

FLOATING MARKETS AND THE DEVELOPMENT OF FLOATING MARKET  
TOURISM IN CAN THO CITY, VIETNAM

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จุฬาลงกรณ์มหาวิทยาลัย

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วิทยานิพนธ์ฉบับนี้มุ่งศึกษาการพัฒนาการท่องเที่ยวตลาดน้ำในนคร เกิ่น เธอ พร้อมทั้งศึกษาถึงข้อจำกัดในการกระบวนการพัฒนาการท่องเที่ยวตลาดน้ำ ประเมินความพึงพอใจของนักท่องเที่ยวและวิเคราะห์ปัจจัยที่ส่งผลต่อความพึงพอใจของนักท่องเที่ยวต่อตลาดน้ำในนคร เกิ่น เธอ ระเบียบวิธีวิจัยที่ใช้ในวิทยานิพนธ์นี้ ได้แก่ การวิจัยทั้งในเชิงปริมาณและคุณภาพ การวิจัยเอกสาร การสัมภาษณ์เชิงลึกเจ้าหน้าที่ในหน่วยงานราชการ บริษัททัวร์ ผู้เชี่ยวชาญ พ่อค้าแม่ค้า และชาวบ้านในพื้นที่ นอกจากนี้ ยังได้เก็บแบบสอบถามจำนวน 150 ชุด จากนักท่องเที่ยวที่มาเที่ยวชมตลาดน้ำสองแห่งในนคร เกิ่น เธอ คือตลาดน้ำ กาย รวง และ ฟอง เตียน

ข้อมูลจากการศึกษาวิจัยพบว่า ปัจจัยที่ส่งผลต่อความพึงพอใจนักท่องเที่ยวต่อตลาดน้ำในนคร เกิ่น เธอ คือ ที่พักอาศัย โครงสร้างพื้นฐาน มีคู่แข่ง สภาพแวดล้อมทางธรรมชาติ บริการต่างๆ ที่จัดให้กับนักท่องเที่ยว ความปลอดภัย และราคาของสินค้าและบริการ ซึ่งเห็นได้ชัดเจนว่าขณะนี้ นคร เกิ่น เธอ กำลังเผชิญหน้ากับปัญหาต่างๆ ในงานประชาสัมพันธ์และพัฒนาการท่องเที่ยวตลาดน้ำ อาทิเช่น ยังไม่มีการพัฒนาโครงสร้างพื้นฐานที่ได้มาตรฐาน ผลผลิตภัณฑ์และสินค้าพื้นเมืองที่ยังขาดความหลากหลายและดึงดูดใจนักท่องเที่ยว ขาดส่วนร่วมจากคนในท้องถิ่น การบริหารจัดการของภาครัฐยังขาดประสิทธิภาพ ซึ่งในการพัฒนาการท่องเที่ยวอย่างยั่งยืนนั้นจำเป็นต้องได้รับความร่วมมือจากภาครัฐ ภาคเอกชน ผู้ประกอบการ คนในท้องถิ่น และรวมถึงนักท่องเที่ยวด้วย

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ลายมือชื่อนิสิต .....

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KEYWORDS: VIETNAM / TOURISM / MEKONG DELTA / CAN THO CITY / CAI RANG  
FLOATING MARKET / PHONG DIEN FLOATING MARKET

NGUYEN THI HUYNH PHUONG: FLOATING MARKETS AND THE DEVELOPMENT  
OF FLOATING MARKET TOURISM IN CAN THO CITY, VIETNAM. ADVISOR:  
ASSOC. PROF. MONTIRA RATO, Ph.D., 173 pp.

This thesis is first to study the development of floating market tourism in Can Tho city, Vietnam. Secondly it tries to clarify the limitations in development process of Can Tho city's floating market tourism. Finally, it will evaluate the satisfaction of visitors and analyze the main factors affecting the satisfaction of floating market tourism in Can Tho city. Qualitative and quantitative approaches are used in this thesis, namely documentary research, in-depth interview with government officers, tourism companies, expert, stallholders and local people and 150 questionnaires were collected from tourists in Cai Rang and Phong Dien floating markets in Can Tho city.

Findings show that factors significantly affect tourists' satisfaction of floating markets in Can Tho city are accommodation, infrastructure, tour guide, natural environment and provided-services, security, and the price of goods and services. The research finds that the city is facing a number of difficulties in promoting and developing floating market tourism. For instance, the infrastructure and material basis serving tourism is not complete; tourism products are not really diverse and attractive; there is no local community's participation; and the management of the local government and tourism promotion are not really effective. It is revealed the sustainable development of tourism requires contribution from all stakeholders such as local government, business sectors, traders, local people and tourists.

Field of Study: Southeast Asian Studies      Student's Signature .....

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## LIST OF ABBREVIATIONS

ASEAN	Association of South-East Asian Nations
CIPD	Can Tho Investment – Planning Department
EFA	Exploratory Factor Analysis
GDP	GDP Gross Domestic Product
GSO	General Statistics Office
MCST	Ministry of Culture - Sport and Tourism of Vietnam
MICE	Meetings, Incentives, Conferences, and Exhibitions
SPSS	Statistical Package for Social Science
UNCTAD	United Nations Conference on Trade and Development
USD	United State Dollar
VCCI	Vietnam Chamber of Commerce and Industry
VNAT	Vietnam National Administration of Tourism
VND	Viet Nam Dong (Vietnam’s currency)
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

## CHAPTER 1: INTRODUCTION

### 1.1. Rationale

In Vietnam, tourism is noticed as one of the largest and fastest growing industries (Chin, 2008). Due to its growth, foreign exchange earnings, income generation, job creation and share of GDP have increased. For example, in 1995, Vietnam welcomed approximately 1.35 million international tourists, 7 million domestic tourists, and total revenue of 6.4 trillion VND (VNAT, 2006). There was a sharp increase in the number of tourists to Vietnam in 2012, making up over 6.8 million international tourists, 32.5 million domestic tourists, and total revenue of 160 trillion VND. In 2013, in the context of the world economy and with the country still facing many problems, Vietnam welcomed more than 7.57 million international tourists, an increase of 10.6 percent; 35 million domestic tourists, an increase of 7.7 percent. In 2013, the total revenue from tourism reached 200 trillion VND, which represents an increase of 25 percent when compared with that of 2012 (VNAT, 2014). Noticeably, domestic tourism in Vietnam is expanding rapidly, a fact which has mainly been the result of higher incomes, and demand for relaxation and family time (Huong & Jolliffe).

Thus, the tourism sector has received great attention from the Party and State who in turn have facilitated the development of the tourism industry. According to *“The strategy on Vietnam’s tourism development to 2020, vision to 2030”* (*Chiến lược phát triển du lịch Việt Nam đến năm 2020, tầm nhìn đến năm 2030*), Vietnam’s perspective is to develop tourism to become a spearhead economic sector, with increasing proportion of the GDP, creating a driving force for economic and social development. Vietnam's policy is to socialize tourism, and to mobilize all resources (both domestic and foreign investment) for its development. Furthermore, the Ministry of Culture, Sports and Tourism of Vietnam identifies specific tourism products for seven regions<sup>1</sup> (MCST, 2011); among these, Mekong Delta is recognized as a new region with great potential for tourism.

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<sup>1</sup> There are North Midland and Mountain, Red River Delta and Northeast Coast, North Central, South Central Coast, Central Highlands, South East, and Mekong Delta.

