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APPLYING DESTINATION MANAGEMENT THEORY IN TOURISM DEVELOPMENT IN HA GIANG PROVINCE AND ORIENTATION FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT

This study was conducted to analyze the advantages and limitations of destination management in Ha Giang, a province located at the northernmost point of the country. Research shows that Ha Giang is a province with diverse natural resources, rich cultural resources, cooperation between stakeholders, and a unique cultural identity. Ha Giang is also an attractive province for tourists, especially international tourists. However, currently the province still faces many difficulties in awareness of the local community, limitations in means of transportation, infrastructure and technical materials do not meet the high demands of tourists, especially foreign tourists. This is a province with great potential for developing tourism activities, with attractive, rich and unique tourism resources. Therefore, the province needs policies, planning and strategies to develop tourism activities sustainably. To attract and attract tourists, implementing destination management is one of the issues raised for tourism development in Ha Giang. However, the current management of tourist destinations in Ha Giang province still has many limitations that need to be considered and changed to suit the current international context.

KEYWORDS: tourism, tourist destination, destination management organization, destination-linked tourism, Sustainable tourism

1. INTRODUCTION

Ha Giang is the northernmost point of the country, a place that receives many favors from nature with its landforms, geology and Ha Giang is the northernmost point of the country, a place that receives many favors from nature with its landforms, geology and breathtaking natural scenery. Besides, Ha Giang is a land containing many cultural resources, because there are many ethnic groups living there, with different cultural identities, and at the same time it also has a history of expanding the land. Therefore, Ha Giang always receives a lot of attention from researchers. With the diversity of humanistic tourism resources as well as natural tourism resources, in recent years Ha Giang has welcomed a large number of tourists and has increased steadily over the years: in 2018, the number of tourists arriving at Ha Giang, it is 1,136,963, of which international tourists are 273,193. However,

by 2019, this number has increased to 1,401,366, of which international tourists are 225,131 and the number of tourists has increased significantly. From 2020 to 2022, despite the impact of the Covid 19 epidemic, the number of tourists coming to Ha Giang still increase, especially in 2022 with 2,268,000 visitors. This shows the attractiveness of Ha Giang to tourists, especially foreign tourists.

Although the number of tourists coming to Ha Giang is increasing, the average number of days of stay is increasing and tourist spending is also increasing, but this increase is not significant, especially for foreign tourists. Because the connection between tourist destinations in Ha Giang is still loose, Ha Giang has not done a good job of managing its destinations, tourism products are not attractive, especially souvenir products for tourists. Tourists here in Ha Giang have only increased the diversity of local culinary products. Therefore, applying the theoretical framework of destination management in Ha Giang will help Ha Giang take advantage of its advantages to attract and attract tourists to visit, study and experience.

2. LITERATURE REVIEW

The theoretical framework of tourism destination management has been a subject of interest in various studies. According to (Woods & Deegan, 2003) outlined the complexities of quality management at tourism destinations and proposed using principles from Servqual, Kano, And EFQM Business Excellence models to investigate destination quality management. Rodríguez-Díaz et al. (Rodríguez-Díaz & Espino-Rodríguez, 2008) developed a strategic evaluation model for tourist destinations to analyze internal and relational capabilities. Baggio et al. (Baggio, Scott, & Cooper, 2010) discussed the application of complexity science in understanding tourist destination governance, moving away from traditional reductionist approaches. Loulanski et al (Loulanski & Loulanski, 2011) conducted a meta-study on the sustainable integration of cultural heritage and tourism, highlighting the importance of preserving cultural heritage in tourism destinations. Furthermore, Huang et al (Huang, Backman, Backman, & Moore, 2013) explored user acceptance of 3D virtual worlds in travel and tourism marketing, extending the Technology Acceptance Model to incorporate hedonic elements. However, Pearce (Pearce, 2014) aimed to develop an integrative conceptual framework of destinations by synthesizing key elements from various concepts used to analyze destinations. According to Iandolo et al (Iandolo, Fulco, Carrubbo, & Armenia, 2018) applied the theoretical framework of Service Research to destination mobility management, focusing on value-generation processes in Destination Management. In view of Peršić et al. (Peršić & Halm, 2019) explored the adaptation of integrated reporting models for managing sustainable health-tourism products in tourism destinations, emphasizing stakeholder attitudes and sustainability development. Lastly, Lee et al (Lee, Lin, Choe, & Li, 2021) studied the perceived authenticity of heritage destinations among locals and domestic tourists, emphasizing the balance between authenticity and commoditization in heritage destination development.

