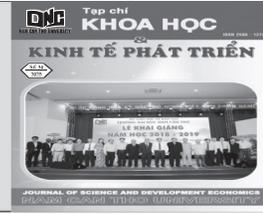




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Developing community tourism industry in Revolution 4.0: A case study of Mekong Delta

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ABSTRACT

In recent years, community tourism has become a strong development trend, considered one of the typical types of tourism towards sustainable development, bringing many benefits to both tourists and tourist destinations. The goal of the research is to provide solutions for the sustainable development of community tourism in the Mekong Delta. The article uses qualitative research methods to analyze the potential, strengths, weaknesses, opportunities and challenges to develop community tourism. To develop community tourism, close coordination between local authorities, tourism businesses, local communities and tourists is needed. Synchronously implement several solutions to sustainably developing community tourism in the Mekong Delta.

TÓM TẮT

Trong những năm gần đây, du lịch cộng đồng đã trở thành xu hướng phát triển mạnh mẽ, được coi là một trong những loại hình du lịch tiêu biểu hướng tới phát triển bền vững, mang lại nhiều lợi ích cho cả du khách và điểm du lịch. Mục tiêu bài nghiên cứu nhằm đưa ra các giải pháp để phát triển bền vững du lịch cộng đồng vùng Đồng bằng sông Cửu Long. Bài viết sử dụng phương pháp nghiên cứu định tính, nhằm phân tích tiềm năng, điểm mạnh, điểm yếu, cơ hội và thách thức để phát triển du lịch cộng đồng. Để phát triển loại hình du lịch cộng đồng cần sự phối hợp chặt chẽ của chính quyền địa phương, doanh nghiệp du lịch, cộng đồng địa phương và du khách. Thực hiện đồng bộ một số giải pháp để phát triển bền vững du lịch cộng đồng vùng Đồng bằng sông Cửu Long.

1. INTRODUCTION

Currently, community tourism is considered the type of tourism that brings the most sustainable economic development benefits to

indigenous residents and has become a strong development trend (Giampiccoli & Mtapuri, 2012) [1]. Community tourism is one of the types of responsible tourism that relies on natural

resources and local cultural identities to exploit and serve tourists. Community tourism is favoured by many tourists because tourists want to explore, experience and learn about the customs, traditions and lifestyle of local people, participate in all activities of the people, and Enjoy the natural, cultural and spiritual values of the locality. Community tourism is considered one of the typical types of tourism towards sustainable development with three important goals: bringing economic benefits, protecting the natural environment and preserving the cultural values of native (Hutnaleontina et al., 2022; Okazaki, 2008) [2],[3].

The Mekong Delta has advantages in tourism, with a diverse and attractive ecosystem formed on the natural conditions of ecology, rivers, mountains, seas and islands. Besides, the unique regional culture with 4 ethnic groups (Kinh, Khmer, Chinese, Cham) is expressed through customs, religious beliefs, folk festivals, and traditional folk-art forms, gentle and hospitable human personalities... are favourable factors for the development of community tourism. Many localities have paid attention to developing community tourism such as Can Tho, Tien Giang, An Giang, Vinh Long, Ben Tre, Ca Mau, ... The number of visitors and tourism revenue is constantly increasing, and the quality of tourism services is increasingly enhanced. Information to the Mekong Delta Tourism Association, in 2022 regional tourism will have a strong recovery, attracting more than 37 million people, an increase of 238% compared to 2021. However, it is still 16% lower than the peak in 2019, in which international visitors decreased by 85% compared to the same period in 2019. Tourism revenue of the region is estimated at more than

32,000 billion VND, down 20.4% compared to 2019 (Khởi, 2023) [4]. In the post-COVID-19 pandemic era, it is possible to link the tourism industry more closely with sustainable development goals. Sustainability and the connection between people and nature have become one of the most pressing topics in tourism research (Fredman & Margaryan, 2021) [5]. To continue promoting the achieved results, the Mekong Delta region should prioritize the development of new tourism products and services, diversifying tourism types, with priority given to the tourism development community calendar. This is also one of the important points of the Strategy and Planning for Vietnam Tourism Development to 2020 and vision for 2030 which is to develop sustainable tourism, closely associated with preserving and promoting values of native culture; preserving the landscape and protecting the environment. Therefore, this research objective proposes some solutions to maintain and promote community tourism activities in the Mekong Delta, towards the goal of sustainable development.

