

Creating a 3-day sustainable package tour in Khanh Hoa Province – Vietnam

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Nguyen Tran

Abstract

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Title of the thesis Creating a 3-day sustainable package tour in Khanh Hoa Province – Vietnam		
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Abstract <p>In recent years, sustainable tourism has emerged as a relatively novel concept that has attracted considerable interest. This notion signifies that a continuous tourism initiative must consistently maintain, protect, and endure in a way that does not encroach upon the welfare of future generations. Vietnam's Khanh Hoa Province has long been a popular destination for international and domestic tourists. Nevertheless, the number of excursions dedicated to sustainability is relatively limited.</p> <p>The purpose of this thesis is to design an environmentally sustainable and distinctive three-day tour itinerary for Khanh Hoa Province, Vietnam. The stakeholder in collaboration with the author to create a sustainable travel bundle is iViVu. iViVu is a Vietnam-based travel agency. The thesis primarily utilizes qualitative methods of research. The theoretical section is comprised of particular elements extracted from the literature review in an effort to further this thesis. The main sources of research data utilized in this thesis are queries conducted on the Internet and the iViVu travel agency database.</p> <p>The development of a sustainable three-day package excursion for the Vietnamese province of Khanh Hoa was the result of this research. The tour managed to minimize negative environmental impacts while highlighting the region's natural splendor and cultural heritage, thereby delivering an indelible experience to the client. From Diep Son Island to Hon Ba Mountain, the chosen destinations are explored through engaging cultural activities, including visits to local markets and fishing net casting.</p>		
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1 Introduction

Recent findings from the Tourism Satellite Accounts System (TSA)-calculated global tourism statistics for 2023 have been released by the World Travel and Tourism Council (WTTC). Based on this computation, global visitor expenditures surpassed 856 billion US dollars in 2022, representing an 11.1% growth rate in comparison to 2021. According to WTTC projections, global tourism expenditures will reach approximately 955 billion USD in 2023, representing an 11.5% growth rate when compared to 2022. The tourism industry contributes 6.1% to the global GDP. 17.4 million jobs will be generated in the tourism sector by 2023, bringing the total number of direct employees in the industry to 295 million, or 2.9% of the global labor force (WTTC, 2023). Vietnam was positioned seventh on the list of the top ten countries predicted by WTTC to experience the highest growth rate (16.2%) in tourism by 2022. At 40.2%, Myanmar is in first place, while the Bahamas is positioned at 14.6%. (Smith, 2020).

The significance that tourism holds for national and global economies. The velocity of economic exchange and globalization has accelerated significantly in recent years. Concurrent with this progression is the growth of the tourism sector, an essential driver of the industries of the majority of nations. We have increased confidence in the future of Vietnam's tourism sector as a result of this information.

A strong convergence of fundamental elements for an international marine tourism hub characterizes the province of Khanh Hoa, which consists of a developed urban area with cultural and humanistic values that are highly regarded, as well as a reasonably pleasant environment. People who are hygienic, considerate, and tidy, in addition to appreciating the splendor of the sea's diverse ecosystems, mountains, rivers, mangrove regions, and fertile agricultural ecological landscapes. Numerous cultural and historical landmarks adorn the city, including Ponagar Cham Tower, the Pasteur Institute, the Institute of Oceanography, and more. The establishment of high-quality, traditional culinary and cultural service establishments in the city has contributed to the development of Khanh Hoa's alluring tourism identity. Human, cultural, and natural heritages have been and continue to be preserved with stability. An increasing number of visitors are visiting Khanh Hoa as a result. Khanh Hoa is projected to receive over one million visitors in 2022, with over three hundred and sixty thousands of them being international. It is anticipated that the combined earnings from service and tourism operations will exceed 5,793 billion VND. At present, the province as a whole comprises 1,082 tourist accommodation establishments offering 49,592 rooms for accommodation business services, drawing in numerous laborers (Long,2023). Due to

these circumstances, Khanh Hoa has emerged as a well-known tourist destination among both domestic and international visitors in recent years.

But for a long time, like most tourist destinations in Vietnam, tourism development here has mainly been concerned with creating a series of hotels, resorts, restaurants, and entertaining activities to attract tourists. Although this action brings many positive profits to companies and business owners, it also puts heavy pressure on the environment and nature. The reality of resource exploitation and tourism development in marine tourist areas in general and Khanh Hoa province's tourist areas in particular still has many shortcomings. The situation of exploiting tourism resources in Khanh Hoa recently is also in a state of imbalance, typically after the COVID-19 pandemic, when the tourism industry is gradually returning but without much specific solutions for localities and travel companies, making the recovery process of the tourism industry not optimal and effective. Although there has been coordination between sectors and entities managing and exploiting scenic spots in Khanh Hoa, many places still do not have unified management and supervision regulations. The exploitation of tourism resources in some places is not linked to planning and lacks long-term development orientations, so the meaning and function of each tourist destination and cluster have not been properly promoted. Moreover, the tourism products have not been well developed to attract tourists because they are not properly invested in facilities, infrastructure, and tourism services and investments are not coordinated enough at different destinations (Petrovic et al, 2017; Murphy et al, 2000; Pearce, 1997; Beerli, & Martin, 2004; Chen & Tsai, 2007; Cracolici et al, 2008; Dwyer & Kim, 2003). Sea reclamation activities and construction of coastal and island structures are not reasonable, causing a lot of pressure and overload, making the management of sustainable development of coastal waters ineffective.

The development of any economic sector is associated with environmental issues (OECD, 2016). This is especially meaningful for the development of an integrated economic sector that is interdisciplinary, inter-regional, and highly socialized such as tourism. The environment is considered an important factor that directly affects the quality and attractiveness of tourism products, thereby affecting the ability to attract visitors and the existence of tourism activities. Tourism development activities mean increasing the number of tourists visiting tourist attractions, enhancing infrastructure development, and services, and increasing demand for resources. That leads to increased pressure from tourism development on the environment. In many areas, because many tourism activities are beyond the capacity and awareness of management, it has created great pressure on the ability of resources and the environment to respond, causing local pollution and the risk of environmental degradation and long-term recession. This is considered one of the reasons why the number of

international tourists returning to travel to Vietnam in general and Khanh Hoa, in particular, is not large. Therefore, protecting tourism resources and the environment is an urgent requirement, ensuring the sustainable development of the industry and the whole society.

In an era where responsible and sustainable tourism activities are given top priority, researching the environmental impact of tourism activities in Khanh Hoa coastal tourist areas is the basis for proposing solutions to reduce and minimize negative impacts while preserving, maintaining, and developing local tourism now and in the future. Therefore, I chose the topic: Creating a 3-day sustainable tour in Khanh Hoa to begin a journey of design, discovery, and transformation with a focus on efforts to shed light on the special things of Khanh Hoa province, connects visitors to the authenticity of its nature and culture, while leaving a legacy of sustainability and shared understanding. The author contacted a company operating in Ho Chi Minh City. This company grasps this trend and wants to build a typical sustainable tour accordingly. iVIVU.com Company is a TMG Vietnam Group subsidiary with more than 20 years of experience in the Tourism and Hospitality industry. iVIVU.com is a pioneer in the creation of convenient travel products, including hotel rooms, air tickets, transportation, dining, and sightseeing, and is presently the leading online travel agency. Leading the prestige segment in Vietnam with a network of approximately 2,500 hotels in Vietnam and over 30,000 international hotels. By collaborating with me and creating new products for tour packages, the company's stakeholders can look forward to bringing many new experiences and moments to customers and can help promote the testing and practical application of the feasibility of this tour, creating more diversity in the company's own products from exploiting more new types of tourism, have more new potential domestic and foreign customers, increase competitiveness and breakthroughs in the tourism market, thereby attracting and promoting the development of sustainable tourism in Vietnam and closely connect with suppliers in the Southern Coastal region, thereby directly providing products and services to customers.

1.1 Objective of the study

The main goal of this thesis is to create a unique and sustainable 3-day tour package for Khanh Hoa province designed completely differently from mass tours to contribute to highlighting the natural beauty, local cultural heritage and traditions including island culture, culture of various ethnicities and festivals. This thesis aims to contribute to the sustainable tourism literature and provide practical insights for tourism practitioners, destination managers and tourist.

- The thesis will help reflect travel trends around the world including sustainability, authenticity and locality, stories and storytelling of culture, history, people, and cuisine through package tour.
- This form of sustainable tourism will help customers know more about tourism in Vietnam in general and Khanh Hoa in particular and experience new sustainable tourism in Khanh Hoa province.

1.2 Delimitations of the study

This thesis is only concerned with the Khanh Hoa Province in Vietnam. Although the ideas and approaches studied may be more widely relevant, the recommendations and insights provided are tailored to the specific conditions of this sector. The length of the journey also limits this argument. The planned agenda for the travel package is only three days long. Even though this brief visit does not cover all of the attractions and activities available in the Khanh Hoa area, it is a concerted effort to arrange an effective and pleasant holiday within a limited time frame. Although the economic benefits of tourism are acknowledged, this thesis does not perform a detailed economic evaluation of the tour package's projected financial implications. However, the expenses and pricing will be determined in the thesis to demonstrate market potential. The environmental and cultural parts of the package continue to get the greatest attention.

The language of this thesis is English, which is a constraint considering the topic's global reach. Some elements that might impact data in travel studies may not be available in English.

1.3 Research questions

Three research issues will be addressed in this thesis: one core topic and four additional questions. These questions will assist me in creating a 3-day sustainable package tour in Khanh Hoa Province in this regard. As a result, the study's primary goal is to address the following question:

- How can a 3-day tour package in Khanh Hoa province be designed to offer a distinctive and sustainable travel experience?

The purpose of the thesis is to provide comprehensive answers to the following supporting questions:

- What are the key cultural, natural, and community-based attractions in Khanh Hoa province that can be incorporated into the tour package?

