

ECO-TOURISM DEVELOPMENT IN CAN THO CITY: CURRENT SITUATION AND SOLUTIONS

Nguyen Thi Yen Chi¹, Nguyen Thi Ngoc Anh¹, Huynh Canh Thanh Thanh¹,
Tran Thao Vy², and Dao Thanh Truong³

¹ Can Tho University of Technology

² Can Tho Technical Economic College

³ Vietnam National University, Hanoi

Email: ntnanh@ctu.edu.vn

ARTICLE INFO

Received: 23/01/2025

Revised: 18/02/2025

Accepted: 20/02/2025

Keywords: Can Tho city, Eco-tourism, sustainable development

ABSTRACT

This study explores the potential and challenges of eco-tourism development in Can Tho City, Vietnam, a region rich in natural and cultural resources. Employing SWOT analysis, the research identifies key strengths, weaknesses, opportunities, and threats to sustainable eco-tourism development. The findings underscore the necessity of conserving natural resources, enhancing infrastructure, raising community awareness, and promoting effective tourism management. Key recommendations include the integration of environmental conservation with economic and cultural development, upgrading eco-tourism services, and strengthening international cooperation and investment. The study highlights the importance of policy frameworks and community involvement in fostering sustainable eco-tourism practices, ensuring long-term benefits for the local economy, environment, and society. By addressing current limitations and leveraging available opportunities, this research provides a foundation for stakeholders to develop strategies that align with Can Tho's unique conditions and contribute to the sustainable growth of eco-tourism in the region.

1. INTRODUCTION

Eco-tourism has emerged as a vital trend in global sustainable tourism development, offering multifaceted benefits to local communities, visitors, and the environment. In Vietnam, regions rich in natural resources, such as Can Tho City, present immense potential for eco-tourism initiatives. Positioned at the heart of the Mekong Delta, Can Tho is endowed with unique natural and cultural assets, including an intricate river network, vibrant fruit orchards, and the distinctive heritage of the Southwest region. These elements form a robust foundation for developing eco-tourism, promising not only economic advancement but also the

preservation and promotion of natural ecosystems and cultural traditions.

Recent data highlights Can Tho's growing prominence as a tourism hub. According to the Can Tho Department of Culture, Sports and Tourism, the city welcomed over 3.7 million visitors in the first half of 2024, a 5% increase compared to the same period the previous year, achieving 61% of its annual target. Of these, overnight visitors accounted for more than 1.6 million, reflecting a 7% year-on-year growth (Niem, 2024). Despite this remarkable progress, eco-tourism in Can Tho faces critical challenges, including environmental conservation, sustainable development, growing visitor demand,

infrastructure modernization, service quality enhancement, and a shortage of skilled professionals in the tourism sector.

These challenges raise a pivotal question: How can Can Tho effectively leverage its eco-tourism potential while addressing these pressing issues? Tackling this question requires a synergistic approach involving policymakers, investors, and local communities to develop actionable and sustainable strategies.

This study, titled “Eco-tourism development in Can Tho city: current situation and solutions” serves as a valuable resource for stakeholders, providing evidence-based recommendations to advance eco-tourism in the region. By addressing both opportunities and constraints, the research aims to guide the formulation of strategic policies and the development of eco-tourism models tailored to visitor expectations and the unique characteristics of Can Tho.

Ultimately, this research holds significant theoretical and practical relevance, contributing to the broader goals of sustainable tourism development and environmental stewardship in Can Tho and beyond.

2. THEORETICAL BASIS AND RESEARCH METHODS

2.1 Theoretical basis

Many countries worldwide have successfully implemented eco-tourism models, especially in areas rich in diverse natural resources. According to Ceballos-Lascuráin (1996), eco-tourism is a form of tourism that is responsible for conserving the environment and improving the quality of life for local communities. Eco-tourism ensures that all tourism activities not only avoid harming the natural environment but also actively contribute to its preservation and enhancement.

