

# Competitiveness Capacity of Travel Destination: Proposed a Model of Competitive Capacity Structure for Mui Ne Travel Destination - Binh Thuan, Vietnam

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**Abstract:-** The main objective of this study was to propose a structural model to measure attributes of a tourism destination competitiveness. Although many destination measurement models have been developed by tourism researchers, there is not a scale that fits all destinations as well as their differences or lack of consistency. In addition, due to the diversity and abundance of destinations, a model applied at a tourist destination can not promise an appropriate outcome when applied it to another tourist destination. This article is intended to provide an appropriate conceptual framework related to the tourism destination measurement indicators before the actual survey is conducted. The structural model for measuring destination competitiveness of Mũi Né –Binh Thuận tourism destination was developed by inheriting documents on theoretical models and empirical studies. This is the case study applied to the Mũi Né-Bình Thuận, Việt Nam tourism destination.

**Keywords:-** Competitiveness Capacity, Travel Destination, Model of Competitive Capacity Structure, Mui Ne.

## I. INTRODUCTION

Tourism is one of the fastest growing industries in many countries around the world. Accordingly tourism has become an important sector of economic growth, a significant source of income for many countries. Therefore, the study of tourism destination competitiveness has attracted the attention of many policy makers, organizations, travel companies and even tourism research scholars. In tourism documents, competitiveness has been identified as an important factor for the success of tourism destinations (Crouch and Ritchie, 1999; Kozak and Rimmington, 1999; Dwyer and Kim, 2003; Enright and Newton, 2004). Researchers who are very interested in this topic have led to an increase in the definition of competitiveness (tourism competitiveness) of travel destinations. In this context, many research models of tourism destination competitiveness are developed and tested according to a lot of space and time. Meanwhile, some researchers argue that no method or model fits all destinations to measure the tourism destination competitiveness and no set of indicators can be applied to all destinations. all time (Enright and Newton, 2004; Gomezelj and Mihalic, 2008). Obviously, each destination has different geographical characteristics and different historical context, so the model of Competitive capability

applied at one destination may not be applicable to other destinations and cannot result suitable (Kozak, 2002). This can be easily seen when the research results are compared with those applied at the same place (Gomezelj and Mihalic, 2008).

Stemming from that fact, this article argues that a conceptual framework is appropriate for indicators closely related to the tourism destination competitiveness before conducting a practical survey. In other words, the study of tourism destination competitiveness will have a more comprehensive result if it can develop a conceptual framework suitable for it at the time of the study. Therefore, the aim of the study is to provide a theoretical model to measure the tourism destination competitiveness, as a basis for conducting empirical evaluation, to determine a suitable model. to assess the tourism destination competitiveness, specifically in this case is the destination of Mui Ne-Binh Thuan, Viet Nam.

## II. THEORETICAL BASIS AND STATUS RESEARCH MODELS

### A. Definition of Destination Competitiveness

There have been many definitions of Competitive capability of a tourist destination, scholars studying tourism have drawn from the research on theory and experimental research. Ritchie and Crouch (2000) argue that Competitive capability is "the ability to create added value and thereby improve national prosperity and socio-economic development. Competitiveness often incorporates the concept of marketing planning and delivery strategy competitive development (Buhalis, 2000). Pearce (1997) described the tourism destination competitiveness as a technique, method and analysis of destination evaluation in a systematic way to compare the competitive attributes of destinations within the scope of planning. Systematic assessment and comparison of tourism components among competitors to better understand competitive advantages to develop effective development policies. At the same time, the model of the tourism destination competitiveness proposed by Crouch and Ritchie (1999) also showed that it is necessary to understand the relationship and the interaction between the forces of the Competitive capability. In addition, the study also proposes a systematic analysis of comparative advantages and destination competitiveness. According to Crouch and Ritchie (1999), comparative advantage creates tourism resources available at the destination, while Competitive capability is the

