

Tourist Destination Evaluation Ba Na Tourist Area, Da Nang City, Vietnam

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ABSTRACT:- The current state of investment and development of tourist destinations is that tourist areas and tourist destinations across the country need to be evaluated and classified to have a basis to encourage investment and strengthen effective management, upgrading service quality at destinations, gradually positioning the Vietnamese tourism destination brand in the international tourism market. This study evaluates Ba Na tourist area (Da Nang city, Vietnam) based on the “Set of criteria for evaluating tourist destinations” issued by the Ministry of Culture, Sports and Tourism of Vietnam (2016). issued under Decision No. 4640/QĐ-BVHTTDL, dated December 28, 2016. Evaluation results show criteria on tourism resources, landscape, facilities, participation of local communities and The management of the tourist area is evaluated very well. On the contrary, services for entertainment, shopping, entertainment and prices of services of tourist areas are still limited issues.

Keywords:- Ba Na tourist area, Da Nang city, set of criteria for evaluating tourist destinations, tourist destinations, Vietnam tourism.

I. INTRODUCTION

Ba Na tourist area is located 25 km southwest of Da Nang city, located on the most beautiful mountain in Da Nang city at an altitude of 1487m above sea level. Ba Na tourist area is considered the “green lung” of the Central region and the “climatic pearl” of Vietnam. This place attracts tourists not only with the shimmering, magical beauty of the mountains and forests and rich vegetation, but especially with the fresh climate, gathering four seasons of weather in one day amid the vast natural scenery, including a whole area of green mountains and water of the city on the banks of the Han River.

Ba Na tourist area was discovered by the French in 1901 and built into a resort on the top of a high mountain. Up to now, architectural works, amusement parks, and hotels built in Ba Na tourist area all carry the bold French architectural style, creating a unique charm for the project. The overall architecture of Ba Na tourist area includes a system of restaurants, hotels, and wine cellars in French style; spiritual tourist area for tourists with Linh Ung Pagoda at an altitude of nearly 1500m; Vietnam's largest indoor entertainment area - Fatasy Park; The cable car system holds a Guinness World Record associated with the image of Ba Na Hills and many other entertainment activities that have just been put into operation such as the Ba Na Slide project and the first Ba Na Wax Museum and only in Vietnam [2], [3], [4].

Ba Na is a high mountain area, the highest peak is Nui Chua 1487m high, Ba Na mountain range, also known as Lo Dong mountain range, the British hydrogeological map calls it "Round Peak", located slightly towards the North. Southwest of Da Nang city. The terrain here is very complex, strongly divided by interlaced river and stream systems. Ba Na Mountain is also the upstream of three main river systems: Tuy Loan River, Lo Dong River, and Vang River. The slopes to the west are steep, the southeast and northeast gradually lower, and the adjacent part is surrounded by low mountainous terrain. With an average altitude of more than 800m and a slope of 25° to 35°, all have created a typical landscape of the tropical monsoon forest ecosystem [2], [3], [4].

One of the reasons why the French chose Ba Na to build a resort is because this place has a climate that is considered the spring of France. Amid the sweltering heat of Da Nang city up to 37°C in the summer, the average temperature in Ba Na is only about 18°C, the lowest temperature is 2°C in winter and the highest is 25°C in summer. The day and night temperature amplitude is 5.3°C. The average humidity in Ba Na is up to 93%, so fog often appears in the afternoon and after thunderstorms, creating a wonderful cool feeling. The Ba Na peak area has two distinct seasons a year: The rainy season lasts from September to February of the following year, usually with the Northeast or Northwest monsoon; The dry season is from March to August, usually with the Southeast monsoon, which is dry. The average rainfall is 5185mm/year. The rains in Ba Na usually last for a short time, then the sky is clear, white clouds linger halfway up the mountainside, creating a magical, floating feeling. Ba Na is located close to the sea, so there is a gentle sea breeze. Most summers often have the southwest monsoon (also known as the Lao wind). In the delta, it is very hot and uncomfortable, but at this altitude it is always cool, cold and temperate. A day in Ba Na always has 4 seasons, morning is gentle spring, noon is blazing summer, autumn in the afternoon when night falls and the monsoon dew comes and cold winter at night. The cool climate all year round in Ba Na is one of the reasons why this place has a magical attraction to tourists [2], [3], [4].