However, research on applying the theoretical framework of destination management to the management of tourist destinations in Vietnam is still limited. Programs in Vietnam, especially in the

context of green economic development. This study aims to address this issue gap in the literature by conducting an analysis of the current state of destination management in Ha Giang province. The literature review will provide the theoretical foundation for the study, which is based on Related documents on tourism destinations and tourism destination management.

3. METHODOLOGY

This study will use qualitative research methods, specifically case study design, to analyze the currently status of tourism destination management in Ha Giang province. The case study method was appropriate for this research because it allowed for an in-depth exploration of the program within its specific context, providing rich and detailed data (Yin, 2018).

* Data Collection

Primary data will be collected through semi-structured interviews with key stakeholders involved in destination management in Ha Giang province. Purposive sampling techniques will be used to select participants with knowledge and experience relevant to the program. Interviews will be conducted in Vietnamese, recorded and transcribed verbatim for analysis.

Secondary data will be collected through reviewing documents related to destinations and tourism destination management. The literature review will provide a theoretical foundation for the study and help identify key success factors and constraints related to tourism destination management issues.

* Data Analysis

The data collected from the interviews and literature review will be analyzed using thematic analysis. Thematic analysis is a flexible and iterative method that enables the identification and exploration of patterns and themes in the data (Clarke, 2019). The analysis will involve several stages, including data familiarization, coding, theme generation, and review of themes.

* Validity and reliability

To ensure the validity and reliability of the findings, several strategies will be employed. Firstly, member checking will be used, whereby the transcripts will be sent back to participants for verification and validation of the accuracy of the data. Secondly, data triangulation will be used, whereby data from multiple sources will be collected and analyzed to enhance the credibility of the findings. Finally, the researcher will maintain a reflexive diary to document any biases or assumptions that may influence the interpretation of the data.

4. ANALYSIS

Destination management includes the coordinated and integrated management of destination products (attractions and events, facilities, transportation and environmental friendliness). Effective destination management requires a strategic or long-term approach, grounded in destination vision and tourism planning. Destination management is carried out through specialized organizations called DMOs.

DMOs are the coordination of efforts between stakeholders to achieve the goals of tourism vision and planning.

DMOs also identify the elements that make up a tourist destination as:

Attractiveness and tourist attraction of a tourist destination: The attractiveness of a tourist destination is an important factor in evaluating tourism resources and building the image of a tourist destination, shown in the ability to meet many types of tourism with high tourist attraction and the ability to meet the needs of tourists going to that tourist destination according to the principle of "easy, fast, convenient, safe and convenient". The attractiveness of a tourist destination also depends on other political, economic, social factors such as security, community awareness, ...

Tourism infrastructure and service amenities: This is the ability to meet the basic needs of tourists, playing an important role and directly affecting the exploitation of tourism resources and the ability to serve tourists. tourist service. For an attractive tourist destination, it is necessary to have technical facilities and tourism infrastructure that are systematically and synchronously invested, comfortable, etc.

Convenience in accessing tourist destinations: Factors affecting the accessibility of tourist destinations include: the distance between the tourist destination and the tourist market, this is only favorable when there is a network of means of transportation. Diversified, easy and fast passenger transportation facilities, for international tourists, means improving and shortening visa issuance time to simplify procedures.

Human resources for tourism: Tourism is a service activity and it depends heavily on human factors, those are the people who directly or indirectly serve tourists as well as the residential community and indigenous people. Everyone can participate in this service. Therefore, the level and professionalism in service will be a decisive factor in the success of a tourist destination. Tourist service attitude, behavior, customs, etc. have a strong impact on each tourist. If done well, it will be an effective way to promote and propagate the tourist destination.

Prices and related costs at the tourist destination: For many tourists, the issue of price at the tourist destination has a great influence on their decision to choose a tourist destination. For people with average income and limited ability to pay, they will consider choosing travel destinations that are not too expensive. For customers with great financial potential and a high ability to pay, price is not a concern for them.