The development of eco-tourism is closely tied to the goals of sustainable development, where tourism must meet visitors’ needs while protecting the environment and improving local communities’ well-being. The United Nations

World Tourism Organization highlights that sustainable tourism must address three key factors: environmental protection, local economic development, and cultural value preservation. The “triple bottom line” model of sustainable tourism, introduced by Elkington (1997), emphasizes the balance between three dimensions: economy (financial benefits), society (community welfare), and environment (natural resource conservation). This model underscores the importance of balancing these elements for the sustainable development of tourism, particularly eco-tourism.

Buckley (2009) asserts that principles such as conservation show that local communities can directly engage in protecting natural resources, raising awareness, and generating economic benefits through sustainable tourism. Meanwhile, Huber (2001) and Hall (2008) emphasize that the management of protected areas and eco-tourism sites requires coordinated efforts among government agencies, environmental organizations, and local communities. Resource management must ensure that eco-tourism areas are not over-exploited. Maintaining environmental quality and supporting local communities are crucial for achieving long-term, sustainable eco-tourism development.

However, eco-tourism can present challenges if not properly managed. Liu (2003) pointed out that tourism could negatively impact communities by altering local lifestyles, disrupting cultural traditions, or increasing social inequalities. The development of eco-tourism requires effective policies from governments and relevant authorities which must balance environmental protection and economic growth. According to Susskind (2004), the success of eco-tourism depends on various factors, including internal elements like natural resources and culture as well as external influences such as shifts in tourism trends and support from local governments. Natural resources play a critical role in eco-tourism development, but poor

management could lead to resource depletion or destruction. Honey (2008) highlighted Costa Rica's success in combining forest and wildlife conservation with tourism development, yielding significant economic benefits while preserving vital ecological values.

In Vietnam, eco-tourism involves exploring natural areas while taking responsibility for environmental protection and raising public awareness of the importance of natural resources. Anh (2018) identified Vietnam's substantial potential for eco-tourism development, particularly in the Mekong Delta and Central Highlands, with their pristine forests, wetlands, and diverse ecosystems.

Eco-tourism development in Vietnam must meet the requirements of environmental conservation, economic growth, and improved living standards for local communities. Anh (2015) emphasized that eco-tourism not only promotes the tourism sector's growth but also contributes to natural resource protection and sustainable development for communities reliant on these resources.

Sustainable eco-tourism development in Vietnam requires effective management of natural resources and tourist areas. According to Lan (2019), developing eco-tourism in natural reserves and cultural heritage sites must involve comprehensive policies and community participation. Successful eco-tourism models in areas such as Phong Nha-Ke Bang National Park and the Can Gio Biosphere Reserve demonstrate the effective integration of conservation and tourism development.

Eco-tourism in Vietnam has brought economic benefits to many communities, particularly in rural, remote, and isolated areas. However, it can also have negative impacts if not managed effectively. Tân (2017) highlighted that eco-tourism can increase community income through services such as

accommodations, tour guiding, and handicraft production, but it may also place pressure on the environment and alter the cultural and social fabric of local communities. Policies related to environmental protection and tourism development, such as the Environmental Protection Law (2014) and sustainable tourism development strategies, have been established and implemented. According to Hoa (2020), these policies have created opportunities for tourism businesses and local communities to engage in eco-tourism activities while protecting natural resources and raising public awareness of environmental conservation.

Based on these foundations, eco-tourism, if developed and managed properly, can deliver significant economic, environmental, and social benefits. Research and theoretical frameworks emphasize that balancing environmental protection, economic growth, and social well-being is crucial for sustainable eco-tourism development. Key factors include infrastructure development, the synchronization of policies, effective management, active community participation, and the involvement of tourism businesses, all of which play a decisive role in the success of eco-tourism.

2.2. Research methods

2.2.1. Data collection method

Primary data was collected through direct methods, including on-site interviews with 120 tourists visiting Con Son, My Khanh Tourist Area, Ninh Kieu Wharf, and Binh Thuy Ancient House in Can Tho City, and online surveys with 91 respondents through Google Forms. The survey link was sent via email and social networks such as Facebook, Instagram, and Zalo to gather tourists' opinions and experiences. In addition, 15 expert interviews were conducted, including tourism managers, leaders of conservation organizations, and researchers in eco-tourism to provide in-depth insights into the current

state of eco-tourism in Can Tho, along with opportunities and challenges for developing this industry. Additionally, focus group discussions were organized with local residents, tourists, and representatives from tourism organizations to assess community awareness, concerns, and expectations regarding eco-tourism development.