Ba Na is the most prominent and important mountain range in the Truong Son range and the horizontal mountains (Hoanh Son) located in coastal terrain. Ba Na and the Hai Van mountain range are a granite ridge running from Laos to the southern border, Thua Thien Hue province straight to Da Nang bay, so the entire Ba Na mountain massif is metamorphic lava of different ages. quite high (200 million years) has been differentiated. The geological structure includes clay, quartz, and a layer of yellow feralit loam above, although not thick, but enough for forest vegetation to grow, creating conditions for Ba Na's biodiversity [2], [3], [4].

Ba Na has great ecological and tourist values, comparable to Bach Ma national forest. The higher you go, the lower the temperature and the higher the humidity. Fauna: 256 vertebrate species (61 mammals, 178 birds and 17 reptiles). Characteristics of the Southern Truong Son fauna with species of golden deer, chevrotain, bat weasel, golden wolf, star pheasant, purple dragon pheasant, long-tailed monkey, string python... Characteristic of the Northern Truong Son fauna are yellow-fronted chickens, white blue pheasants, red-cheeked gibbons, Asian black bears... Especially in Ba Na, there are 44 rare animal species recorded in Vietnam's red book, including 23 species of mammals, 12 species of birds and 9 species of reptiles. Typical examples are tigers, leopards, deer, roe deer, flying squirrels, red-shanked doucs, red-cheeked gibbons, wolves, sun bears... Even more abundant in the fauna in Ba Na are the butterflies and insects that mainly grow in April. Coming to Ba Na in the summer, visitors will admire the unique forest music of the summer calls of cicadas, the songs of birds, and the distant howls of gibbons [2], [3], [4].

With only a relatively small area (17641 hectares), according to statistics, Ba Na primeval forest has up to 543 plant species including 4 branches of higher plants: pine, fern and magnolia. The flora here is rich in the number of economically valuable species, but poor in reserves and number of individuals. Up to now, 74 species have been counted as medicinal and medicinal herbs, 41 species can be eaten or used as food for humans, 15 species are ornamental, 134 species are used for wood, 5 species are used as animal feed, 6 species are used as materials. Construction, 5 species as raw materials for fibre paper, 3 species for essential oils, 3 species for dyeing. In addition to the diversity of families, genera and large number of individuals, Ba Na primeval forest also has many rare species listed in Vietnam's red book such as agar wood, mahogany, golden tree, yellow sandalwood... Plant species Wood stems have many colors belonging to the angiosperm branch such as three-lobed maple, bamboo, almond-leaf oak, cottonwood, rosewood... Ba Na's flora and fauna is not only rich and highly diverse but also diverse. Characteristic and unique, extremely important for conservation and development [2], [3], [4].

In 1986, Ba Na was recognized by the Government of the Socialist Republic of Vietnam as a natural reserve, an object of protection and a tropical forest containing many rare species of animals and plants that need to be protected. Agar wood, mahogany, honeycomb, pheasant, Asiatic black bear, red-cheeked gibbon... Ba Na has many primeval forests distributed along quite rugged slopes [2], [3], [4].

