists to choose services that suit their finances. Qualified, well-skilled, friendly, cheerful, enthusiastic, attentive, and polite service staff have created a professional and comfortable space when visiting sightseeing, relaxation, and enjoying dining services at Ba Na.

Therefore, the criteria were as follows: catering service was evaluated with a score of 1.9.

- (12) Entertainment facilities: The Ba Na tourist area is a general entertainment area with many types of games, such as outdoor play areas, indoor play areas, and cinema for adults and children. The Ba Na Cable Car Service Joint Stock Company was established on 14 September 2007, with main business lines, such as resort tourism, entertainment, and culinary services. Until now, the company has expanded its scale and diversified into different business lines, but has mainly focused on the entertainment segment. In 2011, the Company launched the world-class Fantasy Park indoor entertainment area, including three floors of games with many interesting games suitable for all ages. The Fantasy Park amusement park has up to 105 games, ranging from entertainment and thrilling games to cinema. Along with that, the operation of slide systems and outdoor entertainment games attracts many tourists. Sun World Ba Na Hills in Da Nang has an IAAPA international-class entertainment area certification: In recent years, the world's entertainment tourism sector has recorded more participation from parks and entertainment complexes. class position in Vietnam. Specifically, the Sun World branded parks of the Sun Group are all members of the International Association of Amusement Parks and Tourism IAAPA and continuously received prestigious international awards as well as records that made the world admire. Sun World Ba Na Hills in Da Nang with cable car systems that have achieved many Guinness records was honored by the World Travel Awards as “World’s Leading Iconic Tourist Area 2021”, “Asia’s Leading Theme Park 2021”, and owns the Golden Bridge– “The world’s leading iconic tourist bridge in 2021”. In the world, Disneyland makes its mark with the theme of a fairy tale land and the characters in Disney’s animated series or Universal Studios are faithful to the Hollywood movie theme in every land. Then, the amusement parks in Vietnam promote the core values of each land in which it resides, registering Vietnam on the world tourism and entertainment map.

Therefore, the criteria for entertainment facilities were rated with a score of 1.9.

- (13) Entertainment services: Equipment for entertainment activities in the Ba Na tourist area ensures compliance with the manufacturer’s standards and regulations, ensuring absolute safety for tourists. Schedule for participating in games. The Ba Na tourist area has used iCMMS equipment maintenance management software, and the number of devices standardized and put into

management on the iCMMS system has reached nearly 9000, helping the Board of Directors of Ba Na tourist area manage the device, ensuring accuracy and efficiency in managing the organization's mechanical resources with the following features: category management, hierarchy of equipment, and machinery (this feature allows the organization to build and manage a systematic list of assets and equipment). Equipment can be classified into different categories for easy tracking), and procurement planning management (iCMMS allows for planning new equipment purchases). This helps organizations ensure that they always have enough equipment to keep their business running efficiently, request equipment allocation (this feature allows employees to request allocation of specific machinery or equipment according to the allocation management process), equipment rotation (this feature helps equipment management track and record equipment rotation from one unit or location to another unit or location), and split/increase/decrease devices (iCMMS allows splitting devices, increasing or decreasing the number of devices if necessary). This ensures that device information is always accurately updated), equipment evaluation (this feature allows organizations to evaluate the condition and value of equipment, which helps management decide whether it needs to be replaced or repaired), and depreciation/inventory/equipment disposal (iCMMS assists in managing the depreciation process over time. It also helps the organization perform asset inventory and manage the asset disposal process when needed), look up information, origin, circulation history, and consolidation (the information lookup feature allows users to easily find information about the device, including origin, rotation history, and the device unbundling process).

If when building the Ba Na Cable Car system, it would achieve 4 world records (The longest cable car route in the world is 5801 m; The cable car route has the highest difference between the departure and arrival stations in the world, 1,368.93 m; The cable car route has the highest the longest total cable length is 11,587 m; The cable route has the heaviest cable weight in the world (141.24 tons), with globally famous reputation and product quality, the famous cable manufacturer Doppelmayr was chosen. Now, faithful to its commitment: bringing the best products, the most perfect service to visitors to Ba Na, in the tube slide project, the German manufacturer Josef Wiegand GmbH and Co KG Freizeiteinrichtungen chose. The tube-sled products of Josef Wiegand GmbH and Co KG Freizeiteinrichtungen made the mark of a prestigious brand worldwide. This manufacturer has created nearly 30 slide systems in Asian countries. In Vietnam, Ba Na is the 6th and 7th system after Da Lat, Kien Giang, Lam Dong, Vung Tau, and Nha Trang, all of which are registered according to Vietnamese law. The slide system was manufactured, designed, installed, and tested by the world's leading testing company in Germany with a commitment to the absolute safety of the slide system. Wrigand Company experts directly participated in assembling and guiding engineers at Viet Nam to install sliding rails in accordance with European standards and have been registered according to Vietnamese law. The Ba Na slide included two slides: Line 01: down slide length: 539 m, up slide length: 186 m; Line 02: down slide length: 515 m, up slide length: 179 m. Both routes had a height difference of 47 m above ground level. The maximum operating system comprised of 47 sledges.

Entertainment services in the Ba Na tourist area are very diverse, rich, attractive, and have preferential policies for tourists, especially those from Quang Nam and Da Nang. Every year in March, people of Da Nang and Quang Nam enjoy preferential entrance ticket prices to the Ba Na tourist area of up to 50% (for example, in March 2024, people with permanent residence in Da Danang and Quang Nam can buy cable car tickets at a preferential price of 350,000 VND/adult and 250,000 VND/child; if they buy a package of cable car tickets and lunch, the preferential price is 650,000 VND/adult and 400,000 VND/child). The Ba Na tourist area serves and treats all tourists equally when using these services. The prices of entertainment services are publicly disclosed to tourists to choose services that suit their needs. In addition, the service staff is qualified, well-skilled, friendly, cheerful, enthusiastic, thoughtful, and polite, creating a professional and comfortable space when coming to experience and participate in services. entertainment services for Ba Na.

Therefore, the criteria for entertainment services were evaluated with a score of 1.

