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MEASUREMENT OF VIETNAM CULTURAL RESOURCES ATTRACTIVENESS: THE CASE OF VIETNAM

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ABSTRACT

This study is conducted to measure cultural resources' attractiveness in the circumstance of Vietnam. Data were collected from 558 international tourists who chose Vietnam as the destination of tourism. By employing quantitative method to process data collected from the survey, the results show that interesting cultural atmosphere, beautiful landscape, attitude of local people, friendliness, hospitality are important attributes to influence the cultural resources' attractiveness in the destination. This is an issue deserving attention from managers and travel agencies to give out solutions in order to improve the Vietnam cultural resources' attractiveness. This is very important to attract both local and international tourists in emerging countries and Vietnam as a case study.

Keywords: Cultural attractions, cultural resources' attractiveness, international tourists.