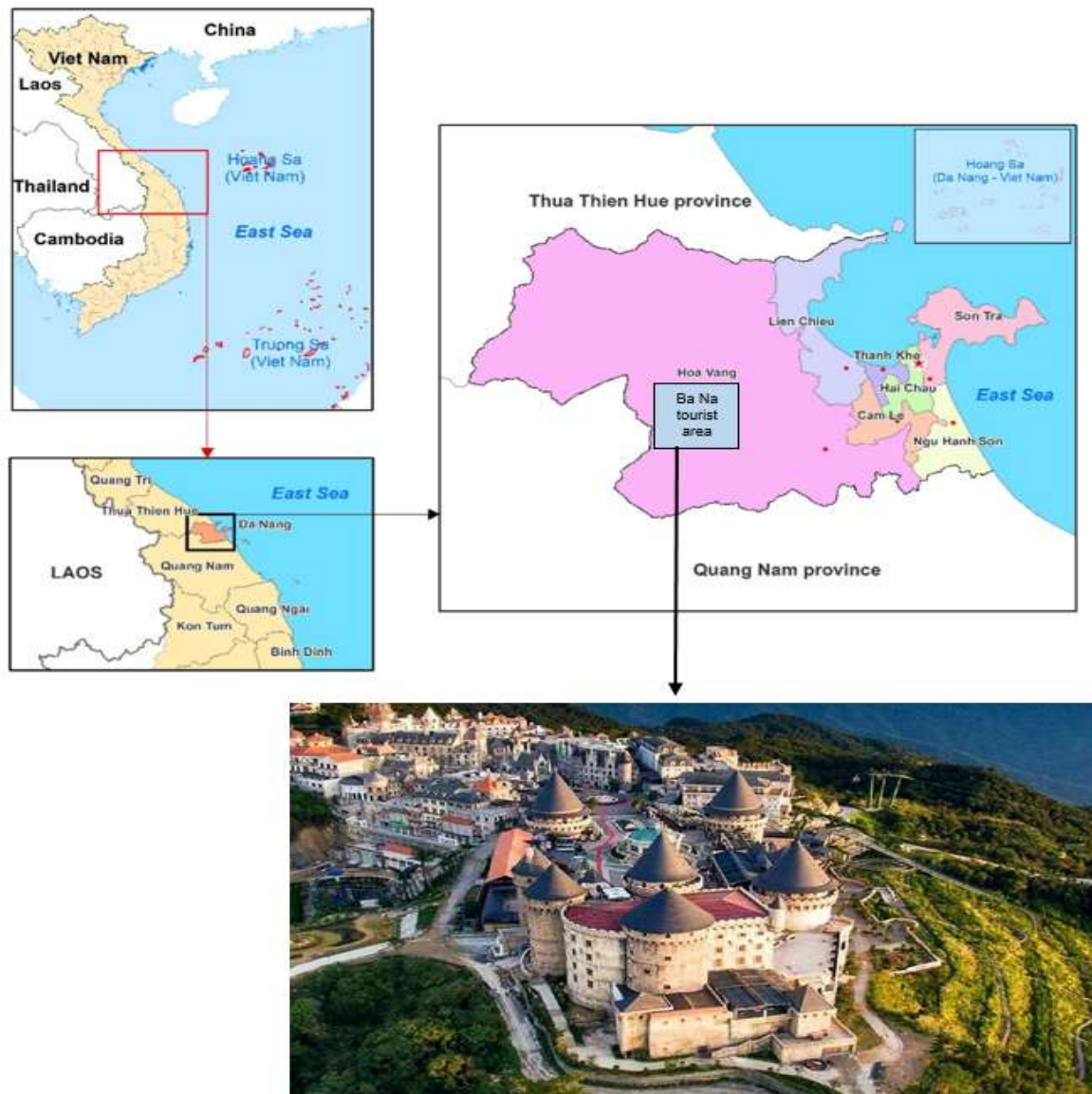


Figure 1. Location of the study area (Ba Na, Da Nang City, Vietnam)

Source: own elaboration

II. METHODS

2.1. Introducing the set of criteria for evaluating tourist destinations

The set of criteria for evaluating tourist destinations was issued by the Ministry of Culture, Sports and Tourism of Vietnam (2016) under Decision No. 4640/QĐ-BVHTTDL, dated December 28, 2016 [5]. This set of criteria was developed to strengthen state management of tourism and encourage investment and upgrade service quality at destinations. Criteria for evaluating tourist destinations include 32 criteria, divided into 6 groups, specifically as follows:

(1) The group of criteria on tourism resources includes the following specific evaluation criteria: Diversity and uniqueness of resources; Resource point capacity; Protect and enhance resources.

(2) The group of criteria for products and services includes the following specific evaluation criteria: Providing information to customers; Information instructions throughout the tourist area; Present; Tourist information center; System of technical facilities serving tourist accommodation; Services provided to guests in accommodation areas; Restaurant system serving tourists; Food Service; Entertainment facilities; Entertainment services; Performing and performing arts activities; Services for sightseeing, relaxation, exploration, and learning about natural and cultural values; Event, conference and seminar organization services; Shopping service.

(3) The group of criteria for destination management includes the following specific evaluation criteria: General management; Natural environment and general hygiene; Process rubbish; Public toilet system; The social environment; Organizing security and order forces; Plan to ensure security and safety for tourists; Technical facilities.

(4) The infrastructure criteria group includes the following specific assessment criteria: Road system; Signs indicating access to the tourist area by road and waterway; Internal roads; Power system; Water supply and drainage system.

(5) Group of criteria on local community participation: Proportion of local workers in the tourist area.

(6) Group of criteria on guest satisfaction: Tourist satisfaction through survey questionnaires.

2.2. Research Methods

To evaluate Ba Na tourist area, the research team conducted a survey of 02 subjects who are experts, people working in the tourism industry and tourists who have visited Ba Na tourist area in 2023. Evaluation score The total rating of Ba Na tourist area is equal to the sum of experts' ratings and tourists' ratings.