As stated in “*The project of tourism development in Mekong Delta to 2020*” (*Đề án phát triển du lịch Đồng bằng sông Cửu Long đến năm 2020*), the State’s perspective on tourism development towards the Delta is to promote tourism as an economic sector that significantly contributes to the development of the country. Tourism in Mekong Delta will benefit the local community, contribute to environmental protection, and improve the development of both, the society and the economy (MCST, 2010). To achieve these goals it is necessary to do further research on the subject, as well as determine the strengths of the region. In addition, this project will attempt to define the most common forms of leisure travel within Mekong Delta; the study will look into ecological, cultural and historical tourism, as well as MICE and river-based tourism. Floating markets, in particular, are acknowledged as a promising type of tourism in Mekong Delta. It is said that the floating markets were formed in the eighteenth century and have become one of the most interesting forms of tourism since (Nhan, 2011); it combines eco-tourism together with cultural and community-based tourism to reach the ultimate goal of sustainable development. Noticeably, floating markets can be looked upon as part of the river culture and eco-tourism of Vietnam rather than simply as a tourist attraction, as they play an important part in the water - based culture of Southeast Asia.

In recent years, many studies have been carried out on floating market tourism, and today this form of travel is recognized as a special branch of tourism that brings many benefits to the local communities; two important examples include the Damnoen Saduak floating market (Piempitthakul, 1993) and the Talingchan floating market (Chotiwan, 2006). Additionally, these type of markets contribute significantly to sustainable development (Srivongcharoen, 2001), and these branch of tourism could become a tool for poverty alleviation (Tram, 2011). Notwithstanding, floating markets play an important role as wholesale centers for agricultural products in Mekong Delta; they have remarkably contributed in the development of tourism and employment in the region (Xe, 2009). Moreover, they are recognized as a valuable resource, a form of commercialized civilization, a cultural characteristic and



special form of tourism that are unavailable in other areas (Hung, 2009). Furthermore, with convergence of special culture and trade factors, many tourists have chosen floating markets as attractive destinations during their passage through Mekong Delta. Recently, the number domestic and international tourists traveling to floating markets in the aforementioned area has increased.

Mekong Delta includes twelve provinces and one city. Can Tho plays a significant role in the economy, society and development of the region (CIPD, 2011). There are approximately eleven floating markets in Mekong Delta, yet the ones located in Can Tho city - Cai Rang and Phong Dien - attract more visitors than those in the surrounding provinces. The reason might be due to the advantages the two former markets possess: geographical location, size, infrastructure and material, technical basis for tourism, services, and connection with other tourist attractions (Ngoc, 2013). Floating market tourism has become an essential demand for those who wish to visit Can Tho city; nevertheless, the development of this type of sojourn is still limited. It is said that no study has specifically been conducted on the reasons for such limitations nor on the measurements to improve the situation; the focus of the present study is to find answers that can complement the information available.

## **1.2. Research objectives**

- To study the development of floating market tourism in Can Tho city.
- To clarify the limitations in the developmental process of Can Tho floating market tourism and the reasons behind them.
- To assess the level of satisfaction among the visitors and analyze the main factors affecting the fulfillment of the floating market tourism in Can Tho city.

## **1.3. Keywords**

Vietnam, tourism, Mekong Delta, Can Tho, Cai Rang floating market, Phong Dien floating market

## 1.4. Literature review

### 1.4.1. Tourism

Nowadays, with the explosion of science and technology, humans have entered the knowledge-based economy which creates conditions and opportunities for the development of international tourism as well as for each country. It can be said that tourism has become everyone's demand, and it is one of the largest economic sectors in the planet which powerfully impacts economic life and society through the provision of income, job variety, raised education level and promotion of capital investment (WTTC, 2011).

One of the most prominent books analyzing various aspects of tourism is *'Tourism and Development in the developing world'* (Telfer & Sharpley). This book provides an overview of the tourism development process, especially in the less developed countries. It is, therefore, a valuable resource for this study with many significant elements of tourism in the developing countries such as the relationship and interaction between tourism and communities; tourism and sustainable development; tourism and environment, economy and society; and the trends and variations in the demand for, and consumption of tourism, among others. In the book *'Tourism Management'* (Weaver & Lawton), the authors give comprehensive and relevant information concerning tourism in general and, particularly, its management. For example, evolution and growth of tourism, important destinations, products, markets, marketing, economic impact, sustainability, and tourism research. The book is very useful for this thesis by providing suggestions on how to manage tourism, and its floating market aspect, effectively.

Apart from foreign scholars, there are a number of academic works by the Vietnamese researchers such as *'An Introduction to Tourism Science'* (T. D. Thanh, 1999), *Tourism Market* (Luu, 2009), and *Textbook of Tourism Economy* (Dinh & associate), all of which share background information about Vietnamese tourism. In the first book, Trần Đức Thanh introduces basic concepts of tourism and tourists, its

stages of formation and development in the world and in Vietnam. In addition, the book reveals the factors influencing the development of tourism, its trend for development, and system tourism organizations in Vietnam and other Southeast Asian countries. The two remaining books deal with aspects of tourism economy and market; Nguyễn Văn Lưu's book provides readers with details of the nature, characteristics, functions and types of the tourism market; particularly the relationships supply-demand and economy-technology associated with tourism markets - namely the world tourism market, ASEAN tourism market and Vietnam tourism market. Lastly, the volume of Nguyễn Văn Đĩnh brings useful and practical knowledge regarding tourist demand; types of leisure and business travel sectors; conditions for development; seasons; employment opportunities; infrastructure – technical basic; quality; effectiveness of tourism economy; and planning and development of tourism. It can be said that these books give useful information on how to ensure tourism quality.

The concept, role and ideas found in these books - and which regard tourism, its development and management - might be used for this research. Moreover, these authors present general knowledge about Vietnam leisure travel including conditions to develop tourism trends for and factors influencing its development, and tourism quality.

#### **1.4.2. Evaluating tourists' satisfaction**

##### ***1.4.2.1. Research works on tourism***

Recently, studies on the subject of travelers satisfaction have been carried out among various types of tourism. First of all, Tribe and Snaith applied and developed the model of SERVQUAL (service quality) of Parasuraman to assess holiday satisfaction (HOLISAT) of tourists in Varadero, Cuba (Tribe & Snaith). They interviewed one hundred and two tourists by questionnaires to evaluate their perception and expectations of the tourist site. HOLSAT's advantage is to provide a potential surveying tool by sticking practical attributes to specific tourist destinations. The factors were used to measure tourists' satisfaction, namely natural resources

and material conditions, environment, catering – sightseeing – shopping – entertainment services, cultural heritage, currency exchange and accommodation. The Likert scale (five levels) is used to score each criterion in both expectation and perception. The difference in average scores between expectations and perception for each attribute bringing the quantitative measurement of the level of tourists' satisfaction. However, the study is limited by the small sample size and the short data collection time, so the result is less valuable.

Valle and Coban studied a similar topic that related to tourists' satisfaction and loyalty to one specific destination. While Valle conducted this study in Arade, Portugal (Valle & associates), his team utilized three factors to measure the satisfaction of the tourists including the features of the destination itself, the tourists' expectations and the overall satisfaction. The study results showed that gratification is a key factor that determines the tourists' loyalty to the site; therefore, the higher tourists rate a leisure spot, the higher the possibility they will revisit and recommend to others. On his part, Coban carried out a survey on the influence of a destination's image on the tourists' satisfaction and loyalty using Cappadocia, Turkey as his study case (Coban, 2012). The finding concluded that six factors related to the destination's image have an influence on the satisfaction of tourists; these are an attractive design, basic conveniences, cultural attractions, infrastructure and accessibility, natural environment, diversity and the economy. The regression analysis proved that tourists' satisfaction is closely related to loyalty.