- How can local natural attractions (natural beauty?) be incorporated into the 3-day tour to provide tourists with an authentic and environmentally responsible nature experience?
- What cultural activities and experiences can be integrated into the tour itinerary to showcase the rich cultural heritage of Khanh Hoa province while promoting respectful cultural interactions?
- What sustainable practices, such as waste reduction, eco-friendly transportation, and responsible tourism behaviour, can be embedded into the tour design to minimize its environmental impact?

2 Key contents, resources and definitions for package tour in Khanh Hoa Province – Vietnam

2.1 Khanh Hoa Province in a nutshell

Geography

Khanh Hoa is a coastal province in the South-Central region, with the mainland protruding furthest towards the East Sea, to the north it borders Phu Yen, to the south it borders Ninh Thuan, to the southwest it borders Dak Lak and Lam Dong provinces, to the east it borders surrounded by the East Sea. Hon Doi Cape on Hon Gom peninsula, Van Ninh district, is also the easternmost point on the mainland of the Socialist Republic of Vietnam. In addition to the mainland territory, Khanh Hoa province also has sea areas, continental shelves, coastal islands and Truong Sa Island district.

Khanh Hoa province has a tapered shape at both ends and a bulge in the middle, three sides are mountains, and the east borders the sea. The area of Khanh Hoa province is 5,197 km². The coastline is 385km long, there are about 200 large and small coastal islands and coral islands in the Truong Sa archipelago. (Sdl Khanh Hoa, 2010)

Khanh Hoa province is in a convenient location for road, rail, sea, and air transportation. Nha Trang City, the administrative, economic, and cultural center of Khanh Hoa province, is a class I urban area and a major tourist center in the country.

The terrain of Khanh Hoa province is relatively complex, gradually lowering from west to east with terrain types of mountains, hills, plains, coastal and open sea; The western side of the province is the eastern slope of the Truong Son range, the terrain is mainly low mountains and hills, the vegetation is still quite good, with steep slopes and strongly divided terrain. Next is the terrain of low mountains, low hills alternating with plains and valleys, sometimes with rocky mountains running close to the sea, dividing the coastal plain into small, narrow plains in the districts of Van Ninh, Ninh Hoa, Dien Khanh, Cam Ranh.

Climate

On the general background of Vietnam, which is the tropical monsoon nature, Khanh Hoa's climate also has nuances of a sub-equatorial climate. The amount of radiation is larger than other places, the amplitude of temperature fluctuations is low, and the total amount of heat in the year is large.

Located deep in the inner tropic of the Northern Hemisphere, Khanh Hoa has a high-temperature regime with a total annual temperature of about 9,600 - 9,700 degrees Celsius and

little fluctuation, so it is very convenient for growing many production crops in a year. The average annual temperature is about 26 - 27 degrees Celsius, in the mountains it drops below 24 degrees and above 28 degrees Celsius in the coastal plains. Khanh Hoa is a province with a lot of sunshine, the total number of sunshine hours is 2,400 - 2,500 hours/per year, very favorable for the development of tourism, especially sea-island tourism. (Sdl Khanh Hoa, 2010)

Marine resources

Khanh Hoa is one of the provinces with a beautiful coastline, stretching from Dai Lanh commune to Cam Ranh Bay, 385 km long with many lagoons, creeks, and bays; There are 6 large lagoons and bays: Dai Lanh, Van Phong, Hon Khoi, Nha Phu, Cu Han (Nha Trang) and Cam Ranh Bay. Along the coast, there are tidal flats and fine sand beaches that are very convenient for the construction of seaports, aquaculture and the potential for developing marine tourism such as Dai Lanh, Doc Let, Dam Mon, Bai Tien, and Bai Tien beaches. Cam Ranh Tidal Beach and Hotel. The continental shelf here is very narrow and deep, running close to the coast with the terrain being branches of the Truong Son range reaching out to the sea, forming Cape Hon Thi, Khe Ga, Dong Ba... reefs protruding from the water are formed. There are 200 large and small coastal islands and coral islands... interspersed with low-lying basins. (Sdl Khanh Hoa, 2010)

Forest resources

According to statistical documents, the area of forested land is 186.5 thousand hectares, the wood reserve is 18.5 million m³, of which 64.8% is production forest, 34% protection forest and 1.2% special forest used; Production forests are mainly medium and poor forests. Forests are a strength of Khanh Hoa, but indiscriminate exploitation in recent years has increasingly depleted forest resources, on average each year reducing by 740 hectares and 0.145 million m³ of wood; Along with forest loss comes ecosystem deterioration. (Sdl Khanh Hoa, 2010)

Numbers of tourists coming to Khanh Hoa

Numerous prospective tourism resources, including terrain, landscape, and ecosystem diversity, have enticed a great number of visitors to Khanh Hoa, particularly international visitors. Statistics indicate that the annual growth rate of international visitors in major tourist destinations is approximately 18.1%, with Nha Trang experiencing the most substantial increase at around 19%. (Sdl Khanh Hoa, 2019)

As additional categories of tourism services emerge, there is a corresponding enhancement in the quality of products, shuttle services, guides, and visitor services provided by lodging

establishments and attractions. There have been significant advancements in the prevention of social ills, visitor safety, facility cleanliness, and environmental protection. Information and propaganda regarding tourism are disseminated through a variety of channels. Units in tourist areas should collaborate and establish connections in order to plan excursions and identify new tourism sources. Sustain and enhance the growth rate of fundamental tourism business indicators; progressively augment the share of tourism services; thereby aiding in the restructuring of the local economy.

As a result of implementing several critical performance indicators for the tourism industry: The consistent average growth rate of key performance indicators (ranging from 10 to 15%) indicates that the tourism sector in Khanh Hoa is progressing in a sustainable and satisfactory manner. There is a notable surge in the growth of the domestic tourist market, a concurrent expansion of accommodation capacity on the international tourist market, and a consistent improvement in the average length of stay for visitors.

In recent years, an effort has been made to enhance the appeal of Khanh Hoa to tourists through the development of a wider variety of tourism services and products, with a particular focus on tourist activities. An area that is progressively developing offers a variety of tourism-related activities, including sightseeing, entertainment, sports, relaxation, scuba diving, combined mountain, and sea eco-tourism, cultural tourism centred around craft villages and residential communities, mouse tourism, as well as the organization of national and international cultural and tourism events. Significant progress has been made in the capacity to organize cultural and tourism events and the tourism industry as a whole; event activities are becoming more socialized, garnering the attention of both domestic and international visitors, with the participation of an increasing number of organizations and businesses.

The industry has organized and participated in tourism festivals in various regions of the country in recent times. Participate in and organize local, national, and international festivals, seminars, and exhibitions; Conducting tourism segments for Khanh Hoa on the KTV and HTV networks; Collect, edit, and write articles for the publication of periodic magazines on culture, sports, and tourism; coordinate the organization of cultural and tourism festivals and thematic competitions with related industries. concerning regional traditional culture... With the involvement of cultural-tourism events, fairs, and festivals, as well as businesses, organizations, and individuals, tourism promotion activities are effectively socialized. Local organizations organize national, regional, and international conferences and seminars, including the following: Mid-term consultation conference of ODA donors for Vietnam, AFEC Financial Experts Conference, Miss Vietnam contest, Charming Vietnam 16, the inaugural

Miss Vietnam World contest, Miss Earth contest; the third Nha Trang Sea Festival Program, the final round of the National Television singing festival Sao Mai 2007; and the Miss Universe Vietnam and Miss Universe 2008 contests. Attracts tens of thousands of people (including tourists) for enjoyment and has a significant impact on promoting the cultural-tourism potential of the region and certain areas throughout the country, while also richly reflecting the distinctive tourism culture.

Culture in Khanh Hoa

Since the spring of 1653, the initial Vietnamese generations to inhabit this region have swiftly and amicably assimilated with indigenous communities. In the current struggle against society and nature, ethnic groups residing in the province of Khanh Hoa have united to construct an ever more prosperous and aesthetically pleasing nation by working together assiduously. (GOV Khanh Hoa, 2010)

Khanh Hoa's tangible and ethereal cultural elements are a complete synthesis of mountain and forest culture, plain culture, and sea-island culture, owing to the distinctive features of its natural and human topography. Intangible is genuinely exceptional and typical. The Doc Gao site, situated in the highlands, is the renowned location where Khanh Son patau (stone lute) ensembles were discovered. This site has been designated as "the largest prehistoric stone lute factory in Vietnam." Furthermore, the renowned Raglai epics, Akhàt ter (prose storytelling) and Akhàt jucar (song storytelling), originated in this region. (GOV Khanh Hoa, 2010)

Vietnamese people have assimilated, assimilated, and received the traditional cultural substance of other ethnic groups in order to enrich themselves and develop their own cultural identity over centuries of coexistence and harmony. augmentation of national cultural heritage assets. Hence, in the present discourse on traditional cultural attributes in Khanh Hoa, the interplay and convergence of cultural subtleties among the Vietnamese, Cham, Raglai, and Chinese populations concerning Vietnamese culture will become apparent.

Vietnamese people in the province of Khanh Hoa have developed a village communal house culture as part of the overarching village cultural tradition, as a result of their living conditions and environment, economic forms, and long-standing traditional occupations. The Vietnamese live in communes. The expression of the cultural system encompassing village communal houses, pagodas, sanctuaries, and the laborious and traditional cultural nuances of farmers is accomplished through various festivals, including Am Chua festivals, Thap Ba festivals, communal worship festivals, and worshipping festivals. Craft ancestors continue to endure and are progressively being venerated as part of the effort to safeguard and advance national cultural identity. Simultaneously, the inhabitants who depend on the

sea for their livelihood not only safeguard and maintain the cultural customs associated with the sea and its islands through festivals honouring temples and mausoleums, beliefs concerning whale worship, and Ba Trao songs, but they also have distinctive bird's nest culture... Each of the elements has played a role in endowing Khanh Hoa with its distinctive cultural attributes. ordinary and distinct. Hence, regarded as the "Land of Agarwood," Khanh Hoa constitutes a distinct cultural subregion while remaining an integral component of Vietnamese society. The notion of "unity in diversity" is fundamental to Vietnamese traditional culture.