2.2.1. Evaluation by experts and people working in the tourism industry

- Number of experts surveyed: 21 people;

- Survey content: According to 05 groups of evaluation criteria of the Tourism Destination Evaluation Criteria Set, including:

- (1) Tourism resources,
- (2) Products and services,
- (3) Destination management,
- (4) Infrastructure,
- (5) Local community participation;

- Evaluation scale: Vietnam National Administration of Tourism [6] has based on the role of criteria groups to allocate the ratio of expert evaluation scores (Table 1). The highest total score of 05 groups of criteria evaluated by experts is 85/85 scores.

TABLE 1: DISTRIBUTION OF EXPERT ASSESSMENT SCORES

No.	Evaluation criteria	Maximum score
1	Resources tourism	15
2	Products and services	30
3	Destination management	15
4	The infrastructure	15
5	Local community participation	10
	Total score	85

Source: Vietnam National Administration of Tourism [6]

2.2.2. Traveler reviews

- Number of tourists surveyed: 505 people;

- Survey content: Evaluation content given by the Vietnam National Administration of Tourism [6] to tourists includes:

- (1) Traffic conditions to and at the tourist area,
- (2) Ensuring environmental hygiene of tourist areas,
- (3) Landscape of the tourist area,
- (4) Entertainment, entertainment and sightseeing services in tourist areas,
- (5) Accommodation and food services in tourist areas,
- (6) Service staff in tourist areas,
- (7) Service policies of the tourist area,
- (8) Service prices of tourist areas.

- Assessment scale:

- (1) Completely satisfied: 15 scores;
- (2) Satisfaction: 10 scores;
- (3) Normal: 7 scores;
- (4) Dissatisfied: 3 scores;
- (5) Very dissatisfied: 1 score.

The highest total score of the criteria group "Tourist satisfaction" is 15 scores.

III. RESULTS AND DISCUSSION

3.1. Results of expert evaluation

The results of expert evaluation of Ba Na tourist area (Table 2) are 82.7/85 scores - reaching a rate of 97.3%, of which: Tourism resources and participation of the local community are evaluated by experts. price with maximum points (100% score). Destination management and infrastructure are evaluated very well. Regarding tourism products and services: Survey results show that this is the group of criteria with the most scores deducted (1.9 scores) and this accurately reflects the lack of some services such as: tour guide at some tourist attractions, as well as support services for deaf tourists at Ba Na tourist area.

TABLE 2: RESULTS OF EXPERT ASSESSMENT

No.	Evaluation criteria	Maximum score	Average rating score
1	Resources tourism	15	15
2	Products and services	30	28.1
3	Destination management	15	14.9
4	The infrastructure	15	14.7
5	Local community participation	10	10
Total score		85	82.7

3.2. Results of tourist reviews

Through the scoreboard, the average rating of 08 tourist criteria for Ba Na tourist area (Table 3) is 12.4/15 scores - reaching a rate of 82.7%. This rating is greater than 10 but lower than 15, so it can be seen that tourists are very satisfied when coming to Ba Na tourist area. The landscape of the tourist area: highly appreciated by tourists, with a score of 14.4 scores (accounting for 96%); Next is Ensuring environmental hygiene of the tourist area reaching 13.1 scores (accounting for 87.3%). Meanwhile, tourists' assessment of the service price of the tourist area is the lowest, only 10.6 scores (accounting for 70.7%), because many tourists think: The prices of the services of Ba Na tourist area are quite high compared to the general prices of other tourist areas.

TABLE 3: RESULTS OF TOURIST REVIEWS

No.	Evaluation criteria	Average rating score
1	Traffic conditions to and at the tourist area,	12.4
2	Ensuring environmental hygiene of tourist areas,	13.1
3	Landscape of the tourist area,	14.4
4	Entertainment, entertainment and sightseeing services in tourist areas,	11.6
5	Accommodation and food services in tourist areas,	12.3
6	Service staff in tourist areas,	12.7
7	Service policies of the tourist area,	12.3
8	Service prices of tourist areas.	10.6
Overall average score		12.4

Thus, tourists' assessments have a large similarity with experts' assessments. Both subjects rated well the tourism resources and infrastructure of Ba Na tourist area. On the contrary, entertainment, sightseeing and entertainment services and the prices of these services are limited issues of Ba Na tourist area.

