Factors affecting tourism development in Co To island district, Quang Ninh province

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Abstract: The study aims to identify the factors influencing the development of tourism in Co To island district, Quang Ninh province. Utilizing 372 survey samples along with reliability analysis, exploratory factor analysis, correlation analysis, and linear regression methods using SPSS26 software at a significant level of 5 percent, the results indicate that factors such as natural landscape, service prices at the destination, tourism infrastructure, safety and security, facilities and techniques for tourism, and tour guides positively impact the development of tourism in Co To island district of Quang Ninh province. Based on the research findings, several governance implications are provided to assist local governments, policymakers, tourism businesses, and residential communities in formulating a strategy for sustainable, efficient, and highly competitive tourism development in the region in the future.

Keywords: Tourism development, Co To island district, Quang Ninh province

1. Introduction

In recent years, Vietnam's tourism industry has made significant strides, becoming one of the vital economic sectors that greatly contributes to GDP growth and creates jobs for society. With a diverse range of landscapes, climates, cultures, and cuisines, Vietnam is considered an attractive destination in the Asia-Pacific region. Particularly in the country's sustainable development orientation, sea and island tourism is recognized as a crucial pillar, contributing not only to enhanced economic value but also playing a key role in protecting the sovereignty of the sea and islands, promoting the nation's image, and attracting investment. According to the Vietnam National Administration of Tourism, in 2023, the tourism industry has strongly recovered after the COVID-19 pandemic, with over 12.6 million international visitors and nearly 108 million domestic visitors, contributing approximately 9.2 percent of national GDP.

Quang Ninh province is recognized for its many outstanding advantages due to its strategic geographical location, rich ecosystem, and a system of large and small islands stretching across the Gulf of Tonkin. While Ha Long serves as an internationally branded tourism center, the Co To island district, located in the northeast of the province, is distinguished not only by its pristine natural beauty, fine white sand, clear blue sea, and diverse primeval forests but also by its unique cultural and historical values linked to the legacy of

President Ho Chi Minh and the typical life of island fishermen. With more than 50 large and small islands and rich marine and island ecosystems, Co To boasts significant potential for developing high-quality tourism, eco-resorts, community tourism, and fishery culture experiences. With investments in connecting infrastructure from the mainland (via highway and high-speed boat from Cai Rong), Co To has gradually attracted a growing number of tourists each year, serving as a driving force for the economic shift from fishery and agriculture to services and tourism. However, despite its inherent potential, Co To's tourism has not yet developed proportionately: many infrastructures are not synchronized, tourism services remain spontaneous, tourism products lack diversity, and resource management and conservation face shortcomings. This is particularly pressing given the increasingly fierce competition among Eastern region localities in the North, such as Ha Long, Van Don, and Mong Cai. Thus, directing Co To's tourism development toward sustainability, while effectively harnessing natural and cultural potentials and aligning with green transformation requirements, is an urgent issue. Based on these requirements, the study aims to identify the factors influencing the development of tourism in the Co To island district of Quang Ninh province. This will serve as a foundation for recommending governance strategies to assist local authorities, policymakers, tourism businesses, and residential communities in creating a sustainable, efficient, and highly competitive tourism development strategy for Co To in the region.

2. Overview and research model

So far, numerous domestic and international research efforts have focused on identifying the factors influencing tourism development in destinations, particularly in coastal areas and islands that possess significant natural resources and indigenous culture. However, these locations also encounter multiple challenges related to infrastructure, environmental issues, and management capacity. According to Clare (2006), effective tourism development must be based on exploiting and promoting the inherent advantages of natural resources. The attractiveness of a destination depends on a combination of factors that create appeal, including the natural landscape, climate, culinary culture, historical significance, facilities such as infrastructure, scientific and technical advancements, support services, and safety, along with the security system in place at the destination. In a study in Bangladesh, Islam (2015) deeply analyzed both biotic and abiotic factors influencing tourism development. The results indicate that factors such as infrastructure development, waste disposal capacity, and tourists' attitudes and behaviors toward nature, the environment, and wildlife all have a reciprocal relationship and directly impact the destination's appeal. At the same time, the study also warns that uncontrolled development of tourism transportation, such as waterway transport, can pollute the water environment and affect the aquatic ecosystem, or that noise emitted by tourists can disrupt the ecosystem and threaten the sustainability of tourism development.