4.2. Tourism activities in Ha Giang

4.2.1. Travel Resources

Natural tourism resources:

According to documents of the People's Committee of Ha Giang province (2013), natural tourism resources in Ha Giang are favored and gifted by nature, creating an attraction that attracts a large number of domestic and foreign tourists to come visit and experience.

Geologically (Nga & Truong, 2018):

Ha Giang province is divided into many different geological aspects:

River-lifting dome area: Soil layer formed on the foundation of two main rock groups: acid igneous rock and metamorphic rock. The terrain here is classified as a dome-shaped blocky mountain on a strongly dissected primary base. These conditions have created a diverse soil layer, most of which is red-yellow loam, suitable for developing subtropical tobacco forests.

Quan Ba - Bac Me area: Soil layer formed on three main rock groups. The terrain here is classified as a blocky mountain type on a primary base, very strongly dissected. Therefore, here has created an extremely rich and diverse vegetation with evergreen subtropical forests.

Dong Van - Meo Vac area: mainly karst terrain.

The Northwest area of Vinh Tuy: the terrain here is mainly hills, mountains, low mounds and less steep slopes.

About climate:

Ha Giang has the characteristics of a tropical monsoon climate, influenced by the continental climate of China, with 2 distinct seasons: hot, humid, rainy summer and cold, dry winter. with the following characteristics: The rainy season lasts from April to October, and the dry season lasts from November to March of the following year. The number of sunny hours in a year is about 1,324.9 hours, the average temperature is about 23.30 C. The climate conditions in Ha Giang are quite stable and favorable for the lives of local people here, and this is also a Favorable condition for organizing tourism activities. The extremely dry climate in the limestone terrain of Ha Giang causes many difficulties for agricultural production but is a favorable condition for organizing sports tourism and adventure tourism. for tourists who love to explore, especially international tourists, who want to experience the harshness of nature to assert themselves, and at the same time experience the landscapes and biodiversity of dry ecosystems. drought in high mountains. This is a distinct advantage for Ha Giang to attract tourists.

About terrain:

Ha Giang's terrain is quite complex (An & Khanh, 2012), with quite steep slopes, heavily divided valleys and rivers, and rugged terrain, with an average altitude of 800 - 1200m above water level. sea. According to statistics of Ha Giang province, the whole province has 49 mountains ranging from 500m - 2500m high.

The terrain differentiation of Ha Giang is divided into 3 regions: Region I is the northern high mountainous region including the districts of Yen Minh, Meo Vac, Dong Van and Quan Ba, creating characteristics of karst terrain and rocky lime mountains.

Region II is the mountainous land in the West, the terrain here is commonly dome or half dome, pear, saddle alternating with sloping terrain types.

Region III is a low mountainous area with strips of forest interspersed with relatively flat valleys along rivers and streams.

With three different types of terrain, Ha Giang has created conditions to develop different types of tourism. Besides, there is also a system of caves in the limestone mountains: Ban Nhung cave, Dragon cave, Khau Vai cave... these are valuable tourist destinations in the rocky plateau region.

Regarding water resources:

Due to the mountainous terrain, divided by many mountain ranges, and the rainy climate, Ha Giang has many rivers, streams, and lakes serving the lives of Indigenous people, however, the rivers here mainly have steep slopes, many rapids and waterfalls, therefore less convenient for waterway transportation. The rivers in Ha Giang have uneven shallow depths and steep slopes, which are the basic initial conditions for implementing adventure sports tourism on rivers and streams.

Biological resources:

Ha Giang is a high mountainous area, mountains and hills account for 3/4 of the area, this is a favorable condition for natural plants as well as planted forests to develop. In Ha Giang province, there are natural reserves such as Tay Con Linh, Phong Quang (Vi Xuyen district), Bat Dai Son (Quan Ba district), Du Gia National Park (Yen Minh), natural reserves Bac Me natural forest, Deo Gio primeval forest (Xin Man district), Mo Neo mountain biodiversity conservation area (Ha Giang city). This is a rare resource to develop cross-forest tourism and exploration activities.