2. RESEARCH METHODS

The research was conducted using the qualitative research method. In particular, we focus on the case study method, with the specific case of the Mekong Delta region. Therefore, the main method used to implement it is statistics - description, and consulting with experts and managers of community tourism. Secondary data collected includes legal documents of the Government, the Department of Statistics, the Ministry of Culture, Sports and Tourism, research works, statistics of and private information sources. Is it relevant? This data is systematized,

synthesized, evaluated, and analyzed to serve as a basis for solutions.

3. RESULTS AND DISCUSSION

3.1 Theoretical basis

3.1.1 Some concepts

- Tourism: Tourism is activities related to trips of people outside their regular residence for a period of no more than 1 consecutive year to meet the needs of sightseeing, relaxation, entertainment, learning, exploring tourism resources or combining with other legal purposes (Tourism Law, 2017) [6].

- Community tourism: According to the ASEAN Standards, community tourism is a type of tourism that empowers the community to manage the growth of tourism activities, ensuring sustainable economic and social development in society and the environment. According to Clause 15, Article 3, Law on Tourism (2017) [6], Community tourism is a type of tourism developed on the basis of the cultural values of the community, managed, organized, exploited and benefited by the community. Currently, community tourism is considered the type of tourism that brings the most sustainable economic development benefits to local people.

3.1.2 Conditions for community tourism development

Sustainable tourism aims to satisfy people's economic, social, and aesthetic needs while maintaining cultural integrity, biodiversity, and the development of ecosystems and ecosystem support systems for human life. Sustainable tourism development is tourism development that meets economic, social and environmental requirements, ensuring harmony in the interests of entities participating in tourism activities,

without causing harm to the ability to meet future tourism needs (Tourism Law, 2017) [6].

3.1.3 Principles of sustainable tourism

Sustainable tourism must respect the social and cultural values of the host community, preserve cultural heritage and long-standing traditional values, and contribute to cultural integration and exchange; while still ensuring long-term sustainable economic activities, creating a balance of socio-economic benefits for stakeholders, including stable jobs, income opportunities, and social services for host communities and contribute to hunger eradication and poverty reduction (International Labor Organization, 2020) [7].

Through studying the community tourism models of some countries in the region (Thailand, Cambodia, Laos, ...) and in localities in the country, we can see the need to have policy mechanisms to create opportunities for people to provide tourism goods and services (Thuy, 2023). Promoting tourism development, aiming at sustainable development in the current tourism context, is considered in terms of 3 main pillars:

Economic sustainability:

Tourism development must increase and be stable in the long term; The system of tourism business establishments is consistent with the overall development speed of tourism; efficiency from tourism activities is increasing; tourism products and services are of high quality and meet the maximum needs of tourists; attract investment in tourism development.

Sustainable socio-cultural:

Tourism development must create job opportunities, increase income for workers and people, and actively contribute to hunger eradication and poverty reduction in the locality;

solve social problems, reduce social evils; harmonize and ensure the interests of the local community; must be associated with preserving local cultural values.

Sustainable environment:

There must be community participation in environmental protection, resource use and tourism development in order to correctly assess the impact on the environment and take protective measures; exploit and rationally use local tourism resources in tourism activities.

3.2 Conditions for developing community tourism in the Mekong delta

3.2.1 Strength

The Mekong Delta has a diverse ecology, is the largest rice granary in the country and is home to many attractive community tourism attractions for Vietnamese and international tourists.

Geographic location: Including 1 centrally run city, Can Tho city, and 12 provinces: Long An, Tien Giang, Ben Tre, Vinh Long, Tra Vinh, Hau Giang, Soc Trang, Dong Thap, An Giang, Kien Giang, Bac Lieu and Ca Mau. The Mekong Delta has a total area of 39.194,6 km² and a total population of 17.300.947 people (2022). The region accounts for 11.8% of the country's area but only 17.6% of the country's population.