(14) Performing and performing arts activities: Ba Na tourist area not only attracts tourists because of its beautiful scenery, cool climate, and major facilities invested in tens of thousands of billions of VND. The Ba Na is also attractive from another perspective: the perspective of new experiences that visitors have every time they come here. Ba Na's four seasons take visitors to festivals, sometimes it's the spring flower festival, sometimes it's a bustling beer festival during the harvest season like in Munich (Germany), a wine festival, then a carnival with performance activities, performing arts, brilliant parades, jubilant music and dance... Interestingly, no performance, art performance, or festival is the same as another, despite sharing the same name and the same location. Performing activities, art performances, and festivals in the Ba Na Tourist Area are always unique and take place throughout the year, serving guests with a frequency of ≥ 1 time/day. Therefore, the Ba Na Tourist Area will not only be a tourist destination but also an emotional experience for all visitors. In particular, foreign tourists coming here feel like they are rediscovering a part of their culture in a foreign country, which is a special feeling.

Therefore, the criteria for performing art activities were evaluated with a score of 1.

(15) Services for sightseeing, relaxation, exploration, and learning about natural and cultural values: The Ba Na tourist area, with the cable car line from the foot of the mountain to the top of the mountain, plays an important role in making Da Nang famous in the eyes of tourists as well as becoming a leading tourist destination. This proves that the soul of a tourist destination not only lies in owning many types of accommodations, luxury restaurants, and eateries, but also in creating experiences and cultural features at the destination. Go there and retain good values in the hearts of the tourists. Old villas and hotel buildings, old shops, and entertainment services for both children and adults are always invested in and renovated, and each season has a festival to serve a variety of tourists. The attitudes of employees in all departments are dedicated and friendly, creating a feeling of trust, warmth, civility, and professionalism. Because of civilization and cultural values in tourism, tourists love to come to Ba Na. Today, the Ba Na

tourist area attracts not only domestic tourists but also international visitors from different continents. Not only because of its beautiful scenery and cool climate, Ba Na also creates professionalism and methodicality in investing in infrastructure, planning places to visit, sightseeing, checking in, eating, and relaxing, old rules, science... Flowers, leaves, and plants here are constantly changed, decorated with different artistic and meaningful miniatures... These are the factors that make Ba Na a tourist area from this place, far from the center of Da Nang, has become the focus of Da Nang city tourism. Most visitors to Ba Na leave comments full of warm feelings and especially appreciate friendliness and professional service, making visitors feel friendliness and true respect.

For the people of Da Nang city, most express pride in the resilience of the city's tourism industry over the past decade. In the past, Da Nang tourism was far behind Da Lat in terms of popularity because it was quite boring and only relied on the sea, then the appearance of Ba Na tourist area with strategic investment created tourism values. The cultural and entertainment calendar has played an important role in helping Da Nang city tourism develop and change by leaps and bounds. The Ba Na tourist area is not only known as the road to paradise with many attractive entertainment activities, but is also known as a top class and trendy resort in Vietnam. Tourists coming here will be lost in the major mountain and forest scenery surrounding them. In particular, the 5-star luxury resort hotel system provides visitors with a comfortable and romantic living space in the ancient French style, elegantly designed with luxurious and sophisticated interiors. The hotels have all the amenities of a high-end hotel, such as a culinary system with Asian and European dishes combined with various types of restaurants, coffee, bars, cinema, cake shops, indoor swimming pools, modern gyms, spas and massage relaxation areas, and outdoor yoga practice area... Besides participating in sightseeing and relaxation services, tourists also participate in exploring and learning about natural and cultural values with rich sightseeing programs, diverse and flexible.

Therefore, the criteria for sightseeing, relaxation, exploration, and learning about natural and cultural values were evaluated using a score of 5.8.

(16) Event, conference and seminar organization services: going deep into the subconscious of tourists, Ba Na tourist area with the slogan "Road to paradise." With colorful flower gardens in all four seasons, beautiful French-style castles like a fairy tale, spiritual meditation works hidden among the clouds, vibrant amusement parks, and jubilant festivals every day, which has become a symbol of Da Nang city tourism. In particular, the Ba Na tourist area is where many events, conferences, and seminars are held throughout the year and is a famous tourist destination that brings many experiences to tourists. There is modern, abundant equipment suitable for the nature of many different types of events, with a variety of services and preferential policies and equal treatment for all customers, and flexible service times and service prices are publicized for customers to choose according to their financial ability.

Therefore, the criteria for event, conference, and seminar organization services were evaluated with a score of 2.

(17) Shopping services: As a famous tourist area in Vietnam, Ba Na has many games, sightseeing spots, and delicious cuisine. In particular, there is also a diverse and

rich shopping area with flexible service times, including 20 souvenir shops with over 2000 items distributed throughout the tourist area such as at the station, Wax Statue display area, Doumer restaurant, and Fantasy Park, which have service staff who are qualified, well-skilled, friendly, enthusiastic, and responsible to customers.

Unique and meaningful souvenir products: souvenirs printed with Ba Na hills logo for display: plates, glasses, lacquer plates, statues, sailboats, souvenirs for daily life: handbags, high-end cosmetics, night lights, mirrors, cloth bags, shirts, bathroom utensils...; fortune and spiritual souvenirs: wealth horse statue, Amitabha Buddha statue, carp statue, coin, toad statue holding money...; Ba Na hills specialties: famous candies, dried seafood (squid with tamarind, beef fish, dried beef, sun-dried squid...).

Shopping address: Da Cham souvenirs: Tourists who want to buy souvenirs can easily find their favorite items in the station area, Fantasy Park, restaurants, and wax statue display areas; fleuriste flower shop: located next to the Octagonal Tower, French village famous flower shop in the movie Youth. This is not only an extremely sweet and romantic virtual living location, but also where you will find your favorite flowers. French Village Crystal World: Is a cave displaying natural quartz. Quartz products are rare in Paris. In addition, high-end gifts such as 3D carved statues, cosmetic lines, and high-end essential oils are produced specifically for Ba Na... In French Village, there is a shopping area with all kinds of products. high-end fashion, cosmetics, jewelry, and branded handbags. Souvenirs in the Ba Na tourist area have a variety of prices, from affordable to high-end prices, corresponding to the value of the item. Similar to restaurants, each souvenir item has a publicly listed price so that visitors can easily choose an item that suits their preferences and financial ability.

Therefore, the criteria for shopping services were evaluated with a score of 2.

c. Results of evaluating the criteria group on destination management

(18) General management: The Ba Na tourist area has an organizational structure that includes a Board of Directors and functional boards with specified functions and tasks, clearly carrying out the operation and handling of the tourist area's problems in a smooth and responsible manner, ensuring the sustainable development of the tourist area. The Ba Na tourist area has also developed, promulgated, and controlled the implementation of internal regulations and codes of conduct for related subjects within the tourist area to ensure that passengers, staff, and all Ba Na tourist areas' activities are carried out well and in accordance with the regulations.