Humanities resources:

Diversity of ethnic culture:

Ha Giang is a northern mountainous province, also home to 22 different ethnic groups with different cultural characteristics. Currently in Ha Giang, the Mong ethnic group is the largest ethnic group, followed by the Tay, Dao, Nung, Giay, Pa Then, Co Lao, Bo Y, Phu La, La Chi and Pu ethnic groups. Peo. The Kinh ethnic group is the 4th largest in Ha Giang. Ethnic groups have cultural characteristics, long historical traditions and traditional cultural features that have created an attraction for tourists when coming here to explore this highland land.

The diversity of ethnic culture is also expressed through traditional festivals, costumes, architecture, craft villages, farming traditions, and highland markets. These are endless human resources of the people. Ha Giang is attractive, attracting tourists to the S-shaped homeland.

First are the traditional festivals of ethnic minorities such as: the Dao people's ceremony, the Pa Then fire dancing festival, and the Mong people's Gau Tao festival. Besides, there is the uniqueness of the ethnic community in Ha Giang with 19 ethnic groups and 19 different shades of clothing, creating fresh colors in the highlands of Ha Giang.

Ha Giang is also a land with many natural products and unique dishes that attract tourists and become the cultural tourism resources of this place: bitter porridge (au tau), beef, pork, meat, smoked buffalo

meat. At the same time, the attraction is also shown in the housing architecture of the different ethnic groups living in the province, and also in the farming traditions of residents here.

These are also traditional handicrafts of the ethnic minorities here: linen weaving, blacksmithing, printing flowers on fabric with beeswax, and silver engraving. These traditional crafts are also one of the valuable resources for tourism development.

Historical and cultural relics and revolutionary history:

Ha Giang is a land rich in historical and revolutionary traditions. According to statistics from the Department of Culture, Sports and Tourism of Ha Giang province, as of December 2022, the whole province has 91 cultural heritages, including 31 monuments and landscapes ranked at the national level, 30 relics and landscapes ranked at the provincial level. In the province, there are currently 3 national treasures preserved. Ha Giang province has 446 intangible cultural heritages, including 17 heritages of speech and writing, 47 folk literary heritages, 12 folk performing arts heritages, 259 collective heritages. social and religious traditions, 13 traditional festival heritages, 41 craft heritages and 57 folk knowledge heritages. As of September 2021, Ha Giang province has 27 intangible cultural heritages included in the national intangible culture list. This is a valuable and great source of data for the province to develop tourism activities here.

4.2.2. Currently status of tourism development in Ha Giang

Along with the development trend and the orientation of tourism as the main economic sector in developing the local economy in addition to existing economies. Currently, Ha Giang tourism has become one of the ideal destinations known by many domestic and foreign tourists, so the number of tourists coming to Ha Giang has continuously increased in recent years.

Table 4.1. Number of tourists coming to Ha Giang over the years

Year	2018	2019	2020	2021	2022	2023
Accommodations						
Total	1.136.963	1.401.366	1.501.360	908.050	2.268.000	3.018.000
International visitors	273.193	255.131	70.391	4.382	71.308	304.558
Domestic passenger	863.770	1.176.235	1.430.969	903.668	2.196.692	2.713.442

Source: Department of Culture, Sports and Tourism, year 2023

According to statistics from the Department of Culture, Sports and Tourism, by the end of 2023, the number of tourists coming to Ha Giang will reach 3,018,000 visitors, of which international tourists will reach 304,558 visitors, this has brought Ha Giang a large source of revenue from tourism activities, estimated revenue from tourism services in 2023 will be 7,092,000 billion VND. With its efforts, Ha

Giang over the years has welcomed a large of number of tourists, especially international tourists. Although in 2020, 2021 and early 2022, due to the impact of the Covid - 19 epidemic, the number of tourists coming to Ha Giang in particularly and other tourist destinations in the country in general decreased due to travel restrictions, however When loosened again, Ha Giang welcomed a large of number of visitors, this number increased steadily between years. Ha Giang has become an attractive destination in the Northern Midlands and Mountains region. Ha Giang's tourist growth rate in recent years has been quite high, higher than the growth rate of Thai Nguyen, Tuyen Quang, Cao Bang, and Bac Kan. This shows that Ha Giang province's tourism industry is entering a stage of development.