Tourism resources: Has a coastline of 700 km long, a canal system of more than long 28,000 km; 3 biosphere reserves, 5 national parks, 3 nature reserves, 3 species conservation areas, 7 habitat protection areas and 1 scientific experimental research forest. With basic potential (Typical ecosystem, Plant and animal world, Special-use Forest system); specific potential (Garden, Bird sanctuary, Sea and islands, Natural landscape); Diverse indigenous culture and tourism infrastructure and human

resources (locally available human resources, meeting the needs of tourists), festivals such as Ba Chua Xu's soul in Sam Mountain, Ook festival om bok, ngo boat racing, Bay Nui bull racing... The Mekong Delta region has strengths in community tourism, therefore, promoting the destination to tourists needs to be paid more attention. In addition, due to natural fluctuations, the specific characteristics of the region have created strengths that few lands in the region have such as Ca Mau Cape National Park (Ca Mau province), U Minh Thuong (Kien Giang province), U Minh Ha (Ca Mau province), Tram Chim (Dong Thap province), Phu Quoc (Kien Giang province), Bac Lieu Bird Garden (Bac Lieu province), Dong Thap Bird Garden (Dong Thap province), etc. These are very valuable resources for community tourism development. Besides, the whole region also has more than 145 large and small islands and many beautiful, pristine beaches such as Mui Nai and Hon Chong (Kien Giang province); Hon Khoai (Ca Mau province); Ba Dong (Tra Vinh province)...; Ap Canh Dien natural reserve (Bac Lieu province), Hon Chong (Kien Giang province), Lang Sen (Long An province), Thanh Phu (Ben Tre province); Lung Ngoc Hoang conservation area (Hau Giang province), Dam Doi bird sanctuary (Ca Mau province), Bird garden (Bac Lieu province); Go Thap Habitat Protection Area (Dong Thap province); Sam Mountain, Tra Su, Tuc Dup (An Giang province); products and services with Western characteristics (many typical dishes, folk games: Monkey bridge, rowing boats, boats, etc enjoy the feeling of harmony with nature). In particular, the Mekong Delta is the leading agricultural region in our country, known as the

"rice bowl", "fruit bowl" and "shrimp-fish bowl"; The rice cake-making craft villages in Cai Be, Tien Giang, and the weaving craft of the Cham people in An Giang create great potential and strengths in community tourism.

Infrastructure: Currently, the entire region has many large-scale investment projects such as Can Tho International Airport, Phu Quoc - Kien Giang, Can Tho Bridge, Rach Mieu 2 Bridge, My Thuan 2 Bridge, My Highway Thuan - Can Tho, etc. The above projects have promoted effectiveness, created strengths and synchronized air, waterway, and road and especially connecting Ho Chi Minh City to provinces and cities in the region.

Tourism technical facilities: Invested in building a synchronous infrastructure system and technical facilities to serve tourism, connecting tourist areas and destinations in the region. According to statistics, currently, the entire Mekong Delta region has over 2.490 accommodation establishments and 55.888 rooms to serve tourists. In 2018, the entire region had about 2.000 dining establishments that were exploited, serving tourism well (Lau & Thu, 2021) [9].

Tourism human resources: In the Mekong Delta, trained tourism human resources reach about 61.5% (2020 statistics). The region currently has more than 10 million working-age workers, accounting for nearly 20% of the country's working-age population (2022 statistics).

Context of globalization and international integration: Creating conditions and motivation for the development of the tourism industry, especially the type of community tourism that is of great interest. It can be seen that international economic integration helps bind countries together, creating favourable conditions for countries to exchange, learn from experience and support each other in all aspects of finance, technique, technology people, etc. The process of globalization facilitates and leads to the development of the tourism industry, which is an objective necessity, in which community tourism is a great strength for the Mekong Delta.

Tourist market: Before the COVID-19 pandemic, tourism in the Mekong Delta welcomed a large number of visitors with 46 million (in 2019). However, in 2020 and 2021, the number of visitors and revenue decreased significantly, as shown in the following table:

Table 1. Total number of visitors and revenue of the Mekong Delta region

| Criteria | Year 2018 | Year 2019 | Year 2020 | Year 2021 | Year 2022 |
|----------------------------------|------------|------------|------------|-----------|------------|
| Total number of visitors | 34.877.247 | 46.305.000 | 34.000.000 | 1.100.700 | 37.504.427 |
| Number of international visitors | 2.855.692 | 3.505.777 | 3.505.000 | 15.000 | 526.100 |
| Revenue (billion VND) | 17.195 | 29.800 | 22.000 | 9.500 | 33.977 |

(Source: compiled, 2023)

3.2.2 Weakness

Despite its potential, community tourism is still in the early stages of development.