In addition, in the project "*Thai tourists' satisfaction towards Pattaya floating market in Chonburi*", Dechsakda analyzed the Thai tourists' contentment towards the Pattaya floating market, focusing on elements such as access, appearance, personnel, price, marketing promotions, and service processes involving the behavior of Thai tourists (Dechsakda, 2010). It is evident that the aforementioned study is closely related to the present in the evaluation of tourist satisfaction at Can Tho floating market.

#### **1.4.2.2. Research works in Vietnamese tourism**

In Vietnam, research on tourist' satisfaction has attracted plenty of attention, yet the approaches differ on study subjects and sites. For example, within the research on "HOLSAT application model to assess customer satisfaction at an international tourism destination: a case study in Da Nang city", Võ Lê Hạnh Thi used the HOLSAT model to measure satisfaction of tourists at a destination by comparing the difference between perceived and expected value for travelers (V. L. H. Thi & associates).

In parallel, Nguyễn Tài Phúc surveyed the satisfaction of visitors on ecotourism journeys in Phong Nha - Ke Bang by conducting two-hundred direct interviews. The main purpose of the study was to assess the level of satisfaction and analyze the factors that affect it in order to suggest some solutions for its enhancement and, at the same time, for the improvement of eco-tourism activities in the area of study (Phuc, 2010). Also, Đinh Công Thành evaluated the level of satisfaction of domestic tourists in a tour at Soc Trang province using the SERVPERF model (service performance). To measure the satisfaction level of tourists, this research built five criteria: embracing security and safety, landscape and environment, human factor, infrastructure, and destination activities - with 17 measurement variables (D. C. Thanh & associates). Another research by SEM model is *"The satisfaction level of visitors for tourism orchards in Vinh Long province"* (Dieu, 2012). The seven components used to measure the satisfaction level of tourists are the following: infrastructure and accessibility, attitude of service, safety and security, price, landscape, environment schools, and recreation activities.

To analyze the factors that affect contentment with service quality in Kien Giang province, Luu Thanh Đức Hải collected data from two hundred and ninety five respondents. This data was processed in the statistical software SPSS, and the consistency coefficient measured with Cronbach's Alpha for scaling test and EFA is used (Hai & associate). In this research there were five criteria including landscapes, infrastructure and means of transportation, tour guides and accommodation. The statistical results indicated important factors affecting the level of satisfaction of service quality in Kien Giang province; these factors were well-appointed facilities,

good transportation, tour guide's behavior and appearance, and tourism infrastructure.

In brief, evaluating methods for tourist satisfaction exist and have both, advantages and disadvantages. For the evaluation of satisfaction levels among tourists at the floating market in Can Tho city, this research will use as a reference the Likert scale's eight criteria: accommodation near the floating markets; infrastructure; transportation; tour guides; natural environment; catering, sightseeing, shopping, entertainment services; security; and cost of services. In addition, this thesis will make reference to the book "*Analyzing research data with SPSS, Part 1 and Part 2*" (Trong & associate) for the same assessment.

#### **1.4.3. Floating market tourism**

All around the world there are plenty of water-based markets such as: Dal-Srinagar (India); Muara Kuin (Indonesia); Nam Pan (Myanmar); Trani (Italy); Kai Sung Town (Hong Kong); Marseilles (France); Tonle Sap (Cambodia); and Banjarmasin (Indonesia) among many others (Fani, 2013). However, most studies are based in Thailand and Vietnam because their floating market tourism is more popular and attractive than in other parts of the world since both countries are located along Mekong Delta with cross - crowded canals and rivers, making floating markets a unique form of culture and a special form of tourism. Therefore, the review of studies in Thailand, mainly their experience in developing the floating market industry as a point of comparison for Can Tho city, has been very useful for the present study.

##### ***1.4.3.1. Floating market tourism in Thailand***

Floating markets are one of the most famous attractions of Thailand and many studies on the subject have been done in recent years. The development of floating market tourism and the resulting benefits to the local community has attracted the attention of many researchers. In Piempitthakul's Master thesis, the author investigated the role of the Damnoen Saduak floating market in the

development of the community and the local tourism (Piempitthakul, 1993). Chotiwan's thesis also studied the local community in the Talingchan floating market with focus on the impacts (both positive and negative) on the community's geographical, socioeconomic and cultural aspects (Chotiwan, 2006).

Environmental protection is recognized as a primary responsibility in the process of tourism development, especially in floating markets. As a result, Lobphai examined the level of environmental conservation consciousness of entrepreneurs at the Damnern Saduak floating market, while Kaewiam focused on the level of education and practice. Additionally, Kaewiam gave some suggestions for entrepreneurs and local communities, including having a garbage disposal seminar, public information, more rubbish bins, added regulations concerning sanitation, and information on environmental law, etcetera (Lobphai, 2000).

Floating markets are an interesting form of leisure travel product that relates to others such as community-based, cultural, and environmental tourism to reach the ultimate goal of sustainable development. According to Padpadee, to ensure sustainable development at the Talingchan floating market, local authorities should tighten control over regulations, market administration and measures to increase efficiency of service (Padpadee, 2000). As for Srivongcharoen's survey, local people seem to be passively ready for sustainable tourism development; the residents experiencing change without directly responding to it and without initiating any action in return. Thus, to promote the local community's participation and ensure sustainable tourism development, it is necessary to maintain the current lifestyles (Srivongcharoen, 2001).

Moreover, how to manage the activities is also one of the key factors leading to the success of the floating market tourism development (Julakate, 2006; Suthitakon, 2012; Viriyakoson & associates, 2013). While Suthitakon believes that it is necessary to develop the management model of floating market to promote the local community's participation, Julakate gave some suggestions to set up measurement systems for the management. Viriyakoson & associates provided the guidelines for the management of cultural tourism in the Klonghae floating market in

the Hat Yai district (Songkhla province) in Thailand by both qualitative and quantitative methods. The authors noted that the local authority needs to link the floating market with other tourist sites within the Klonghae area and pay more attention to local residents' livelihood.

In sum, through the review of studies in Thailand, it is possible to say that due to effective management of tourism activities, diversification of products, environmental protection, and maintenance of safety and social order, the floating markets in Thailand attract a large number of tourists every day. This type of tourism in Thailand's has created many jobs and promoted income for local communities, especially protecting the natural environment. Therefore, Vietnam needs to learn more from Thailand's experiences on how to manage tourism activities as well as attract visitors. The research methods and their ensuing results from these studies will be precious references for the present analysis in comparing with the development of the floating market tourism in Can Tho city.

#### **1.4.3.2. Floating market tourism in Vietnam**

The majority of existing publications in Vietnam can be roughly divided into two categories: Floating market tourism in Mekong Delta and Can Tho city.

##### **a. Floating market tourism in Mekong Delta**

There are not many studies in Vietnam which directly refer to the floating market tourism, yet in the book *"Floating Markets in Mekong Delta"* (*Chợ nổi đồng bằng sông Cửu Long*), Nhâm Hùng provides basic information on the subject, including the history of establishment and development of floating markets, their goods and services, trading methods, culture, and some example of typical markets in the region. The author also analyzed the role of these markets for economic, social and cultural development in the Delta, and gave some recommendations for their preservation (Hung, 2009).

In the research project *"Floating market system: The role in the distribution of vegetables in Mekong Delta"*, Đỗ Văn Xê and associates mainly focus on the role of the floating market system in consumption of agricultural products, contributions to job creation, increasing of income and poverty alleviation for the people in



Mekong Delta. Moreover, the project indicated the limitations for floating markets such as waterways traffic congestion, water pollution in the markets and on the river, etcetera. Likewise, they presented the reasons of these problems including spontaneous activity of some floating markets, living habits of the local people, weakness in organization and planning, and so on. As a result, the authors proposed some solutions to overcome the defects of the floating markets and ensure sustainable development (Xe & associates). Noticeably, in the research *“The role of floating market on the socio - economic development in Mekong Delta”* (*Vai trò của chợ nổi đối với sự phát triển kinh tế - xã hội ở Đồng bằng sông Cửu Long*), Đỗ Văn Xê found out the features, contributions, and limitations of floating markets to the socio-economic development of Mekong Delta; the findings showing that floating markets play a vital role in tourism development and job creation in the region. Some measures were given for the betterment of the floating markets, namely reorganizing their operation with the master plan. This research used questionnaires in four floating markets, such as Cai Rang, Tra On, Nga Bay, and Nga Nam (Xe, 2009).