According to statistics from the Ha Giang Provincial Statistics Department, the average number of days of stay for international tourists increased from 1.2 days in 2000 to 1.5 days in 2010, to 1.9 days in 2017, to by 2023, the number of days of stay for tourists will increase to 2.5 days. The number of days of stay for domestic tourists increased from 1.5 days in 2000 to 1.8 days in 2017. Currently, the number of days of stay for domestic tourists has increased to 3 days. The number of days of stay of tourist changes, this shows that tourism technical facilities and tourism services have been invested in by the province to prolong the stay of tourists.

Total revenue from tourism activities over the years has increased significantly, in 2017 it reached 900 billion VND, and now in 2023 the total revenue from tourism activities will reach 7,092,000 billion VND. The growth rate of revenue from international tourists in 2017 increased by 36.0% compared to 2010, by 2023 it increased to 40.0% compared to 2017. The main source of revenue for Ha Giang tourism still comes mainly from tourists. domestic tourism (2 times more than international tourists).

Table 4.2. revenue from tourism activities in the period from 2019 to 2023

Unit: Billion VND

Year	2019	2020	2021	2022	2023
	2.000.000	2.477.000	1.633.000	4. 536.000	7.092.000

Source: Department of Culture, Sports and Tourism

In 2020, although affected by the Covid - 19 epidemic, revenue from tourism activities was still higher than in 2019, 477,000 trillion VND higher. In 2022, the first half of the year is still affected by the Covid - 19 epidemic and travel restrictions. But from the beginning of May 2022, travel activities will be able to operate normally, so tourism revenue will increase by more than 27% compared to 2021, this revenue is mainly from domestic tourists. In 2023, revenue from tourism activities of Ha Giang province will increase to 2,556,000 billion VND compared to 2022, at which time revenue from international tourists will also increase.

The increase in the number of tourists causes the workforce in the tourism industry, both direct and indirect, to constantly increase. In 2020 and 2021, due to the impact of the Covid - 19 epidemic, some

direct workers in the tourism industry also switched to other jobs to increase income, but after tourism activities became stable, the source of income was reduced. Tourism human resources are increasing rapidly. Ha Giang province's workforce has not only increased in quantity but also quality.

Table 4.3. Labor source in the tourism sector in Ha Giang

Unit: person

Year	2018	2019	2020	2021	2022	2023
Labor						
Total	2.345	4.500	9.000	6.235	7.827	9.278
- Direct labor	775	1.200	1.425	963	1.645	1.876
- Indirect labor	1.570	3.300	7.575	5.272	6.182	7.402

Source: Department of Culture, Sports and Tourism

Ha Giang is an attractive tourist destination, a convergence of cultural quintessence and the favors of nature, so when tourists come to Ha Giang they often want to come back again and again. next. Therefore, the number of tourists coming to Ha Giang has continuously increased over the years. The tourism sector also helps residents improve their quality of life and come into contact with civilization with appropriate cultural values. with the times. Therefore, currently, workers in the tourism sector in Ha Giang are increasing day by day, especially trained workers with university, intermediate and college degrees are constantly increasing over the years. In 2017, the number of workers in the tourism industry in Giang only reached 1,428, but after 2018, this number has nearly doubled, especially the number of direct and indirect workers. By 2023, this number is nearly 4 times higher than in 2019, because tourism in Ha Giang currently receives a lot of attention from domestic and foreign tourists, and this is also an attractive destination. guide and attract tourists to participate. That's why the workforce in the tourism industry is constantly increasing, especially high-quality workers who have been trained through schools and classes with specialized qualifications.

Technical facilities serving tourism activities are constantly invested in, renovated and expanded. The road system has been upgraded and renovated to create favorable conditions for the movement of tourists, ensuring safety during the trip. In addition, the communication and medical systems are constantly being upgraded, ensuring smooth communication, helping tourists feel comfortable and convenient when coming here. The medical system is constantly upgraded and improved to ensure safe, and handle professional matters when incidents may occur. At the same time, the accommodation system is constantly increasing in quantity and quality. In 2017, the whole province had 189 accommodation establishments with 2,000 rooms, however, 3- and 4-stars hotels have not been built in Ha Giang to serve the high demand of tourists, especially international tourists. But now this number

has been greatly increased, specifically: by September 2022, the number of accommodation establishments will reach 408 with 3,208 rooms and more than 6,700 beds. Diverse accommodation facilities, aimed at developing cultural traditions in the homes of the indigenous community here, create a difference. Therefore, this unique and attractive accommodation facility also attracts a large number of tourists to visit and experience the uniqueness here.