Meanwhile, secondary data was obtained from existing studies, articles in scientific journals, monographs, reports from tourism agencies, tourism statistics, and documents from local authorities to provide additional context and support data triangulation. This data collection process helps to determine the research context, clarify issues related to eco-tourism development in Can Tho, relevant policies, and environmental and social factors affecting the industry.

For primary data, the expert interview method was used to gather opinions from professionals in tourism, environmental protection, and community development. Interviews were conducted with tourism managers, leaders of conservation organizations, and experts in eco-tourism to provide in-depth insights into the current state of eco-tourism in Can Tho, along with opportunities and challenges for developing this industry. Additionally, local residents were also interviewed to gain perspectives from the community, helping to understand the real-life impacts of eco-tourism.

Additionally, the study employed the focus group method by organizing group discussions with representatives from the local community, tourists, and tourism organizations. The goal was to collect insights into the awareness of the community and tourists about eco-tourism, thereby clarifying the factors influencing its development and the desires of the local community to engage in tourism.

2.2.2. Analysis method

The SWOT analysis method was employed to assess the strengths, weaknesses, opportunities, and challenges of eco-tourism in Can Tho. SWOT analysis helps identify the strengths that can be exploited, the weaknesses that need to be addressed, the potential development opportunities, and the challenges that Can Tho faces in developing sustainable eco-tourism.

3. RESULTS

3.1. Analysis of the current status of eco-tourism in Can Tho City

Can Tho City serves as the central hub of the Mekong Delta and a key transportation link connecting the region with Southeast Vietnam and the rest of the country. With its numerous advantages, potential, and favorable conditions, Can Tho has significant opportunities for socio-economic development, particularly in tourism. Since becoming a centrally governed city, Can Tho has seen modern and synchronized investments in technical infrastructure and transportation systems. The city now offers a wide variety of tourism services and entertainment activities, making it one of the most attractive destinations in the Mekong Delta.

In recent years, with support from both central and local governments, Can Tho has invested in and completed several key projects to promote tourism development. These include Can Tho International Airport, the artistic lighting system on Can Tho Bridge, and notably, the Ninh Kieu pedestrian bridge over Khai Luong Canal, equipped with artistic LED lighting. These projects attract thousands of visitors daily.

The results are reflected in the following statistics:

Table 1. Summary of revenue and tourists to Can Tho

Criteria	Measurement unit	2022	2023	2024	2023/2022	2024/2023
Revenue	Billion VND	4,000	5,100	6,226	27.5%	22.1%
Total number of tourists	Million visitors	5.1	6	6.3	17.6%	5%
<i>Of which:</i>						
-Domestic tourists	Million visitors	4.9	5.7	6	16.3%	5.3%
-International tourists	Million visitors	0.2	0.3	0.3	50%	0%

Source: Vietnam tourism statistics report 2022 - 2024

From Table 1, it can be seen that revenue increased over the years, with total revenue reaching 4,000 billion VND in 2022, driven significantly by prominent eco-tourism destinations such as Son Island and My Khanh tourist area. In 2023, revenue reached 5,100 billion VND, an increase of 27.5% compared to 2022, with popular destinations like Cai Rang Floating Market, My Khanh Village, and islands such as Son Island attracting large numbers of visitors. In 2024, revenue reached 6,226 billion VND, a 22.08% increase from 2023, with new tourism projects such as the Phong Dien eco-tourism area continuing to make significant contributions to revenue.

The total number of visitors to Can Tho in 2022, including both domestic and international tourists, reached 5.1 million. This comprised approximately 4.9 million domestic visitors (96%) and 200,000 international visitors (4%), reflecting a gradual recovery following the COVID-19 pandemic. In 2023, total visitor numbers rose to 6 million, an 18% increase compared to 2022, with 5.7 million domestic visitors (95%) and 0.3 million international visitors (5%), driven by increased efforts in international tourism promotion. By 2024, the total climbed to 6.3 million, marking a 5% increase from 2023, with 6 million domestic

visitors (95.2%) and 0.3 million international visitors (4.8%), maintaining a steady level compared to the previous year.

