

Analysis Of Tourism Service Quality In Vietnam Period 2010-2020

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Abstract:

The objective of this article is to analyze the current status of tourism service quality in Vietnam in the period 2010 - 2020. To achieve the research objectives, the author has compiled data from the General Statistics Office. By analyzing the actual situation of factors affecting economic development and social development. The article has proposed 4 groups of solutions, including: First, increase investment to improve competitiveness for tourism; Second, improve the quality of tourism human resources; Third, raise awareness of the important position and role of the tourism industry; Fourth, renew and perfect the system of mechanisms, policies and laws related to tourism.

Keywords —Tourism service quality, economic development, social development, tourism human resources, Vietnam

I. INTRODUCTION

In fact, today most countries in the world identify tourism as one of the important economic sectors, making significant and effective contributions to economic, political and social development. , culture, ... of the country. Accommodation and food services play an essential role in supporting the foreign exchange economy and source of income for many countries (United Nations World Tourism Organization, 2017). In 2019, before the pandemic brought travel to a halt, the Travel & Tourism industry contributed nearly \$9.2 trillion to the world economy. However, in 2020, the pandemic brought the industry almost back to the starting line, leading to a decline of 49.1%, causing severe damage of nearly \$4.5 trillion. Depending on the characteristics and strategies of each country, tourism is considered a key economic sector, promoting economic restructuring and stimulating other economic sectors to develop. Therefore, countries have focused on investing all resources as well as promulgating relevant institutions and policies in an effort to create the most favorable conditions for the tourism industry to develop. However, stemming from the specificity of the

tourism industry with strong interdisciplinary, inter-regional and highly socialized character, besides the favorable factors, there are also many difficulties and obstacles in the process of tourism. development process. One of the limitations that has a clear and decisive impact is the recognition of the position and role of tourism and the ability to receive support from other economic sectors, economic and social actors. and especially from management levels, central and local leaders are not really strong and clear.

In the world, the tourism industry is developing very quickly and strongly, this is an economic sector that contributes a lot to the GDP growth of many countries, solves many problems of employment, develops services. tourism and other related fields.

Vietnam is a country with rich and diverse tourism potential. The richness of nature, culture, history, religion, cuisine and shopping make it a popular tourist destination. Vietnam has more than 3000 km of coastline and many majestic mountains, 125 beaches, and many beautiful bays famous in the world. In addition to the advantage of the coast, Vietnam also has more than 3000 landscapes and

historical sites listed as national heritage. In recent years, the number of international as well as domestic tourists has increased, tourism services have also been improved to attract more international tourists. However, compared to Vietnam's tourism service potential, the results do not seem to meet expectations. Besides the advantages of national tourism potential, Vietnam's tourism is currently assessed as developing not commensurate with the potential. The management in tourism is still weak, with poor infrastructure and service quality, creating a bad impression on tourists.

Notably, in the era of the digital economy, technology platforms thrive, the management of customer experience on the internet is increasingly focused, and is also considered as one of the channels to influence the Internet. tourists' decisions when choosing a destination, tourist country. In order to have a specific solution for the development of tourism services in Vietnam, it is necessary to properly assess the current situation of tourism services in Vietnam and analyze a number of factors affecting the development of the economy. , society then analyze the current status of tourism service development in Vietnam in the period 2010 to 2020 to be able to orientate more effective and long-term development strategies.

II. ACTUAL SITUATION OF QUALITY OF ACCOMMODATION AND CATERING SERVICES IN VIETNAM IN THE PERIOD 2010-2020

A. Current status of factors affecting economic development

Structure of investment capital in accommodation and catering services: Shows the attraction and potential of this field for investors. This criterion helps to evaluate the investment structure of this sector in the total investment of the whole industry in the period from 2010 to 2020. According to Table 1, the scale of capital increases year by year, the capital structure also increases gradually.