There are some articles focusing on markets along Mekong Delta; in *“Southern floating markets”* (*Chợ nổi Nam Bộ*), Nguyễn Thi described a number of characteristics of the floating markets and introduced some typical examples in the South of Vietnam. Meanwhile, the author also examined the life of traders – an unstable living. He concluded that even though many supermarkets and commercial centers appeared, the markets will continue to exist because they can satisfy the local people’s demand in the conditions of crisscrossed rivers and canals (N. Thi, 2010). In *“A period of ‘Cây bèo’ in the floating markets”* (*Một thời ‘Cây bèo’ ở chợ nổi*), Thiên Lý illustrated the features and origins of “Cây bèo”<sup>2</sup> as a form of advertising - unique marketing - a factor unique to indigenous culture, and it can be found in most of the floating markets of Mekong Delta. The paper also evaluated the role of “Cây bèo” in commercial activities and tourism (Ly, 2010).

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<sup>2</sup>“Cây bèo” is a long upright pole at boat’s bow on which the stall-holders hang samples of their products.

Additionally, Nguyễn Trọng Nhân has three articles related to Mekong Delta floating markets. The first one is *“Floating market culture in tourism development in Mekong Delta”* (Văn hóa chợ nổi trong sự phát triển du lịch ở Đồng bằng sông Cửu Long). He depicted the history of formation and development of the land with the settlement, production and trading goods of ancient generations. In addition, this study pointed out the reasons for the formation and traits of the floating markets, identifying and assessing the cultural values of floating markets in tourism development in Mekong Delta (Nhan & associates, 2011). *“Some comments on the development of floating market tourism in Mekong Delta and Thailand”* (Một số nhận định về phát triển du lịch chợ nổi ở Đồng bằng sông Cửu Long và du lịch chợ nổi ở Thái Lan) is another study by Nguyễn Trọng Nhân, which clarifies the strengths and weaknesses of the floating markets in Mekong Delta. In addition, he compares the development of floating market tourism in Thailand to propose more effective solutions for this tourism form in the Delta (Nhan, 2012). In the third article *“Initial survey results of floating traders’ life in Mekong Delta”* (Kết quả khảo sát bước đầu về đời sống cư dân thương hồ vùng Đồng bằng Sông Cửu Long), Nguyễn Trọng Nhân mentions that the stall-holders play an important role in linking the sectors of agriculture, industry, trade and services; contributing to the connection between urban and rural areas. This article emphasizes the reasons that encourage the stall-holders to trade on the river and the difficulties for their daily life. Also, he suggests some solutions to help them overcome these obstacles (Nhan & associates).

#### ***b. Floating market tourism in Can Tho city***

Some interesting studies on Cai Rang floating market can be found in the following publications: *“Current situation and solutions for tourism activity development at Cai Rang floating market in Can Tho city”* (Hiện trạng và giải pháp phát triển du lịch chợ nổi Cái Răng, Thành phố Cần Thơ) is an article by Nguyễn Trọng Nhân and other authors who analyze the strengths, weaknesses, opportunities and threats to find a way to help the Cai Rang floating market develop tourism (Nhan & associates); Huỳnh Bích Trâm wrote a Master thesis titled *“The Cai Rang floating market, Vietnam: Towards Pro-poor Tourism?”*, where she highlighted the

characteristics of population and commercial activities of stall-holders, its attractiveness and some problems in the tourism business of the Cai Rang floating market. From the research findings, she proposed a number of methods for local tourism officials and policy makers to develop the floating market tourism as a product and tool for poverty alleviation. Later she applied the qualitative research approach in her thesis that discovers valuable findings for other research projects (Tram, 2011). In a Bachelor thesis titled “*Evaluating the current status and solutions for Cai Rang floating market tour in Can Tho city*” (Đánh giá thực trạng và giải pháp phát triển du lịch tham quan chợ nổi Cái Răng, Thành phố Cần Thơ), Đỗ Thị Hồng Đuộm examined the factors affecting the satisfaction of tourists towards the Cai Rang floating market tour, and gave some solutions to attract more tourists; additionally, the author used the questionnaires to assess the visitors’ satisfaction on Cai Rang floating market tours (Duom, 2009).

The thesis of Đỗ Thị Hồng Đuộm focused on assessing the level of contentment of visitors through the questionnaires and created some measurements to develop the tour of the Cai Rang floating market. Unlike her study, the present study will indicate conditions for the development of floating market tourism in Can Tho (both Cai Rang and Phong Dien floating markets), as well as the limitations in the development process and their reasons. Moreover, from the combination of questionnaires and in-depth interviews, the current situation of floating market tourism - with the updated information in 2014 - will be analyzed. On the basis of analyzing the surveyed data, some useful suggestions for the floating market tourism’s development in Can Tho will be offered; the difference and significance of this research will fill the gap of those existing studies with the expectation of contributing to the development of the floating market tourism in Can Tho city.

Apart from the publications mentioned above, some newspapers of “Can Tho”, “Tuoi Tre”, “Thanh Nien” and other works on Vietnam tourism, briefly mention some typical floating markets in Mekong Delta including information such as location, accessibility, number of boats and other trade commodities, attractive factors in the floating market, etcetera.

In general, the research focuses on floating markets in Vietnam mostly in the history and conditions of formation, characteristics, life of stall-holders and floating market culture in Mekong Delta. Some studies discuss the role of floating markets in the socio-economic development such as the distribution of agricultural products, poverty reduction and tourism. Some scholars studied the limitations in the floating market development and suggested a number of measures to preserve and develop the floating markets in the region. It can be said that these studies provided valuable knowledge about floating markets and floating market tourism for this research.

As for research methodology, most articles portrayed some aspects of the floating markets yet through different techniques; Nguyễn Trọng Nhân, Đỗ Thị Hồng Đuộm used the quantitative methodology (questionnaires), while Huỳnh Bích Trâm focused on qualitative methodology (semi structured interviews), case-study approach. Đỗ Văn Xê used both, questionnaires and in-depth interviews. Thanks to the review of these studies, the researcher can analyze, compare and find the most appropriate research methodology for this study, which combines both in-depth interviews and questionnaires in order to receive first hand and updated information.

### **1.5. Major argument**

Being a new city<sup>3</sup>, Can Tho is growing to be an attractive tourist destination in Mekong Delta. It is noticeable that compared with surrounding provinces in the region, Can Tho has favorable conditions for tourism development, including its geographical location, infrastructure and services. Additionally, the network of rivers and canals is an ideal condition to develop floating markets. With the government's policy on tourism, socio-economic and political conditions, and tourism resources, Can Tho has more opportunities for the development of floating market tourism. It can be seen that Can Tho floating markets are a special and remarkable form of tourism due to the beautiful scenery and cultural characteristics.

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<sup>3</sup> It was created in the beginning of 2004 by a split of the former Can Tho province into two new administrative units: Can Tho city and Hau Giang province.