Eco-tourism in Can Tho exhibited a consistent growth trend from 2022 to 2024. Strategies implemented during 2023 and 2024 to attract both domestic and international tourists significantly boosted visitor numbers, particularly to prominent eco-tourism destinations. Domestic visitors, who made up the majority (over 95%), were drawn largely by the popularity of eco-tourism in nearby provinces such as An Giang, Ben Tre, and Dong Thap. Although the number of international tourists had grown since the COVID-19 pandemic, it remained relatively limited, primarily comprising visitors from nearby markets like South Korea, Japan, and Thailand. However, with ongoing international promotional efforts, the number of international tourists is expected to increase in the coming years, especially as Can Tho enhances its aviation infrastructure and international services.

Overall, the growth rate of eco-tourism revenue in Can Tho has consistently outpaced the growth rate of visitor numbers, demonstrating the effectiveness of increasing the value of tourism products and services. Investment in new tourism projects and

improved services has enhanced visitors' spending power. Domestic visitors continue to be the primary customer group due to the popularity of domestic eco-tourism and the city's proximity to Western provinces. Although international visitors have shown modest growth, the number remains limited, indicating a need for more effective strategies to attract foreign tourists.

3.2. Orientation of eco-tourism development in Can Tho city

Resolution No. 59-NQ/TW of the Political Bureau on the Construction and Development of Can Tho City by 2030, with a vision to 2045, identifies building and developing Can Tho as an ecological, civilized, modern city, imbued with the identity of the Mekong Delta river region. In the long-term tourism development orientation, Can Tho identifies promoting the identity of the river associated with integrating the green and sustainable development trend of national and international tourism. To achieve the above goal, the city focuses on the following main groups of solutions: Building and completing infrastructure; calling for investment in key tourism projects; promoting and effectively exploiting historical and cultural relics that have been invested in association with tourism development; building the Can Tho tourism brand associated with typical local tourism products. The tourism exploitation model is based on indigenous resources of private investors such as Vam Xang Rustic Home (Phong Dien district), Can Tho Ecolodge (Cai Rang district) and so forth with construction materials and landscape decoration in the tourist area mostly made of natural materials such as tree roots, mangrove trunks, reeds and the like. According to experts, these models help investors shorten a third of the investment recovery time when deciding not to concretize their resort instead of building in an environmentally friendly direction, opening more space for guests to

access nature, using food grown right in the resort and opening tours connecting guests with the surrounding community. In short, the development of sustainable eco-tourism needs to aim at: (1) Contributing to the satisfaction of the needs of tourists and the community at a certain destination; (2) Contributing to the reduction of inequality and poverty in the community at a certain destination; (3) Supporting the local community to feel free, have access to better tourism services, reduce social evils, maintain and promote the diversity and identity of national culture, constantly improve material and spiritual life, reduce environmental pollution; (4) Not only contributing to the economic growth of the country, region, and locality, but development also contributes to improving the level of fairness in rights and obligations between members and between generations in society; (5) Not only paying attention to achieving the above goals within a certain period but also not affecting the needs of future generations.

3.3. SWOT Analysis

From the above situation, the use of SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) will be applied to evaluate the strengths, weaknesses, opportunities, and challenges in developing eco-tourism in Can Tho City. The results help identify internal and external factors affecting the development of eco-tourism.

3.3.1. Strengths

Rich and diverse natural resources: Favored by nature, Can Tho City has unique resources with a dense system of rivers and canals surrounding it, forming islands and islets on the river: Con Au, Con Khuong, Con Son, Cu Lao Tan Loc, and lush fruit gardens and so on. Therefore, river culture has long been considered one of the unique cultural features of Can Tho in particular and the West in general. These resources not only have ecological value but also create a solid

foundation for eco-tourism (Ceballos-Lascuráin, 1996). Lan's research (2019) shows that protected areas and natural ecosystems are important factors for developing sustainable eco-tourism models in localities.