- Not properly aware of community tourism: Businesses, households providing tourism

services and even local people are exploiting natural products, they are the culprits destroying the landscape, pushing many people away species of animals and plants are in danger of being destroyed. The exploitation of water resources in

the upper delta, including the transfer of water from the Mekong River, is the biggest risk that significantly affects community tourism. It can be seen that landslides at tourist attractions in the Mekong Delta have somewhat affected the psychology of tourists. The workforce is mainly local people, has not been properly trained in professional expertise, and has not adapted well to changes in tourism.

- Infrastructure for tourism is still weak: Infrastructure for the tourism industry in the Mekong Delta region is not developed and does not meet the demand for road and waterway travel. Rural road transport has not kept up with the pace of development of the region, is not evenly distributed, does not cover the entire region, is not fully connected from provincial and district roads to the countryside, and has a large density gap between rural and urban areas town. That also greatly affects the development of tourism, including community tourism which is equally affected. Besides, the accommodation system is still limited in scale and amenities; The product style is still small and inconsistent.

- The region's tourism products are overlapping and saturated: Tourism products have not been invested in to create large-scale influence. In fact, in recent years, many tourist destinations in the Mekong Delta have been formed, but there are very few to point out the highlights. Instead, "following" points developed. Specifically, Can Tho, there is a "flying snakehead" model, and Dong Thap also has it; Ben Tre has a garden game model, and so do Vinh Long, Can Tho, and Ca Mau. This makes tourists easily bored and has the mentality of going to a place where they already know everything. This stereotypical imitation not only

causes duplicate products but also creates unfair competition. Therefore, it is easy for "price chaos" to occur due to competition for customers and creating an unflattering image with tourists.

- The tourism environment is clearly deteriorating: Signs of the increasing exploitation of natural products causing ecological imbalance. More serious is the problem of waste pollution. Environmental pollution is one of the factors that greatly affects it. Currently, many tourists visiting the Cai Rang floating market complain about the problem of waste. Too much in the river affects the hygiene of the water source as well as the landscape when traveling. That seriously affects the tourism industry of the Mekong Delta, including community tourism which is also seriously affected.

- The benefits from tourism activities are few, not much support for the conservation and development of local communities: Local people are not attracted much to tourism activities, and indigenous culture is lost.

3.2.3 Opportunities

- Currently, the trend of green tourism and responsible tourism is having a strong impact on the tastes of tourists and more and more people are looking for cultural, community, friendly and environmentally responsible tourism experiences. Nature tours are more sought after, especially in the Mekong Delta region.

- The diversity of community tourism products is inevitable: It is increasingly expanding in Vietnam and known to the world. Awareness and responsibility of tourists, business people, local communities and management agencies at all levels are all highlighted.

- Customers' travel thinking changes: Due to the COVID-19 pandemic, the thinking and awareness of tourists and the awareness of tourism service businesses have changed.

- The fact that protected areas are not open to tourists for a long time because of epidemics also creates conditions for natural community systems to recover more quickly. This is also the right time for managers to propose plans and solutions for opening protected areas in a sustainable way.

- After the Covid-19 epidemic forced the tourism industry to focus on developing domestic tourism. Many provinces and cities in the Mekong Delta are having orientations to develop community tourism. The strong shifting trend of the tourism market is the need to return to nature, and immerse yourself in the pristine environment to explore, experience and relax.

3.2.4 Threats

- In the Mekong Delta, most community tourism models are people's own conversion from gardening, farming, etc to tourism activities. Therefore, small retail products, mainly agricultural products, and services are still not professional. At the same time, people also encounter many difficulties in policy, capital, and human resources.

- People have not been educated, raised correct and enough awareness about community tourism, understand that community tourism will create jobs, increase income and create internal resources to preserve and develop resources local tourism resources.

- Limited human resources in the tourism industry: After the epidemic, companies, hotels, and restaurants had to cut staff by up to 60%. Trained human resources are still low. In particular, for community tourism, the human

resource is usually the local community doing tourism themselves.

- Reduced revenue: Reduced ability to spend on travel. Tourism is a general economic field, related to many other industry groups, such as transportation, accommodation, food services, etc, so the impact of the Covid-19 epidemic has caused the revenue of all This industry group also declined. Competition exists between travel agencies, restaurants, and hotels.

- Tourism is not a harmless activity: It always implies environmental impacts and changes in societies and economies. Furthermore, community tourism is an ambivalent activity that can be beneficial or harmful, especially to the environment and culture of local/rural communities.

- Climate change causes environmental changes in the Mekong Delta region: sea level rise, saltwater intrusion, forest fires, etc.