TABLE 1. INVESTMENT CAPITAL IN TOURISM SERVICES, ACCOMMODATION AND CATERING SERVICES

(Billion VND)

Year	Total investment capital in tourism services	Accommodation and catering services	Proportion (%)	Growth rate of investment capital in tourism (%)	Growth rate of investment in accommodation and food services (%)
2010	830278	10225	1.23	-	-
2011	924495	12855	1.39	11.35	25.72
2012	1010114	13137	1.30	9.26	2.19
2013	1094542	13616	1.24	8.36	3.65
2014	1220704	15010	1.23	11.53	10.24
2015	1366478	16457	1.20	11.94	9.64
2016	1487638	28286	1.90	8.87	71.88
2017	1670196	33769	2.02	12.27	19.38
2018	1856606	42256	2.28	11.16	25.13
2019	2014593	46044	2.29	8.51	8.96
2020	2015444	52200	2.59	0.04	13.37
Average			1.70	8.48	17.29

(Source: Author's compilation from the General Statistics Office)

From the data, it can be seen that the capital investment in tourism services in Vietnam from 2010 to 2020 has changed significantly over the years (Table 1). However, the growth rate of investment capital in tourism services does not follow a certain trend. Notably, in 2019 and 2020, due to the impact of the covid 19 epidemic, this rate increased insignificantly (8.51 and 0.04% respectively). Along with the investment of the whole industry in general, the investment capital for accommodation and catering services also increased significantly (Table 1; figure 1). However, the investment capital in the accommodation and catering services sector has unstable fluctuations, the lowest is in 2012 with 2.19%, the highest is in 2016 with 71.88%. This rate also decreased significantly in 2019 and 2020 (8.96% and 13.37% respectively).



(Source: Author's compilation)

Fig 1: Proportion of capital invested in accommodation and catering services

Total number of enterprises in the accommodation and catering services sector (table 2). Although the total number of enterprises in the period from 2010 to 2020 has increased, it has not increased steadily. The structure accounts for approximately 3.7% of the total national economic sectors, which is quite a modest figure in the target of tourism development in Vietnam.

TABLE 2. NUMBER OF BUSINESSES IN ACCOMMODATION AND CATERING SERVICES

Year	Total	Accommodation and catering services	Ratio
2010	279360	10225	3.66
2011	324691	12855	3.96
2012	346777	13137	3.79
2013	373213	13616	3.65
2014	402326	15010	3.73
2015	442485	16457	3.72
2016	505059	18717	3.71
2017	654633	25295	3.86
2018	714755	27553	3.85
2019	758610	29780	3.93
2020	811538	30445	3.75
Average			3.78

(Source: Author's compilation from the General Statistics Office)

Revenue in accommodation and catering services is also one of the important indicators related to tourism development in general, contributing directly to GDP.

TABLE 3. PROPORTION OF REVENUE FROM ACCOMMODATION AND FOOD SERVICES

(Billion VND)

Year	Total revenue	Accommodation and catering services		Services and tourism	
		Value	Rate	Value	Rate
2010	423144.70	212065.20	50.12	211079.50	49.88
2011	543923.50	260325.90	47.86	283597.60	52.14
2012	628770.90	305651.00	48.61	323119.90	51.39
2013	650537.10	315873.20	48.56	334663.90	51.44
2014	726785.50	353306.50	48.61	373479.00	51.39
2015	819479.40	399841.80	48.79	419637.60	51.21
2016	897411.90	439892.30	49.02	457519.60	50.98
2017	989114.40	488615.60	49.40	500498.80	50.60
2018	1085466.50	534168.50	49.21	551298.00	50.79
2019	1197554.50	595936.91	49.76	601617.59	50.24
2020	1031518.79	493270.28	47.82	538248.51	52.18

(Source: Author's compilation from the General Statistics Office)

According to the results in Table 3, the revenue from accommodation and food services over the years tends to increase, but the proportion in the whole industry's revenue gradually decreases from 50.12% (in 2010) to 47.82% (in 2020). That shows that although investment in accommodation and food services has increased every year, the results are not as expected, there are many reasons reflected such as infrastructure that has not met customer needs, staff service providers have not received basic training.

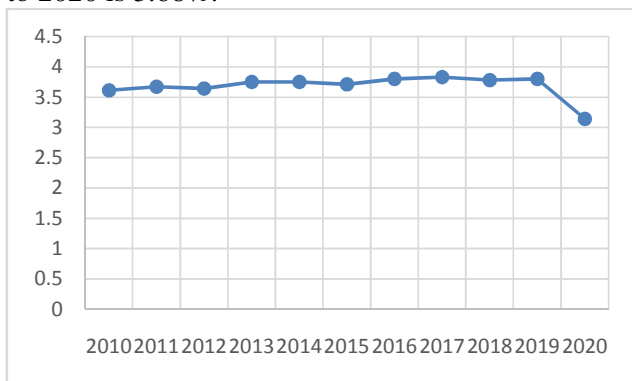
TABLE 4. GROSS DOMESTIC PRODUCT AND CONTRIBUTION OF ACCOMMODATION AND CATERING SERVICES

(Billion VND)