Therefore, the criterion for general management was evaluated with a score of 2.

(19) Natural environment and general hygiene: The Ba Na tourist area is a tourist area with fresh air that is not polluted because it is less populated, and the impact of people's traffic activities is insignificant. Moreover, the tourist area was not affected by industrial and handicraft production establishments. The tourist area has Suoi Mo flowing through as well as surface water sources (lakes, ponds, rivers, streams, and fountains) that have not been polluted. Garbage was collected according to regulations and was not thrown carelessly along internal roads, tourist attractions, and surface water sources (lakes, ponds, rivers, streams, and fountains). Equipment in the tourist area, such as lights, signs, monuments, and miniatures, were cleaned and sanitized. Areas selling products, souvenirs, and

culinary dishes in the Ba Na tourist area ensure general environmental hygiene throughout the tourist area. Construction areas were carefully covered to ensure the safety of tourists and staff in the resort. In short, the air environment, noise, and surface water resources of the Ba Na tourist area are still within allowable standards.

Therefore, the criteria natural environment and general hygiene were evaluated with a score of 2.

(20) Waste treatment: Maintaining a green-clean-beautiful environment has long been an inevitable trend in the world and has gradually become a general trend for tourist areas. In particular, to preserve the intact beauty of the precious primeval forest at the top of Ba Na Mountain, from 01 October 2018, the Ba Na tourist area has applied the regulation “Not allowed to bring food or drinks to Ba Na.” This is also a good sign for tourism in Da Nang city, creating a good impression of tourists, especially international visitors. Previously, each year, the Ba Na tourist area was opened to welcome millions of visitors. Guests may be allowed to consume food and drinks if they ensure cleanliness and general hygiene. However, according to the assessment, the amount of waste is increasing, and waste treatment measures do not achieve maximum efficiency. Therefore, after applying this regulation, the Ba Na tourist area has significantly reduced the amount of waste from tourists eating and drinking. The Ba Na tourist area has plans to ensure environmental hygiene in the tourist area, has a retail waste collection system, and, on average, every 20–30 m there is at least one trash can with a lid along the internal road to visitors can easily put trash in the designated place. Garbage is gathered in an area so that vehicles can transport waste to the local waste treatment facility once a day. In particular, the staff of the tourist area do not hesitate to bend down to pick up a piece of paper or cigarette butt on the walkway, even though they are not “janitors”. Solid waste management: Solid waste of the Ba Na tourist area mainly arises from sources such as tourism service areas, construction workers (construction workers, machinery, and equipment), and other sources. All solid waste is brought to centralized points, collected by the city’s environmental sanitation management units, and transported to the Khanh Son solid waste treatment complex for processing.

Therefore, the criterion of waste treatment was evaluated with a score of 2.

(21) Public toilet system: The toilet system in the Ba Na tourist area meets standards to serve tourists in functional areas and main attractions in the entire tourist area; there are clear public restroom signs in Vietnamese and English (with the English abbreviation WC), with visual symbols to distinguish restrooms for men and women, placed in a prominent place, the toilet system is conveniently located, easy to access, ensuring security and safety for tourists and staff when using; there are a number of restrooms appropriate to the number of guests who need to use them; has all necessary equipment and amenities, works well, is firmly installed, and neatly arranged; ensures ventilation, cleanliness, and adequate lighting; in each restroom area, there is a restroom for disabled people, with wheelchair access to the restroom (with wheelchair ramp). The toilet is designed to ensure a minimum height, tiled walls, and floors made of anti-slip material; the area of a toilet is sufficient for an adult woman or man, at least 2.5 m² for a

toilet; there are separate restrooms and handwashing areas for men and women; and there is a wastewater management and treatment system according to prescribed standards.

Equipment in each bathroom: There are internal door latches, door-mounted bag/clothing hooks and wall-mounted shelves, toilets, toilet paper, and trash can with lids.

Equipment in the hand washing area: sink and faucet; half-length mirror (mounted above the washbasin); hand soap, antiseptic water; paper towels and automatic hand dryers; trash can with lid; men's restroom has a hanging urinal.

Lighting system: Install sufficient lighting for all areas (entrance, bathroom, and hand washing area). An appropriate ventilation system is required to ensure good air circulation in the restroom area. Providing clean water 24/7, there are service staff to clean, clean, and provide utensils; hygiene is always guaranteed to be clean in all areas, without bad odors; the floor is always kept dry, without stagnant water; and waste is collected and treated according to regulations.

Therefore, the criteria the public toilet system was evaluated using a score of 2.

(22) Social environment: Tourism is reopening. In many places, local governments have mechanisms to “create momentum” for tourism to recover; tourist areas, attractions, and accommodation establishments strive to invest, renovate facilities, and “renew” themselves to attract customers. Adding to the satisfaction that keeps tourists on their side is a welcoming smile-this seemingly small thing has an “attractive” appeal to tourists from all over. In the Ba Na Tourist Area, visitors can easily receive friendly smiles everywhere, from security guards and cleaning ladies to service staff at restaurants, bars, and restaurants. restaurant, hotel. This is the reason that “holds” visitors from far away to return to this “fairyland” place more than once. Many tourists share: coming to Ba Na this time, they feel happier and more vibrant, but one impression that has not changed is the friendliness and service that treat tourists as true “gods.” Welcoming guests to Ba Na are bright smiles and extremely polite bows from security guards, receptionists, ticket sellers, guides, restaurant and hotel servers... Traveling everywhere tourist area, you will feel as clean as your home. When they see trash, both officials and employees bend down to pick it up and put it in the trash as a matter of course. Tourists gradually see that no one has the heart to leave trash on the streets.