2.2 Sustainable development

Sustainable development is a novel term that defines development in all of its components in the present while assuring future progress. This notion is now an aim for many countries throughout the world, with each country relying on its particular economic, political, cultural, geographical qualities... to create the approach most suited to that country.

People began to worry about the harmful repercussions of rapid expansion in the 1970s and 1980s, when many nations throughout the world saw rapid economic growth. This is about humanity's future, and the question of sustainable development is highlighted. The notion of sustainable development has evolved throughout time. The World Bank (WB) first emphasized the topic of sustainable development in 1987, defining it as "development that meets current needs without jeopardizing future generations" ability to meet their own needs." The earliest idea of human development made no mention of social difficulties. Nowadays, the notion of sustainable development is stated more thoroughly, and social environmental variables, in addition to environmental factors and natural resources, are given an enormously important significance in the process.

The World Summit on Sustainable Development Johannesburg (Republic of South Africa) in 2002 determined that sustainable development is a development process that includes a close, reasonable, and harmonious combination of three aspects of development: economic growth, social improvement, and environmental protection. In addition, the criteria for evaluating sustainable development include economic, social, and environmental sustainability.

Economic sustainability is defined as long-term quick and stable economic growth. Rapid expansion may not always result in long-term economic progress. As a result, we must constantly maintain a reasonable and long-term steady growth rate, rather than focusing on and emphasizing quick economic expansion.

Social sustainability: That sustainability must be humane, or in other words, it must bring about welfare and fair sharing for all individuals in society. Development must be associated

with a stable, peaceful society, expanding and enhancing the capacity to choose for everyone along with enhancing community participation in the development process.

Environmental sustainability: The living environment, which consists of all physical, chemical, and biological conditions, as well as the encircling society, has a direct influence on the development and existence of every individual and the community. Environmental sustainability is when a sustainable ecology provides a high quality of life for humanity.

Furthermore, sustainable development is regarded as a balanced and egalitarian approach to progress. The definition of equality is parity among social divisions within the same society. Achieving equilibrium among economic, social, and environmental development objectives demonstrates equilibrium.

2.3 Tourism

Tourism has emerged as a social phenomenon throughout the annals of human history. Prior to tens of thousands of years ago, when primordial human populations were still nomadic and traversed continents, tourism did not exist, at least not in its current form.

Approximately 6,000 years ago, agriculture emerged in the deltas of several main rivers of the globe, including the Nile River in Africa, the Red River in China, and Mesopotamia in Central Asia. Over time, animal husbandry and cultivation supplanted gathering and hunting. Villages and hamlets were established by agriculturalists in the elevated areas of the delta regions. The integration of livestock husbandry and agriculture has brought about a profound transformation in human society. We shifted from a nomadic existence, intermittently devoid of a dwelling or entrance, to a more settled existence centred around villages and hamlets. Every individual and family possess their own residence. Family members will eventually be responsible for managing the home.

Leave (with a date to return). The phenomenon of residents leaving is the phenomenon of tourism. In brief, tourism emerged during the agricultural era approximately 6,000 years ago, a time when human beings established settlements in villages and hamlets for the primary purpose of cultivating crops and raising livestock.

Although tourism may be considered to have emerged so early, the travel industry was established in England in 1842 by its British progenitor, Mr. Thomas Cook, who is considered the father of the global tourism industry. (Brendon, 1991)

Modern tourism did not emerge until 1945, following World War II. When people travel by plane. A day is sufficient to fly halfway around the globe on an airplane, whereas 15 days is required by train and 3 months is required by ship to do the same distance.

In terms of terminology, "tourism" originates from the French verb "la tour," which means "to go around." The individual therefore began at his residence, circumnavigated it once, and then returned. Robert Lanquar, the author of *Tourism International* (1993), asserts that the term "Tourist" was initially introduced in the English language in the year 1800.

The term "tourism" is subject to numerous definitions since each author has provided his or her own interpretation (hundreds of methods by hundreds of authors). Several definitions are, in general, comparable:

According to Hunziker and Krapf (1951), tourism professors at the University of St. Gallen, the term "tourism" encompasses a wide range of associations and events that arise from individuals' transient stays and migrations to locations other than their usual place of residence and employment.

S. Kalfiotis, a German tourism economist, in 1972 defined tourism as the temporary migration of individuals or groups from one place of habitation to another with the intention of satisfying spiritual and moral requirements. Consequently, the generation of economic activities becomes feasible.

Nguyen Thang and To Dang Hai (1990) presented the following notions as tourism statisticians of Vietnam: "Tourism encompasses a wide range of services that cater to various socio-economic and service-oriented needs, including but not limited to recreation, entertainment, science, and scientific inquiry."

The United States of America boasts the most robust and extensive tourism industry globally. Additionally, American academicians made significant contributions to the development of theories pertaining to tourism.

According to Mathieson and Wall (1982), two American scholars, "Travel encompasses not only the temporary relocation of individuals to and from their places of employment and residence, but also the amenities and activities designed to cater to their requirements while they are at the destination."

Michaud J. (1983), an American tourism geographer, defines tourism as "a collection of consumption and production activities involving at least one night of lodging and working away from the usual place of residence for the following reasons: business, entertainment, medical treatment." religion, sports, or illness.

Tourism activities demonstrate that for long-term and sustainable tourism development, a relationship with the local community is as important as access to the natural environment.

Michael M. Coltman, an American tourism economist, defined tourism in 1989 as "a reciprocal relationship between four community groups: local government, tourists (those who spend money on travel tourism), tourism service providers, and tourism service communities (hotels, restaurants)." The following is the definition of tourism: "In the process of attracting and serving tourists, the interactions between suppliers, authorities, tourists, and host communities give rise to the entirety of phenomena and relationships that comprise tourism and maintain the interest of visitors."

Throughout human history, tourism has been acknowledged as a pastime, an active form of entertainment. Presently, tourism has evolved into an essential component of the sociocultural fabric of nations. Travel and tourism have emerged as a significant economic sector in numerous developed nations. At the present time, the tourism sector ranks second only to the oil and gas and automobile industries in terms of industry status. In developing countries, tourism serves as a vital means of revitalizing the flagging economy.

Historically, the sole perception of tourism was that of a cultural endeavour, with the intention of providing amusement and enlightenment. Tourism was not regarded as an economic activity, generating little investment for development, and not attracting business-oriented visitors. Many centuries ago, pilgrims, merchants, scholars, and artists comprised the majority of visitors... Early in the 20th century, tourism remained a domain exclusively for affluent individuals who embarked on journeys for entertainment purposes. Tourism as it exists today is an integral part of the daily lives of millions of people; in fact, it originated in the post-World War II era. On the contrary, many individuals erroneously associate travel with mundane summer vacations, envisioning images of crowded beaches, airports, or tourist vehicles transporting visitors. Guests in the thoroughfares... Thus, prioritizing the correct conceptualization of tourism is imperative for its robust development and complete fulfillment of the escalating demands of humanity.

In 1963, specialists provided the following definition of tourism at the United Nations conference on tourism conducted in Rome, with the intention of promoting internationalization: Tourism encompasses economic activities, relationships, and phenomena that arise from the tranquil journeys and stays of individuals or groups beyond their customary country of residence. Their site of residence is not their location of employment. The International Union of Official Tourism Organizations, the forerunner of the World Tourism Organization, derived its definition of a visitor from this particular definition.

Tourism has evolved with the passage of time, beginning with the Stone Age, when people were forced to "travel" to survive in the face of starvation and terror. During the prosperous period of the Roman Empire, equestrian excursions served as a form of entertainment for

the ruling class. The advent of the train in the nineteenth century served as a catalyst for the expansion of the tourism industry. Then came automobiles, boats, and airplanes, which brought tourism closer and closer to individuals.

The establishment of the International Association of Tourism Organization in the Netherlands in 1925 marked a turning point in the evolution and transformation of the tourism concept. To begin with, tourism is defined as the temporary departure of individuals or groups from their place of habitation to neighbouring destinations for the purpose of recreation, medical treatment, or leisure.

Tourism in the sense of action is defined by the UNWTO in 2008 as "the act of traveling for the purpose of recreation and entertainment, with the organization of services revolving around this activity. A tourist is an individual who, for recreational purposes, covers a minimum distance of 80 kilometres in a twenty-four-hour period from his or her place of habitation."

The tourism definition of this thesis is derived from the UNWTO definition.

2.4 Tourists

Tourists are individuals from other locations who visit a particular destination during their leisure time to fulfil various needs, including but not limited to seeking knowledge, improving their health, developing or strengthening human emotions (either through connection with nature or with one another), entertainment, self-expression, and the acquisition of spiritual and material goods and services offered by establishments in the tourism industry. At the present time in Vietnam, this criterion can be effectively implemented through an overnight stay at a tourism accommodation facility. Tourists, in essence, are individuals traveling from different locations who visit with the intention of directly experiencing and appreciating the material and spiritual values, whether tangible or ineffable, of the local environment or social community. Tourism can be defined economically as individuals who utilize the offerings of tourism-related enterprises, including transportation, lodging, and dining. It is imperative to differentiate between two fundamental categories of visitors. Pure visitors are individuals whose primary objective is to gain a deeper understanding of the conditions, natural resources, commerce, and culture of the destination. Conversely, there are individuals who travel for a different reason, such as conducting business, seeking business opportunities, or attending a meeting... These individuals can make arrangements for travel time en route or at the destination. Visit and relax. They will subsequently be classified as visitors. Their journey is referred to as "business travel," "sports travel," and "religious travel" to convey this amalgamation.

Consequently, since tourism is both a social phenomenon and an economic industry with tourists as its target market, it is unavoidable to unify the concept of tourists. Revenue can be anticipated by tourism enterprises based on the volume of visitors. The standardization of the tourist concept will assist management agencies in determining the responsibilities of tourism enterprises towards the state and assist statisticians in unifying the criteria for differentiating between visitors and tourists. Additionally, the standardization and unification of tourist definitions facilitates the rapid incorporation of Vietnamese tourism into regional and international tourism statistics.