ability to use that resource effectively in the long term at the destination. The main attractions at the destination are necessary to create comparative advantages and destination competitiveness. These factors are the basic resources that motivate the choice of visitors' destinations, as well as the factors that planners and tourism developers need to consider to improve the competitiveness of the destination. In addition, the model also explains the factors and support resources in the form of secondary efficiency of the destination competitiveness such as infrastructure, accessibility, and favorable resources are important for the success of destination business. The main concern of studies is often to consider destination competitiveness as maintained and developed as other competitors. In addition, environmental factors, natural resources, cultural diversity, historical relics ... can affect the competitiveness of destinations (Hassan, 2000). In order to develop and promote travel destinations, it is necessary to create valuable tourism resources to enhance the destination's competitiveness.

*B. The Model Determines Tourism Destination Competitiveness*

➤ *Ritchie and Crouch's Concepts of Competitiveness*

So far, many travel researchers have proven that the benefits from tourism are due to the improvement of the destination traffic. Ritchie and Crouch (2000) discussed the model of destination competitiveness through the theory of "Diamond Model" on Porter's national competitiveness (2003); comparative advantage of Ricardo (1817) and the theory of competitive advantage. Information collected about destination competitiveness is defined as natural resources (comparative advantage) and the ability to exploit resources (competitive advantage). The model of Ritchie and Crouch (2000) consists of 5 main groups: Limiting and expanding factors; policies, planning and destination development; destination management; basic resources and factors; factors and support resources. At the same time, the model also identifies factors affecting the destination competitiveness including macro factors (world economy, terrorism, epidemics, ...) and micro environment (resources, infrastructure ...) of the destination.

<b>EXTREMELY FACTORS AND EXTENSION</b>								
Location	Safe/security			Cost/Value	Interdependence	Recognize/ Image	Capacity	
<b>POLICY, PLANNING AND DEVELOPMENT OF DESTINATIONS</b>								
Identify the system	Philosophy / Value	Vision	Location/ Trademark	Development	Competitive analysis/ Cooperation	Control / Evaluation	Accreditation	
<b>MANAGEMENT OF DESTINATIONS</b>								
Organization	Marketing	Service quality/ Experience	Information / research	Workforce management	Finance / Capital	Manage visitors	Resource management	Risk management
<b>RESOURCES AND ATTRACTIVE BASIC FACTORS</b>								
Nature and climate	Culture and history		Combination of activities	Special event	Entertainment	Superstructure	Market relations	
<b>FACTORS AND SUPPORTED RESOURCES</b>								
Infrastructure	Accessibility	Supported resources	Hospitality	Business		Political spirit		

Table 1:- Destination competitiveness of Ritchie và Crouch  
(Source: Ritchie and Crouch, 2000)

➤ *The Combined Model of Competiveness Competes the Destination of Dwyer and Kim*

To contribute to improving the destination competitiveness, Dwyer and Kim (2003) have combined with the theory of national destination competitiveness, giving a combination model of the destination competitiveness. The study presents two factors: the first element of the model includes resources: Natural resources and inherited heritage; creative resources; support factors and resources. These are the resources that make the

difference for tourism products at destinations, creating attractiveness for tourists to visit, it is the basis for creating NLCT to attract tourists of the destination. The second element of the model is destination management, which is related to the strategy of improving the attractiveness of destinations, which is more competitive than other destinations; At the same time, improving the quality and efficiency of supporting factors and resources best adapt to the actual needs of visitors.