In Vietnam, numerous studies have clarified the role of different factors in local tourism development. The study by Nguyen et al. (2016) employed exploratory factor analysis (EFA) and multivariate regression to assess the factors influencing tourist attraction in Phong Dien district. The results indicate that there are four main factors: historical value, spiritual value, artistic value, and ecological value, with the historical factor having the greatest influence on

tourists' decisions to choose a destination. Research by Le et al. (2019) in the Nam Du archipelago, which shares similar characteristics with Co To island district in terms of geography and potential for island tourism development, identified six factors that directly impact tourism development. These factors include natural landscape, infrastructure for tourism, material and technical facilities, service prices, the tour guide team, and security and order at the destination. The findings of this study hold significant reference value, especially considering that island districts are still in the early stages of developing destination images.

Based on a theoretical overview and empirical studies related to the topic of island tourism, along with a field survey in Co To, the author concludes that the model in the research by Le et al. (2019) is appropriate to inherit and adapt to this research context. Co To and Nam Du share similarities in their potential for developing island tourism; however, both face limitations in infrastructure, services, and the level of professionalization in tourism management. The factors selected in the proposed research model are summarized in Table 1 as follows:

Table 1. Summary of factors

Factors	**Description**
Natural landscapes	A natural landscape is the sum of elements like beaches, ancient forests, mountains, rocky islands, coastal ecosystems, and a fresh climate, along with biodiversity, all contributing to the beauty and charm typical of a destination. According to Ritchie & Crouch (2003), natural landscapes are one of the core resources that make a destination competitive. An appealing natural landscape not only helps attract tourists but also aids in positioning the brand for the destination. Clare (2006) points out that natural resources are a fundamental factor in tourism development, especially in coastal and island areas where man-made features are limited. In the Co To island district, features such as the blue sea, white sand, golden sun, the wildness of small islands like Thanh Lan, natural forests, and Mong Rong rock serve as vital tourism assets that create a serene landscape for tourism development.
Facilities and techniques for tourism	Facilities, techniques for tourism encompasses specialized or directly related facilities that serve tourists, including hotels, restaurants, entertainment areas, souvenir sales, tourist information centers, According to research by Cooper et al. (2008), the full presence and quality of technical facilities play a role in improving the service ability and competitiveness of tourist destinations.
Safety and security	The safety and security in tourism refers to ensuring the safety of life, property, health, and personal information for tourists throughout their journey, including social security and environmental safety factors. According to research by Pizam and Mansfeld (2006), security and safety are fundamental factors influencing tourists' decisions when

Factors	Description
	choosing a destination, particularly in the context of risks related to natural disasters, crime, accidents, and epidemics. Destinations considered safe will have a greater competitive advantage, especially for foreign tourists, the elderly, and family travelers.
Service prices at the destination	The cost of services at tourist attractions encompasses the expenses that travelers incur for services such as accommodation, dining, transportation, sightseeing, entertainment, and shopping during their trip. According to Kotler and Keller (2016), price is one of the biggest determinants influencing a traveler's decision to choose a destination. Affordable pricing not only helps attract visitors but also ensures economic sustainability for businesses and local communities. Conversely, high prices or a lack of transparency can easily lead to dissatisfaction, loss of trust, and reduced competitiveness of the destination.
Tourism infrastructure	Tourism infrastructure includes transportation systems (seaports, high-speed boats, connecting roads), electricity, water, telecommunications, waste treatment, healthcare, and community service facilities such as piers, markets, and public restrooms. These key elements ensure convenience, safety, and comfort during tourists' travel experiences. According to Dwyer et al. (2009), infrastructure is a crucial aspect of the tourism competitiveness model, affecting destination accessibility and the overall experience. When infrastructure is inadequate, it creates inconveniences for tourists, diminishing the appeal and sustainability of local tourism activities.
Tour guides	Tour guides play a crucial role in conveying information, culture, and the typical values of a destination to visitors. According to Timothy and Tosun (2003), guides not only serve as navigators but also as cultural ambassadors, enhancing the travel experience for guests. The quality of a guide, which includes professional knowledge, communication skills, service attitude, and the ability to handle various situations, directly impacts tourists' satisfaction and their impression of the destination. A guide's deep understanding and professional demeanor significantly contribute to the development of tourism.