2.5 Sustainable tourism

Sustainable tourism is a relatively new concept that has garnered significant attention in recent years. Its foundation lies in the enhancement, modernization, and perfection of the tourism paradigm established in the 1990s. Sustainable tourism, according to the International Travel and Tourism Council (WTTC), entails simultaneously assuring the ability to provide for future generations and address the present demands of travelers and tourist destinations. This concept denotes that an ongoing tourism endeavor must consistently uphold, safeguard, and sustain itself in a manner that does not infringe upon the interests of future generations.

As per the United Nations Conference on Environment and Development in Rio de Janeiro in 1992, the World Tourism Organization (WTO) presented a revised definition of sustainable tourism as "the advancement of tourism activities." In addition to addressing the present requirements of tourists and local communities, the tourism industry endeavors to preserve and rehabilitate resources in preparation for subsequent tourism growth. With the intention of preserving biological diversity and cultural authenticity while meeting the economic, social, and aesthetic requirements of visitors, sustainable tourism endeavors to manage its resources, education, the advancement of ecosystems, and human life support systems. With this revised definition, tourism is more comprehensively defined. It is evaluated in the economic, social, and environmental spheres.

The WTTC introduced the notion in 1996 that "sustainable tourism" entails simultaneously assuring the ability to meet the requirements of future tourism generations and meeting the current needs of tourists and tourist areas.

A recent conference in Vietnam, attended by tourism ministers from East Asia-Pacific nations, presented the following perspective on sustainable tourism: "...tourism forms that satisfy the present demands of tourists, the tourism sector, and local communities while safe-

guarding the capacity of future generations to fulfill their own needs." Tourism can be considered economically feasible while avoiding environmental degradation, which is particularly detrimental to the social fabric of the local community and the natural environment that sustains tourism.

Sustainable tourism necessitates that all tiers and departments of the tourism industry oversee all types of tourism resources in a manner that preserves cultural identity, fundamental ecological processes, biological diversity, and life-sustaining ecosystems while simultaneously satisfying economic, social, and aesthetic requirements. (L. Hens, 1998)

As per the Vietnam National Administration of Tourism, the direction and management of tourism development should be guided by the following motto: harmoniously integrating present and future demands in terms of tourism production and consumption; exploit, effectively utilize, and advance natural tourism resources; prioritize the preservation, enhancement, and promotion of their value; and emphasize the preservation, enhancement, and promotion of their humanistic worth.

2.6 Ecotourism

Ecotourism is currently experiencing a surge in popularity among nature enthusiasts due to environmental, economic, and social considerations.

Ecotourism, an emerging concept, has swiftly garnered the interest of numerous individuals from various disciplines. A combination of the term's "travel" and "eco" may be all that ecotourism means to some individuals.

However, when viewed in a more comprehensive manner, certain individuals conflate ecotourism with nature tourism. Thus, all nature-related tourism activities, including hiking, mountaineering, and horticultural exploration, are classified as ecotourism (Ba, 2006, 82).

Ecotourism is also known by alternative designations, including the following names:

- Nature tourism
- Nature-based tourism.
- Sustainability-Based Tourism
- Green Tourism
- Adventure Tourism
- Responsible Tourism

- Sensitized Tourism
- Cottage Tourism

Ecotourism, as defined by professor Le Huy Ba, is a derivative of nature tourism and outdoor tourism. Some individuals believe that ecotourism is a form of tourism that has minimal detrimental effects on survival since individuals "rely on nature" and have a responsibility for the environment. The sustainability and growth of the ecosystem in which tourism operations occur. Additionally, there are those who consider ecotourism to be equivalent to responsible tourism, green tourism, ethical tourism, or tourism that is sustainable or environmentally beneficial. (2006).

Thus, the definition of ecotourism was not unified until recently. This is entirely suitable, given that ecotourism is a relatively new phenomenon, and each scholar has developed a unique definition of it.

As initially defined by Hector Ceballos-Lascurain in 1987, ecotourism is "travel to pristine natural areas for specific purposes: scientific investigation and exploration with an appreciation for the untamed environment and undiscovered cultural values." (Luong, 2002, 8).

The definition of ecotourism has garnered the interest of numerous scholars who have articulated their viewpoints and positions over the course of time. During the 1990s of the 20th centuries, numerous researchers also introduced the notion of ecotourism. Since its initial definition in 1987, the concept of ecotourism has undergone a transformation. Previously, ecotourism activities were perceived as having minimal environmental impact; this viewpoint has since shifted. Ecotourism, as posited from a novel standpoint, is a form of tourism that advances local community welfare and conservation while also providing educational opportunities.

As of now, the notion of ecotourism continues to be interpreted in numerous ways and under various nomenclature. Despite the fact that discussions regarding a universally accepted definition of ecotourism continue, the prevailing consensus among prominent ecotourism authorities is that it is a subset of tourism. Responsible management of nature-based tourism that fosters conservation and nurturing initiatives while maintaining ecological sustainability. Tourists of ecotourism will be led on excursions that include pertinent environmental explanations in order to enhance their comprehension and admiration of cultural and natural treasures while avoiding unwarranted destruction. acknowledgment of indigenous cultures and ecosystems.

In summary, ecotourism, as per any definition, must encompass all essential components, including societal and communal responsibility and concern for the environment and nature. (Ba, 2006, 84).

2.7 Culture

Culture is a concept with a very broad connotation with many different understandings, affecting all aspects of human life. Many people often know the quintessence of art, theatre, painting, literature, etc. Another popular way of looking at culture is about lifestyle, dressing, and traveling. standing, thinking, and daily behavior. From a specialized perspective, culture is considered the specific value of each region such as the culture of the South-Central region, the culture of the Central Highlands, or the value of each stage of the historical process such as the culture of Van Lang - Au Lac, and modern culture.

Today, when it comes to culture, each author has a different understanding depending on their perspective or approach.

As Edward Burnett Tylor (1832-1917), the first university professor of anthropology at Oxford University, said, "Culture or civilization, in the broad ethnological sense, generally includes knowledge, beliefs, arts, ethics, laws, customs and a number of other capabilities and habits acquired by humans as members of society."

According to UNESCO's definition: "Culture should be considered as a set of spiritual, material, intellectual and emotional characteristics of a society or group of people, and that in addition to art and literature, it also includes lifestyles, ways of living in communities, value systems, traditions and beliefs"

In Vietnam, the former prime minister Pham Van Dong proposed the concept of culture: "Speaking of culture is referring to an extremely rich and vast field, including everything that is not nature but related to people throughout the process of existence, development, the process of people making history... the core of national vitality is culture in its most comprehensive and noble sense, including entire value system: thoughts and emotions, ethics and qualities, intelligence and talent, sensitivity and absorption of new things from the outside, the sense of protecting property and the bravery of the community clan, the strength to resist and the strength to fight to protect ourselves and constantly grow stronger"

Author Tran Ngoc Them wrote: "Culture is an organic system of material and refined values created by humans and accumulated through the process of practical activities in the interaction between humans and the environment. natural and social fields".

Definition of culture by author Nguyen Tu Chi: "Culture is a natural thing transformed by humans, an instinct that is controlled and "culturalized" by each community through social rituals, association or religion".

Above are some typical definitions of culture. Culture is understood from different perspectives, different scopes, and purposes. According to Edward Burnett Tylor's definition, culture and civilization are one, it includes all areas related to human life, from knowledge and beliefs to art, ethics, and law... According to the late Prime Minister Pham Van Dong, culture is something that opposes nature and is created by humans, from morality and qualities to the ability to fight to protect oneself and the continuous growth of the national community. Author Nguyen Tu Chi, UNESCO considers all areas of human achievement in society to be culture. The definitions of culture are very diverse.

Based on the above-mentioned definitions, the author would like to use the following concept of culture: culture is a human product, everything that humans create in the process of working and interacting with the environment. natural and social fields. People use culture to serve human life and pass it from generation to generation.

Culture represents the level of development of humans and society through the way human life and actions are organized, making humans different from other animals. Due to the influence of the environment and ethnicity, the culture of each region, country, or region will be different.

2.8 Package tour

2.8.1 General requirements and definition of package tour

The tour package is not only a significant product of travel companies, but also a product with distinct qualities. Researchers and travel companies are capable of developing and executing tourism programs; however, a universally accepted definition of tourism programs has yet to be established in the field of tourism science literature.

As defined by David Wright in his book Principles and Procedures of travel counselling (1980), a travel package comprises the various services that comprise a standard travel itinerary, such as lodging, meals, transportation, and excursions within one or more countries, regions, territories, or cities. This service requires prior registration or contracting through a travel agency. Before receiving services, tourists are required to make complete payment.

The European Union (EU) and the Travel Association of the United Kingdom in 2018 defined regulations pertaining to package travel as follows: "A travel program is a pre-arranged

combination of a minimum of two of the subsequent:" The gross price of accommodation services and other travel services is derived from the sale of transportation and lodging services. The duration of the program exceeds twenty-four hours.'

As stated in the 6th edition of the Travel Career Development book (1998), Gagnon and Ociepka define a tour program as a pre-determined-price travel product that clients may purchase individually or in groups. Both can be ingested together or combined. A travel itinerary may comprise any or all conveyance services (including but not limited to air, water, rail, lodging, sightseeing, and amusement) that are offered at different quality levels.

Vietnam is a nation characterized by a nascent and evolving tourism sector. The Vietnamese people, in accordance with the Vietnam Tourism Law, appropriate understandings by inheriting and developing the world's tourism science.

"A travel program consists of a pre-established itinerary, package of services, and cost that covers the entirety of a tourist's journey, from departure to arrival."

As stated by a group of authors affiliated with the Department of Tourism at Vietnam National Economics University, package tour programs serve as prototypes for predetermined-priced tour organization. The tour program contains an exhaustive itinerary of activities, including lodging, dining, entertainment, excursions, and transportation. The program fee encompasses the cost of all merchandise acquired throughout the journey.