There are few tourist areas in Vietnam that take care of disabled tourists, such as the Ba Na tourist area. Wheelchairs are placed in separate aisles for disabled people. There is a whole process of instruction on how to support those disadvantaged people, so that as long as tourists look up, everyone from the security guard to the cleaning lady is ready to assist. There are also few tourist areas in Vietnam that have a lost and found locker, a place to store lost objects and property, waiting to be handed over to the person who lost it. From keys, umbrellas, hats, handbags, backpacks, cameras, or large sums of money of up to several hundred million dong are all sought after by resort staff, returning intact to the owner. At the Ba Na tourist area, there are no acts of harassment to tourists (stalking customers to sell goods, offering services, etc.). Communication and behavior demonstrate the cultural identity and civilization of local people. Always ready to support and guide tourists to have the best experience

in the tourist area (guides, directions, etc.), always respect the culture and behavior of tourists from different regions, and international visitors come to the tourist area. It is not a coincidence that Ba Na has been honored four times in a row by the General Department of Tourism as Vietnam's Leading Tourist Area (2014–2017), and Vietnam's Leading Tourist Destination 2018 and 2019 was awarded the Best Tourism and Entertainment Area in Vietnam. This is an important driving force behind the impressive growth of Da Nang city tourism. In particular, the number of visitors to Ba Na has increased 160 times over the past decade. The Ba Na tourist area will continue to renew itself with many more sightseeing and entertainment items. There is only one thing that does not change, and if there is any change, it will be in a better, more thoughtful direction, which is the smiles and dedicated, enthusiastic attitudes of each person working in tourism. I think that is the way to do tourism professionally and sustainably from its roots.

Therefore, the criterion of the social environment is evaluated with a score of 2.

(23) Organization of security and order forces: Ba Na tourist area is considered one of the tourist areas with a very good level of security and order. Here, there are departments to ensure security and order, specialized teams, patrols, and supervision arranged on duty in functional areas and throughout the entire tourist area. With specific tasks:

Security and order forces of the tourist area at the tourist reception gates: Regulate and direct the flow of vehicles; ensure the gates are always clear; avoid congestion and accidents; implement customer service rules; always be friendly and proactively welcome guests to the tourist area; control the flow of people in and out of the tourist area; guide visitors to work contacts to ensure they work with the right department and subject; control assets of the tourist area through the gate according to regulations; ensure no loss; advise tourists to comply with the rules and regulations of the tourist area; coordinate locations to regulate vehicles in parking lots according to regulations; support the service and reception departments in welcoming guests, especially on weekends, holidays, and Tet holidays; regularly check and always pay attention to tourist safety at cable car locations, amusement parks, ensuring safety and timely rescue.

The security and order force of the tourist area patrols and arranges the parking lot: Maintains security and order in the entire parking lot area; patrol the entire parking area in the parking lot; regulate traffic; ensure convenient circulation of vehicles; provide instructions and directions; inform drivers about locations and available parking areas; arrange vehicles in a straight line; ensure parking lot aesthetics; use senses to observe, identify, and detect incidents and risks in the parking lot; take immediate and appropriate measures to ensure maximum safety for vehicles parked in the parking lot; promptly detect suspicious objects in the parking lot; commit acts of theft, vandalism of vehicles, equipment, and assets in the parking lot; advise tourists to comply with the rules and regulations of the tourist area; coordinate control positions to ensure safety for the entire tourist area.

Security and order forces of the tourist area in other functional areas: Protect the safety of people and property, maintain security and order, and handle all incidents related to activities in the assigned area. Tourists are advised to comply with the rules and regulations of the tourist areas.

The security and order force of the tourist area at the location of patrolling and controlling the tourist area: Perform inspection and inventory of assets and outdoor and wall-mounted equipment on the patrol route, ensuring usage status, avoiding loss and sabotage, checking technical systems, lighting systems, and fire protection systems on patrol routes. Timely detection of unusual problems to promptly resolve them; preventing people from causing trouble, vandalism, and stealing property of the tourist area and visitors; supporting tourists when needed; giving dedicated instructions; always maintaining a good service attitude towards tourists; advising tourists to comply with the tourist area's rules and regulations on environmental protection, landscape, and ornamental creatures; coordinating other locations to ensure safety for tourists, hotels, restaurants, functional areas, and the entire tourist area.

Therefore, the criterion of organization of security and order forces is evaluated with a score of 2.

(24) Plan to ensure security and safety for tourists: In recent years, the Ba Na tourist area Management Board has connected with functional departments and agencies such as the Hoa Ninh Commune Police, Hoa Vang District Police, and Da Nang city Police to coordinate in ensuring security, safety, and promptly handling incidents related to the tourist area. The parties have developed and signed minutes on coordination regulations and implemented plans to ensure security and safety for national, international, and important events at the Ba Na tourist area... The Ba Na tourist area Management Board always proactively notifies local police of cases showing signs of law violation; foreigners suspected of being related to security and order are working or laboring in tourist areas to coordinate inspection and handling in accordance with the provisions of law. Early exchange of information promptly prevents and quickly and effectively handles complex situations and problems. The coordination of good implementation of regulations from providing information to coordinating the handling of suspected cases has helped ensure safety and security for the tourist area and tourists. This contributes to the creation of a tourism brand for Ba Na in particular and Da Nang city in general, contributing to the sustainable development of the Ba Na tourist area.

The Ba Na tourist area also set up 24/7 hotlines to support tourists in many areas of the resort's activities such as ticket purchasing, room booking, medical care, and other incidents. In addition, the Ba Na tourist area has also developed plans to ensure the security and safety of tourists in normal conditions with simple and common incidents, develop a rescue plan in case of natural disasters, fires, or explosive materials in tourist areas with a large number of participants, and create an effective evacuation and handling plan. The tourist area also coordinated with the Fire Prevention and Rescue Police Department of Da Nang city police to organize coordinated firefighting plans at the Ba Na tourist area. Through the drill, the units learned from the experience and adjusted their plans to suit the actual situation in the tourist area. The construction and organization of the firefighting plan were agreed upon by the Ba Na tourist area and the Fire Prevention and Rescue Police Department of Da Nang city Police during the peak tourist season. Organizing internships to deeply propagate and raise awareness, responsibility, importance, and initiative in fire prevention and fighting contributes to ensuring life safety, resort property, and tourists. At the same time, it is also a basis to evaluate the ability of grassroots forces to

organize fire prevention and escape, ensure smooth coordination between relevant units, and check the operating status of vehicles and tools for firefighting.

Therefore, the criterion of ensuring security and safety for tourists was evaluated with a score of 1.

(25) Technical facilities to ensure security and safety for tourists: In the Ba Na tourist area, there are security duty points in each functional area. and in tourist areas with the aim of ensuring security and safety for tourists and preventing and promptly handling problems occurring in tourist areas. Security forces are equipped with uniforms and equipment such as binoculars, whistles, batons, flashlights, boots, hats, speakers, and walkie-talkies to ensure the security and safety of tourists during the tour. The process of visiting and relaxing the tourist area in Ba Na. There is a modern camera system with a wide angle and high resolution to monitor security at main attractions and functional areas. Indoor entertainment venues, hotels, restaurants, etc., are equipped with automatic fire alarm systems. The system of faucets and water tanks is conveniently and fully arranged to serve firefighting in functional areas and in the entire tourist area. In addition, the resort installed a loudspeaker system to notify staff and tourists about incidents and emergencies. In some tourist areas, there is a fence system for isolating dangerous areas to ensure tourist safety. There are specialized vehicles for patrolling, controlling security and order in the tourist area, and other rescue equipment when incidents occur in the tourist area.