Favorable geographical location: Can Tho City is the center of the Mekong Delta, with a strategic position in developing regional eco-tourism. Convenient transportation routes help connect Can Tho with other localities, especially the Mekong Delta region, making it easy to access eco-tourism areas (Anh, 2015). According to Anh's research (2018), a strategic location is an important factor in promoting eco-tourism in rural and delta areas.

Experienced local community system: Communities in eco-tourism areas, especially traditional craft villages, have experience in providing eco-tourism services. According to Tan (2017), it is affirmed that the participation of local communities not only creates economic development opportunities but also contributes to the protection of natural resources through sustainable tourism activities.

3.3.2. Weaknesses

Weak infrastructure: The infrastructure serving eco-tourism in Can Tho is still weak, especially traffic routes and accommodation systems. Lan (2019) pointed out that the lack of synchronization in infrastructure development has limited the ability to attract tourists, reducing the effectiveness of local eco-tourism activities.

Lack of long-term and synchronous development strategy: Can Tho does not have a sustainable eco-tourism development strategy, which leads to asynchronous development and a lack of protection of natural resources. According to Anh (2018), it is emphasized that the lack of environmental management and protection strategies in tourism development is a factor that needs to be improved to ensure the sustainability of the eco-tourism industry.

Limited awareness of environmental protection: Some local communities and tourists are not fully aware of the importance of environmental protection in eco-tourism development. According to British research (2015), a lack of understanding about natural resource protection can lead to negative impacts on ecosystems such as pollution and disruption of natural landscapes.

3.3.3. Opportunities

Growth of the eco-tourism industry: Global eco-tourism is growing strongly and Vietnam in general and Can Tho in particular, have great opportunities to attract international tourists. The increasing interest of tourists in sustainable tourism activities will create opportunities for the development of eco-tourism in Can Tho (Gössling, 2002). Ceballos-Lascuráin (1996) indicates that eco-tourism will continue to grow strongly in the future, creating great opportunities for localities with unique natural resources such as Can Tho.

Supportive policies from the government: The Vietnamese government is increasingly focusing on the development of eco-tourism and environmental protection, with policies to encourage investment in the eco-tourism industry and the conservation of important ecological areas such as national parks and mangrove forests (Lan, 2019). This creates great opportunities for Can Tho in developing sustainable tourism.

International cooperation and conservation organizations: International organizations and international tourism partners can help Can Tho implement sustainable eco-tourism projects, thereby improving the ability to promote and increase tourism revenue (Ceballos-Lascuráin, 1996). Can Tho can cooperate with international organizations, investors and international tourism partners to develop sustainable eco-tourism projects, enhance the value, and develop the local

tourism brand. According to Anh (2018), the need for international cooperation is emphasized to improve eco-tourism infrastructure and services.

3.3.4. *Threats*

Climate change: Can Tho and the Mekong Delta are vulnerable to the impacts of climate change such as rising sea levels and flooding. These changes can reduce the area of eco-tourism areas and cause great damage to the environment and natural resources (Anh, 2015).

Pollution and environmental damage: Uncontrolled tourism development can lead to environmental pollution such as water and soil pollution and reduce the quality of ecosystems. According to Hall (2008), uncontrolled tourism activities can destroy the natural environment, reducing the value of eco-tourism areas.

Competition from other localities: Other areas in Southern Vietnam and the Mekong Delta are also strongly developing eco-tourism models. This creates great competition for Can Tho especially when these localities have attractive tourism products and developed infrastructure. The research conducted by Anh (2018) has shown that competition between localities in attracting tourists can be a great challenge for Can Tho.

SWOT analysis shows that eco-tourism in Can Tho City has great potential for development but also faces many challenges. Exploiting strengths, taking advantage of opportunities, and overcoming weaknesses will be the key to developing sustainable eco-tourism in Can Tho City.

Table 2. Comprehensive SWOT Matrix

Description	Strengths	Weaknesses
Environment	Rich ecological diversity.	Lack of long-term strategies for sustainable conservation and development.
Economy	Potential to generate economic benefits from eco-tourism.	Underdeveloped tourism infrastructure.
Society	Active participation of local communities in community-based tourism.	Limited awareness of environmental protection.
Description	Opportunities	Threats
Environment	Government support for sustainable tourism policies.	Climate change, pollution.
Economy	Rising global demand for eco-tourism.	Competition from other tourist destinations.
Society	International cooperation in conservation projects.	Disruptive tourism development.