In addition, food and beverage establishments, souvenir products, activities, and entertainment establishments are also constantly increasing in number, with unique newness in the designs of souvenir products. Initially, it met the diverse needs of tourists. Therefore, tourists and revenue from tourist activities of Ha Giang have continuously increased in recent years.

In recent years, Ha Giang has continuously developed in terms of infrastructure system and technical materials as well as perfecting the product system to increase tourist attraction, and tourist destinations are increasingly popular. Invest more to welcome tourists to visit and experience. Destination management activities are also given more attention, destinations are invested in product systems to enhance products to diversify tourism products at that destination, and at the same time have the cooperation of the people. Local as well as state management, destinations are increasingly appreciated by tourists for their improvement. However, most destinations in Ha Giang are still limited in shaping specific goals, models, and tasks in developing and measuring the sustainability of tourism activities: Tourism activities mainly relying on nature have not overcome the dependence on natural activities, especially affected by weather factors in the regions, the results are not commensurate with the potential and advantages. Tourism planning and infrastructure are not synchronized, many tourist destinations only have natural resources and are exploited without investment in resources in infrastructure and technical materials: Bac Me, Bac Me area. San To cave, a sinkhole in Tia Chi Dua village (Meo Vac) ..., lack of entertainment and recreation spots for tourists, tourism activities and tourism services in some places, some spots are lacking professionalism. Tourism products are still monotonous and not competitive enough with the increasingly developing and attractive tourism market of the provinces in the region. Although the quality of human resources has been focused on training and supplementing continuously, compared to development requirements, it is still lacking and weak. In addition, the coordination between levels and sectors operating in the field of tourism management is not tight and synchronous, and tourism businesses have not focused on promotion and active transformation. tourism numbers. Some places are not aware or pay due attention to the importance of linking and developing tourism products, and souvenir tourism products are still monotonous. Besides, the concretization and construction of solid houses disrupting the landscape also occurs, leading to a decrease in attractiveness in attracting tourism; There are very few other souvenir items such as pictures, items, symbols, and gifts from local sources. Support and mobilization of businesses' participation in tourism development cooperation activities and participation in destination management is still not much and there is a willingness from local businesses. direction. Besides, although Ha Giang has determined to develop tourism in a green and sustainable direction, the consequences of tourism activities have damaged the natural environment and the long-standing

cultural life of the residents here. There are images of uncultured tourists that have aroused the frustration of the local community as well as Vietnamese people when they see visitors climbing and sitting on landmarks, boundary signs, and information signs of tourist destinations. This increases the conflict between residents and tourists, losing the image of tourists in the hearts of the people here, civilized capital will no longer exist, making the destination as well as behavior. That behavior becomes a behavior that is not green tourism behavior of tourists in cultural factors. Besides, there is damage to the natural environment when tourism activities take place, especially on holidays and New Year, the massive influx of tourists to Ha Giang raises questions about capacity and safety issues. environmental pollution problem. The amount of waste generated by tourists when traveling in Ha Giang, currently in Ha Giang in some places on the road there are no trash containers, so when tourists pass by to rest, they often throw trash indiscriminately, causing problems. Therefore, the problem of environmental pollution is the people, because Ha Giang is a low education area, so residents are not aware of protecting their living environment. They often live according to their habits, so it is difficult to preserve the common environment without paying attention. The treatment of waste sources in Ha Giang has not been paid attention, especially focusing on plastic waste sources. The awareness of environmental protection among tourists at the destination is not high, this is one of the difficult problems for Ha Giang to promote and develop green tourism, it is necessary to have solutions to deal with these current environmental problems. At the same time, there are also influences of foreign culture that impact the long-standing traditional culture of local people. Besides the things learned by civilization, there are inappropriate cultural standards and values. With the fine customs and traditions introduced into the province: social evils, when the economy develops too much, additional problems related to security, politics, and social safety are not guaranteed. This is also one of the issues that Ha Giang needs to pay attention to.

