

The Role of Environmental Protection for the Tourism Industry: A Case of Vietnam regarding Ecotourism

Nguyen Thi Thoi
FPT University, Vietnam
Email: ThoiNT4@fe.edu.vn

Abstract: Environmental protection is an issue of vital importance to tourism, because the environment is not only a condition for tourism activities but also a decisive factor for that tourism attraction. If tourism can be developed thanks to tourism attraction, the environment plays an important role in this development, especially in the trend of sustainable tourism development. In particular, the environmental protection should be seen from the perspective of studying the capacity of the tourist destination so as not to lead to overload, negative impacts, and impacts on the landscape and living environment. The paper results mention some suggestions based on analysing and comparing other research and data. It is necessary to take into consideration regarding ecotourism in order to keep tourism much more sustainable.

Keywords: Environment, ecotourism, protection, sustainable development

1. INTRODUCTION

Tourism is an integrated economic industry, with a very high interdisciplinary, inter-regional and socialized nature. The existence and development of tourism has an impact on many industries, many fields, including the environment; the existence and development of tourism is associated with the environment, tourism develops well only when the environment is protected [1].

A tourist destination's capacity can be understood as the ability to most effectively meet the maximum needs of a certain number of visitors, within the limits of resources and services allowed at the destination [2]. It is determined by three main factors including the amount of resources available, the number of visitors and the amount of resources and services that each individual uses.

Reality shows that any tourist destination is a country or a locality / city, or a specific tourist destination, is within a certain limit of geographical or administrative space. Inside that space contains certain natural and man-made resources, which are the core products that make up the attraction of the tourist destination. At the same time, in this tourist destination, there are also many other important product elements that support tourism, such as human resources, infrastructure, restaurants, accommodation, shops and related services [3].

A relatively common fact is that destination managers are often focused on and expect a lot about how to attract as many tourists as possible, but not on quality of visitors. At the same time, it is also overlooked or even almost neglected in terms of the capacity of the tourist destination [2]. This means that they have not determined the actual capabilities of the destination in terms of space, time, the reasonableness of planning functional service areas, allocating appropriate human resources and capacity to provide services, goods as well as consumer habits of tourists, in order to fully satisfy the essential needs of a certain number of tourists visiting at a certain time. With the above approach, managers face many difficulties in monitoring and regulating the number of visitors as well as the quality of products and services of the tourist destination, especially during the peak tourist season [4]. When the number of visitors to visit exceeds the capacity of the tourist destination, a large amount of goods and services will be consumed, while the amount of resources and human resources is limited, resulting in overload. In all aspects and unsatisfied with customers' needs, revenue declined. Especially more serious is that this overload will eliminate the motivation of tourists to visit, as well as to return and the image of the destination will be fading [3].

2. THE STATUS OF TOURISM IN VIETNAM AND ENVIRONMENT

The maximum capacity is the number of tourists allowed to travel to tourist sites, tourist destinations in a given time, and how much space will not affect the landscape and tourist infrastructure. If each tourist destination exceeds the maximum capacity, it will lead to conflicts, typically, waste will not be treated in time, affecting the environment [1]. In some countries, there are very clear regulations: each batch of customers only has a maximum of a few hundred people, after which, the number of other visitors can come, how many days of maintenance and equipment maintenance each month it is necessary to repair and build new service works. This is a very important thing that we have not paid attention to in the development of tourism, leading to many environmental problems in many tourist areas. especially garbage, wastewater, etc. If the locality focuses on the number of tourists, next year it is higher than the previous year and feel happy, so think again. This is very wrong because development is unsustainable [3].

According to the Vietnam Tourism Development Research Institute, the maximum capacity in the tourist areas is calculated from parameters such as weather coefficient, environmental limit factor (pollution level, noise, etc.). quality of water sources, safety factor for tourists, limits affecting the ecosystem), limited coefficients for infrastructure, tourist facilities and technical facilities, management and operating capacity [5]. When formulating tourism development planning, maximum capacity must be taken into account in tourism development planning projects and projects. Calculating this requires a lot of associated data, such as waste treatment system, water treatment system, clean water supply, type of tourism business, maximum number of rooms for you. traveler. That way, localities can know what they are missing, what are weak areas in the tourism development process, from which orientations and calls for investment in essential infrastructure to serve the needs of visitors and good protection of the environment [2].