However, through examining the literature review and observing the pilot study, it seems that the development of floating market tourism in Can Tho city is limited by the quality of tourist products and services, river water pollution, traffic congestion, and so on. The aim of the research is to study the development of Can Tho floating market tourism and its limitations; through the evaluation of the satisfaction level among its tourists, it is possible to grasp a better understanding of the quality of services to the floating market tourism. The factors affecting the visitors' satisfaction level are likely related to natural environment, price of services, accommodation, transportation and infrastructure, and security, etcetera.

## **1.6. Research methodology**

### **1.6.1. Documentary research**

The study mainly relied on documentary research, including articles, official documents, reliable reports, books, research works and websites about floating markets and floating market tourism. In addition, the information from General Statistics Office, General Department of Tourism, MOSCT, VNAT, Mekong Delta Tourism Association, Can Tho Tourism Association, Can Tho Department of Culture – Sport and Tourism, and other related organizations used in this study.

### **1.6.2. Field trip study**

The field trip study was conducted in Can Tho city and the main reasons why this site was chosen as a research location are as follows: First, Can Tho's geographical location is quite convenient for tourists to travel to; it is located in Mekong Delta center, which is considered as a transportation hub of the whole region, therefore, tourists from surrounding areas can visit Can Tho easily. Additionally, with the birth of the Highway from North to South Vietnam in the near future, the traveling time to Can Tho city will be significantly shortened. It is important to note that the floating markets in Can Tho city are situated near the city center, where tourists can travel both by water and roads.

Second, “Can Tho has identified directions for its future development, focusing on river-based tourism, traditional cultural tourism, garden tourism and MICE tourism”, with about 70 percent of the city's tourists taking part in the river eco -

tourism (Can Tho Department of Culture – Sport and Tourism, 2014). Moreover, Can Tho city is considered as the most famous destination for floating market tourism in Mekong Delta, with two crowded floating markets – Cai Rang and Phong Dien. Cai Rang has especially become a wholesale market for the exchange of fruits, vegetables, and other products from Can Tho city and twelve surrounding provinces in the Delta (Xe, 2009).

Last but not least, the tourism activity in Can Tho has significantly developed in recent years because the city's infrastructure and facilities - hotels, entertainment services, roads and waterways, and ports - are better than its neighboring provinces. Can Tho also has an international airport, so the flow of tourists to Can Tho, both international and domestic, presents an upward trend. In *“The program of tourism development in Can Tho city until 2010, vision to 2020”*, Can Tho strives to become tourism center of the region (Can Tho Department of Culture – Sport and Tourism, 2014).

#### **1.6.2.1. Data collection**

This research collected data and examined the related statistics and documents from Can Tho Department of Culture - Sport and Tourism; Can Tho Tourism Association; Trade and Tourism Promotion - Investment Center; Tourism Promotion Center of Cai Rang district; Trade and Tourism Promotion Center of Phong Dien district; and other relevant organizations.

#### **1.6.2.2. Questionnaires**

##### **a. Pilot study**

The pilot study includes twenty tourists and it is to be conducted in two floating markets in Can Tho city (Cai Rang and Phong Dien) to verify the questionnaires' viability. After checking the questionnaire's mistakes and editing them, the questionnaires are officially carried out in the field trip.

##### **b. The sample size**

There are twenty-six observed-variables included in the factor analysis and which in turn are divided into eight factors such as accommodation services, infrastructure, means of transportation, tour guides, natural environment, other

services, security, and the price of services. Normally, the number of observations must be higher than the number of variables in the factor analysis by at least five times (Hoang Trong & associate). Thus, the requirement for the smallest sample size is about five times twenty six, resulting in one-hundred and thirty samples, yet, to ensure reliability this study conducted one-hundred and fifty samples.

#### ***c. Sampling method***

The research locations are the Cai Rang and Phong Dien floating markets in Can Tho city. The basis to get the sample for each study area according to the following data: from 2008 to 2013, the percentage of international tourists to Can Tho city is near twenty percent of the total tourists; the remaining percentage was made of domestic tourists. Thus, among the total one-hundred and fifty tourists who answered the questionnaires, the structure of the sample for this study obtained was approximately thirty international visitors (20%) and one-hundred and twenty domestic tourists (80%).

#### ***d. Target group***

The target group includes all tourists ages fifteen years old and above<sup>4</sup> who visited Can Tho floating markets and agreed to answer the questionnaires. The period for collecting the questionnaires was from mid-July to mid-September, 2014. To ensure objectivity, the researcher will randomly select approximately three or four tourists per day.

#### ***e. Research model***

The study applied the five-level scale proposed by Likert (1932) to measure tourists' satisfaction: 1\_ Strongly disagree, 2\_ Disagree, 3\_ Neutral, 4\_ Agree, 5\_ Strongly agree.

This research used eight criteria to measure tourists' satisfaction: 1) Accommodation services; 2) Infrastructure; 3) Means of transportation; 4) Tour guides; 5) Natural environment; 6) Catering – sightseeing - shopping and entertainment

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<sup>4</sup> They will be divided into five age groups: 15-24, 25-34, 35-44, 45-54, 55 year and above.

services; 7) Security; and 8) The price of services. The aim of this method is to examine the service quality in at Can Tho floating markets.

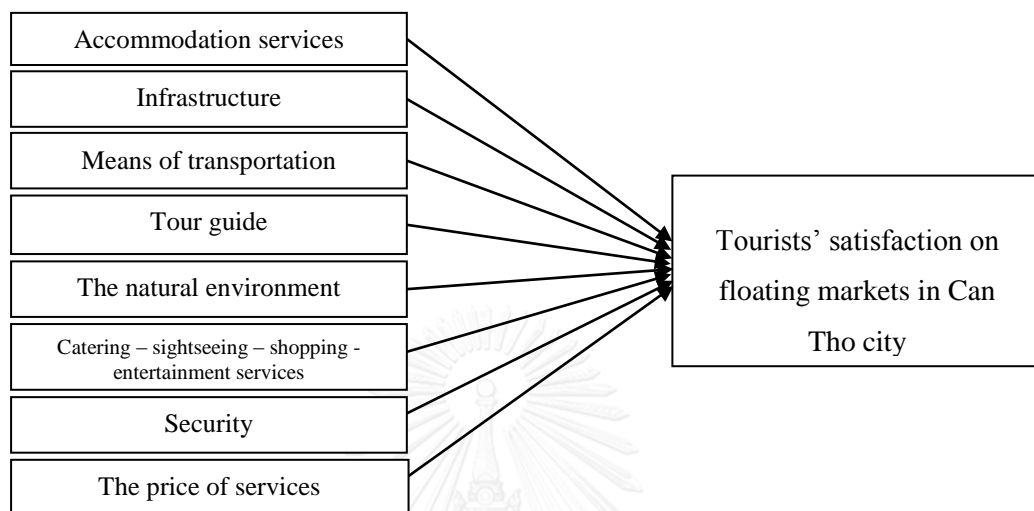


Figure 1: Research model for evaluating tourists' satisfaction

(Source: Author, 2014)

### 1.6.2.3. Interviews

The in-depth interviews was designed to gain a better understanding about the policy of Vietnam on tourism in Mekong Delta and Can Tho city; the advantages and difficulties for the development of floating market tourism in Can Tho city; and propose some suggestions to improve this tourism type. In this study, the research includes semi structured interviews with twenty-eight informants as follow:

+ Local government organizations: Semi-structured interviews will be conducted with one representative of Can Tho Department of Culture - Sport and Tourism, one representative of Can Tho Tourism Association, one representative of the Trade and Tourism Promotion – Investment Center of Can Tho city, one representative of the Tourism Promotion Center of the Cai Rang district, and one representative of the Trade and Tourism Promotion Center of Phong Dien district.

+ Tourism companies: one representative of Can Tho Tourism Joint Stock Company and one from the Saigontourist Tourism Service Company, Can Tho Branch.