- A big challenge in community tourism development is the responsibility of the management agency: In many places, community tourism activities are spontaneous, not in the right community but have been operating for many years without being affected remind.

3.2.5 Typical community tourism model in the Mekong Delta

Community tourism in Can Tho City has prospered, and Con Son is a typical example of this development. Con Son is located in area 1, Bui Huu Nghia ward, Binh Thuy district, about 6 km from the city centre. Con Son has a total area of 218 hectares (the surface area is more than 70 hectares) and has a lot of natural and humanistic potential to develop community tourism such as fruit gardens, local customs and traditions, along with rich and bold river delta

cuisine. Con Son's community tourism model is made in such a way that each household will have its own characteristics. Households that have fruit gardens bring visitors to enjoy them. Any household that has a fish raft will bring visitors to visit. Any household with skills will guide guests to make cakes. Each household has its own job and role. All make up a supportive group, fully compensating each other to help Con Son develop more and more.

Community tourism products in Con Son include: Visiting fish rafts. Visitors can visit the Bay Bon fish cage to see hundreds of types of strange fish with colorful colors such as Koi fish, Thac Lac fish, and Pangasius fish, etc. In addition, visitors can also experience hand and foot massage fish words are extremely interesting; watch snakehead fish fly. When coming to Con Son, visitors can go to Tin Hoa Garden House and Thanh Tam Garden House to see flying snakehead fish. In addition to watching the "Flying Snakehead Fish", visitors will also experience a quite strange and new service that only exists here: "feeding the fish with rice", visitors will have the opportunity to feed catfish and basa fish with spoonfuls of rice; Visit the garden. Tourists can visit Song Khanh Garden House, and Phuong My Garden House, etc these places are the land of Rambutan, Star Breast, Ha Chau strawberry, etc and experience making Southern folk cakes. At Thanh Dat Garden house, and Cong Minh Garden house, visitors will enjoy the delicious flavours of speciality cakes here such as rolled sandwich cake. In cake, dip cake, Bao cake, Khot cake, and Jackfruit leaf cake, etc; Show off your talent in ditches to catch fish. At Song Khanh Garden House, visitors will be transformed into farmers

and try out activities: fishing, catching crabs, catching snails, digging ditches to catch fish, etc. Enjoy Southern amateur music. When visiting Con Son, visitors will enjoy the melodies of Don Ca Tai Tu, a form of performing art of the Southern people, and visitors will also have the opportunity to learn how to sing Don Ca Tai Tu from local artists aunt and uncle in the music club.



Figure 1. Some outstanding community tourism destinations in the Mekong Delta

Typical community tourism models outside Con Son (Can Tho) can be mentioned as An Binh Island in Vinh Long, where historical and cultural relics, ancient houses, festivals, traditional craft villages and Typical cuisine, along with traditional performing arts. Next, Con Chim in Tra Vinh is a natural tourism model with typical activities such as fishing, unloading, catching fish and shrimp, grinding flour, making cakes as well as participating in folk games such as Can

fighting, marble shooting, chopsticks ball, etc. In particular, Con Chim also organizes a rural market, providing agricultural products such as vegetables, eggs, fish and jams.

According to Table 2, we can see that in locations with outstanding community tourism

activities in the Mekong Delta such as Con Son, Cu Lao An Binh, and Con Chim in the period 2019-2022, the number of visitors and revenue difference. Fluctuations greatly affect tourism development.

Table 2. Data on some spots with outstanding community tourism activities in the Mekong Delta

| Content | | Year 2019 | Year 2020 | Year 2021 | Year 2022 |
|-------------------------------|------------|-----------------|-----------------|----------------|-----------------|
| Con Son (Can Tho) | Passengers | 60.000 | 20.000 | 200 | 80.000 |
| | Revenue | 6 billion VND | 2 billion VND | 50 million VND | 8 billion VND |
| An Binh Island (Vinh Long) | Passengers | 30.000 | 12.000 | 590 | 85.320 |
| | Revenue | 3,5 billion VND | 1,2 billion VND | 75 million VND | 8 billion VND |
| Con Chim (Tra Vinh) | Passengers | 21.000 | 10.000 | 150 | 25.000 |
| | Revenue | 2 billion VND | 1 billion VND | 35 million VND | 2,5 billion VND |

3.2.6 Solutions for sustainable development of community tourism in the Mekong Delta

Orientation for developing community tourism: Community tourism business activities are always associated with management organization and ensuring the protection of national security and social order and safety. In particular, it is necessary to raise awareness of protecting and preserving traditional culture, preserving national identity and ensuring a healthy ecological and social environment according to the motto “Management and development of community tourism” towards sustainable development.

