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## Factors affecting marketing on sustainable tourism development in the coastal provinces of Vietnam

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### Abstract

The article "Marketing factors affecting sustainable tourism development in Vietnam's coastal provinces" focuses on researching the role of Marketing in promoting sustainable tourism in Vietnam's coastal provinces. The study aims to identify and evaluate the impact of marketing factors such as tourism products, prices, distribution channels, marketing communications, people, processes and physical evidence on the sustainable development of the industry travel in this area.

Through the use of primary and secondary data collection methods, along with descriptive statistical analysis techniques, exploratory factor analysis (EFA) and multivariate regression analysis, the study has clarify the current status of sustainable tourism development in Vietnam's coastal provinces and point out marketing factors that have a significant influence on this process.

Based on the research results, the article proposes practical recommendations for tourism managers and businesses to orient and optimize marketing activities to promote sustainable tourism. At the same time, the article also frankly points out the limitations of the research and opens up new research directions for the future.

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### 1. Introduction

Sustainable tourism has become a global trend and an important element in the socio-economic development strategies of many countries, especially countries with tourism potential like Vietnam. Vietnam's coastal provinces, with the advantage of diverse natural and cultural resources, are facing great opportunities to develop sustainable tourism, contributing to economic growth, poverty reduction and environmental conservation.

However, to achieve the goal of sustainable tourism development, localities need to have effective and appropriate marketing strategies. Marketing plays an important role in promoting destination image, attracting tourists, enhancing competitiveness and promoting sustainable development of the tourism industry. Therefore, researching and identifying marketing factors affecting sustainable tourism development in Vietnam's coastal provinces is extremely necessary.

This article will focus on analyzing the role of marketing factors such as tourism products, prices, distribution channels, marketing communications, people, processes and physical evidence in promoting sustainable tourism. The research results will provide a scientific and practical basis for tourism managers and businesses to build and implement effective marketing strategies, contributing to the sustainable development of the tourism industry in the provinces coastal Vietnam.

### 2. Theoretical basis and related research

#### 2.1. Sustainable tourism concept

Sustainable tourism is a type of tourism that meets the needs of tourists and localities, while protecting and enhancing future development opportunities. It focuses on the harmonious management of all resources, ensuring economic, social and

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environmental benefits, while maintaining cultural integrity, essential ecological processes, biodiversity biodiversity and life support systems (UNWTO, 2005).

## 2.2. Marketing factors affecting sustainable tourism

**Tourism products:** Sustainable tourism products need to meet the needs of tourists, while respecting the local environment, culture and society (Pomering *et al.*, 2011) [8].

**Price:** Reasonable and competitive prices are important factors to attract tourists, while also ensuring benefits for stakeholders (Masiero & Nicolau, 2012).

**Distribution channels:** Effective distribution channels help tourists easily access sustainable tourism products and promote the development of the industry (Pearce & Schott, 2005).

**Marketing Communications:** Marketing Communications plays an important role in raising awareness and promoting sustainable tourism behavior (Jamrozy, 2007).

**People:** High-quality and trained human resources in sustainable tourism are key to providing good services and promoting development (Baum, 2007).

**Process:** Effective, environmentally friendly management and operations processes contribute to the success of sustainable tourism (Font *et al.*, 2016).

**Physical evidence:** Environmentally friendly facilities and equipment create a good impression on tourists and promote sustainable tourism (Bohdanowicz, 2006).

## 2.3. Previous studies on sustainable marketing and tourism

Pomering *et al.* (2011) [8] explored the impact of green marketing strategies on tourists' intention to choose sustainable tourism destinations.

Jamrozy (2007) analyzes the role of Marketing communications in promoting sustainable tourism and raising tourist awareness.

Font *et al.* (2016) studied the importance of sustainable management processes in the tourism industry and its impact on tourist and business behavior.

The above studies have provided a theoretical foundation and empirical evidence on the relationship between Marketing factors and sustainable tourism, creating a premise for this research.

## 3. Research methods

### 3.1. Collect data

#### 3.1.1. Primary data

**Method:** Survey using structured questionnaire.

**Survey subjects:** Domestic and international tourists who have been to Vietnam's coastal provinces, local tourism managers and businesses.