+ One researcher of floating markets in Mekong Delta: Mr. Nhâm Hùng, the author of the book *“Floating Markets in Mekong Delta”*, Former Deputy Director of the Tây Đô Theater and Department of Culture in the Hau Giang province.

+ Stall-holders: five stall-holders who trade at the Cai Rang floating market and five stall-holders trading at the Phong Dien floating market.

+ Local people: five local people who live near the Cai Rang floating market and five local people who live near the Phong Dien floating market.

### **1.6.3. Data analysis**

#### ***a. Analyzing quantitative data (from questionnaires)***

This thesis referred to the book *“Analyzing research data with SPSS, Part 1 and Part 2”* by Hoàng Trọng & associate (2008) to evaluate the satisfaction of tourists at the floating markets in Can Tho city. The surveyed data from questionnaires was conducted and analyzed using SPSS software (16.0) to assess the satisfaction of tourists. Regarding the SPSS computer program, the methods were used in data analysis including the following:

+ Descriptive statistics: used to represent data such as percentage (from here on the symbol % will be used) and the average value (mean).

+ Chi-Square Tests: to examine the correlation between the satisfaction with plans to travel again and plans to introduce other visitors, the researcher applied the cross tabulation analysis, with a significance level of 5%. The tested hypothesis is “Ho”, which means there is no relation between the satisfaction of tourists and their personal characteristics. The inspection results show that if the Sig coefficient is greater than 0.05, the hypothesis of Ho will be accepted. If the Sig coefficient is less than 0.05, it will overrule the hypothesis of Ho (meaning there is a correlation between tourists’ satisfaction and the plans to revisit and/or introduce their friends and relatives to the region).

+ Evaluating the reliability of factors: each factor was calculated by Cronbach’s Alpha coefficient to the initial test correlation between variables in each factor. Before performing the next analysis, the variables with no correlation will be removed. The suitable variables will have the correlation coefficients of more than

0.3 and Cronbach's Alpha coefficient from 0.6 and above.

+ Analyzing EFA: The applied factor analysis method in this research is Principal Component Analysis method with Varimax rotation. The factors having the Eigen value greater than 1 will be retained in the new analytical model. The variables having a "Loading Coefficient" lower than 0.5 will be excluded, and the results will be accepted if the Extracted Total Variance is greater than or equal to 50%. Finally, this study intends to detect the factors affecting tourists' satisfaction.

***b. Analyzing qualitative data (from in-depth interviews)***

The data collected through interviews will be synthesized and analyzed with the objective of clarifying the conditions for floating market tourism development and the limitations in the process.

After analyzing both quantitative and qualitative data, this study will suggest, where possible, feasible solutions to improve the floating market tourism in Can Tho city.

**1.7. Significance of the research**

- This study will provide useful information regarding the conditions for the development of the floating market tourism, its current status, and tourists' satisfaction level towards the floating market tourism in Can Tho city.
- The findings of this research can bring valuable outcomes for policy makers, tour operators, tourism planners, etcetera. This study also proposes some solutions to promote this form of tourism in Can Tho city.
- This thesis will be a reference for further research on floating market tourism in Mekong Delta in general and Can Tho city in particular.
- Eventually, local officials, Universities and Colleges, Tourism Businesses, Can Tho Department of Culture - Sports and Tourism, etcetera will be able to use the results of the research to their advantage.

## 1.8. Structure of thesis

This thesis consists of five chapters as follows:

### CHAPTER 1: INTRODUCTION

The first chapter addresses the rationale, research objectives, literature review, hypotheses, research methodology, significance of the research, and structure of thesis.

### CHAPTER 2: THE POLICY ON TOURISM OF VIETNAM IN MEKONG DELTA AND CAN THO CITY

This chapter examines general information regarding the policy on Vietnam tourism. The first section refers to Vietnam's tourism offices and policy on tourism. The next section focuses on Vietnam's policy on development tourism in Mekong Delta and Can Tho city. In the final section, the researcher analyzes the impacts of Vietnam's policy towards tourism development in Mekong Delta and Can Tho city.

### CHAPTER 3: GENERAL INFORMATION ON FLOATING MARKETS IN CAN THO CITY

This chapter depicts Mekong Delta floating markets, the history of their foundation and development, the factors for their foundation, the characteristics of Vietnamese floating markets, and their role in Mekong Delta. In addition, this chapter clarifies general information concerning the floating markets in Can Tho city - Cai Rang and Phong Dien markets - analyzing the tourism activities and development plans for floating markets.

### CHAPTER 4: FINDINGS AND DISCUSSION

The key findings from the analysis of the research data are presented in chapter four, making it the central part of this study. Through the data collected using in-depth interviews, the researcher will clarify two main contents; these are the advantages for the development of the floating market tourism in Can Tho city and the difficulties of the process. Moreover, the data-analyzing results from questionnaires are used to evaluate tourists' satisfaction on the floating market tourism in Can Tho city. Finally, these research results will be considered as the basis for recommendations to improve the floating market tourism in Can Tho city.

## CHAPTER 5: CONCLUSIONS

The concluding chapter summarizes the main points and key findings emerging from the research. It also indicates the limitations of the study and suggests further research.



## CHAPTER 2: THE POLICY ON TOURISM OF VIETNAM IN MEKONG DELTA AND CAN THO CITY

In recent years, Mekong Delta tourism has gone through remarkable development; nonetheless, many challenges continue to constraint the growth of the tourism in this region. It has generally been accepted that policy significantly influences the development of tourism in Mekong Delta in general and Can Tho city in particular. With the intent of understanding more about the policy on Vietnam's tourism development, more specifically the policy on tourism development in Mekong Delta and Can Tho city, this topic will be the first point of focus to be analyzed in the thesis. The data used in the analysis was from documentary research and in-depth interviews towards government officers in Can Tho city. This chapter will be divided into three parts: (1) Background information of Vietnam's tourism offices and policy on Vietnam's tourism development; (2) An exam on the main difficulties confronted by Mekong Delta as well as Can Tho city; (3) Clarification on how Vietnamese policy influences tourism development in the whole Delta and Can Tho city areas.

### **2.1. Vietnam's tourism offices and policy on tourism**

#### **2.1.1. Vietnam's tourism offices**

To perform the function of macro-economic management of the State for tourism purposes, it is necessary to have decentralization between Central and Local management levels since they are only different in their scope of activity (Dinh & associate, 2009).

##### ***2.1.1.1. The State's management of tourism at a Central level***

The State Agencies of tourism at a Central level include the Vietnam National Administration of Tourism (VNAT), the Provincial or City People's Committee, and the Ministry of Culture, Sport and Tourism (MCST), all of which are in turn managed by the government. The State Agencies of tourism at a central level focus on management issues that relate to the tourism development of the entire country on all sectors of the industry including planning the overall national tourism

development, promulgating common policies for the tourism industry, and coordinating with the Ministries (Dinh & associate).