3.3. Overall assessment results

The combined assessment score of experts and tourists for Ba Na tourist area (Table 4) reached 95/100 scores. In particular, experts have a very high evaluation for Ba Na tourist area so the rating reaches 97.2%, tourists only rate Ba Na tourist area at 82.7%. Although, in terms of evaluation, both experts and tourists surveyed rated tourism resources and infrastructure higher than sightseeing and entertainment services and prices of services in Ba Na tourist area. However, considered overall, Ba Na tourist area from the perspective of experts is rated higher than that of tourists. This comes from two main reasons: First, compared to tourists, experts highly appreciate the resource value of Ba Na tourist area; Second, expert evaluation criteria include destination management and local community participation. These are the criteria that Ba Na tourist area has implemented very well.

TABLE 4: SUMMARY ASSESSMENT RESULTS

No.	Evaluation object	Maximum score	Result of evaluation	
			Evaluation score	Achievement rate %
1	Expert	85	82.6	97.2
2	Tourists	15	12.4	82.7
Total score		100 scores	95 scores	90 %

Ba Na is a nature reserve and a resort complex located in the Truong Son range in Hoa Ninh commune, Hoa Vang District, about 25km southwest of Da Nang center. The entire resort complex is located on the top of Nui Chua, 1487m above sea level. Discovered more than 102 years ago, Ba Na Mountain is located in the Central region with a cool climate all year round. Only over the past 10 years has Ba Na tourist area become known to many people for its complex of tourist projects, thereby achieving the title of "Vietnam's leading tourist area" for 4 consecutive years from 2014 - 2017. With famous attractions such as: Linh Ung Pagoda, Ba Temple, Linh Linh Chua Temple, Linh Phong Thien Tu, Shakyamuni Buddha Dai, Tru Vu Tra Quan, Bell Tower, Linh Phong Bao Thap, Funicular Mountains, Debay Wine Cellars, Ba Na Flower Garden, Fantasy Park, Wax Statue Display Area, French Village, Golden Bridge, Resorts, Suoi Mo [1].

In particular, at Ba Na tourist area there are 9 gardens (Dream stream garden, Eden garden, mystery garden, lovebird garden, garden of contemplation, garden of mythology, sacred garden, vineyard, garden of memory) at Le Jardin D'Amour is 9 interesting stories set in 9 different unique architectural styles, creating a poetic and colorful space. From the Ba Na tourist area, tourists will admire the entire majestic nine-storey Toc Tien waterfall appearing with breathtaking waterfalls. Coming to the top of Ba Na mountain to admire the scenery, you will see everything spread out below your feet, from the Hoa Vang plain to the hills and mountains of Hoa Cuong, Hoa Trung, Son Phuoc... Ba Na allows us to take in the sight of the entire landscape. Green mountains and blue water from Han Bay are gathering water from Qua Giang River, Han River in the South to Cu De River in the North, easily viewing Son Tra Peninsula, viewing Cua Kham cape with Hai Van saddle, viewing Da Nang city shimmers dimly in the night. Therefore, the landscape and tourism resources of Ba Na tourist area are one of the most highly appreciated criteria by experts and tourists. Besides, Ba Na tourist area has a very large capacity, it can welcome about 55000 tourists per day (holidays welcome about 65000 tourists/day) [1]. The proportion of local workers living in Da Nang city accounts for 71.4%, the proportion of households in Da Nang city participating in business in Ba Na tourist area reaches over 80%. Every year, the Ba Na Tourist Area Management Board uses revenue to invest, renovate and deduct a part to support movement activities of the locality and neighboring provinces/cities, support construction, Upgrade public works. Therefore, the criterion of local community participation in tourism activities at Ba Na tourist area is highly appreciated.

Regarding infrastructure, Ba Na tourist area is rated well, the road to Ba Na tourist area is very convenient, located on the Central heritage route: Hue - Da Nang - Hoi An. Ba Na tourist area is about 25km southwest of Da Nang center, accessible by car and motorbike. In particular, within the tourist area, you can move between tourist destinations by 6 modern cable car systems (Cable car 1: Suoi Mo - Ba Na; Cable car 2: Debay - Morin; Cable car 3: Waterfall Toc Tien - L'Indochine; Cable Car 4: Hoi An - Marseille; Cable Car 5: Bordeaux - Lourve; Cable Car 6: Champa - Taiga) and 2 Mountain Train routes (Funnel Train 1: D'amour - Le Jardin; Funicular 2: Magic Well - Dragon Cave) [1].

The domestic electrical and lighting systems are designed and installed with modern, suitable equipment along internal roads, at sightseeing stops and related service areas. Ba Na tourist area has a clean water system to ensure clean water needs of tourists and a water system for fire prevention and fighting, with a drainage system to ensure environmental hygiene.