On the basis of the inheritance from the preceding definitions, the following definition of a tourism program can be provided:

"A package tour is the arrangement of a minimum of one distinctive service with another service, accompanied by a predetermined time, location, and cost." A travel program is comprised of a single journey and is pre-purchased by travellers to fulfil particular requirements and necessities throughout the journey.

2.8.2 Pricing tour and vacation packages

Price is the most significant monetary expenditure that consumers are required to make in order to acquire and utilize the product. The sensitivity of pricing decisions is unprecedented and is directly proportional to purchasing power. A decrease in price may result in diminished purchasing power; conversely, a reduction in price may give rise to price competition. Pricing decisions are expeditious in nature but challenging to modify. The pricing strategy employed by businesses significantly influences the level of competition within the market. The determination of a product's price holds significant importance for businesses due to its direct impact on sales and profits.

According to Orioly (2018), the process of ascertaining the selling price of a tour comprises the subsequent six stages:

- Stage 1: Determine pricing objectives:

Prior to establishing a price, the organization must ascertain the objectives that the product will accomplish. With meticulous market segmentation and positioning, the implementation of a marketing mix strategy, which includes pricing, will be a breeze for the organization. Additionally, the organization possesses alternative objectives. Clearly defined objectives facilitate pricing. Survival of the business, maximization of profits and market share, competitiveness, and leadership in product quality are typical objectives.

Sales dominance of the market: Pricing is determined by the objective of boosting sales, and revenue growth is the fundamental indicator of progress. In an effort to increase sales, this is accompanied by reduced prices or discounts (as a result of the elasticity of consumer demand and economies of scale). In general, the aforementioned is satisfactory; nevertheless, when dealing with a particular group of guests, it is critical to consider challenging aspects pertaining to specific services: the quantity of guest rooms, the number of seats in the vehicle, and the necessity to switch automobiles. The hotel... Subsequent businesses that attempt to boost sales through price reductions may face retaliation from more formidable rivals.

Enterprises strive to optimize their present profits, which are linked to product quality. Organizations are obligated to assess the costs and demand implications of various price points before selecting the one that generates the greatest profit margin or the highest revenue-to-investment capital ratio.

Pricing is determined with the objective of reducing competition. To be competitive, businesses must calculate and offer a low price with a low profit margin.

In order to penetrate high-income markets, businesses are frequently required to guarantee product quality at the expense of charging a premium to cover the expenses associated with product research and development.

Survival: Intense competition among businesses will cause many to face challenges, and ensuring the continued existence of the organization will become its primary objective. They are compelled to establish low prices, provided that they are sufficient to offset variable costs and certain other fixed expenses, in order to ensure the company's survival and enable it to endure this challenging period for some time.

- Stage 2: Identify the requirements of the intended audience:

Ascertain the magnitude of market demand.

Determine whether the demand is sensitive or insensitive to price elasticity. An examination of the price-demand relationship reveals that the degree of demand fluctuates with the price at which a company can sell its products. Typically, price and demand exhibit an inverse relationship, whereby an increase in price results in a corresponding decrease in demand, and conversely.

Assess and analyze the value of consumer consumption. Customers frequently assess the value of a product or service by considering the criteria that are linked to its technical attributes or quality of service.

- Stage 3: Ascertain and assess expenditures:

Establish cost objectives: Price determination is predicated on costs. The company aims to establish a price that adequately compensates for all expenses associated with product production and distribution, while also ensuring a fair and reasonable return on investment considering the endeavors and uncertainties of the business. All kinds of costs must be considered by businesses. When a company incurs greater production and sales expenses for a comparable product than its competitors, it becomes obligated to establish a higher price point in comparison to its rivals. Rivals or generate less revenue and suffer a competitive disadvantage. Thus, comprehensive cost contemplation and management are crucial factors in determining product pricing.

Determine the relationship between anticipated selling price, cost, and production volume. In pursuit of and development of economies of scale, so as to decrease average costs in response to rising sales.

- Stage 4: Conduct a price analysis of competitors' offerings:

Pricing is heavily influenced by the prices set by competitors and the responses they receive to those prices. The pricing and value of a product are determined by consumers in comparison to comparable products. The pricing strategy of a company can impact competition. A low-price, low-margin strategy can deter competitors, whereas a high-price, high-margin strategy can attract them. Rivals or induce them to cease operations in the market. There are various strategies that businesses can employ to accomplish this objective, including gathering data pertaining to the prices and selling points of competitors.

Determine the attributes and caliber of products offered by competitors, as well as inquire about consumers' perspectives regarding the relationship between the selling price and consumption value of said products.

- Stage 5: Select a pricing structure:

Price is one of the instruments utilized by businesses to accomplish their marketing objectives. Coordination between pricing decisions, product design, distribution, and promotion decisions is essential for the development of a cohesive and successful marketing program. Hence, prior to selecting a pricing methodology and establishing a precise price for a product, an organization must deliberate on every decision comprising the marketing mix. When a product is positioned according to factors other than price, advertising and distribution quality decisions will have a significant impact on the price. Price as the principal determinant of positioning will exert an impact on subsequent determinations within the marketing mix.

- Stage 6: Establish a precise price.

3 Research Methodology

The thesis develops a three-day sustainable package tour in the Vietnamese province of Khanh Hoa; therefore, qualitative, and non-participant observation are utilized to gather and select data. Qualitative research entails the gathering and examination of non-quantitative data in order to gain insight into ideas, perspectives, or personal encounters (Pritha, 2020). There are numerous approaches to qualitative research, including interviews, surveys, and observation, but I will be focusing on observation here. Participant observation and non-participant observation are two common categories of observation methodologies, as categorized by Ciesielska et al. (2018). Participant observation involves researchers attempting to immerse themselves in a specific event or context in order to gain an understanding of its interconnections and relationships from within. Their objective is to observe for an extended duration. Non-participant observation involves researchers attempting to discern relationships and interactions in a manner that is not influenced by popular opinion (Ciesielska et al. 2018, 34).

As stated by Ciesielska et al. (2018), non-participating observation occurs when the observer maintains a distance from the subject through physical contact. In my case, this meant remaining in Finland and being unable to travel to Khanh Hoa Province. The proliferation of the internet has facilitated the acquisition of comprehensive information pertaining to destinations, cuisine, and excursions from travel agencies and operators. Furthermore, I have made multiple trips to Khanh Hoa, where I have had the opportunity to experience its natural surroundings, cuisine, and local culture. Observing the information on the internet enabled me to identify and contemplate a location in light of those experiences and insights. The principal sources of data for this study are the iVIVU travel agency's collections. The author accessed the iVIVU website in order to gather information regarding the operations of tours to Khanh Hoa, with the purpose of determining the prevailing trends and locations in the area.

In order to evaluate each piece of information, I employ the context analysis technique. Context analysis is an emerging approach utilized to evaluate a collection of publications. The procedure involves generating a database comprising the attributes that have been allocated to each paper by the reviewer, followed by an examination of the data for relationships of interest (Falkingham & Reeves, 1998, 42). Through an examination of the various components comprising a given situation, one can begin to discern their cohesive integration. This is advantageous in the problem-solving process as it enables the identification of

possible problem areas (Suski, 2022). As a result, the author is able to draw some conclusions about the examined concepts and themes, evaluate the texts from which they observe, and ultimately select or disregard pauses or locations.

Additionally, Luo (2019) specified in detail how content analysis is implemented: researchers collect data meticulously from texts gathered from various sources, including books, newspapers, web content, images, and interviews... through the process of identifying, categorizing, or coding words, concepts, and themes present in the expressed communication; subsequently, assess and synthesize the results. The theoretical portion of this paper will present concepts and themes pertaining to sustainable package tours, which will serve as a connecting instrument with the empirical data used to determine locations and points of interest.

The objective of employing this approach is additionally to generate novel ideas, enhance understanding of a specific subject, and attain a broader interpretation of that which is stated (Moldavska & Welo 2017, 745). In light of this, the author anticipated offering some suggestions for designing a three-day excursion that would enhance the sustainable, cultural observance, and natural highlights mentioned in the theoretical framework.

4 Creating a 3-day sustainable package tour in Khanh Hoa Province – Vietnam.

I decide on Khanh Hoa province as the perfect location for my sustainable tour package since it offers a lot of advantages for utilizing and growing this kind of tourism, which has great potential in Vietnam. Khanh Hoa region, which is located in many of Vietnam's most exquisite bays, is a popular beach and leisure destination for travelers. Firstly, the climate of Khanh Hoa is tropical monsoon-influenced but also very temperate due to strong oceanic influences. Additionally, this bay city is less vulnerable to storms, making it a great place to visit practically year-round. Second, the bays in the province of Khanh Hoa are among the most stunning bays in the world, gifted with breathtaking and captivating natural landscapes. The prospective area indicated in this trip, Van Phong Bay, Nha Trang Bay, and Cam Ranh Bay, with its deep water, are all significant military locations in the East Sea region. Long, beautiful white sand beaches with crystal blue sea water can be seen at Khanh Hoa beaches. Furthermore, travelers who enjoy beautiful, peaceful islands can also visit Khanh Hoa. Vietnamese food has a wide variety of seafood specialities. The cuisine of Khanh Hoa and Nha Trang in particular is very varied, ranging from tourist delicacies like banh xeo, banh can, and banh canh served by quaint sidewalk cafés to a chain of restaurants serving a variety of meals. Food prepared from seafood, such as fish, squid, shrimp, crab, and others, that fisherman have captured directly on the bay. With more entertainment options than any other city in the region, Nha Trang is a bustling beachfront metropolis. The lodging structure is fully functional. There are currently a variety of lodging options available to tourists in Nha Trang and Cam Ranh, including motels, homestays, 1–5 stars hotels, and upscale resorts that can accommodate all types of visitors. There are different target audiences for luxury and cheap. In addition to well-known tourist destinations as Vinpearl general entertainment area, Ponagar Tower, Hon Chong scenic location, Mountain Church, Long Son Pagoda, Institute of Oceanography, and so forth, there are other tourist destinations. Diverse and incredibly enjoyable aquatic sports such as coral diving, mud bathing, and mineral bathing draw tourists from all over the world. Tourists are drawn to Nha Trang city for other reasons as well. For example, in addition to the well-known nightlife attractions like the Tran Phu night market, Sailing club, Louisiane draft beer, and Havana lights, and so on. (KHTD, 2023)

4.1 Khanh Hoa province sustainable tour package 3 days and 2 nights plan

This sustainable tour will be scheduled in December, the low tourist season in Vietnam, will be the dates of this sustainable journey. Ten to twelve individuals are the number of tourists.