- Regarding tourism product development: Community tourism products are the deciding factor in competitiveness, attractiveness and efficiency of tourism business activities. Therefore, the issue of tourism product development is very important. In particular, it is necessary to create specific tourism products that are unique and different to enhance the competitiveness of provinces in the region. Each locality needs to develop a plan for

selecting product types to guide the development of community tourism. In community tourism, the souvenir shopping needs of tourists need to be paid attention to. Customers with high paying ability want to have good quality products imbued with local culture to buy as souvenirs or gifts for relatives. There needs to be specific research in many areas such as the lives of indigenous people, culture, typical cuisine, customs, living habits, etc to orient the core values of the community, preserve and develop cultural space to nurture, preserve and promote values.

- Regarding mechanisms and policies for community tourism development: It is necessary to have appropriate socio-economic development policies, which define tourism as an integrated economic sector, with profound cultural content. It is highly interdisciplinary, inter-regional and socialized, contributing to socio-economic growth and local community growth. Investment in developing the community tourism model must pay attention to the preservation and promotion of indigenous

cultural and historical values, avoiding hybridization and metamorphosis of the core values of cultural and historical spaces residential communities located in the project area; ensure security, order and social safety; and environmental sanitation; In particular, the resident community where tourism develops must benefit from the development of community tourism. In addition, local authorities need to have policy incentives to attract travel companies to operate and link tours. To develop community tourism, it is necessary to encourage people to invest in tourism development such as making homestays, tourist gardens, producing souvenirs, local specialties, etc. It is necessary to develop operating regulations in community tourism. community, building a coordination and benefit-sharing mechanism among relevant parties such as local authorities, tourism businesses, and consulting experts for the tourism community to ensure sustainable community tourism development.

- Regarding community participation: To ensure sustainable development, the community element is involved in discussing policies and plans from the beginning, as well as during the implementation process of implementing plans and programs. Local authorities need to support people participating in tourism in terms of loan policies, administrative procedures and other conditions so that they can qualify to participate in community tourism development but do not have to support them 100% but also need the potential of the tourism participants themselves to contribute. Besides, it is to encourage people to confidently participate in tourism development. Empowering the community includes building

human resources for the community with sufficient conditions and ability to implement, access, as well as sufficient expertise in monitoring development issues tourism.

- Protecting tourism resources and environment: Propaganda and mobilization of people and tourists to raise awareness of environmental protection according to responsible tourism principles. Build waste treatment systems in community tourism areas. The tourism waste treatment system can be combined with the community's domestic waste. In addition, households need to maintain hygiene such as regularly cleaning around their place of business joining hands with other households to keep a clean environment, and setting regulations if any tourist leaves the house. Illegal trash will be fined according to community tourism regulations. Building a cultural lifestyle, preserving and promoting traditional local cultural values to contribute to the development of community tourism.

- Regarding tourism human resources: There needs to be an investment policy for human resources in the Mekong Delta. Local authorities in conjunction with the Department of Culture, Sports and Tourism of provinces and cities focus on training people to work in tourism through training activities, professional development, and opening classes to train them to have skills and operations in tourism, and at the same time open foreign language classes for tourism participants so that homestay businesses also need to know foreign languages to serve tourists in tourism stay process. Training from managers at sites and residents participating in tourism business activities to scientifically, flexibly, and

creatively apply technology to welcome and serve tourists.

4. CONCLUSION

Community tourism needs to be paid attention to and properly evaluate the current situation so that appropriate development solutions can be found, especially in the Mekong Delta region - a place that is strongly affected by climate change. For community tourism to develop in the Mekong Delta, it requires the cooperation and consensus of all stakeholders, including local authorities, tourism businesses, local communities and tourists. Based on the analysis of strengths, weaknesses, opportunities, and challenges in terms of community tourism development in the Mekong Delta, the study proposed groups of solutions on tourism product development; mechanisms and policies for community tourism development; Regarding community participation; Protection tourism resources and environment; Regarding tourism human resources to develop community tourism. Therefore, to sustainably exploit and develop this type of community tourism, there needs to be close coordination between departments to propose realistic policies.

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