Source: Compiled by the author

The proposed research hypotheses are as follows:

H1: Natural landscapes have a positive impact on the development of tourism in Co To island district

H2: Facilities and techniques for tourism have a positive impact on the development of tourism in Co To island district

H3: Safety and security have a positive impact on the development of tourism in Co To island district

H4: Service prices at the destination have a positive impact on the development of tourism in Co To island district

H5: Tourism infrastructure has a positive impact on the development of tourism in Co To island district

H6: Tour guides have a positive influence on the tourism development of Co To island district

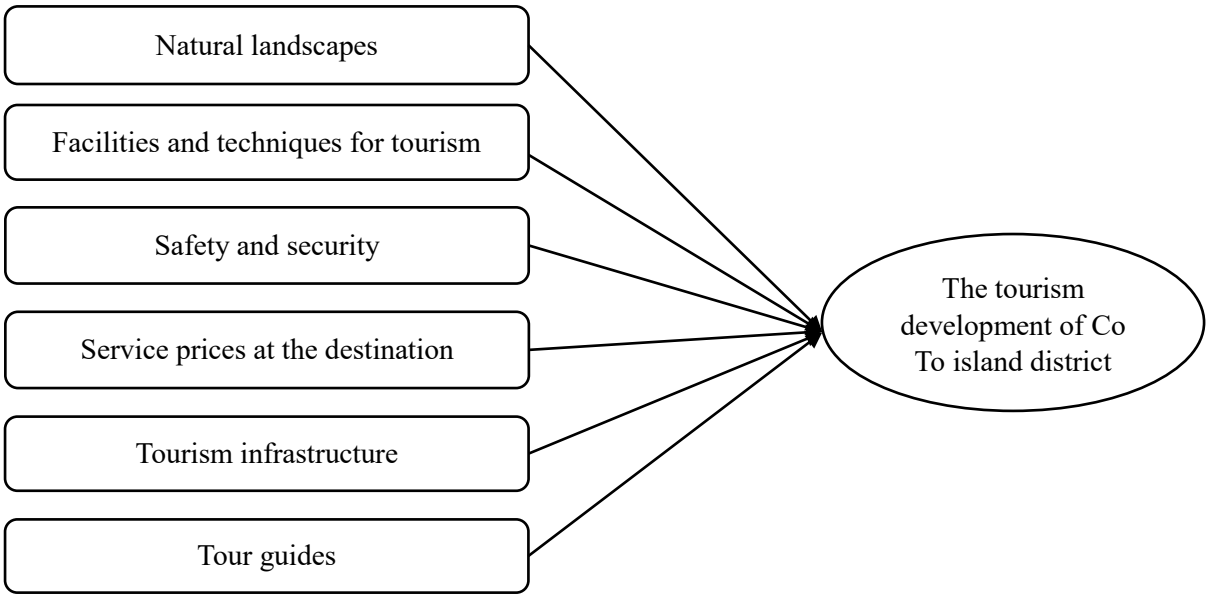

Figure 1. Research model

Source: Recommended author

3. Methodology

A preliminary scale was constructed based on research by Le et al. (2019). To ensure the suitability of the survey object and align it with the research objectives, the author conducted a group discussion with 15 tourists who had visited the Co To island district and consulted with five tourism experts, as well as three managers from local tourism service businesses. The results indicate that most participants agreed with the content of the scale, noting that the observed variables are clear, appropriate, and effectively measure the proposed research factors. The official scale comprises 36 observed variables corresponding to 6 independent factors and one dependent factor.