Therefore, the criterion of technical facilities serving to ensure security and safety for tourists was evaluated with a score of 1.9.

d. Results of evaluating the group of infrastructure criteria

(26) Road system: The Ba Na tourist area is located in the Hoa Ninh commune, Hoa Vang district, approximately 25 km southwest of Da Nang center. The entire Ba Na resort complex is located at the top of Nui Chua, at an altitude of 1487 m above sea level. Domestic and international tourists to Da Nang can travel by road, rail, waterway, and air (Da Nang is a city with a road system connected to national and international traffic systems). From the center of Da Nang city, move to the Ba Na tourist area by many means, such as bicycles, motorbikes, cars with gateways distributed from many directions, and many different localities to create favorable conditions. Convenient for transportation, there are three ways (three main roads) to get to the Ba Na Tourist Area from Da Nang city Center:

Route 1: The distance is approximately 40.6 km (travel time is approximately 1 h 25 min). From the Han River Bridge, turn onto Bach Dang Street, go straight along 3/2 Street, continue on Nguyen Tat Thanh Street, turn left onto Nguyen Chanh Street, turn right onto National Highway 1A, continue to turn left onto Street No. 2, then right on Street 4 and go all the way to Au Co Street, continue to go all the way to DT 602, at the roundabout of Ba Na-Suoi Mo Street, go straight to the Ba Na tourist area.

Route 2: The distance is approximately 35.9 km (travel time is approximately 1 h 17 min). From the Han River bridge, go all the way to Le Duan Street, go to Dien Bien Phu Street, cross the Nga Ba Hue overpass, continue to the 2nd roundabout, turn left onto Hoang Van Thai, and go straight to the Ba Na tourist area.

Route 3: The distance is approximately 42.9 km (travel time is approximately 1 h 24 min). From the Han river bridge, follow Ngo Quyen Street, turn right over Tran

Thi Ly Bridge, continue straight along Duy Tan Street, cross Trung Nu Vuong Street, go straight to Nguyen Huu Tho Street, go straight and right across Cach Mang Thang 8 street, cross the Hoa Cam overpass, follow National Highway 14 B, turn right at the roundabout, cross the La Son-Tuy Loan expressway, at the roundabout on Hoang Van Thai street, turn left and go straight to the Ba Na tourist area. When tourists arrive at the foot of the cable car tower, they park their car in the parking lot and buy tickets to visit the Ba Na tourist area using the cable car system.

Therefore, the criteria the road system was evaluated using a score of 3.

(27) Signs indicating access to the tourist area by road and waterway: To facilitate tourists' access to the tourist area easily and conveniently, the Ba Na tourist area has also established a sign system to guide access to the tourist area. Signposts help guide and introduce visitors to the tourist area in the simplest and most accurate manner. Signposts also have the effect of informing, guiding, and warning visitors that everyone knows and follows. From there, ensuring safety, order, preserving monuments, landscapes, etc. for the tourist area. Equipping direction signs not only ensures good service for tourists and the community, but also ensures civilization, aesthetics, and honors the value of the tourist area. The number and location of signs indicating access to the Ba Na tourist area is appropriate, as there are signs at almost all forks and intersections of roads leading to the tourist area. Directional signs are bilingual in both Vietnamese and English, with a tourist area logo. All signs met the criteria of being clear, easy to read, and easy to understand; font size, information images, beautiful and appropriate colors, complete information content, and compliance with international practices.

Therefore, the criteria were as follows: signs indicating access to the tourist area were evaluated with a score of 3.

(28) Internal roads: The internal road system in the Ba Na tourist area includes roads covered with concrete, paved/stoned, and paved to ensure the safety of tourists when traveling, travel, sightseeing, and entertainment in tourist areas. In particular, the Ba Na tourist area has a modern cable car system that attracts tourists to tourist areas, with a total capacity of nearly 10,000 visitors per hour. The Ba Na cable car route has 12 departure and arrival stations, including six routes: Suoi Mo-Ba Na, Debay-Morin, Toc Tien Waterfall-L'Indochine, Hoi An-Marseille, Bordeaux-Louvre, and Champa Station-Taiga. The Ba Na tourist area also has a mountain train system (Mountain train 1: D'amour-Le Jadin; Funicular train 2: God's Well-Dragon Cave) that allows tourists to visit tourist attractions in the tourist area. The mountain-climbing train on Ba Na is the first train line to appear in Vietnam, taking tourists through the beautiful locations of the Ba Na tourist area. With a capacity of 80 people/cabin and a speed of 5 m/s, the funicular train can transport a maximum of 1600 passengers per hour. Previously, to get from Debay station to Debay wine cellar, Tinh Tam garden, or to the top of the mountain, visitors had to go by shuttle bus or walk along the rocky cliffs for a distance of approximately 2 km. However, according to the assessments, the shuttle bus can only carry a maximum of 16 passengers and has to go back and forth, which is very time-consuming. Therefore, it is very difficult to meet customer needs during peak hours, weekends, and holidays. Since the appearance

of the funicular train on Ba Na, it has been able to help tourists travel more easily and explore charming and poetic mountains and forest landscapes. The funicular train on Ba Na is not only a simple means of transportation, but also provides an opportunity to help visitors explore Ba Na in a special way. After departing, the train will begin to “climb the mountain”, taking tourists through famous scenes such as D’Amour Flower Garden; Debay Ancient Wine Cellars; Linh Ung Pagoda; Abandoned ancient villa areas.

Therefore, the criteria for internal roads were evaluated using a score of 3.