Year	GDP	Accommodation and catering services	Ratio (%)
2010	2157828	77800	3.61
2011	2779880	101943	3.67
2012	3245419	118140	3.64
2013	3584262	134454	3.75
2014	3937856	147720	3.75
2015	4192862	155590	3.71
2016	4502733	171195	3.80
2017	5005975	191743	3.83
2018	5542331.87	209390.06	3.78
2019	6037347.63	229449.36	3.80
2020	6293144.9	197332.87	3.14

(Source: Author's compilation from the General Statistics Office)

Structure of gross product of the tourism and catering services sector: This criterion represents the industry's contribution to the annual national GDP. The average structure in the period from 2010 to 2020 is 3.68%.



(Source: Author's compilation)

Fig 2: Contribution of accommodation and food services to Vietnam's GDP

B. Actual situation of factors affecting social development

To examine the factors affecting social development, this article studies the current situation of the number of employees working in the tourism, accommodation and catering sectors;

actual status of tourist arrivals (including domestic tourists, foreign visitors to Vietnam and Vietnamese tourists traveling abroad) in the period 2010-2020.

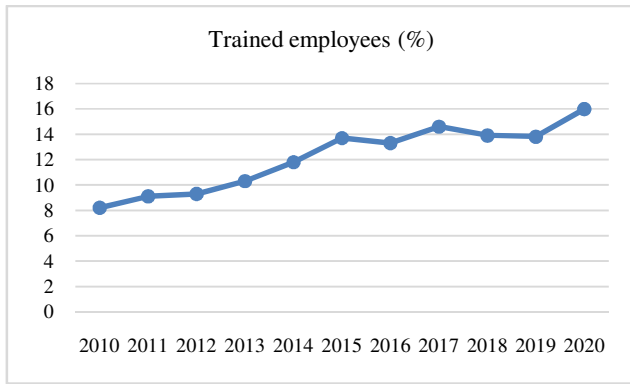
For the total number of employees in the field of accommodation and food services: This criterion shows that the accommodation and food service sector creates jobs and contributes to solving social problems. The labor structure in the accommodation and food service sector has been trained, demonstrating professionalism in the service provided, as well as attracting the workforce working in this field.

In the period 2010-2020, in general, the quantity and quality of labor in the accommodation and catering services sector has increased significantly (Table5). In 2010, there were 1817,200 working in this field, the number of employees was trained is 149010 (person) reaching the rate of 8.2%. This result has improved significantly when the number of employees participating in this field in 2020 is 2737770 (person), the number of employees has passed training is 437769 (15.99%). This is a good sign in the strategy of developing the quality of Vietnam's tourism services, ensuring jobs for people, and improving career qualifications through training.

TABLE 5. NUMBER OF EMPLOYEES WORKING IN ACCOMMODATION AND CATERING SERVICES

Year	Number of employees (person)	Number of trained employees (person)	Trained employees (%)
2010	1817200	149010	8.2
2011	1988100	180917	9.1
2012	2120400	197197	9.3
2013	2204700	227084	10.3
2014	2308100	272356	11.8
2015	2461600	337239	13.7
2016	2459500	327114	13.3
2017	2455200	358459	14.6
2018	2705100	376009	13.9
2019	2739400	378037	13.8
2020	2737770	437769	15.99
Average			12.18

(Source: Author's compilation from the General Statistics Office)



(Source: Author's compilation)

Fig. 3. Trained employees, 2010 - 2020

In 2019, Vietnam's tourism industry made a miracle to welcome more than 18 million visitors for the first time. In the period from 2010 to 2019, the number of international visitors to Vietnam increased from 8.2 million to 18.3 million. Vietnam is continuously in the group of countries with the fastest tourist growth rate in the world. In 2019, Vietnam tourism received the World's Leading Heritage Destination award by the World Travel Awards, the World's Best Golf Destination by the World Golf Awards. Along with that, the World Travel Awards also honored Vietnam as Asia's Leading Destination for 2 consecutive years 2018-2019, Asia's Leading Cultural Destination 2019, Asia's Leading Culinary Destination 2019. However, in 2020, the number of tourists has dropped sharply, the main reason is due to the impact of the Covid-19 epidemic, so the government has had social distancing policies, restricting travel. However, it can be seen that the number of tourist arrivals has increased over the years, which is also a criterion reflecting their increasingly improved quality of tourism services in Vietnam.