Through the above analysis, it can be affirmed that capacity management is one of the important contents, which should be studied and deployed synchronously with relevant factors in the tourism development planning process. In particular, this issue is even more meaningful for destination countries that have an early stage tourism industry or are on the verge of developing tourism. Good management of capacity will bring many practical benefits to destination managers and tourism service establishments from shaping and developing appropriately from the beginning, to the effective formulation and implementation of planning, construction, operation, promotion, etc.; thereby maximizing the socio-economic benefits brought about by tourism, at the same time avoiding and minimizing negative impacts in production and business [4]. With the above-mentioned basic principle, well-applied, will certainly be an important basis to contribute to promoting the quality, sustainable and responsible development of the tourism industry.

3. THE VITAL ROLES OF ECOTOURISM

Ecotourism development is an inevitable trend. Ecotourism is developed to satisfy the increasing needs of tourists and the community. This need is closely related to the ceaseless development of the society, ensuring the overall long-term development of the ecosystem as an economic sector. In addition to the trend of ecotourism development due to objective needs, this trend is not out of the general trend of human social development when the value of natural resources is increasingly degraded and exhausted [2].

In order to ensure education and improve understanding for ecotourists, the guide, besides having good foreign language knowledge, must also be knowledgeable about natural ecological features and local community culture. This is very important and has a great influence on the effectiveness of ecotourism, unlike other types of nature tourism when visitors can learn by themselves or require low understanding. This is in the tour guide. In many cases, it is necessary to collaborate with local people to get the best knowledge, at that time the guide only acts as a good translator [5].

Ecotourism requires a disciplined operator. Traditional tourism operators are generally only concerned with profitability and have no commitment to the conservation or management of natural areas, they simply give tourists an opportunity to learn about natural and cultural values before these opportunities change or are lost forever. In contrast, ecotourism operators must engage with protected area managers and local communities to contribute to the long-term protection of self-values. regional culture and course, improve life, enhance common understanding between local people and tourists [6].

Ecotourism should be organized with strict compliance with regulations on capacity. From a physical perspective, capacity here is understood as the maximum number of tourists that the area can receive. This relates to the spatial standards for each visitor as well as their living needs. From a social perspective, capacity is the limit on the number of tourists at which negative impacts of tourism activities begin to appear on the socio-cultural, socio-economic life of the area. field. The normal life of the local community has a feeling of being broken

and intrusive.

From a management perspective, capacity is understood as the maximum number of tourists that the resort is able to serve. If the number of visitors exceeds this limit, the management capacity (staff, qualifications and management facilities, etc.) of the resort will not meet the requirements of visitors, losing the ability to manage and controlling guest activity, as a result affecting the environment and society [4].

The ecotourism market is currently thriving compared to other markets. But this rapid development threatens the sustainability of ecotourism and expands to what can contribute to sustainable development. Ecotourism itself is limited in scope and level of development. It is not able to receive a large number of visitors which is not the cause of the gradual change leading to the destruction of the reason for which it exists [7]. Therefore, the central issue in developing sustainable ecotourism is the limited control of principles of handling and implementation. Fundamental principles of ecotourism must be consistent with positive environmental principles, and promote ethical responsibility towards the natural environment.

4. METHODOLOGY

The article discusses the current situation of tourism in Vietnam and some countries by analyzing and comparing data related to the tourism sector, especially the protection of the environment. Results are collected from past and present studies to clarify the relationship of tourism with the environment in order to offer some suitable solutions.