The study utilized a 5-level Likert scale ranging from level 1 - Very disagree to level 5 - Strongly agree. The sample size ratio, calculated according to the recommendation of Hair et al. (2010) for exploratory factor analysis, indicates that the minimum sample size is 5:1, while the optimal sample size is 10:1. To ensure both the reliability and generalizability of the analysis results, the study employs the optimal ratio and, to avoid invalid votes that could affect the cleaning and analysis process, generated 400 survey responses. The survey was conducted from January 2025 to March 2025 using a convenient non-probability sampling method, with the survey form distributed directly to tourists in the Co To island district. At the conclusion of the survey process, 372 valid responses were obtained after cleaning and screening to remove invalid votes. The collected data was analyzed using SPSS26 software, with a significance level of 5 percent.

The research equation is written in the following form:

$$Dev = \beta_0 + \beta_1*NL + \beta2*FT + \beta3*SS + \beta4*SP + \beta5*TI + \beta6*TG + \varepsilon$$

In which:

Dev (dependent variables): The tourism development of Co To island district

Independent variables (X_i): Natural landscapes (NL), Facilities and techniques for tourism (FT), Safety and Security (SS), Service prices at the destination (SP), Tourism infrastructure (TI), Tour guides (TG).

β_k: Regression coefficients (k = 0. 1, 2,...,6).

ε: Error

4. Results

The statistical results, which describe the characteristics of the study sample based on 372 survey votes, indicated that all votes were from domestic tourists. In terms of gender, 193 respondents are male (51.9%) and 179 are female (48.1%). Regarding age, the survey subjects primarily fall within the 26-35 age group, accounting for 42.7%, followed by the 18-25 age group at 29.6%, the 36-45 age group at 17.5%, and those over 45 at 10.2%. In education, 253 individuals (68%) hold a university degree or higher, 94 (25.3%) have a college degree, and 25 (6.7%) possess a high school diploma or less. As for occupation, tourists employed in offices, education, and services represent the largest group, at 57.5%, followed by self-employed workers and sole proprietors at 22.0%. Students make up 13.4%, and the remaining 7.1% are retired or engaged in other occupations. Regarding the frequency of sea travel, 198 individuals (53.2%) reported traveling to the sea 1–2 times a year, 105 (28.2%) go 3–4 times, and 69 (18.5%) travel at least once every two years. Thus, the survey sample demonstrates

demographic diversity and aligns with the actual characteristics of tourists visiting the Co To island district, ensuring a representative overall research sample for further analysis.

Table 2. Descriptive statistics

Measurement scales	Mean	SD
Natural landscapes	3.85	0.64
Facilities and techniques for tourism	3.79	0.75
Safety and Security	3.93	0.66
Service prices at the destination	3.88	0.70
Tourism infrastructure	3.90	0.68
Tour guides	3.81	0.72
The tourism development of Co To island district	3.99	0.67

Source: Processing results from SPSS26

The average statistical results of the factors showed that the average value ranged from 3.79 to 3.99, indicating a relatively high level of satisfaction among visitors regarding the surveyed aspects. In particular, the factor "the tourism development of Co To island district" has the highest value (Mean = 3,99; SD = 0.67), reflecting the positive evaluation of survey participants on the progress of tourism development in the locality. The factor "Facilities and techniques for tourism" has the lowest value (Mean = 3.79; SD = 0.75) and the highest standard deviation, indicating that there are still certain limitations in facilities as well as differences in evaluation between survey subjects. The factors of "Safety and security", "Tourism infrastructure," and "Service prices at the destination" have a mean of 3.88 to 3.93, indicating that these are factors that receive positive and relatively uniform evaluations. Simultaneously, the dispersion of the assessments was not large (standard deviation ranging from 0.64 to 0.75), indicating a relatively high consensus among the respondents' views.