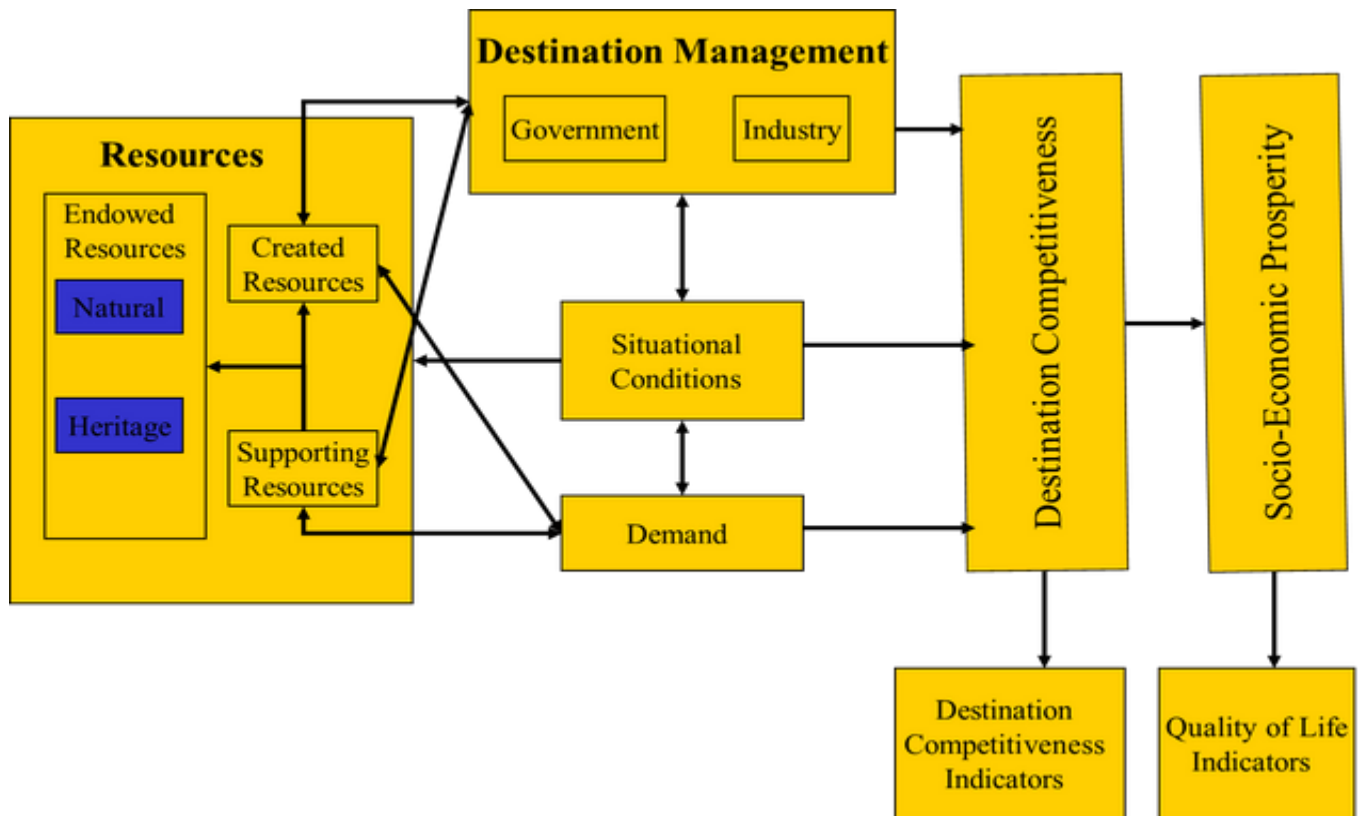


Fig 1:- A General Model of Destination Competitiveness  
(Source: Dwyer and Kim, 2004)

➤ *Theoretical and Applied Models*

In addition to Ritchie and Crouch (2000), Dwyer and Kim (2004), other theoretical models were developed to explain the destination competitiveness as in the work of Yoon (2002), Craigwell and More (2008). Yoon (2002) studied the structure of competitive model of tourism destinations from factors to empirically examine the interaction of relationships: 1) perceived tourism development impact, 2) attitude for environmental issues,

3) linking places to visit, 4) prioritizing development of tourism development factors, 5) supporting destination competition strategy. The scope of this study is the tourist and community destinations in Virginia, where there are many products, artificial tourist destinations as well as natural culture. The guiding principles of this study are that the destination training can be improved by the appropriate combination of locations, tourism resources and the destination's advanced competitiveness strategies.