5. RESULTS AND DISCUSSION

The normative trend of the structure of the world economy shows that the share of agriculture from an important position has gradually yielded to industry and eventually the role of the service economy will play a key role [3]. Currently, in low-income countries, South Asian countries, and agriculture in Africa still account for over 30% of GNP, about 35% for industry. Meanwhile, high-income countries such as the United States, Japan, Germany, Italy, etc. over 70% of GNP is brought by the service sector, agriculture only contributes about 3-5% of the total national product.

And tourism is one of the areas that occupies a leading role in the service industries. According to the World Travel and Tourism Council, since 1994, international travel worldwide has accounted for 6% of GNP, which means a turnover of nearly \$ 4000 billion, surpassing the automotive, steel, and electronics industries and agriculture, etc. Tourism attracts more than 200 million workers and accounts for more than 12% of employees worldwide.

It can be said that tourism economy has been occupying an important position in the development strategy of each country [8]. Especially for Vietnam, the benefits of the tourism industry are huge. Not only in terms of contributing to GDP, creating jobs, eradicating poverty, but it is also a way to connect - exchange cultures, learn from experiences and apply

advanced science and technology, promote the image of the country and people of Vietnam. Focusing on different types of tourism such as ecotourism is essential (Figure 1).

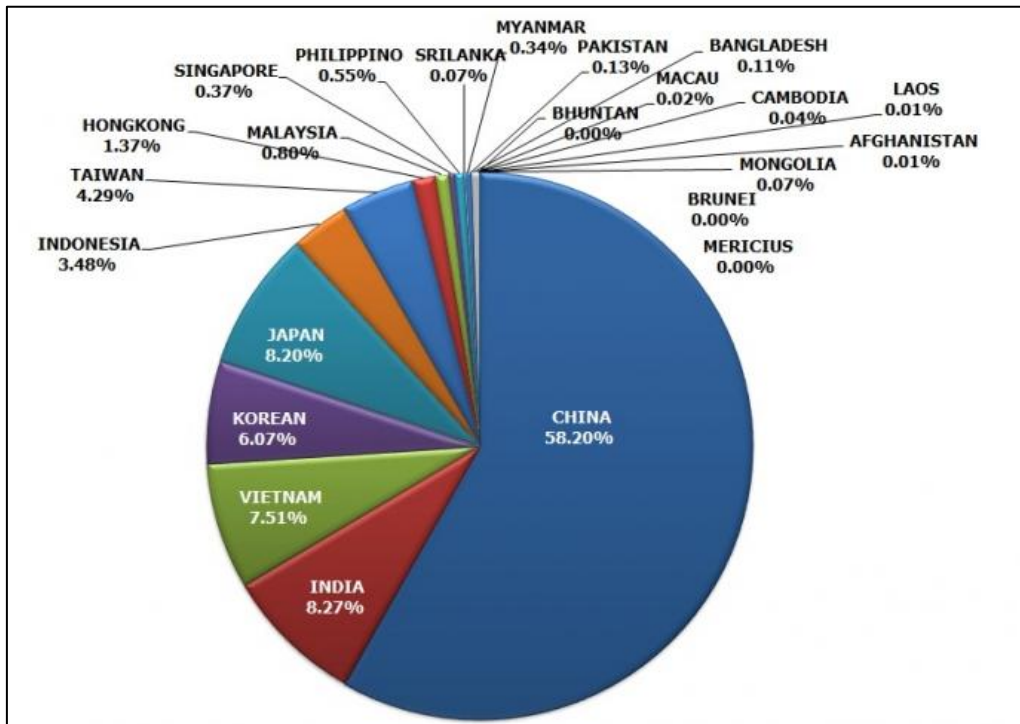


Figure 1. Asia market regarding tourism industry

Although with a small area of nearly 716.1 km², with a total of more than 5 million people living on this island nation, including more than 3 million Singaporeans, natural tourism resources are not much, mainly is man-made, but Singapore is always the country that welcomes the largest number of international tourists in the region [9]. To achieve the above success, Singapore has implemented many synchronous measures and solutions in tourism management and development, of which tourism capacity management is one of the top concerns. Being aware of the issue of limited area of territorial space, in order to increase capacity, Singapore has encroached to expand the land area to build more works and projects for tourism purposes such as tourist destinations, hotel, restaurant and related services; at the same time, to expand airports, berths and wharves to ensure sufficient capacity to serve the increasing number of international tourists. With limited human resources, Singapore has implemented a policy to allow service establishments to recruit foreign workers with high skilled standards to work to overcome the above shortage. As a country that does not have the strength of natural resources as well as the food, food and essential goods industry, Singapore has implemented a suitable import policy from other countries around the world to meet both needs. consumed domestically as well as for tourists [10]. On the market side, Singapore proceeds to connect tours smoothly with neighboring countries in order to increase the density of a large number of international tourists in its country, especially during the peak tourist season; adopt a step-by-step strategy instead of attracting mass tourists by focusing deeply on exploiting high-class tourists. Smart consumption is also popularized and promoted widely not only by the population but also by tourists. With the implementation of this measure, it saves a lot of resources and avoids wasting scarce resources. This is one of the

important factors contributing significantly to maintaining the sustainability of the destination capacity.