Source: Research results by the author, 2024

Strategic Solutions:

S-O Strategy: Expand eco-tourism projects leveraging Can Tho's natural assets while utilizing government incentives.

S-T Strategy: Implement climate resilience policies to mitigate environmental risks and maintain competitive advantages.

W-O Strategy: Invest in eco-tourism infrastructure and community training to address knowledge and service quality gaps.

W-T Strategy: Develop strict regulations to control over-exploitation and promote sustainable tourism practices.

3.4. Solutions for promoting eco-tourism development in Can Tho

Based on the SWOT analysis, the following are management recommendations for sustainable eco-tourism development in the Mekong Delta. These solutions focus on promoting strengths, overcoming weaknesses, taking advantage of opportunities, and dealing with the challenges of the eco-tourism industry in the region.

Strengthening the protection and development of natural resources

The first way to empower the security and growth of natural resources is to restore projects, sustainable water management, and coordinate conservation efforts with neighboring provinces. In addition, monitoring environmental impact by implementing periodic environmental assessments at eco-tourism sites and organizing waste reduction campaigns should be taken into consideration. Last but not least, it should be scrutinized sustainable use of natural resources by integrating eco-tourism with sustainable agriculture, promoting renewable energy sources, and enforcing water conservation practices.

Developing Infrastructure and Tourism Services

To boost the development of infrastructure and tourism services, here are some constructive suggestions. The first thing to do is upgrade transportation networks to enhance accessibility to eco-tourism destinations and improve supporting infrastructure such as piers, signage, and public restrooms. Adding to that, improvements in service quality should be made by providing professional training for local tourism operators, improving hospitality standards, and integrating digital technology into tourism services. One more way is to develop environmentally friendly accommodations such as eco-lodges and community-based homestays which highlight the cultural identity of the Mekong Delta while ensuring sustainable operations.

Increasing local community participation

In terms of ways to appeal to the participation of local communities, promoting local entrepreneurship is essential to support traditional craft businesses, organic farming cooperatives, and sustainable food production for eco-tourism. Moreover, implementing awareness programs to educate the community on the benefits of eco-tourism, environmental protection, and responsible tourism practices is another option to look over. It is also significant to strengthen partnerships between businesses and communities to create inclusive tourism models where residents benefit directly from tourism activities.

Strengthening tourism promotion and advertising

To advance tourism promotion and advertising, it is recommended to develop a cohesive branding strategy to position Can Tho as a leading eco-tourism destination through international marketing campaigns and digital engagement. Additionally, creating diverse eco-tourism packages should be considered to meet different tourist

preferences including cultural immersion programs, eco-adventure activities, and conservation-based tourism experiences.

Enhancing cooperation and attracting international resources

There are two primary methods to foster the cooperation and attraction of international organizations. The first approach involves forging international partnerships with environmental organizations and tourism development agencies to leverage financial and technical support. The second focuses on attracting sustainable investments from responsible tourism enterprises that align with eco-tourism conservation principles and community engagement strategies.

Implementing policies for economic development in eco-tourism

The initial strategy to put the aforementioned policies into practice is to provide tax incentives and financial support for businesses that adopt sustainable tourism practices. Meanwhile, ensuring equitable economic distribution by prioritizing community-led tourism initiatives and implementing regulatory measures to prevent environmental degradation is another key element.

4. CONCLUSION

The research highlights key factors influencing the development of eco-tourism in Can Tho and proposes comprehensive strategies for sustainable growth. These solutions emphasize the importance of environmental protection, infrastructure enhancement, community involvement, and policy formulation to promote eco-tourism in a responsible and sustainable manner. By leveraging its natural and cultural strengths while addressing existing challenges, Can Tho has the potential to become a premier eco-

tourism destination in the Mekong Delta. Future studies should explore the long-term impacts of these strategies and compare Can Tho's eco-tourism model with other successful international case studies to refine best practices and policy recommendations.

References

Anh Tuyet (2019), "Orientation for sustainable tourism development in Can Tho," *Ethnic and Mountain News*, available at: <https://dantocmiennui.vn/dinh-huong-phat-trien-ben-vung-du-lich-can-tho/278987.html>, accessed on 10/10/2024.