International visitors between the ages of 20 and 40 make up the customer segment. Adventure seekers who enjoy getting back into the woods and discovering the distinctive customs of the locals will make up the clientele. In addition, the sustainable tour will happen for three days and two nights, which is appropriate for a trip in Vietnam. Beginning in Ho Chi Minh City (formerly known as Saigon), the journey will travel via Khanh Hoa province before returning to the starting location. The plane round-trip ticket costs 1.500.000 VND/person (75.78€). In addition, the cost of renting a car during the trip is 500,000 VND/person (18.94€). The author's reviews and surveys from tours on well-known Vietnamese travel websites and search platforms, such as iVIVU, booking.com or Tripadvisor served as the basis for the planning of this tour by using travel agency websites' search terms such as "Tour in Khanh Hoa/Nha Trang province" or "Famous tourist attractions in Khanh Hoa/Nha Trang province." The large seaside metropolis Nha Trang contributes significantly to the growth of the province's economy and tourism industry. From then, I study and research about particular times and places in the province of Khanh Hoa by reading thorough and precise accounts. Concurrently, I also choose well-known locations based on current trends and visitor appeal. That has given me some of the knowledge I need to create a sustainable tour for myself.

For the majority of the trip, the tour guide and travel agency, among the responsible stakeholder company, will prepare the standard food and beverages. Food includes meat, sausages, and seafood that are bought at Vinh Hai and Dam markets in Nha Trang city and are stored in reuseable freezer boxes for camping are priced at 150,000 VND per person/meal (5.67€). Coal to prepare for camping is also purchased at the market. Dry snacks including bread, ham, cheese, jam, snacks with standard two meals per day/person and costs 25,000 VND/meal (1.13€). Water is carried on two 10 litre stainless steel bottles that are filled with 5 litre bottled water, which costs 25,000 VND per bottle (1€), with a standard of 2L per person per day purchasing from markets, grocery stores, or supermarkets. There are several explanations for this decision. Vietnamese people drink water from plastic bottles or water that has been heated up to avoid germs because Vietnam does not have a clean tap water system that can be drunk directly, unlike certain countries in Europe. Moreover, Vietnam faces a serious problem with plastic trash, the tourism industry here is not an exception. As a result, carrying and using plastic bottles when traveling sustainably lessens the trip's significance and goals. The tour guide will instead advise clients to bring their own water bottles, which they may reuse repeatedly. In addition, each visitor will be given a cotton bag rather than a plastic bag to carry extra personal belongings with them while traveling. Other essentials that the tour guide prepares include tents and sleeping bags. Tourists sleep in tents according to the list previously registered with the company, with a

number of 2 guests/tent. First aid kits, medical supplies, medicines, and bug repellent are ready for emergency problems.

4.2 Enjoying local cuisine and market culture

At lunch on the first day, tourists have lunch at Dang Van Quyen grilled meat rolls. Grilled meat rolls are one of Nha Trang's specialty dishes and I was lucky enough to have enjoyed this kind of food several times, including two times at this restaurant. Through searching on Google search with the keyword "Nem grilled Nha Trang", I had more options in choosing a place to have lunch for guests on the first day, and it was not difficult to choose Dang Van Quyen restaurant located at 16A Lan Ong Street, Xuong Huan Ward, Nha Trang with criteria based on the quality assessment of the restaurant on Google Maps and the scale and popularity of the restaurant. This popular restaurant is quite famous in the coastal city of Nha Trang with a large service space, covering 3 floors and can serve hundreds of tourists at the same time. In addition, the restaurant offers a few unique dishes in Nha Trang such as 'banh can' (salty mini pancake), fish cakes rice noodles or grilled meat rolls with noodles.

Next, I choose Vinh Hai traditional market located in Hai Thang Tu Street, Vinh Hai, Nha Trang through Google Maps recommendation as the next place on the tour journey because this is a unique type of Vietnamese market where people sell their produce that they raise or bring from home. It's a great way to introduce visitors to the distinctive local way of life. Traditional markets are a group of old-fashioned food stores and convenience stores owned by the people of the region as customs cuisine provides a special atmosphere for tourists (Lunchprasith & Macleod 2018). Tourists will see and feel the bustle, crowd and noise of both sellers and consumers talking and bargaining, and experience shopping for themselves. Products are local and authentic.

On the second day, guests can visit Dam market, the second local market along the route, at midday. This market, which is situated on Phan Boi Chau Street in the Van Thanh ward, also has a large number of souvenir shops and delicious Nha Trang dishes served in food courts within the market. Here, visitors can eat lunch and shop just like in Vinh Hai Market. With its distinctive architecture and spacious market area, this is regarded as a tourist haven in Nha Trang. The local markets in Nha Trang that are suggested by reliable travel websites and Google Maps are Vinh Hai and Dam markets.

On the morning of the third day, according to the schedule, guests have breakfast at Aunt Ba fish noodle soup. Just with the keyword 'breakfast in Nha Trang', there are quite a few potential places that Google search suggested to me. This may not be a bad place for a

simple but delicious breakfast at an affordable price. Although the restaurant space is not large, it is very clean and tidy, providing a good experience for tourists.

Last but not least, the tour group visited a local seafood market. Xom Moi Market is one of the famous Nha Trang fishing village seafood markets and is very popular with tourists. Fresh seafood stalls and prepared food stalls such as jellyfish rice noodles, fish cakes, grilled meat rolls, etc. The purpose of this tour is mainly to give visitors a rich, unique experience and has many differences in fish market models compared to regular markets. Although this is not the largest fish market in Nha Trang, with a more convenient location than many markets in fishing ports far from the center, this seafood market is a good choice.

4.3 Visit Nha Trang Oceanography Institute

The first noteworthy stop along the way is the Nha Trang Oceanographic Institute. This destination is included in my tour package because I value the scientific research and accomplishments made here in maintain and protecting the marine environment in Khanh Hoa province specifically and the East Sea generally. This is a tourist destination not to be missed, based on information gathered from the Institute of Oceanography website. The Institute was founded in 1922, at the height of French colonization. As the first institute of oceanography to be founded in Vietnam, the Institute of Oceanography in Nha Trang is regarded as the largest marine research and archiving institution in Southeast Asia. Otherwise, The Marine Life Archive Museum, which spans more than 20 hectares and is located close to Cau Da harbor, Vinh Hoa ward, Nha Trang, has been preserving more than 20,000 specimens and over 4,000 different sorts of creatures for a long time. Moreover, I adore the Institute of Oceanography's insightful statements. The museum exposes visitors to the natural features of the East Sea region, including valuable mineral resources, coastal environmental landscapes, and rich ecosystems like mangrove forests, coral reefs, and seagrass beds, in an effort to raise awareness of the need to protect landscapes and environmental resources for the benefit of future generations. The institute is open from 6:00 to 18:00, Monday through Sunday (closed on holidays). Adult tickets cost 40,000 VND each (1.51€).

4.4 Van Phong Bay and Diep Son Island sustainable tourism activities

About 60 kilometers north of Nha Trang city, in the districts of Van Ninh and Ninh Hoa in the Khanh Hoa province, is where I can find Van Phong Bay. This wind-tight strait has a varied topography, with 28 islands, peninsulas, little bays, mangrove forests, tropical forest ecosystems, and a wide variety of coastal plant and animal species. Van Phong Bay boasts a year-round moderate and cool temperature, making it a popular tourist destination. In contrast, Nha Trang, a seaside city in Khanh Hoa province, has large plans to develop into

a major tourism centre with significant investment in the number of tourist attractions. In order to accommodate the incredibly high volume of tourists that come to this area each year, hotels and restaurants are crammed into the landscape. Therefore, this is an amazing place to enjoy tourism and the peaceful, quiet, unique atmosphere in the most beautiful bay in the Central Coast region. Conversely, tourism activities in Van Phong Bay and the islands are still pristine, located far from the center of Khanh Hoa province, and are yet to grow into crowded tourist areas and resorts. Due to its ownership of the islands of Hon Lon, Diep Son, and Hon Ong, as well as its location in the easternmost point of Vietnam connected to the mainland and nearby small islands, Van Phong Bay is a premier natural tourist destination. (Nguyen, N. 2023)

I continue working on the main point of the first day. After arriving at Van Gia fishing port, it takes approximately 10 minutes by motorized canoe and 30 minutes by boat to reach Diep Son little archipelago from the mainland. One round-trip ticket costs 200,000 VND per person (7.55 euros). The possible reason that I choose Diep Son Island as a potential destination because it is smaller than other archipelagos and islands in the area of the bay, making it ideal for small-group tourism activities. It is also relatively near to the mainland. Therefore, it is also convenient to travel back and forth between the island and the mainland. Nevertheless, due to being so far away from the mainland, some islands such as Hon Lon, Hon Ong have few and lengthy boat routes that make the trip from the mainland to the island quite time-consuming. Making sure the tour itinerary is planned efficiently and on time is challenging. Consequently, Diep Son Island is the best location for the itinerary that is selected. Three small islands are part of this location: Hon Bip, Hon Giua, and Hon Duoc. Diep Son's most notable feature is the sandy road that connects the islands in the middle of the sea and is almost one kilometre long. It is easy for tourists to wander between islands. I have researched and created a list of tourist attractions on the island that you might enjoy. The island has a camping service, a restroom system and rental equipments for activities at the beach. As a result, visitors will have plenty of time to engage in sports like swimming, diving, or testing their kayaking skills on the island to discover the marine life around them. For individuals who enjoy adventure and exploration, trekking is also a viable option. In addition, to enhance the experience and camaraderie among tour participants, travellers engage in beachside sports games with other participants such as beach volleyball, tug of war, beach soccer. In the end, camping is a very pleasurable pastime for those who appreciate getting together and spending time in nature. One of the most memorable moments is having a joyful campfire with barbecue and the starry sky while listening to the sound of the waves smashing on the sandy shore at night. The unique feature is that visitors can witness the dawn in one of Vietnam's most exquisite bays.