- (29) Electrical system: Currently, the Ba Na tourist area is supplied with electricity from two 22 kV medium voltage lines-471 T2.HTK, belonging to the 220 kV Hoa Khanh transformer station, and line 475 HKH2 belonging to the 110 kV Hoa Khanh 2 transformer station. In addition, there are 22 kV overhead medium voltage lines and outdoor distribution transformer stations under the management of Da Nang Electricity Company Limited and Hoa Vang Electricity, operating and supplying electricity to the Ba Na tourist area. In case of a power outage, there is a backup power system from the generator. The electrical system in Ba Na is designed and installed with a lighting system with modern, environmentally friendly, energy-saving equipment along internal roads, accommodation areas, entertainment areas, functional subdivisions, and all attractions in the entire tourist area. The Ba Na tourist area has a 3D mapping art lighting system with two shows every day at 6:50 p.m. and 7:50 p.m. at Sun Castle, increasing the nightlife experience for visitors to Ba Na. The 3D mapping art light projection system is large-scale and has good light and image quality, with more than 40 projectors (Ultra HD 4K), 30,000 lumens (a unit of light measurement). The system provides a quality resolution, combining a high-power laser system, surround sound, lighting, three-dimensional projection effects, and multimedia projection mapping display, consistent with the brand and image of Ba Na Hills, a destination known as a wonderland. Accordingly, the tourist area will experience the story of the fairy tale world on top of Ba Na, the home of the giants and their descendants, the moon kingdom, the sun kingdom and the world. fairies in the magical space of Ba Na at night, visitors have the opportunity to be lost in the colorful world of fairy tales and fairies. Each small ray of light contributes to creating a vivid scene in the story on the castle wall. With the language of attractive light and sound shows combined with laser lights to light up the Sun Castle, with vivid visual effects shown through dramatic fire and smoke screens, the castle shapes are constantly changing while enjoying the mysterious space inside the castle. All create a lively, joyful, fairy-tale world, making tourists feel like they are enjoying high-quality movie footage.

The Ba Na tourist area also has an impressive artistic lighting system that brings perfect nighttime space to this tourist area. The French village’s current lighting system was invested in up to 5 million USD by the Sun Group. This system was developed by Concepto, a famous French lighting design company, which once designed the lighting project of the Notre Dame Cathedral in Paris. The lighting system in the French village uses LED lights with 3000 K warm light and good color rendering, and the brightness can be adjusted. All have created a French village with a different architectural style at night, which is more artistic, even when there is fog.

Concepts have also designed a special lantern that can project different colors on the back wall and create a beautiful, special atmosphere during nighttime fun. The lighting system is designed to create harmony between the buildings and the surrounding environment, suitable for the characteristics of each area, such as the spiritual area, Fantasy Park, Christmas Square, Ravenstone Castle, and the Mgallery Hotel. All create a complete, sparkling system for the Ba Na Tourist Area. It creates a unique and harmonious night landscape every time visitors watch Ba Na from a cable car or admire it from afar. In addition, visitors can admire a beautiful night view of Ba Na while walking. Architectural beauty stands out under LED lights with a special design, creating an indescribable impression, and immersing visitors in this wonderful space.

Therefore, the criteria: The electrical system is evaluated with a score of 3.

(30) Water supply and drainage system: Water supply system for Ba Na tourist area: The Ba Na tourist area has a clean water system to ensure clean water needs for tourists. In particular, there is a standard RO water filtration system to serve the needs of tourists with a capacity of 100–5000 liters/h. The RO water filtration system uses reverse osmosis technology with a filter pore size of 0.0001 μm , capable of filtering according to water molecule size, helping to separate pure water from pollutants and toxic impurities. Therefore, the water through the RO water purifier can be consumed directly without boiling.

Wastewater drainage and wastewater treatment system for Ba Na tourist area. Ba Na foothill area: Wastewater from construction works is led by a collection system to centralized wastewater treatment stations for treatment, with a treatment capacity of 940 m^3/day and 141 m^3/day and night, respectively, the current treatment capacity is about 50%. Ba Na mountain top area: Currently, wastewater generated from service, commercial and tourism projects is led by a separate collection system to centralized wastewater treatment stations for treatment, with a treatment capacity of 1200 m^3/day and 2700 m^3/day and night, respectively, the current treatment capacity is about 50%.

Therefore, the criterion of water supply and drainage system was evaluated with a score of 2.7.

e. Results of evaluating the group of criteria on local community participation (proportion of local employees in the tourist area):

Currently, the Ba Na tourist area has about 1404 employees, of which the number of employees is 60%, while 40% are seasonal employees and interns, so the workforce of the Ba Na tourist area often fluctuates depending on the time of year. The workers in the resort are diverse in age. Each job and department requires workers with different expertise, education levels, and foreign-language proficiency. Characteristic of the service industry, the tourist area's labor structure is based on gender, with female workers comprising the majority of the total number of workers. The majority (approximately 71.4%) of the workforce in the tourist area are local people. The rate of local people participating in business in the Ba Na tourist area was over 80%.

Officially put into operation in 2007, the Ba Na tourist area has achieved a lot of success, affirming its position in the tourism market and contributing to the development of the tourism industry in Vietnam. Da Nang, in particular, and Vietnam in general, contribute to making Vietnam an attractive destination on the world tourism map. The success of the tourist area is reflected in many aspects, including diverse business fields, many of which are highly developed and bring significant profits,

especially transportation service businesses. The Ba Na tourist area is always creative in landscape design and architectural work to attract tourists. As a result, the number of visitors to the Ba Na tourist area has increased over the years, the tourist market has expanded, and the revenue and profit of the tourist area have increased. In recent years, Ba Na Tourist Area has achieved famous titles such as: “Top 50 Famous Brands in Vietnam,” “Top 5 most modern cable car routes to enjoy natural beauty,” “World’s Leading Cable Car System 2020,” “World’s Leading Iconic Tourist Destination” and “World’s Leading Iconic Tourist Bridge 2020” awards for Golden Bridge. “Title of Vietnam’s Leading Tourist Area,” “Enterprise Medal for Employees,” title of “Asia’s Leading Theme Park 2023.” Awarded “Certificate of Merit for outstanding achievements Comprehensive performance, positive contribution to the socioeconomic development of Da Nang city”, “Certificate of Merit for outstanding achievements in the movement of all people protecting national security”, “Certificate of merit has had outstanding achievements in building and organizing cultural, sports, and tourism activities in the locality”, “Certificate of Merit for outstanding achievements in Safety–Occupational Hygiene–Fire Prevention” explosion, and many other noble titles. With the action theme “Focus on unlocking resources, attracting investment, maintaining economic growth and ensuring social security” in addition to the service business, the Ba Na tourist area also operates, supports, and carries out community and social security tasks. Annually support movement activities and build and upgrade public works for Hoa Vang district and Da Nang city in particular, and for the Central Central Highlands region in general.

Therefore, the criterion for local community participation was evaluated using a score of 10.