Table 3: Reliability and convergent validity

Scales	Sign	Cronbach's Alpha	Corrected Item - Total Correlation	Factor loadings	Eigenvalue	% of Variance
Natural landscapes	NL2	0.810	0.505	0.831	3.825	60.317
	NL1		0.513	0.819		
	NL5		0.536	0.795		
	NL3		0.564	0.786		
	NL4		0.527	0.772		
	NL6		0.588	0.764		
Facilities and techniques for tourism	FT1	0.806	0.623	0.815	1.354	78.515
	FT5		0.529	0.803		
	FT2		0.510	0.789		

Scales	Sign	Cronbach's Alpha	Corrected Item - Total Correlation	Factor loadings	Eigenvalue	% of Variance
	FT4		0.537	0.767		
	FT3		0.512	0.752		
	FT6		0.536	0.741		
Safety and Security	SS3	0.829	0.645	0.812	4.039	52.699
	SS1		0.620	0.799		
	SS2		0.594	0.781		
	SS5		0.578	0.760		
	SS4		0.525	0.753		
Service prices at the destination	SP2	0.796	0.539	0.808	5.877	40.612
	SP4		0.501	0.784		
	SP1		0.542	0.775		
	SP2		0.517	0.769		
Tourism infrastructure	TI3	0.816	0.639	0.824	2.461	69.423
	TI5		0.615	0.811		
	TI1		0.604	0.805		
	TI2		0.572	0.790		
	TI4		0.595	0.778		
	TI7		0.538	0.762		
	TI6		0.571	0.751		
Tour guides	TG3	0.788	0.549	0.813	4.915	48.175
	TG1		0.512	0.797		
	TG4		0.505	0.776		
	TG2		0.521	0.750		
	TG5		0.545	0.742		
KMO = 0.802, Sig. = 0.000						
The tourism development of Co To island district	Dev1	0.814	0.605	0.820	1.983	79.351
	Dev2		0.589	0.816		
	Dev3		0.573	0.792		
KMO = 0.818, Sig. = 0.000						

Source: Processing results from SPSS26

The results of independent factor testing revealed that all scales had a Cronbach's Alpha coefficient ranging from 0.788 to 0.829, surpassing the 0.5 threshold recommended by Hair et al. (2010), which confirms a high intrinsic consistency among the observed variables within the scales. The Corrected Item - Total Correlation values are greater than 0.3, reflecting the positive contributions of the observed variables to the scale. The exploratory factor analysis demonstrated a KMO coefficient of 0.802 and a Bartlett's Test result with a significance value of 0.000, indicating that the data were suitable for factor analysis. With an Eigenvalue greater than 1, the total variance explained by the extraction reached 78.515 percent, meaning that the

extracted factors account for 78.515 percent of the data variation. Additionally, the observed variables converge into six groups of factors, as initially predicted, with factor loadings exceeding 0.7, satisfying the convergent validity as outlined by Hair et al. (2010).

The results of the analysis of the dependent variable indicate that the Cronbach's Alpha coefficient reaches 0.814, demonstrating a high level of intrinsic consistency. The Corrected Item-Total Correlations are above 0.5, confirming that the observed variables are strongly related to the total scale score. Exploratory factor analysis reported a KMO result of 0.818, and Bartlett's Test with Sig. = 0.000 confirmed the data's suitability for conducting factor analysis. At an Eigenvalue of 1.983, three observed variables were extracted, leading to a single group of factors with a total variance of 79.351%. The factor load coefficients for the variables ranged from 0.792 to 0.820, indicating that the scale has a good convergence value and no observed variables were eliminated. Thus, the scale meets the requirements for reliability and convergent validity, making it suitable for further analysis (Hair et al., 2010).

Table 4. Correlation analysis

	Dev	NL	FT	SS	SP	TI	TG
Dev	1						
NL	0.721**	1					
FT	0.695**	0.202**	1				
SS	0.708**	0.189*	0.242**	1			
SP	0.793**	0.265**	0.196**	0.194**	1		
TI	0.684**	0.197**	0.258*	0.210*	0.179**	1	
TG	0.730**	0.211**	0.213**	0.241*	0.195**	0.206**	1
***.Correlation is significant at the 0.01 level.* **.Correlation is significant at the 0.05 level.*							

Source: Processing results from SPSS 26

The results of the correlation analysis indicate that the independent factors exhibit a positive linear and statistically significant relationship with the dependent factor when the Sig. value is less than 0.05 and the Pearson correlation coefficient exceeds 0.4, fulfilling the criteria outlined by Hair et al. (2010). Additionally, the correlation coefficients among the independent factors are all at an acceptable level, and there are no unusually high values, suggesting that there is no indication of a multicollinearity phenomenon in the model.