**Sample size:** 500 tourists (250 domestic and 250 international), 100 tourism managers and businesses.

**Sampling method:** Convenience sampling combined with stratified sampling.

**Scale:** 5-level Likert scale (1 - Completely disagree; 5 - Completely agree).

#### 3.1.2. Secondary data

**Data source:** Reports and statistics of the General Department of Tourism, Departments of Tourism of coastal provinces, and previous studies related to the topic.

## 3.2. Data analysis

### 3.2.1. Descriptive statistics

Describe the characteristics of the survey sample (gender, age, education level, nationality, etc.).

Calculate basic statistical indicators (mean, standard deviation, frequency, etc.) of observed variables.

### 3.2.2. Exploratory factor analysis (EFA)

**Purpose:** Identify and summarize Marketing factors affecting sustainable tourism from a set of many observed variables.

**Method:** Principal Component Analysis with Varimax rotation.

**Criteria:** KMO coefficient > 0.5, Bartlett's test is statistically significant ( $p < 0.05$ ), factor loading coefficient > 0.5, total extracted variance > 50%.

### 3.2.3. Multivariate regression analysis

**Purpose:** Assess the influence of Marketing factors (independent variable) on sustainable tourism development (dependent variable).

**Method:** Multivariate regression using least squares (OLS) method.

**Criteria:** Coefficient of determination  $R^2$ , F and t tests are statistically significant ( $p < 0.05$ ), there is no multicollinearity phenomenon.

Combining the above data collection and analysis methods will help comprehensively and accurately assess the role of Marketing factors in sustainable tourism development in Vietnam's coastal provinces.

## 4. Research results

### 4.1. Current status of sustainable tourism development in Vietnam's coastal provinces

Survey results show that Vietnam's coastal provinces are gradually applying the principles of sustainable tourism in local tourism development. However, there are still some challenges such as: infrastructure is not consistent. Ministry, stakeholder awareness of sustainable tourism is limited, and coordination between sectors is not really effective.

**Table 1:** Assessment of the level of application of sustainable tourism principles in Vietnam's coastal provinces

| Rule                                      | Level of application (1-5) |
|---|----------------------------|
| Conserve natural resources                | 3.62                       |
| Respect local culture and community       | 3.85                       |
| Create jobs and stable income             | 3.41                       |
| Improve service quality and experience    | 3.57                       |
| Environmental impact management           | 3.29                       |
| Encourage community participation         | 3.33                       |
| Invest in sustainable infrastructure      | 3.18                       |
| Apply environmentally friendly technology | 3.02                       |

### 4.2. Marketing factors affecting sustainable tourism

#### 4.2.1. EFA analysis results

EFA analysis shows that there are 6 extracted Marketing factors, including: (1) Sustainable tourism products, (2) Pricing strategy, (3) Effective distribution channels, (4) Integrated Marketing Communications appropriate, (5) High quality human resources, and (6) Environmentally friendly processes and facilities. These factors explained 68.5% of the total variance of the data.

**Table 2:** Factor rotation matrix

| Observed variables                                  | Factor 1 | Factor 2 | Factor 3 | Factor 4 | Factor 5 | Factor 6 |
|---|----------|----------|----------|----------|----------|----------|
| Unique tourism product                              | 0.85     |          |          |          |          |          |
| Environmentally friendly products                   | 0.82     |          |          |          |          |          |
| Diverse and high quality products                   | 0.79     |          |          |          |          |          |
| Competitive price                                   |          | 0.88     |          |          |          |          |
| Flexible pricing policy                             |          | 0.84     |          |          |          |          |
| Value commensurate with cost                        |          | 0.81     |          |          |          |          |
| Online distribution channel                         |          |          | 0.87     |          |          |          |
| Cooperate with travel agents                        |          |          | 0.83     |          |          |          |
| Wide distribution network                           |          |          | 0.76     |          |          |          |
| Multimedia advertising                              |          |          |          | 0.91     |          |          |
| Interact with customers via social networks         |          |          |          | 0.86     |          |          |
| Organize events and promotions                      |          |          |          | 0.78     |          |          |
| Train staff on sustainable tourism                  |          |          |          |          | 0.89     |          |
| Friendly and enthusiastic staff                     |          |          |          |          | 0.85     |          |
| Good employee compensation and development policies |          |          |          |          | 0.80     |          |
| Effective environmental management process          |          |          |          |          |          | 0.92     |
| Environmentally friendly facilities                 |          |          |          |          |          | 0.88     |
| Use renewable energy and save money                 |          |          |          |          |          | 0.83     |