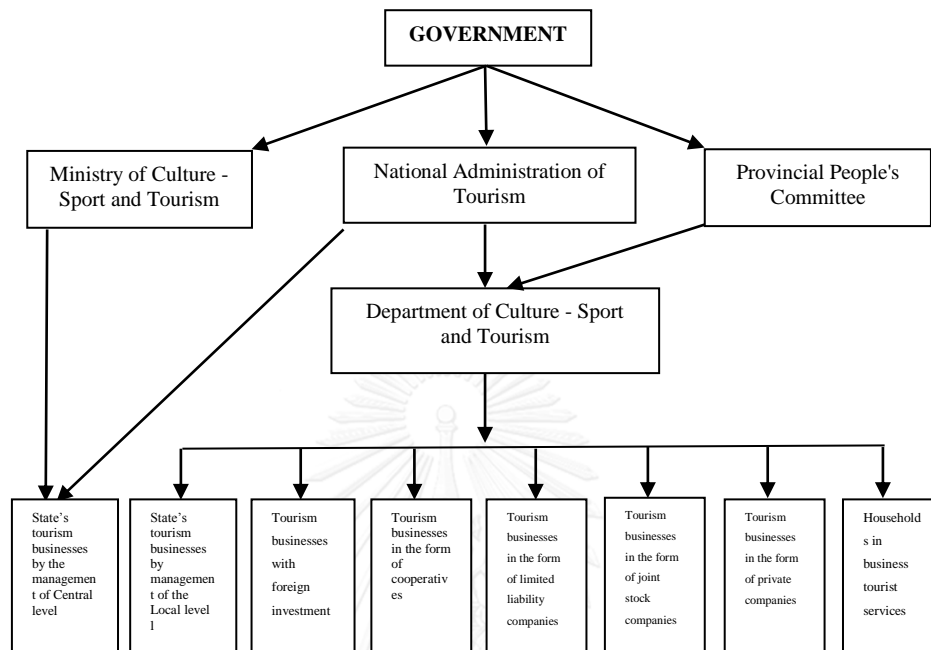


Figure 2: The chart of management system of Vietnam Tourism

(Source: Trần Đức Thanh, 1999, p. 179, translated)

Additionally, Vietnam formed the National Tourism Committee with the interdisciplinary characteristic of tourism activities, ensuring national security, maintaining a clean environment and promoting traditional culture and national identity. This Committee is responsible for discussing with Congress - Government - the problems in legislation that relate to tourism activities (Dinh & associate).

#### ***a. Ministry of Culture - Sports and Tourism (MCST)***

MCST is an agency of the Government that performs the management function of the State on culture, family, sports and tourism in the whole country, and the State manages public services in these fields through the use of law (MCST, 2013). The Head of MCST is the Minister, followed by the Deputy Ministers. There are four groups that are responsible for the previously mentioned functions; these are

the Block of Party and Unions, the State's Management Agencies, the Professional Agencies, and the Business Agencies.

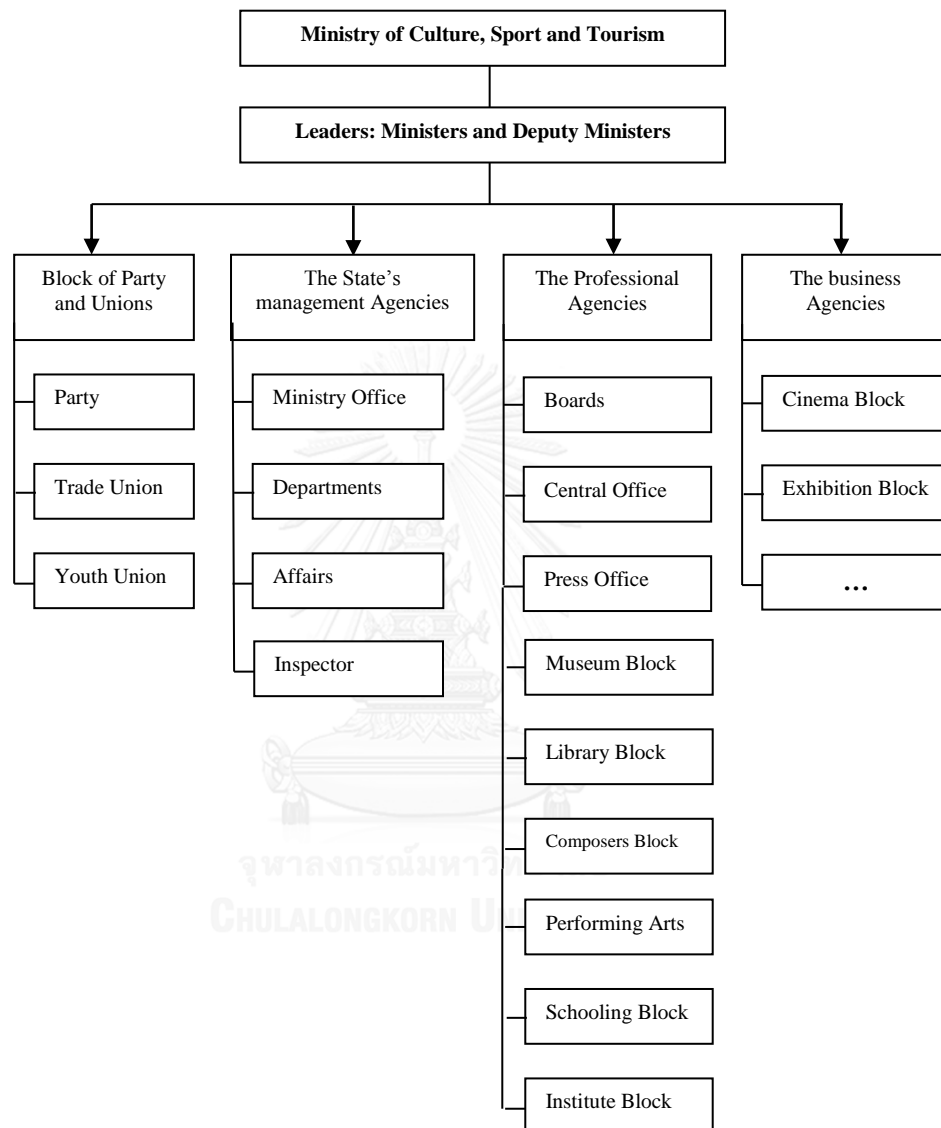


Figure 3: The chart of the organizational structure of MCST

(Source: MCST, translated)

MCST is responsible for conducting the activities of culture, sport and tourism. In this study, the responsibility of the Ministry on tourism will be noticed; it includes the management of natural resources, resorts, destinations, tour guides, tourism

businesses, tourism promotion, cultural heritage, exhibitions, copyright, galleries, international cooperation, human resource development, and so on (MCST, 2013).

**b. Vietnam National Administration Tourism (VNAT)**

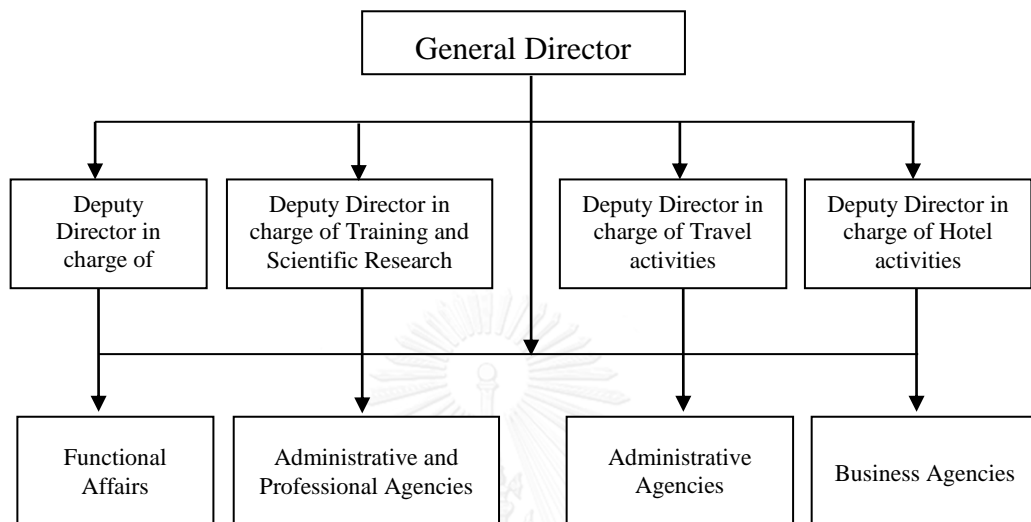


Figure 4: The chart of the organizational structure of Ministry of VNAT

(Source: Trần Đức Thanh, 1999, p.181, translated)