On the second day of the journey, tourist group return to Van Gia town, Van Ninh district, Khanh Hoa province. After enjoying a light breakfast prepared in advance, visitors can "play the role" of being a fisherman, casting their own nets to catch fish and rowing basket boats to experience and discover the ancient culture of the fishing village, the life of coastal people with a simple lifestyle, under the guidance of tour guide and fishermen. Tourists visit some fishing activities, aquaculture with the coastal community in Van Gia fishing village. This is just one of the many experiences that are gaining popularity in Vietnam's experiential tourism industry. Tourists can take in the vibrant atmosphere of the fishermen's dock. Seeing boats loaded with shrimp and fish coming ashore or observing dealers and fishing vessels engaged in a flurry of activity. A visit to the aquaculture system used by the fishermen is also included in the tour. Vietnamese fishermen are proud of their ability to maintain marine resources, balance human needs, and develop sustainably—all while providing income for their communities and avoiding overexploitation of the ocean's resources. When opting to purchase seafood from a fishing boat and have it prepared by fishermen, tourists can also savor the delectable seafood. This, together with real-life encounters with local cultural identity, in my opinion, be the primary goal of the journey and will have a significant impact on how visitors and locals interact. (Vinpearl, 2023)

4.5 Natural discovery of Hon Ba nature reserve

I continue studying about the Hon Ba Yersin nature reserve, which is located in Khanh Hoa province around 30 kilometers west of the city of Nha Trang. This vast region is made up of numerous contiguous mountain ranges that are roughly 1,500 meters above sea level. This area experiences considerable rainfall, a moderate climate, and year-round coolness. The lush green, wide, immaculate, and incredibly spectacular primeval forests that make up Hon Ba's rich flora system. The eyes cover an area of around 21,000 hectares in total. This is a terrific place to experience something quite different from what's scheduled for the first day. It will be open to visitors to explore the reserve's natural surroundings, including the surrounding prehistoric woods, plants, and fauna. Da Giang stream is one possible location for tourists and campsites. This spot features a bulging torrent of water forming a large lake and large boulders surrounding the waterfall creating a place for sunbathing, resting, camping, or grilling very great meals, based on photos and information found on some local travel review websites. Furthermore, trekking activities here provide a fantastic addition to the schedule for the second day. Hon Ba is well-known for its exquisite system of hiking and climbing routes. There will be changes from the first day of camping. Tourists can hear the sounds of trees and trickling streams, occasionally the noises of wild animals, transporting the melodies and sounds of the natural mountains and forests in place of hearing ocean

waves hitting the beach. The ticket price to enter the reserve is 30,000 VND/person (1.13€) (Tripadvisor, 2023)

4.6 Visit Ponagar Towers of Cham people

I choose the above location because this is a special tourist destination of Nha Trang city in particular and Khanh Hoa province in general (including Nha Trang Institute of Oceanography). They are not only historical but also symbols of the culture and people of this land. Ponagar Tower was built from the 8th to the 13th century, during the heyday of the ancient Champa kingdom. This is a temple complex that represents the beautiful architectural and sculptural art of the Cham people. It is also proof of the interference of beliefs between Cham and Vietnamese culture. Following the research, there are numerous good ratings and comments indicate that this is a popular destination in Nha Trang among both domestic and foreign travelers on review sites. Other information is that Ponagar Temple's opening hours are 6:00 AM - 5:30 PM. Entrance ticket price: 25,000 VND/person (1€), according to Tripadvisor.

4.7 Price for package tour

The author and iVIVU are in charge of organizing this sustainable trip package in Khanh Hoa. I study via the main website of the stakeholder firm I work with, looked up popular excursions in Nha Trang (Khanh Hoa), and chose rates among them. I select tours with lots of reviews, a high rating, and a level 4 or above rating on a 5-point scale. A sustainable tour package's price consists of both fixed costs (for the entire group) and variable costs (cost per passenger). Among the fixed costs are:

- For twelve tourists's group, the round-trip flight is one million and five hundred VND (1,500,000) (56.48€) from Ho Chi Minh City to Cam Ranh in Khanh Hoa province and vice versa. For eight tourists' group, the round-trip flight is one million and seven hundred VND (1,700,000) (64€).
- A car rental costs six million VND (6,000,000). (500,000 VND per person (18.83€) for a package with 12 people, 750,000 VND per person (28.24€) for a package with 8 people)
- The cost of the tour guide is three million VND (250,000 VND per person (9.41€) for a package with twelve people, and 375,000 VND (14.12€) per person for a package with eight people).

Moreover, a meal at Aunt Ba in Nha Trang (35,000 VND) (1.32€), two lunches at Dang Van Quyen grilled meat rolls and Dam market (50.000 VND/meal, 100.000 VND in total) (3.77€ in total), food prepared for two camping sessions (300,000 VND) (15.06€), six snacks for three days (25.000 VND/snack, 180.000 VND/person) (6.78€ in total), drinks (25,000 VND) (1€), Ponagar temple ticket (25,000 VND) (1€), Hon Ba ticket (30.000 VND) (1.13€) and Nha Trang Oceanography Institute ticket (40.000 VND) (1.51€) are among the variable costs per guest throughout the journey. Other expenses include boat tickets to Diep Son Island (200,000 VND). The total of the twelve tourists' package (excluding profit (10%) and tax (10%)) is 3.130.000 VND (125.2€) and eight tourists' package is 3.655.000 VND (excluding profit and tax). iVIVU company expects to earn a profit rate of 10% on this tour package.

Item	Price (VND)	Amount	Price per person (VND)	Euro
Food	150000	2	300 000 VND	€ 12,00
Snacks	25000	6	150 000 VND	€ 6,00
Hon Ba ticket	30000	1	30 000 VND	€ 1,20
Nha Trang Oceanography Institute	40000	1	40 000 VND	€ 1,60
Ponagar ticket	25000	1	25 000 VND	€ 1,00
Ship ticket to Diep Son Island	200000	1	200 000 VND	€ 8,00
Breakfast	35000	1	35 000 VND	€ 1,40
Lunch	50000	2	100 000 VND	€ 4,00
Flight ticket	1500000	1	1 500 000 VND	€ 60,00
Car rent	500000	1	500 000 VND	€ 20,00
Tour guide expense	250000	1	250 000 VND	€ 10,00
Total			3 130 000 VND	€ 125,20
Profit	10 %		313 000 VND	€ 12,52
			3 443 000 VND	€ 137,72
Tax	10 %		344 300 VND	€ 13,77
Total (including tax)			3 787 300 VND	€ 151,49

Figure 1. The price of sustainable tour package (twelve people)

Item	Price (VND)	Amount	Price per person (VND)	Euro
Food	150000	2	300 000 VND	€ 12,00
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Breakfast	35000	1	35 000 VND	€ 1,40
Lunch	50000	2	100 000 VND	€ 4,00
Flight ticket	1700000	1	1 700 000 VND	€ 68,00
Car rent	750000	1	750 000 VND	€ 30,00
Tour guide expense	325000	1	325 000 VND	€ 13,00
Total			3 655 000 VND	€ 146,20
Profit	10 %		365 500 VND	€ 14,62
			4 020 500 VND	€ 160,82
Tax	10 %		402 050 VND	€ 16,08
Total (including tax)			4 422 550 VND	€ 176,90

Figure 2. The price of sustainable tour package (eight people)

5 Schedule of Khanh Hoa province package tour

<i>Travel itinerary</i> (Khanh Hoa province – 3 Day Trip)	
FLIGHT BRAND: VietjetAir (VIE) TRAVEL AGENCY: IVIVU.com (VIE) ARRIVAL: December 15, 2023 DEPARTURE: December 17, 2023	
DAY 1	MORNING: Arrival Khanh Hoa & visit Nha Trang Oceanography Institute AFTERNOON: Visit Vinh Khai market (Nha Trang city) and Diep Son Island (Van Phong Bay) EVENING: Explore Diep Son Island, have dinner and camping
DAY 2	MORNING: Have breakfast and experience being a fisherman AFTERNOON: Have lunch at Dam market EVENING: Explore Hon Ba nature reserve and camping
DAY 3	MORNING: Explore local fish market and Ponagar temple after breakfast. AFTERNOON: Depart to Ho Chi Minh city

Figure 3. Sustainable tour package itinerary.

At the beginning, instead of starting a journey more than 400 km and more than 6 hours by automobile, visitors depart from Tan Son Nhat Airport (Ho Chi Minh City) to Cam Ranh airport (Khanh Hoa province) to meet the need for a rapid and convenient travel from Ho Chi Minh City to Khanh Hoa province. Travelers depart from Tan Son Nhat Airport (Ho Chi Minh City) to Cam Ranh Airport at 6:00 AM on the first day. It will take roughly one hour to get there from Tan Son Nhat Airport. All trip durations are approximations derived from Google Maps, presuming regular airplane operations. VietjetAir and Vietnam Airlines are two potential Vietnamese airlines. Next, at 8:30, visitors will be picked up in Nha Trang City (Khanh Hoa province) in a 15-seater car that has been chartered by the tour agency. It

takes approximately one hour and is estimated to be roughly 40 km. At 9:30 AM, the vehicle transports visitors to the Nha Trang Institute of Oceanography.