Table 5. Model summary

Model	**R**	**R^2**	**Adjusted R^2**	**Std. Error of the Estimate**	**Durbin-Watson**
1	0.815[a]	0.809	0.794	0.347	1,802

Source: Processing results from SPSS26

The results of a multivariate linear regression analysis using the Enter method showed that the factors included for testing achieved high relevance and statistical significance, with an R of 0.815. This reflects a close relationship between the independent and dependent factors. Moreover, the R^2 value reaches 0.809, while the adjusted R^2 is 0.794, demonstrating that the independent factors in the model explain up to 79.4 percent of the variation in the dependent factor. The analysis also indicates that the Durbin-Watson coefficient is 1.802, which falls within the range of 1.5 to 2.5, suggesting that there is no residual autocorrelation in the regression model.

Table 6. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	59.317	6	5.124	112.385	0.000
Residual	11.382	365	0.031		
Total	70.699	371			

Source: Processing results from SPSS26

The results of the ANOVA analysis and the F test indicate that the significance value (Sig value) is 0.000, confirming that the linear regression model aligns with the data file and is applicable for use.

Table 7. Multiple regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std.Error	Beta			Tolerance	VIF
1	(Constant)	0.283	0.026		0.614	0.000		
	NL	0.355	0.010	0.368	0.602	0.000	0.709	1.717
	FT	0.271	0.024	0.280	0.543	0.002	0.634	1.832
	SS	0.280	0.020	0.301	0.519	0.004	0.711	1.808
	SP	0.329	0.019	0.347	0.638	0.000	0.720	1.775
	TI	0.303	0.021	0.326	0.572	0.001	0.658	1.763
	TG	0.256	0.015	0.269	0.628	0.000	0.739	1.820
Dependent variable: Dev								

Source: Processing results from SPSS26

Testing the research hypotheses showed that all factors included in the model had a significance level of less than 0.05, indicating the model's statistical significance. Additionally, the variance inflation factor (VIF) for the independent variables is less than 2, suggesting that no multicollinearity exists among the elements in the model. Furthermore, regression diagnostic tests, such as scatterplots, histograms, and P-P plots, reveal randomly distributed residuals that approximate the standard, thereby upholding the assumptions of the multivariate

linear regression model. Specifically, scatterplot visuals compare residuals to predicted values, displaying random scatter points around the average line at 0, which do not form a regular geometric shape. This supports the assumption of linear relationships and constant variance (homoscedasticity). Moreover, the histogram of the residuals presents a near-normal distribution, with its curve closely aligning with the frequency graph when the mean value is approximately 0, and the standard deviation near 1, reflecting standard distribution characteristics. The P–P plot of the normalized residuals indicates that the observation points are roughly distributed along a 45-degree diagonal, confirming that the assumption of normal distribution of the residuals is upheld.

Table 8. Hypothesis Testing

Hypothesis	Relationship	Results
H1	Natural landscapes have a positive impact on the development of tourism in Co To island district	Supported
H2	Facilities and techniques for tourism have a positive impact on the development of tourism in Co To island district	Supported
H3	Safety and security have a positive impact on the development of tourism in Co To island district	Supported
H4	Service prices at the destination have a positive impact on the development of tourism in Co To island district	Supported
H5	Tourism infrastructure has a positive impact on the development of tourism in Co To island district	Supported
H6	Tour guides have a positive influence on the tourism development of Co To island district	Supported

Source: Processing results from SPSS26

The standardized linear regression equation is defined as follows:

$$Dev = 0.368*NL + 0.347*SP + 0.326*TI + 0.301*SS + 0.280*FT + 0.269*TG + \varepsilon$$

Furthermore, the average t-test and ANOVA analysis of variance indicated that there was no statistically significant difference between demographic factors and tourism development in Co To Island District. The limitation of the study is its reliance on the legacy model, as some factors outside the model remain unaddressed. Additionally, the study focuses solely on the location of Co To Island District, making it less applicable to general observations in other areas. These limitations will serve as suggestions for further studies to broaden the scope, retest the model in various contexts, and incorporate additional elements to enhance the theoretical model comprehensively.