TABLE 6. NUMBER OF TOURISTS OF VIETNAM

Year	Domestic guests (Thousands of visitors)	International visitors (thousands of visitors)	Vietnamese tourists traveling abroad (thousands of visitors)	Total number of visitors (thousands of visitors)
2010	5415.0	2385.8	433.4	8234.2
2011	5986.2	2520.0	461.0	8967.2
2012	6608.4	1985.4	404.5	8998.3
2013	7218.2	2037.0	390.7	9645.9
2014	8552.8	2323.5	429.6	11305.9
2015	9288.7	2820.0	493.0	12601.7
2016	9477.6	3584.5	588.8	13650.9
2017	9918.4	4556.4	698.3	15173.1
2018	11062.2	5125.9	777.9	16966.0
2019	11791.2	5730.3	844.9	18366.3
2020	6660.4	1203.7	160.5	8024.6

(Source: Author's compilation)

III. DISCUSSION

Based on the results of analysis in Section 2, although the graph of the indicators is increasing year by year, it shows the economic and social growth of the accommodation and catering and tourism services sectors in Vietnam. The current status of tourism development in Vietnam through accommodation and catering services includes:

Contribution to national economic development: Accommodation and food services brought by the tourism sector contribute to the annual GDP an average of 3.68% out of the 20 economic sub-sectors of Vietnam. This is a rather modest figure for the potential of tourism in Vietnam and is considered as a spearhead industry.

Investment capital structure at an average of 1.7%/year in the period 2010 - 2020 shows that, attracting investment in tourism is still limited, the Government needs to have strategies and plans to prioritize investment in the field of tourism. More accommodation and meals are needed, and a new strategy is needed to attract foreign investment in this area. The structure of businesses operating in the accommodation and catering services sector accounts for 3.78% of the total number of businesses in other fields, showing that the development in this field is still limited, on the

other hand, investment with a large scale small, thus showing that the scale of investment in this sector is still low.

Contributing to social development: The total number of employees in accommodation and catering services tends to increase steadily year by year. This shows the attraction and demand for labor in this field. The structure of trained labor in this industry in this period is 12.2%, which proves the high level of expertise and skill of labor in the field. Vocational training also attracts the attention of society. The number of international tourists coming year by year also proves that the attraction of Vietnam's tourism is getting more and more international attention.

IV. CONCLUSION

The article has presented the current status of tourism services, focusing on the field of accommodation and catering services to assess the current development of Vietnam's tourism. According to the analysis of the current situation in the period 2010 - 2020, the scale of investment capital in this field is still low, leading to difficulties in providing good quality services to tourists. To further develop the tourism service industry in Vietnam, new plans are needed for a new phase that ranges from attracting tourists to improving service quality while improving and protecting the environment. school.

In the context of safe and flexible adaptation and effective control of the COVID-19 epidemic, the tourism industry needs to soon deploy appropriate solutions to recover and develop. Accordingly, attention should be paid to the following issues:

Firstly, increase investment to improve tourism competitiveness. In tourism investment, investment in infrastructure to serve tourism development plays an important role in ensuring tourism development, especially creating conditions to attract tourists and improve tourism conditions. population for the residential community. Therefore, it is necessary to continue implementing the program to support tourism infrastructure investment, and at the same time focus on integrating infrastructure investment with tourism with socio-economic development programs and projects; In the coming period, it is

necessary to focus on investing in national tourist attractions to create a breakthrough for Vietnam's tourism.

Second, improve the quality of tourism human resources. The quality of Vietnam's tourism human resources is still poor compared to other countries in the region in terms of management capacity, professional skills and foreign language skills. Therefore, improving the quality of staff in the industry is a central task in the direction of tourism development in the coming time. For state management staff, it is necessary to equip themselves with professional knowledge in tourism because most officials and civil servants at the level of the Vietnam National Administration of Tourism and localities from other sectors, or study other professions. different industries, have not yet mastered specialized knowledge in tourism; improve the professional level of state management, especially economic management. For human resources, businesses and communities focus on fostering market knowledge, foreign languages and in-depth professional skills, raising awareness of protecting natural resources and the environment.

Third, raise awareness of the important position and role of the tourism industry in the current conditions. Although there have been initial clear changes in the past time, it is necessary to continue propaganda to change the awareness in society about the importance and necessity of tourism development, especially the awareness of tourism. Thoughts of managers at all levels from central to local levels. Create a substantive change in the promulgation of policies on tourism development, improve the effectiveness of state management of tourism in key tourism development localities.

Fourth, renew and perfect the system of mechanisms, policies and laws related to tourism, especially policies related to removing difficulties.

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