Regarding management, Ba Na Tourist Area has issued internal rules, operating regulations, and codes of conduct in tourism activities; Establishing a tourist support department, publicly posting hotline numbers at many points for tourists to conveniently complain, and a Security team to ensure a civilized and professional trading environment; ready to support and guide visitors with information; Signage and lighting systems are regularly maintained and serviced; The work of ensuring security and order is carried out regularly. These are the successes of Ba Na tourist area that have been recognized by experts.

Regarding products and services, there is a tourism promotion and guidance department to provide information support for tourists, and information guides in tourist areas that have been rated very well by experts and tourists.

In addition, the high quality accommodation system in Ba Na tourist area with 4-star hotels is also a great advantage for Ba Na tourist area when tourists come to visit and stay.

4.2. Limitations of Ba Na tourist area

Besides the advantages and results achieved, Ba Na tourist area is also facing some limitations that need to be overcome:

A part of the staff in the guidance and customer care department is still a bit weak in foreign languages, especially Chinese and Korean [1]. Chinese and Korean tourists are the two groups that make up the majority of the total number of visitors at the tourist area. Lack of foreign language skills sometimes makes solving customer problems take time and does not satisfy customers, affecting service quality. The service attitude of the staff in each department is still uneven, some do not have the right attitude towards customers, the service process is not up to standard, ruining the overall image of the tourist area.

Currently, the facilities system of Ba Na Hills cable car service joint stock company is in the process of being repaired and upgraded to be more complete in order to improve tourism services for tourists coming to Ba Na tourist area. The restaurant's physical and technical system is currently leaking water in some places. The sewer system is not good enough to cause local flooding in some places during heavy rains. The remaining systems of other departments currently have very good facilities and are in the process of being upgraded and improved [1].

Tourists do not appreciate the prices of sightseeing services and other services, especially the prices of accommodation and food services.

5. Measures to promote value and meet standard criteria in tourism activities at Ba Na tourist area

From the survey results and reality in Ba Na tourist area, starting from the strengths and weaknesses analyzed above, we propose a number of measures to both protect, preserve and promote landscape values, while also proposing a number of measures to protect, preserve and promote landscape values. Meet the standard set of criteria in tourism activities at Ba Na tourist destination, specifically:

The Tourism Area Management Board needs to do a better job of managing, preserving, protecting, conserving and promoting existing cultural values, cultural - tourist works, and auxiliary works; Prevent negative acts that harm the Ba Na - Nui Chua conservation area.

Pay more attention to security, order and safety for tourists; Regularly propagate and sign commitments with business households in the tourist area to ensure a cultural and civilized trading environment; Regularly beautify the landscape and environment, especially promote construction and completion of construction items to soon put them into use to better meet the needs of tourists.

Coordinate with relevant functional branches of Da Nang city in fully protecting the Ba Na - Nui Chua conservation area; Control deforestation and forest burning. Manage the business well, sell at the correct listed price, and with the right product quality as committed, avoiding the situation of cutting corners in the tourist area.

Continue to develop and diversify entertainment services in the tourist area. Diversifying entertainment services will contribute to attracting tourists, meeting their sightseeing and entertainment needs and also contributing to increasing income for the tourist area. Here, it is possible to develop various types of services aimed at spiritual tourism, build vegetarian restaurants to meet the needs of tourists visiting here, enjoy vegetarian meals according to the macrobiotic method, and menus. Must ensure appropriate taste not only for spiritual tourists but also for all other audiences.

Promote promotional work on information and communication channels; Organize cultural events and create more tourism products to attract visitors. Develop a mechanism to participate with the Department of Tourism of Da Nang city and related units to organize tourism promotion in domestic and foreign tourism markets to promote promotion to attract tourists and retain tourists, sustain and promote "safe - civilized - friendly" destinations.

IV. CONCLUSION

Through research, it has been shown that the criteria of tourism resources, landscape, facilities, participation of the local community and management of the tourist area are evaluated very well; Services for entertainment, shopping, entertainment and prices of services of the tourist area are still limited issues in the development of Ba Na tourist area. Since then, the research team has proposed a number of measures to promote values and strengths, meeting the standard set of criteria in tourism activities at Ba Na tourist area. The results of this research are also the basis for Ba Na tourist area to invest in infrastructure and technical facilities, enhance effective work management, and upgrade the quality of tourist services to better serve for tourists to visit and relax, worthy of being Vietnam's leading tourist area.

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