Coming to Costa Rica, tourists often visit local families living in thatched roof houses. They also come here to learn about the local culture and language, to meet doctors who catch diseases and give medicines made from plants. Talamanca region is one of the tourist attractions in Costa Rica. The Bribri and Cabécares are the two largest tribes in this Central American country, living mainly by farming and making medicine [9]. Tours connecting tourists directly with local people will help people here increase their income and ensure their lives.

Meanwhile, the revenue from ecotourism not only contributes to the national economy but also promotes the potential of ecotourism, helping local people to be more aware in protecting natural resources and In recent years, ecotourism destinations in Cambodia have always attracted a large number of tourists. In 2019, eco-tourism resorts bring a country with revenue of nearly \$ 19 million, an increase of nearly \$ million in 2018. With available potential, a sustainable ecotourism promotion strategy will help Cambodia creates jobs, improves people's incomes and reduces illegal logging [11].

Thailand attaches great importance to ecotourism, one of which is the hidden beauty of the Nong Nooch eco-tourism area in Thailand, the Nong Nooch eco-tourism area, tourists will be amazed at the beauty here. . This place is blessed with beautiful natural scenery, fresh air, and at the same time combining talented human hands to create a lively tropical picture that captivates visitors. It can be said that the Nong Nooch ecological area is a leading tourist destination in Thailand, annually attracting thousands of domestic and international tourists (Figure 2).



Figure 2. Nong Nooch garden in Pattaya Province of Thailand

Visitors will feel lost in the maze of earthly fairyland, visitors can delightfully admire the diverse vegetation along with a butterfly garden or small zoo with quite exotic animals. About 500 acres of tropical garden, located in the beautiful valley in the province of Chon

Buri, the Nong Nooch Ethnic Cultural Village stretches for tens of hectares, surrounded by mountains covered with a cool green color, bringing the atmosphere was pleasant and fresh.

6. A FEW SUGGESTIONS and CONCLUSION

Solving the problem of tourism growth must take into account the capacity of the destination. Protecting the tourism environment is one of the key tasks in tourism development that regulators, local authorities, schools, communities, and tourism businesses tell both tourists must recognize correctly to take the right actions to coordinate well perform tasks of protecting the tourism environment. Accordingly, state management agencies need to clarify the coordination responsibilities of relevant agencies for environmental protection in tourism to formulate appropriate tourism environmental management policies; instructions on how to use resources, treat waste; detailed planning on tourist sites and areas, setting out regulations, educating people to consciously keep the ecological environment in the tourist sites, tourist sites, historical and cultural sites. State management agencies also need to have strategies and action programs to carry out annual assessment of environmental protection in the tourism sector. At the same time, strengthening propaganda activities and guiding people in regions, routes and tourist sites to do a good job of environmental sanitation, creating a polite communication style with tourists, raising awareness of the people. about tourism resources and sustainable tourism development.

CONFLICT OF INTERESTS

There is no conflict of interest noted in the paper.

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