Results of expert evaluation: The expert assessment result of the Ba Na tourist area (**Table 3** and **Figure 2**) was 82.7/85 scores, reaching a rate of 97.3%, of which tourism resources and participation of the local community were assessed by experts with a maximum score (100% score). Destination management and infrastructure were evaluated well.

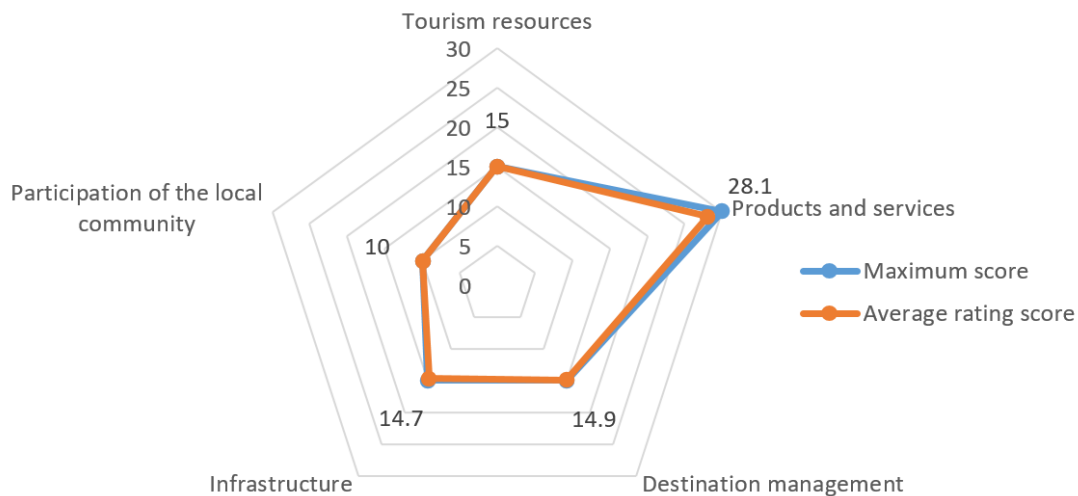


Figure 2. Results of expert assessment.

Regarding tourism products and services, survey results show that this is the group of criteria with the most scores deducted (1.9 scores), and this accurately reflects the lack of some services, such as tour guides at tourist attractions, as well as support services for deaf tourists at the Ba Na tourist area.

Table 3. Results of expert assessment.

No.	Criteria	Maximum score	Average rating score
1	Tourism resources	15	15
2	Products and services	30	28.1
3	Destination management	15	14.9
4	Infrastructure	15	14.7
5	Participation of the local community	10	10
	Total score	85	82.7

4.2. Results of tourist assessment

Through the scoreboard, the average rating of the eight tourist criteria for the Ba Na tourist area (**Table 4** and **Figure 3**) was 12.4/15, reaching a rate of 82.7%. This rating is greater than 10 but lower than 15, so it can be seen that tourists are very satisfied when visiting the Ba Na tourist area. The landscape of the tourist area: highly appreciated by tourists, with a score of 14.4 scores (accounting for 96%); Next is Ensuring environmental hygiene of the tourist area reaching 13.1 scores (accounting for 87.3%). Meanwhile, tourists' assessment of the service price of the tourist area is the lowest, at only 10.6 scores (accounting for 70.7%), because many tourists think that the prices of the services of the Ba Na tourist area are quite high compared to the general prices of other tourist areas.

Table 4. Results of tourist assessment.

No.	Evaluation criteria	Maximum score	Average rating score
1	Traffic conditions to and at the tourist area	15	12.4
2	Ensuring environmental hygiene of tourist areas	15	13.1
3	Landscape of the tourist area	15	14.4
4	Entertainment, entertainment and sightseeing services in tourist areas	15	11.6
5	Accommodation and food services in tourist areas	15	12.3
6	Service staff in tourist areas	15	12.7
7	Service policies of the tourist area	15	12.3
8	Service prices of tourist areas	15	10.6
	Overall average score	15	12.4

Thus, tourists' assessments are highly similar to experts' assessments. Both participants rated the tourism resources and infrastructure of the Ba Na tourist area well. In contrast, entertainment, sightseeing, and entertainment services and the prices of these services are limited to the Ba Na tourist area.

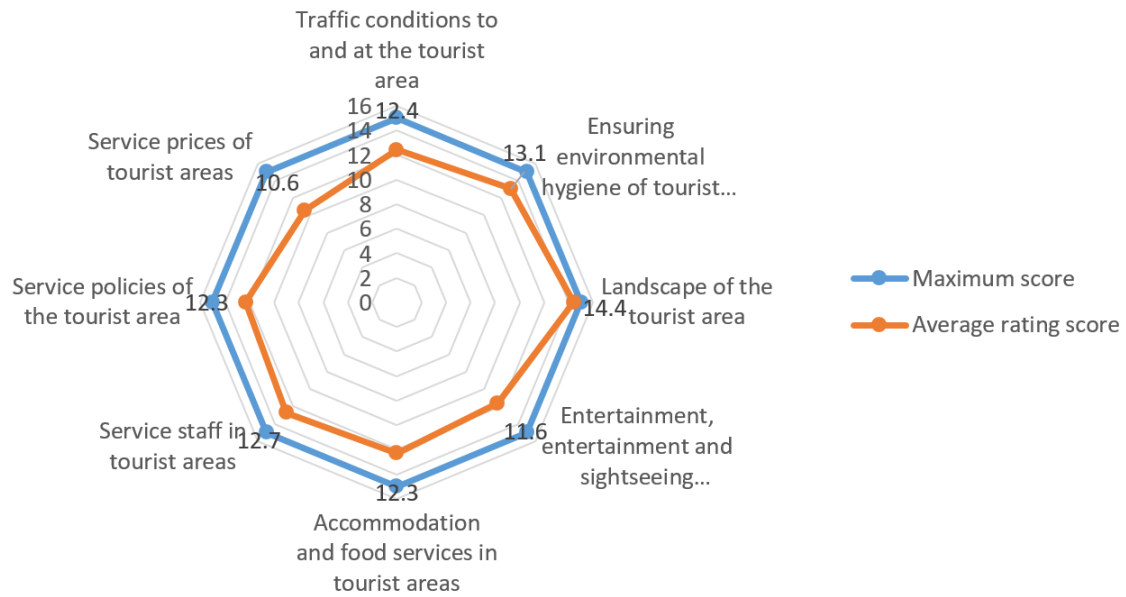


Figure 3. Results of tourist assessment.