5. DISCUSSION

In the analysis of destination management issues at tourist destinations in Ha Giang province, besides the achievements that the province has achieved, the number of tourists is increasing, international visitors know more about Ha Giang, Ha Giang received many honors as well as connections with tours linked to China. From there, it brings in income, increases the value of the landscape as well as the value of the tourist destination, and the attractiveness of the destination is promoted. Currently, the management of tourist destinations in Ha Giang still has many problems. exist:

- The exploitation and planning of tourism potential in Ha Giang to serve the needs of tourists well still has many limitations: the characteristics of the province's resources have not been exploited, but mainly exploited available natural resources, especially the traditional cultures of local communities living in the province to serve tourism (only exploiting mainly the cultural characteristics of local people). Mong, Dao, Lo Lo). At the same time, the landscapes of mountain passes, cat-ear Rocky Mountains, and the rocky plateau global geopark have not been fully utilized in creating attractive landscapes for tourists, so the number of tourists is low. Tourism coming here is not much compared to the advantage in terms of resources that the province has, the number of days of stay of tourists has

not increased much (average number of days of stay from 1.3 days to 1.8 days). worthy of the inherent potential here.

- Ensuring safety and order at destinations has been paid attention to, but only when tourists stay or visit here. However, issues of safety and social order also come from tourists and the local community at the destination are still not guaranteed, there are still many social safety issues raised, especially the issue of cultural assimilation that erodes traditional cultural values. Which introduces foreign cultures into the cultural life of indigenous people. At the same time, the problem of environmental hygiene and food safety at the destination is at an alarming level due to the lack of awareness of some tourists when littering, the waste system and waste treatment as well as the lack of awareness of some tourists. Water resources have not been given much attention, so the problem of environmental pollution here is being warned and worthy of attention.

- Facilities have been built to meet the increasing needs of tourists, especially international tourists. However, some tourist destinations have not yet built infrastructure systems (electricity, roads, healthcare) to serve visitors when they come here and when unexpected incidents occur. Therefore, this issue also needs to be paid attention to and improved by market trends and needs. Products, services, and souvenirs are still poor and not commensurate with the potential.

- Some places still haphazardly welcome tourists, with no common companionship in the management of the organization's destinations. Thus, the problem of cutting off tourists can happen at any time.

Therefore, when applying the theoretical framework of tourism destination management to develop tourism activities in Ha Giang, there will be some following solutions to increase the ability to attract and attract tourists, and at the same time develop tourism. sustainable tourism in the province:

Positioning and branding for tourist destinations:

Solutions for investment in tourism product development: Tourism destination management in Ha Giang province needs to build a marketing strategy for tourism destinations, including: selecting target markets, building specific tourism products, promoting destination images in the tourism market, investing in upgrading tourism infrastructure, building specific tourism products, and improving the quality of tourism human resources. Building a destination brand for community tourism is a necessary task that requires good management and synchronous building of product and promotion strategies to build a brand in the market.

Focus on investing in developing specific tourism products. Cultural Tourism: Identifying culture as the central highlight in tourism product development here; More clearly, exploiting traditional living culture along with folk performing arts and typical culinary culture to serve tourism activities and visitors. Invest in developing on-site tourism products in terms of describing, building and operating traditional cultural craft villages of local communities living in the area so that visitors can have more on-site experience products. increase the attraction of tourist destinations. In particular, there needs to

be measures to restore art teams performing traditional folk arts here to serve local needs, while maintaining the preservation of our traditional folk-art culture.

Investing in developing tourism infrastructure systems: developing high-quality accommodation systems in places where construction is allowed, investing in restaurant and hotel systems meeting 3, 4, 5-star standards (Currently in Ha Giang there is only one 4-star hotel located in Ha Giang city). Therefore, it is necessary to invest in improving tourism infrastructure to attract and meet the diverse needs of tourists; develop a synchronous system of technical facilities to serve tourists (telecommunications infrastructure, electricity, water, healthcare, banking...); Build entertainment facilities to meet the needs of tourists: erect bamboo poles for shuttlecock throwing, ferris wheel or some folk games right in the community house area of community tourism villages in Ha Giang such as: Lo Lo Chai, H'Mong Village, Pa Vy..., the landscape of the entrance to the villages needs to be invested in and built more to create more attractiveness for tourists. Besides, it is necessary to develop more services at night: campfires, cultural and artistic exchanges, or a description of a certain festival so that visitors can experience it firsthand or a "grass bouncing" game to prolong the enjoyment of visitors (currently Nam Dam only does this well when describing a certain ritual).