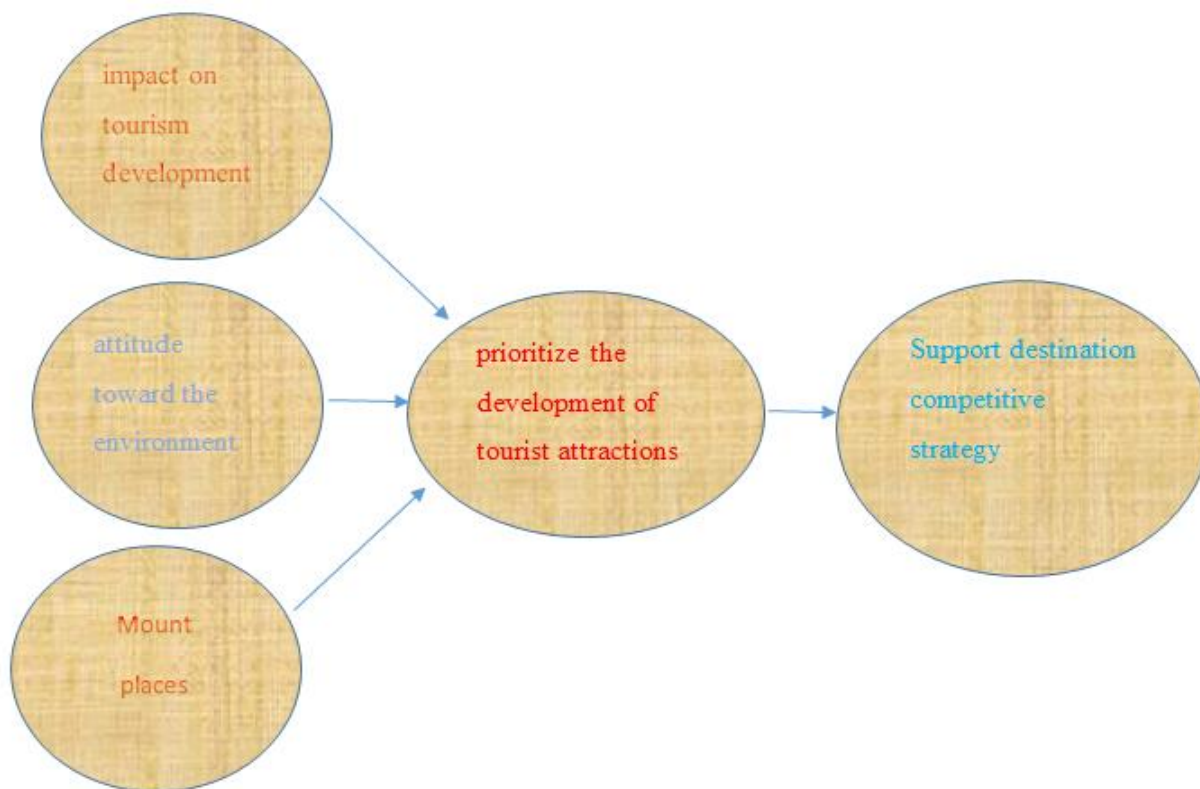


Fig 2:- The Structure of Competitive Model Points Comes From Stakeholders  
 (Source: Yoon, 2002)

Research on the competitiveness of small developing tourist islands in the US by Craigwell and More (2008) has identified factors affecting the destination competitiveness (Figure 3). The study has surveyed 45 small islands and proposed research models based on the organizational competitiveness index travel the world. Research results

show that the competitiveness of small tourism island developing in the US is affected by (1) price competitiveness; (2) Human resources for tourism; (3) Infrastructure; (4) Environment; (5) Technology; (6) Openness; (7) Social aspects, according to the following diagram:

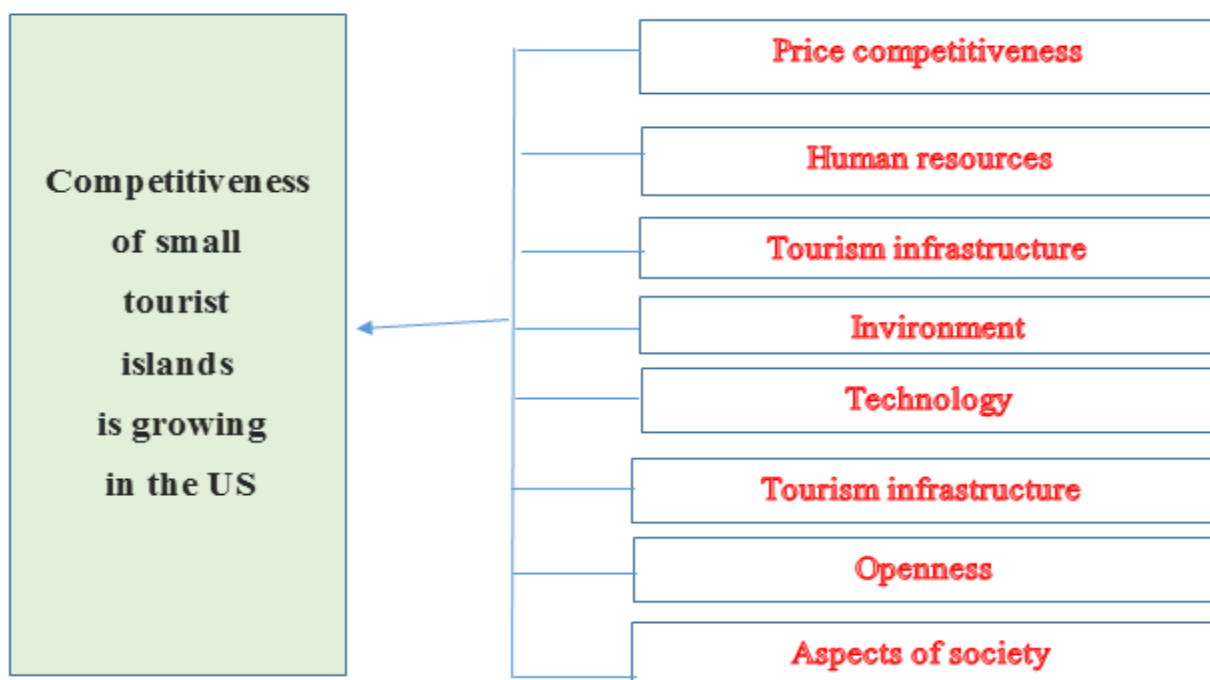


Fig 3:- Competitiveness of Small Tourist Islands is Growing in the US  
 (Source: Craigwell and More (2008))

**III. RESEARCH FRAMEWORK AND DISCUSSION**

*A. The Challenge of Measuring Tourism Destination Competitiveness*

Different approaches to explaining and measuring the tourism destination competitiveness can be very different between research materials. Indicators of Competitive capability can be classified into active and passive (Craigwell and More, 2008; Mazanec et al., 2007; Cracolici and Nijkamp, 2008). In this group, scholars use secondary data to measure the destination competitiveness. However, secondary data is often at risk: not yet systematic, unlikely to be accurate and the researcher is not proactive in collecting (Crouch, 2010). In the opposite direction, many researchers on tourism destination competitiveness said that there are two approaches to measuring the tourism destination competitiveness: (1) through surveying data from visitors (Kozak and Rimmington, 1999). Botha et al., 1999; Kozak, 2002; Bahar and Kozac, 2007; Cracolici and Nijkamp, 2009) and (2) empirical evaluation from