#### 4.2.2. Results of multivariate regression analysis

The results show that all 6 Marketing factors have a positive and statistically significant impact on sustainable tourism development in Vietnam's coastal provinces ( $p < 0.05$ ). Among them, the factor "Sustainable tourism products" has

the strongest impact ( $\beta = 0.35$ ), followed by "Integrated Marketing Communications" ( $\beta = 0.28$ ) and "High quality human resources" ( $\beta = 0.22$ ). The multivariate regression model explained 62.8% of the variation in the dependent variable ( $R^2 = 0.628$ ).

**Table 3:** Results of multivariate regression analysis

| Marketing Factor                                  | Regression coefficient ( $\beta$ ) | t value | p-value |
|---|------------------------------------|---------|---------|
| Sustainable tourism products                      | 0.35                               | 6.24    | 0.000   |
| Integrated Marketing Communications               | 0.28                               | 5.17    | 0.000   |
| High quality human resources                      | 0.22                               | 4.35    | 0.000   |
| Pricing strategy                                  | 0.18                               | 3.82    | 0.000   |
| Effective distribution channels                   | 0.15                               | 3.29    | 0.001   |
| Environmentally friendly processes and facilities | 0.12                               | 2.76    | 0.006   |

#### 4.3. Discuss results

The research results emphasize the importance of building sustainable tourism products, implementing integrated marketing communication strategies, and developing high-quality human resources in promoting sustainable tourism. Factors such as pricing strategy, distribution channels, processes and facilities also play an important role, but the level of influence is not as high as the above three factors. This result is consistent with previous studies by Pomeroy *et al.* (2011) [8], Jamroz (2007), and Font *et al.* (2016) on the role of Marketing in sustainable tourism development. The above results provide empirical evidence on the impact of marketing factors on sustainable tourism in Vietnam's coastal provinces, and also suggest appropriate marketing solutions and strategies to promote development sustainability of the tourism industry in this region.

### 5. Conclusion and recommendations

#### 5.1. Summary of main results

The study has shown the current status of sustainable tourism development in Vietnam's coastal provinces, and identified 6 Marketing factors that have a significant impact on sustainable tourism, including: sustainable tourism products, pricing strategies, effective distribution channels, integrated marketing communications, high-quality human resources, and environmentally friendly processes and facilities. Among

them, sustainable tourism products, communications Integrated marketing and high-quality human resources are the three factors that have the strongest impact on sustainable tourism development in Vietnam's coastal provinces.

#### 5.2. Recommendations for tourism managers and businesses

##### 5.2.1. For managers

Develop and implement a sustainable tourism development strategy, with the participation of relevant stakeholders.  
Create a favorable environment for tourism businesses to develop sustainable products and services.  
Invest in environmentally friendly infrastructure and equipment at tourist destinations.  
Raise awareness and encourage local communities to participate in sustainable tourism activities.

##### 5.2.2. For tourism businesses

Develop and diversify sustainable tourism products to meet the needs of tourists.  
Apply flexible and competitive pricing strategies, ensuring benefits for stakeholders.  
Expand and optimize distribution channels, especially online channels.  
Deploy an integrated marketing communication strategy, focusing on content and images of sustainable tourism.  
Invest in training and developing high-quality human

resources with knowledge and skills about sustainable tourism.

Improve management and operation processes, apply environmentally friendly solutions.

### 5.2.3. Limitations of the study and suggestions for further research

The study only focused on Vietnam's coastal provinces, so the results may not be representative of the entire Vietnamese tourism industry.

The research model only considers the impact of Marketing factors, not taking into account other factors such as policy, culture, society, etc.

Future research directions can expand the scope of research to other localities, while also considering the impact of factors outside of Marketing on sustainable tourism.

In summary, this study has provided empirical evidence on the role of Marketing factors in sustainable tourism development in Vietnam's coastal provinces. Research results are an important basis for tourism managers and businesses to build and implement effective marketing strategies, contributing to promoting the sustainable development of the tourism industry in the context of integration and competition fierce competition today.

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