5. Conclusion and implications

The analysis results indicate that there are six factors that positively influence the tourism development of Co To Island District, listed in order of decreasing impact: natural landscape, service prices at the destination, tourism infrastructure, safety and security, facilities and techniques for tourism, and tour guides. Based on the results of the study, some implications are proposed as follows:

First, to protect and promote the natural landscape, which is strengthened by natural resources such as the blue sea, white sand, primeval forests, and diverse ecosystems, Co To needs to pay more attention to conservation. It requires avoiding massive development in the direction of concreting or uncontrolled tourism exploitation. Local authorities should soon issue specific regulations on prohibited zones and restricted areas for construction in areas with high ecological value, such as Hong Van beach and primeval forests. At the same time, developing ecotourism, community tourism, and educational tourism models associated with nature conservation will be a sustainable direction, creating a different competitive advantage for Co To. Additionally, propaganda to raise awareness of environmental protection among people and tourists needs to be promoted through communication campaigns, community activities, and integration into local tourism products.

Second, manage service prices at destinations effectively to promote transparency, fairness, and satisfaction for tourists. Pricing is a sensitive issue, and to regulate it, the government must collaborate with tourism businesses and local operators to develop standardized price lists, display them publicly at service points, and set up quick response teams to address feedback and manage price violations. Furthermore, it is vital to raise awareness among local residents and tourism workers regarding the importance of service reputation, steering clear of jeopardizing the destination's image for short-term gains. Additionally, consider utilizing technology like QR codes to access digitized price lists and public service reviews to enhance transparency and convenience for tourists.

Third, increase investments in and enhance tourism infrastructure, especially essential services such as intra-island transportation systems, piers, tourist ports, electricity and water systems, waste treatment, and telecommunications. The government needs to prioritize budget allocations and attract public-private investments to develop infrastructure for tourism. At the same time, it is essential to focus on creating environmentally friendly, aesthetically pleasing, and harmonious structures that complement the island landscape. Smart infrastructure, such as free Wi-Fi, automatic travel kiosks, and digital maps, also needs promotion to align with the trend of digital transformation in the tourism industry.

Fourth, to ensure the safety and security of tourism, the government needs to strengthen the surveillance camera system in public areas, deploy tourism support teams (green and safe tourism), and establish 24/7 tourist support centers. Additionally, safety warning signs should be placed at beaches, no-swimming areas, mountainside roads, and similar locations. Furthermore, the community's sense of law observance and responsibility for maintaining security and order must be enhanced through the programs “people doing tourism” and “socialization of tourism security.”

Fifth, upgrading facilities and techniques for tourism, such as accommodations, restaurants, public restrooms, rest stops, signage, and amusement parks, is essential. The government needs to establish a minimum set of criteria for lodging establishments while also supporting businesses and business owners in accessing preferential credit packages to renovate their facilities. Developing standard stopovers, integrated service areas, and landscape lighting systems will further enhance the professional and appealing image of the destination.

Sixth, develop a team of high-quality tour guides, particularly on-site human resources. Guides are not only communicators of information but also cultural ambassadors who inspire and enhance the visitor experience. The Co To island district needs to establish a strategy for periodic training and development of the tour guide team on historical knowledge, local ecology, communication skills, situation handling, and guidance skills. Additionally, vocational certification programs can be designed for local residents, especially young people, to provide them with the opportunity to engage in tourism in a more methodical and professional manner. Encouraging the use of bilingual or multilingual guides to cater to international visitors is also an important focus for the future.

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