surveying tourism-related actors (Dwyer and Kim, 2003) ; Enright and Newton, 2004; Lee and King, 2009; Bornhorst et al., 2010; Crouch, 2010; Lee and Chen, 2010). Thus, it can be seen that measuring the tourism destination competitiveness to avoid the scientific risks, the appropriate direction is to measure based on the perception of visitors (travel experience) and based on the evaluation from the Stakeholders (tourism makers, managers, support tourism development). 3, Model of measuring competitiveness of Mui Ne-Binh Thuan tourist destination

Based on the findings of empirical research and a thorough review of destination competition models developed by travel researchers, especially Yoon (2002), Ritchie and Crouch (2003), Dwyer and Kim (2003), Craigwell and More (2008). The model of measuring the tourism destination competitiveness of Mui Ne-Binh Thuan has been proposed in Figure 4 below. There are six main indicators and measurement set defined in the conceptual framework.

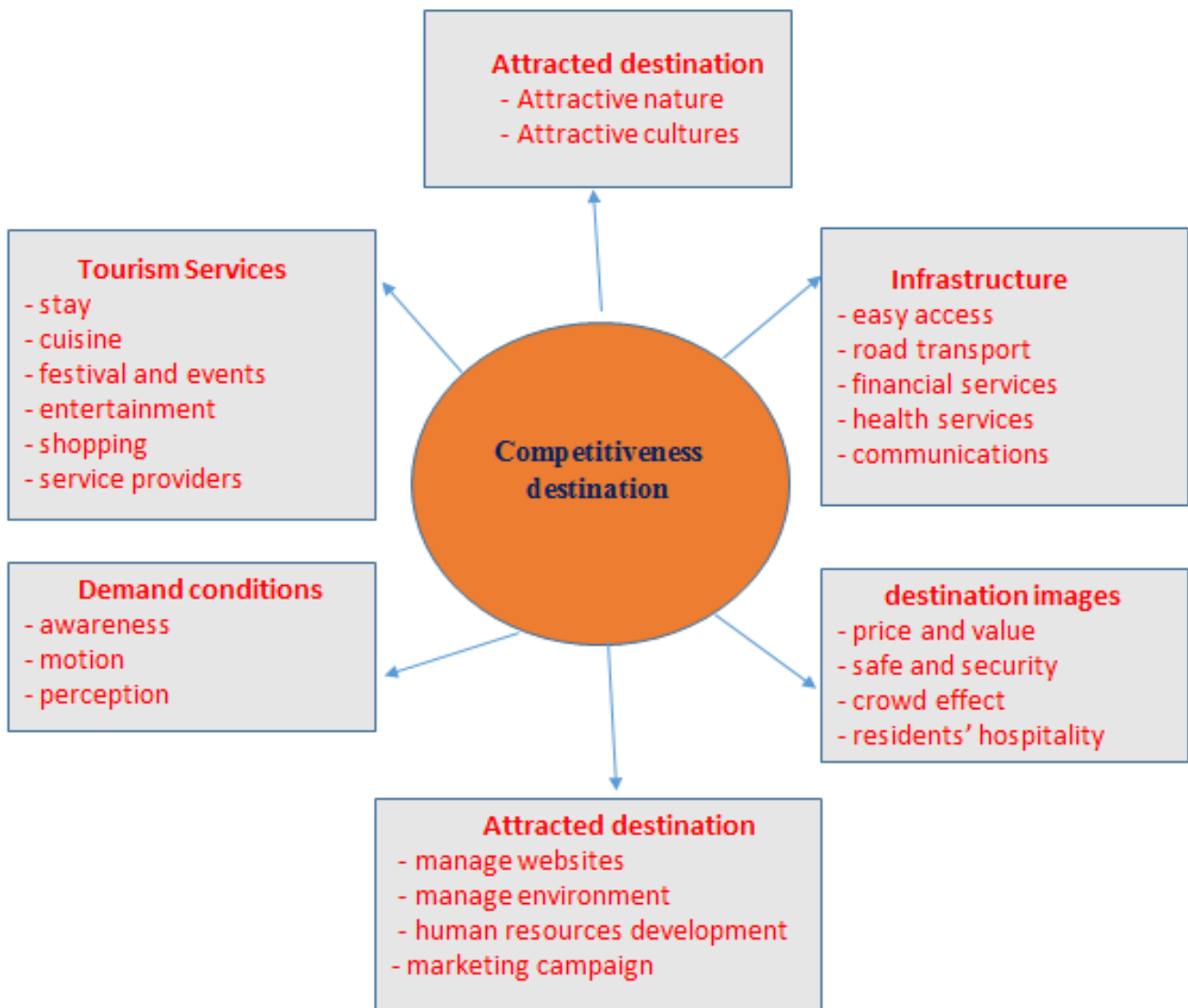


Fig 4:- Measuring the Competitiveness of Destinations of Mui Ne-Binh Tuan Tourism  
(Source: Author's Framework, 2019)

- **Tourism services:** Meeting specific needs to increase the attractiveness of tourist destinations. Mui Ne, Binh Thuan is now a tourist destination with 4 or 5 star resorts with accommodation services, catering services, festivals and events, entertainment, shopping and tourism activities. Another is being developed. Therefore, this factor is included to assess the tourism destination competitiveness of Mui Ne, Binh Thuan is consistent with the reality.
- **Infrastructure:** Basic needs for all destinations include transportation networks, destination access methods, ground transportation, financial services, medical services, telecom services, information. These factors reflect important Competitive capability to bring about other Competitive capability of destination.
- **Destination management:** The combination of resources and good resource management is an important way to improve destination competitiveness. Management activities such as website management, strategy development, environmental protection, human resource development and marketing campaigns are included in the measurement framework that is consistent with the development of technology and Current information.