Solutions on mechanisms and policies for tourism product development: One of the efforts that the tourism industry is implementing is to gradually diversify tourism products, build new tours and routes, unique to its own identity. Ha Giang is gradually building a province-specific tourism product, but it still has many regional elements, so the province needs to clearly define what specific product is? From cultural products to natural products. It is possible to turn natural resources into specific products that are different from other provinces located in the Northern Midlands and Mountains region. In particular, specific products of the province should rely on the strengths of their ethnic cultural resources to build products for the province.

Appreciate the domestic tourist market: Although Ha Giang tourism has been creating a brand for itself through tourism promotion campaigns that the province invests in. However, the province needs to look and go deeper in researching its domestic tourist market, in addition to building and redefining what the main source of international tourists is to have a solution. Build an attractive destination image for that customer base. At the same time, coming up with a strategy in the coming time that will target the target market, from which suitable tourism products can be offered.

Marketing for destinations

Ha Giang has been doing very well in propaganda and promotion of tourism in the province. However, strengthening marketing activities for Ha Giang's destinations has not been focused and has not been focused. Currently, the province is promoting widely, without a specific strategy for each destination to help tourists distinguish the differences of each destination. Currently, Ha Giang's community tourism destinations are quite similar, which can cause boredom among tourists. Therefore, promoting the implementation of strategies and creating unique products, requires great attention and investment from the province. Promote the development of the international tourist market and the market of

foreign tourists living in Vietnam: develop a plan to promote and attract international tourists in each stage and in accordance with each key market; Actively participate in general international tourism promotion activities of the whole country; Build a tourist information system (website, maps, directions, tourist information counters, leaflets...) that is convenient, diverse in information, in major international languages.

Ensuring the quality of tourist experience at the tourist destination

+ Service booking stage: From the service booking stage, local people need to have a way to greet and take care of customers from the time they book the service until they leave the accommodation in order to make tourists feel comfortable like at home.

+ Experience phase at the tourist destination: Need to invest in more landscapes to create attractions for tourists, as well as need to enrich tourism products so that visitors can have more experiences with products and services here. For example: building more models to experience folk game areas, building models of vocational experience, teaching some traditional local folk arts.

+ Expanding opportunities to access tourist destinations for tourists: This expansion means that the province needs to upgrade and improve roads, because currently the roads into the villages are too small, making it difficult for tourists to access them directly. To get to the place, you have to walk to the place to visit. Besides, the area entering the village needs to have large, easy-to-see and eye-catching advertising points.

+ Develop infrastructure systems and roads to serve tourism activities.

+ Developing tourism human resources: Investing in developing on-site human resources with professional expertise trained from serving to performing expertise as guides at the village to help tourists feel comfortable. interesting, attractive. Enhance community awareness of tourism product development: organize training programs on tourist service skills; develop a force of local interpreters at the site; Propaganda and dissemination to raise awareness and tourism business ethics of individual business households; Disseminate the Code of Conduct with Tourists to local people here.

6. CONCLUSION

In conclusion, analyzing the problem of destination management in Ha Giang province aims to point out what has been done and what has not been done at tourist destinations, thereby helping the province have a more objective view in implementing its policies. policies as well as introduce more systematic planning issues, promote strengths and limit areas that do not work well to create sustainable development of the industry. Rich natural resources, unique cultural identities and high-quality tourism products at destinations are the strengths of tourist destinations in Ha Giang and the management and upgrading of the system Infrastructure and technical facilities that promote their inherent strengths can be taken advantage of to attract more tourists to the area.

However, limited awareness of the local community and weak infrastructure are weaknesses that need to be overcome in destination management in the province. Strengthening public education, investment in infrastructure and government support along with cooperation with travel businesses is also a matter of tourism development planning for Ha Giang province in the coming years. next. If these things are done, Ha Giang will develop and well-plan tourist destinations to increase their attractiveness to tourists.

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