4.3. Overall assessment results

The combined assessment score of experts and tourists for the Ba Na tourist area (Table 5) reached a score of 95/100. In particular, experts had a very high evaluation of the Ba Na tourist area, so the rating reached 97.3%; tourists only rated the Ba Na tourist area at 82.7%. However, in terms of evaluation, both experts and tourists surveyed rated tourism resources and infrastructure higher than sightseeing and entertainment services and prices of these services in the Ba Na tourist area. However, overall, the Ba Na tourist area, from the perspective of experts, is rated higher than that of tourists. This is due to two main reasons: (1) compared to tourists, experts highly appreciate the resource value of the Ba Na tourist area; and (2) expert evaluation criteria include destination management and local community participation. These are the criteria that the Ba Na tourist area has implemented.

Table 5. Overall assessment results.

No.	Evaluation object	Maximum score	Result of evaluation	
			Evaluation score	Achievement rate %
1	Expert	85	82.7	97.3
2	Tourists	15	12.4	82.7
Total score		100 scores	95 scores	95%
Level			Very developed (Very good)	

5. Conclusion and discussion

Through research, it has been shown that the criteria of tourism resources, landscape, facilities, local community participation, and management of Ba Na tourist areas have been evaluated very well; services for entertainment, shopping, entertainment, and prices of services of the tourist area are still limited issues in the development of Ba Na tourist areas. In addition, the problems posed by the development of Ba Na tourist destinations need to be overcome, such as:

- (1) Ba Na tourist area currently does not have a dedicated tour guide to serve tourists at the tourist attractions, but only tour guides to explain to tourists. In addition, the tourist area has not yet implemented support services for deaf tourists.
- (2) The tourist area does not have an information room equipped with computers connected to the internet for tourists to search for information about the tourist area.
- (3) The water source for the Ba Na tourist area's water supply stations is taken from streams, so it is not stable according to the season, not enough to meet the exploitation capacity of the water supply stations.
- (4) A part of the staff in the customer service and guidance department is still weak in foreign languages. The lack of foreign language skills sometimes makes it time-consuming to resolve customer problems and does not satisfy customers, affecting the quality of service.
- (5) The service attitude of the staff in each department is not uniform, some do not have the right attitude towards customers, the service process is not up to standard, damaging the overall image of the business in the eyes of tourists.
- (6) The current technical infrastructure of the restaurant is leaking water in some places. The drainage system is not good, heavy rains can easily cause local flooding in some places.

In the coming time, Ba Na tourist area needs to implement many solutions to promote values, strengths, overcome limitations, and meet the standard criteria for tourism activities in the tourist area, including solutions such as:

- (1) Solutions for protecting and enhancing tourism resources: The Ba Na tourism area Management Board needs to do a better job of managing, preserving, protecting, conserving and promoting existing cultural values, cultural-tourism works, and auxiliary works; combating negative acts that damage the Ba Na–Nui Chua conservation area. Coordinate with relevant functional departments of Da Nang city in protecting the integrity of the Ba Na–Nui Chua conservation area; controlling deforestation and forest burning.
- (2) Solutions for developing products and services: In addition to the criteria of security, safety, convenient transportation, hospitality, clean environment... the attractiveness of tourism products, especially new products/services, will create a competitive advantage for the destination, attracting visitors to return many times. Therefore, the goal of “renewing” products and services plays a very important role for the Ba Na tourism area. Therefore, it is necessary to speed up the renovation, upgrading, expansion and organization of new services to meet the increasing demands of tourists, affirming the brand of Ba Na tourist destination on the domestic and world tourism map.
- (3) Continue to develop and diversify entertainment services in the tourist area. Diversifying entertainment services will help attract visitors, meet their needs for sightseeing and entertainment, and also increase income for the tourist area. Here, it is possible to develop types of services aimed at spiritual tourism, build vegetarian restaurants to meet the needs of tourists when visiting here, enjoy vegetarian meals according to the macrobiotic method, the menu must ensure that it is suitable for the taste not only for spiritual tourists but also for all other groups.

- (4) Ba Na tourist area is always innovating, there are more and more activities to satisfy the needs of tourists, so the ticket prices and services at Ba Na are increasing. But most tourists after going to Ba Na still said that they would still go to Ba Na if they came to Da Nang next time. According to some tours, tourists will not book their tour if Ba Na is not included in the schedule. This shows that Ba Na is creating a widespread influence among domestic and foreign tourists. Therefore, it is necessary to continue promoting the work on information and communication channels; organize cultural events and activities, create more tourism products to attract visitors. Build a mechanism to participate with the Department of Tourism of Da Nang city and related units to organize tourism promotion in domestic and foreign tourism markets to promote the work of attracting tourists, maintaining and promoting the destination “safe-civilized-friendly”.
- (5) Arrange a certain number of tour guides to explain and serve tourists at tourist attractions in the tourist area. Implement support services for deaf tourists. At the same time, build an information room equipped with computers connected to the internet for tourists to search for information about the tourist area. Train and arrange staff in the tour guide and customer care department who are good at foreign languages, especially Chinese and Korean, to meet the requirements of serving foreign tourists, especially tourists from these two countries.
- (6) Solutions for tourist destination management: Manage business activities well, sell at the listed price, and with the right quality of products as committed. Pay more attention to security, order and safety for tourists; regularly propagate and sign commitments with business households in the tourist area to ensure a cultural and civilized trading environment; Regularly beautify the environment and landscape, especially promote construction and completion of construction items to soon put into use to better meet the needs of tourists.
- (7) Solutions for developing tourism infrastructure: Speed up the progress of construction projects and infrastructure systems of the tourist area to improve tourism services and best serve tourists. Ensure water supply for the tourist area, especially during peak tourist days.
- (8) Solutions for improving tourist satisfaction: Tourists do not highly appreciate the prices of sightseeing services and other services, especially the prices of accommodation and food services because the prices of accommodation and food services at Ba Na tourist area are very high. Therefore, there should be solutions and promotional programs to reduce service prices for tourists when visiting and relaxing at the tourist area.
- (9) Organize the space of the tourist area in harmony with the typical elements of natural landscape, in harmony with the terrain conditions in the area, limit changes in natural terrain and architectural forms that are contrary to nature. Encourage development associated with trees, rationally exploit natural landscapes to create aesthetic value, connect amenities, improve efficiency in space use and protect the environment of tourist areas.
- (10) Assess environmental impacts integrated with climate change response scenarios, propose environmental solutions, policy mechanisms, resources, to minimize

damage in case of natural disasters or major environmental changes occurring during the development and implementation of tourism activities.

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