- **Demand conditions:** This is a motivating factor that can stimulate the visit to the destination. The demand condition here is more in line with the concept of Dawyer and Kim (2003) instead of responding to changes in Hassan market demand (2000). According to Dwyer and Kim (2003), the destination may compete with one group of tourists or another group of tourists depending on their perceived motivation. To make a full decision about the destination's competitiveness, check out why it is necessary for tourists to choose this destination and not another point. Therefore, awareness of the destination, motivation and consciousness of visitors is included in the measurement.
- **Destination images:** A special factor for destination competitiveness is that the actual trips depend greatly on the attitudes of tourists towards the destination. Although this indicator is not clearly defined in reference competitive models, it is considered a secondary factor (Hassan, 2000; Ritchie and Crouch, 2003; Dwyer and Kim, 2003). In the reference, destination image is called invisible tourism resource, it forms due to subjective awareness (like good / bad, expensive, strange, interesting, safe). This is also a "prism" through which tourists are aware of all the competitive features of this travel destination compared to other tourist destinations.

#### IV. CONCLUSION

Traditional models have been used in the study of tourism destination competitiveness and the set of measurement indicators may be suitable for the context and objects of those studies. However, these research results are the scientific foundation for successive and developing scholars to better suit specific research contexts. Whether a tourism destination is competitive or not, there must be creative strategies for the methods necessary to maintain the destination competitiveness in the market over time. This paper contributes to the methodology of destination competitiveness by providing a fairly important insight into the revision and adjustment of models of competitiveness of previous researchers' travel destinations into one The new framework follows the way of combining relevant information from research sites. By doing so, the researcher can obtain a basic knowledge of the study of tourist destinations, from the collection of orthodox and consistent elements to provide a model of the theory of assessing the competitiveness for a tourist destination, serving as a foundation for advancing to empirical research, identifying suitable models for destinations in N Mui Ne- Binh Thuan, Viet Nam.

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