Travelers head to the car at 11:00 in order to visit the restaurant serving grilled meat rolls, Dang Van Quyen. They have an hour to savour the specialties of the city. At 12:00, the group will proceed to the Vinh Hai market. Using the travel company's contacts, food is prearranged and prepared at many counters for the first day, which is then picked up by the tour guide. Within an hour, travelers can freely purchase dry food, fresh food, and other necessities before traveling to Van Phong Bay. It will take around one and a half to two hours by automobile to get from Nha Trang city center to Van Phong bay starting at 13:00. Following the group's arrival at Van Gia port at 15:00, passengers will board the boat to Diep Son island, where they should reach in 30 minutes. The group meets at the hut by the harbor around 16:00 in order to begin erecting tents, starting a fire, and taking a short nap. It takes roughly one hour. Visitors are free to explore the island, go swimming, and go trekking until 17:00, but they must still take precautions to keep themselves and anyone around them safe. The gang got together at about 19:00 to cook over the campfire and then engage in a few games. The period of rest lasts from 21:00 to 5:00 the following day. On the second day of the tour, guests witness the island's sunrise and share breakfast together at five o'clock in the morning. After cleaning up the tent as a group, they boarded the boat to return to Van Gia port.

After loading their stuff into the car, the group starts acting like fishermen in the port and on fish rafts close to the mainland at about 6:00. For tourists, this experience lasts approximately two and a half hours, including showering and changing clothing. At 11:30 AM, the vehicle leaves for the city of Nha Trang. Visitors enjoy lunch in Dam market, where there are plenty of alternatives in the food courts, at 13:00. The market meal experience lasts for one hour and thirty minutes. After that, around 14:00, the group heads toward National Highway 1A and the Hon Ba natural reserve. The trip takes roughly one and a half hours. At 16:00, the vehicle pulls up to the Hon Ba conservation area. To arrange things and set up tents, the group walks to the Da Giang stream. Similar to the first day, visitors may engage in small-group activities in streams, waterfalls, lakes, mountains, and woods starting at 17:00, but they must still pledge to protect their health and safety while doing so with the assistance of a tour guide. At 19:00, the group gets together to camp, eat, and have fun. The hours of rest are from 21:00 until 6:00.

6:00 AM is the time to wake up on Tuesday morning. The group then got together to tidy up the tent and make their way to the automobile. At eight in the evening, the vehicle pulls up

to the Aunt Ba fish and noodle restaurant, located at 123 Yersin Street in Nha Trang. Breakfast for the group takes roughly forty-five minutes. The group then drove to 49 Ngo Gia Tu, Tan Lap, Nha Trang city, to visit the Xom Moi fish market. 30 to 40 minutes in duration. The group visits Ponagar Temple for 30 to 40 minutes after that, leaving around 9:30. At 10:30, when the tourists have completed their tour of Ponagar, the vehicle takes them to Cam Ranh airport. Visitors check in two hours prior to the departure time of the flight at 12:00 PM. At 3:30 PM, when the plane from Cam Ranh is slated to land at Tan Son Nhat airport, the voyage comes to an end.

6 Summary and discussion

As mentioned, the iVIVU company has a demand for its new product due to the tourism industry's recovery following the pandemic. Therefore, I was fortunate to have an email interview with Ms. Trang Nguyen, Sales Executive of the iVIVU company, in order to compile a comprehensive tour package. To show sincerity, she provided me with incredibly helpful information through the answers in response to my inquiries about details related to the content of the tour package. The representative of the company expressed great excitement and admiration for my tour concept, which blended natural and cultural elements. The trip package displays the natural beauty of the area, the typical flora and animal ecosystems at tourist locations, and the attractiveness of the scenery. Through hands-on, practical experiences, the trip package offers visitors an authentic taste of indigenous cuisine, customs, and lifestyle. She also gave the activities in the particular agenda and the tour package's contribution to environmental issues good marks. From the standpoint of the customer, she is aware that by selecting this particular trip package, she and other tourists will assist the area raise money to carry out conservation efforts, preserve the environment, encourage economic growth, and protect the beauty of nature. She believes that travel experiences are most valuable when they provide travelers with new perspectives on popular tourist destinations. It is fascinating for visitors to discover the many cultures and customs of the places they visit. Besides, she also gave me some advice from a tour operator's perspective. Accordingly, to be able to perform their role well, the tour operator must clearly understand what the activities in the tour program are, what they mean, and how they affect the environment and the environment. local culture; Select and design activities that promote environmental and cultural responsibility. For tour marketing and promotion, there should be articles on forums or major electronic newspapers that focus on how local tourist attractions have a positive impact on the environment. school and local culture. When making a tour schedule, the tour operator should guide and disseminate it to the tour guide - the person who will have direct contact with tourists and is also the closest advertising channel when it comes to how travel awareness will affect about the environment and culture at the tourist destination; How specific activities in the program will benefit local nature and culture.

She does not, however, promise that this tour package is more competitive than other basic tour packages in Khanh Hoa. First of all, a qualified tour guide with soft skills and a thorough awareness of the local way of life is needed for this program. The tour guide must also be able to communicate well in other languages and be able to handle pressure. Due to the lack of education and proficiency in foreign languages, the labor market in Vietnam is relatively challenging. As a result, travel agencies must provide comprehensive training for each

tour guide for every destination, which is expensive and time-consuming and causes numerous issues for the businesses during the economic downturn. Second, Nha Trang, in the province of Khanh Hoa, is the source of the issue. As previously said, Nha Trang has developed into a coastal city with a plethora of resort tourism activities that have been implemented over many years. It is challenging to alter a basic tourism system that, for the most part, benefits and makes money primarily for travel agencies and other associated parties, not much for the local people. There are still plenty of prospects in Khanh Hoa province to grow sustainable tourism, but much of that is up to the local administration and governmental structures. To provide chances for sustainable tourism to grow and thrive locally, there needs to be increased awareness of the value of the environment and better knowledge of the local way of life.

7 Conclusion and Future Research

I attempt to create a special sustainable tour in this thesis by developing Khanh Hoa's package tour in the spirit of sustainable development as the overarching plan for the growth of global tourism and participating in the practical knowledge of the tourism environment in Khanh Hoa as the main information to study. In addition to being treated primarily conceptually about tourism and sustainable tourism, it also makes use of empirical research as useful online information search "tools" to deal with problems in the province of Khanh Hoa, particularly from a tourism standpoint.

The sustainable tour package is created with the use of qualitative methods and non-participant observation techniques to gather information from tours that are currently taking place at current destinations in order to identify prospective destinations that are environmentally friendly, minimize negative environmental impacts, and still highlight natural beauty and cultural heritage. The places are chosen through an analysis of the information gathered from customer reviews posted on well-known travel review websites, as well as the information and tour product pages of reliable travel companies in Vietnam. To pick a place that fits the tour's basic requirements and itinerary, I give special weight to evaluations with extensive information and a high volume of engagement. With a focus on international travelers, this tour package aims to enhance first impressions and practical experience while accurately reflecting the tour package's genuine objectives and delimitations. However, during the research, I noticed that a lot of the material on numerous websites regarding tourism was identical. This occurs as a result of lax enforcement of copyright laws in Vietnam, which allows numerous illegal websites to publish almost similar reviews and duplicate content on blogs and websites for the purpose of 'seeding' or advertising. As a result, the quantity of evaluations might not be particularly trustworthy, therefore in my study, I have to carefully choose and assess each piece of information, making sure to confirm its accuracy following the standards of an impartial and honest evaluation. There are only a few published articles on the subject of sustainable tourism in Vietnam were found during the research process. As a result, I make an effort to blend traditional tourism with tourism-related activities that, in my opinion, will incorporate all the components of sustainable tourism while also showcasing local identity and culture, nature and raising awareness of environmental protection and impact reduction.

Travel agencies in Vietnam may use this eco-friendly trip package as a starting point for creating more eco-friendly excursions. Vietnam has a lot of untamed but intriguing locations that should be investigated. Furthermore, based on my study and observations, sustainable tourism is still underdeveloped in Vietnam, a country with many ideal conditions to promote

the tourist business, notably sustainable tourism, but the natural qualities of geography, cultural variety, regions, and local cuisine have not been completely exploited. There are only a few small travel companies or small groups created sustainable tours in some specific areas. There are hardly any sustainable tourism activities in coastal or island sites, with the majority of the destinations chosen for sustainable tourism being found in the Central Highlands mountains and the Mekong Delta, or further Northwest mountain region. Potential explanations include the Vietnamese government's lack of focus and investment in the management and preservation of the region's cultural heritage, relics, and environmental protection issues; the lack of propaganda and awareness raising on the issue of tourism-related resource exploitation, the overuse of resources to the localities, and the lack of attention paid by tourism companies and local management to the process of rehabilitation and renovation of environment.

This eco-friendly travel package nonetheless has a lot of drawbacks overall. The research uses qualitative methods and non-participant observation approaches, as the author is unable to directly participate in the sites, I present due to my location in Finland, also the lack of the sense as a tourist to evaluate the authenticity and locality of a destination. The uneven distribution of tourism activities in Khanh Hoa province and Nha Trang's expansion towards resort tourism, sometimes referred to as pure tourism, are additional obstacles that prevent me from producing a comprehensive tour package. Otherwise, this tour package lacks the authentication of a tour guide with expertise in the tourism field of the company that I work with, locals who provide food services, market business, and tourism activities at the mentioned tourist destinations, despite the involvement of the company's stakeholders in suggestion, evaluation and interview, particularly Ms. Trang Nguyen, Sales Executive representative of iVIVU.

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Appendix 1. The price table of the package tour.

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Total (including tax)			4 422 550 VND	€ 176,90

Figure 2. The price of sustainable tour package (eight people)

Appendix 2. Travel itinerary.

<i>Travel itinerary</i> (Khanh Hoa province – 3 Day Trip)	
FLIGHT BRAND: VietjetAir (VIE) ARRIVAL: December 15, 2023	
TRAVEL AGENCY: iVIVU.com (VIE) DEPARTURE: December 17, 2023	
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DAY 2	MORNING: Have breakfast and experience being a fisherman AFTERNOON: Have lunch at Dam market EVENING: Explore Hon Ba nature reserve and camping
DAY 3	MORNING: Explore local fish market and Ponagar temple after breakfast. AFTERNOON: Depart to Ho Chi Minh city

Figure 3. Sustainable tour package itinerary