Buckley, R. (2009), *Eco-tourism: Principles and Practices*, CABI Publishing.

Ceballos-Lascuráin, H. (1996), *Tourism, eco-tourism and protected areas*. IUCN.

Elkington, J. (1997), *Cannibals with Forks: The Triple Bottom Line of 21st Century Business*, New Society Publishers.

Gössling, S. (2002), "Global environmental consequences of tourism", *Global Environmental Change*, 12(4), 283-296.

Hall, C. M. (2008). *Tourism Planning: Policies, Processes and Relationships*, Pearson Education.

Hoai Niem (2024), "Can Tho attracts 3.7 million visitors in the first half of 2024," *Electronic Journal*, available at: <https://vneconomy.vn/can-tho-thu-hut-3-7-trieu-luot-du-khach-trong-6-thang-dau-nam-2024.htm>, accessed on 10/10/2024.

Honey, M. (2008), *Eco-tourism and sustainable development: Who owns paradise?* Island Press.

Huber, J. (2001), *Sustainable Tourism and Protected Areas: A Practical Guide*, IUCN

Lan, L.T, (2019), "Management of eco-tourism in Vietnam: Current situation and

solutions,” *Journal of Resource and Environment Management*, 22(4), 55-61.

Liu, Z. (2003), “Sustainable tourism development: A critique of the concept,” *Journal of Sustainable Tourism*, 11(6), 457-475.

Hoa, N.N, (2020), “Policies for developing eco-tourism in Vietnam: Current situation and orientation,” *Journal of Policy and Management*, 18(3), 45-52.

Anh, N.T.L, (2015), “Eco-tourism and sustainable development: Lessons from developed countries,” *Journal of Tourism Management*, 12(2), 17-22.

Tan, P.M, (2017), “The impact of eco-tourism on local communities in Vietnam: Opportunities and challenges,” *Journal of Tourism and Environment*, 10(1), 27-34.

Susskind, L. (2004), “Environmental conflict resolution and the role of natural resources in tourism,” *Journal of Environmental Management*, 73(4), 285-294.

The Political Bureau (2020), *Resolution No. 59-NQ/TW of the political bureau on the construction and development of Can Tho City by 2030, with a vision to 2045*.

Anh, T.N, (2018), “Eco-tourism in Vietnam: Current situation and development prospects,” *Vietnam Journal of Tourism*, 15(3), 40-45.

Vietnam Tourism Statistics Report 2022 – 2024.

World Tourism Organization. (2004), *Indicators for sustainable tourism development*, United Nations World Tourism Organization.

PHÁT TRIỂN DU LỊCH SINH THÁI TẠI THÀNH PHỐ CẦN THƠ: THỰC TRẠNG VÀ GIẢI PHÁP

TÓM TẮT

Nghiên cứu “Phát triển du lịch sinh thái tại thành phố Cần Thơ: Thực trạng và giải pháp” không chỉ có ý nghĩa lý luận mà còn mang tính thực tiễn cao. Nghiên cứu sẽ làm rõ tiềm năng sẵn có và tìm ra những giải pháp để khắc phục khó khăn, thách thức, đảm bảo sự phát triển bền vững, gắn kết lợi ích kinh tế với bảo vệ môi trường và văn hóa địa phương. Thông qua phân tích SWOT, đưa ra các giải pháp chiến lược, bao gồm việc bảo vệ và phát triển tài nguyên thiên nhiên, cải thiện cơ sở hạ tầng, nâng cao nhận thức cộng đồng và tăng cường quảng bá du lịch. Đồng thời, cũng khuyến khích hợp tác quốc tế và đầu tư từ các doanh nghiệp du lịch lớn để hỗ trợ sự phát triển bền vững của ngành du lịch sinh thái tại thành phố Cần Thơ. Những giải pháp này sẽ giúp tận dụng các cơ hội, giảm thiểu thách thức và thúc đẩy sự phát triển bền vững trong ngành du lịch tại địa phương.

Từ khóa: Du lịch sinh thái, giải pháp, phát triển, thực trạng