VNAT - State Agency on tourism of Vietnam - was established on 26 October, 1992. VNAT is a Ministerial-level Agency, which was created by decision of the government. The VNAT controls the plans for tourism development, proposes strategies, collaborates and conducts in the research on tourism, and instructs the implementation of policies and other regulations in the tourism sector. The VNAT's structure consists of the National Administration Office, Inspector Board, the Functional Affairs and the Expert Affairs. Besides, the VNAT also has Administrative and Professional Agencies, such as the Institute for Tourism Research and Development, the Tourist Information and Technology Center, and the Tourism School. In addition, the VNAT directly manages some national tourist companies and hotels (T. D. Thanh, 1999). The head of VNAT is the General Director, followed by the Deputy Directors in charge of the work pieces. In the provinces and city, there are the State Agencies of Tourism known as Departments of Tourism or Departments of



Trade and Tourism. Nowadays, they are known as Department of Culture - Sports and Tourism.

This is the local government organization of the provinces and the city directly under the Central Government. The Provincial or City People's Committee has between nine and eleven members, involving a Chairman, a Vice Chairman, one secretary and other commissioners (Socialist Republic of Vietnam Government Portal, 2013). Assisting the apparatus of Provincial or City People's Committee there are Provincial or City People's Committee Offices and Departments, Boards, and Branches divided into six Blocks such as the Synthetic Block, the Internal Administration Block, the Distribution and Circulation Block, the Agricultural and Forestry Block, the Industrial Block, and the Socio-cultural Block.

#### **2.1.1.2. The State's management of tourism at a Local level**

The State Agencies of tourism at a Central level consist of Department of Culture - Sport and Tourism in provinces and cities showing ebullient tourist activities (T. D. Thanh, 1999). The Department is responsible for the operational management of the organizations in each region. Nowadays, there are about sixty-one Departments of Culture - Sports and Tourism in Vietnam.

The State's management towards local tourism (provinces and cities) includes setting up the plans and projects for development in the area, and guiding and supervising the implementation of policies and regulations. Besides, the State Agencies in Local level consider and grant the certificates and registration of tourism business; and help organizations train their employees on professional expertise for tourism business (Dinh & associate).

#### **2.1.2. Vietnam's policy on tourism development nowadays**

In *"The strategy on Vietnam's tourism development until 2020, vision to 2030"* (*Chiến lược phát triển du lịch Việt Nam đến năm 2020, tầm nhìn đến năm 2030*), Vietnam is striving to develop tourism so it will become a spearhead for the economic sector and sustainably develop tourism, which is tied to the preservation and promotion of culture, natural resources, environmental protection, and the ensuring the social security (MCST, 2011).

To reach the above aims, a number of tasks - such as developing tourism products, infrastructure, human resources, and tourism brands - need to be carried out. The State of Vietnam has specific plans for investment and tourism development. Firstly, the State enforces priority policy to support investors to develop tourism infrastructure and brands, and to form some tourism service centers with regional and international scope. Additionally, it is necessary to focus on investing in national tourist zones and sites, especially in routes and destinations that belong to remote and less developed areas. Some forms of leisure travel - community-based, responsible and eco-tourism forms - are prioritized. Vietnam is conducting the policy of tourism socialization, which attracts both domestic and foreign resources, to invest infrastructure development, material and technical base for tourism, human resource development and tourism promotion (UNCTAD, 2012).

It is said that the tourism products' attraction affect the tourists' satisfaction level and tourist demand. Thus, MCST will pay more attention to investment and development of tourism products based on outstanding strength and attractive tourism resources. It is vital to note that the development of tourism has to rely on the strength of each region and enhance collaboration between localities. Vietnam has established specific tourism products for seven regions: in the North midland and mountain region - cultural tourism and eco-tourism associated with exploring the cultural identity of ethnic minorities; in the Red Delta and Northeast coast region - marine sightseeing, cultural tourism tied to the value of rice civilization and the features of North Delta traditional activities, urban tourism and MICE tourism; in the North Central region - visiting cultural and nature heritages of the world, marine tourism, eco-tourism, research on culture and history; in the South Central Coast region - seaside resort associated with heritage, researching on marine culture, enjoying sea food; in the Central Highlands region - eco-tourism and cultural tourism which explores the unique cultural values of ethnic groups; in the South East region - urban tourism, MICE tourism, learning culture and history, seaside resort tourism, marine eco-tourism; and in Mekong Delta region - eco-tourism, "River civilization", marine tourism and MICE tourism (MCST, 2011).

## 2.2. Vietnam's policy on tourism development in Mekong Delta

### 2.2.1. An overview of Mekong Delta



Figure 5: The map of the provinces and city in Mekong Delta region

(Source: [www.mekongdeltatours.com](http://www.mekongdeltatours.com))

Situated in the lower section of the Mekong River, Mekong Delta is known as the Nine-Dragon River Delta in Vietnam. Mekong Delta consists of twelve provinces and one city with a natural area over 40,000 km<sup>2</sup>, and a population of nearly 17.5 million people (General Statistics Office, 2014). The Delta borders Ho Chi Minh city in the North, and the Gulf of Thailand and Cambodian in the West. The east, the south and the southwest of the Delta are encompassed by sea with a length of more than 700 km. Mekong Delta is located in the major international maritime transportation and aviation between South Asia, East Asia, Australia and other islands in the Pacific (VCCI Can Tho, 2007).

This location is very important in international trade and tourism development. The major economy of the region is agriculture, which is the colossal granary of all Vietnam, annually making up over 50% of the nation's rice production, 65% seafood production and 70% fruit production (CIPD, 2011). Being a delta in the legendary Mekong River, Mekong Delta has positive contribution of overall tourism development of the country. The international tourist arrivals increased steadily over the years, from more than two million in 2000 to seven million in 2007, of which six-hundred and eighty thousand were international visitors.

#### ***2.2.1.1. Natural tourism resources***

##### ***a. Topography***

Terrain in Mekong Delta is quite heterogeneous and the average height is about two meters, except An Giang and Kien Giang provinces that involve some mountains and hills. The significantly topographical form of tourism activities are the sand dunes among the major rivers. It is suitable for eco-tourism forms like visiting orchards. From a total of twelve provinces and one city, seven are provinces which own the coastline. The coast areas facilitate to develop the aquaculture and processing industry, contributing to diversify the biological resources. Phu Quoc Island has a great advantage in the form of sightseeing, combining with other activities such as swimming, outdoor activities, sporting events, ecotourism in the coral conservation area, etcetera.

Unlike the tourist areas in the Middle and the North, the terrain in Mekong Delta has homogeneous terrain, which is a presents a problem when attempting to create an amazing feeling for visitors, however, this quality thus make it easier for transportation, culture and entertainment activities. Moreover, the stability of the terrain helps support projects for tourism to be carried out in a more convenient way.

##### ***b. Climate***

Mekong Delta's climate is characterized by strong monsoons, a considerable number of sunny days, high levels of rainfall, and humidity. The sun shines all year round in the Delta (2,226 – 2,709 hours of sunlight per year) with average

temperatures around twenty-eight degrees (VCCI Can Tho, 2007). There are two seasons (dry and rainy), no winter and storms are rare. However, every year (from August to October), the water of the Mekong river rises higher during the so called “flood season”. The climate of Mekong Delta brings many advantages for economic and social development. Thanks to the stable climate, the tourism activities are very convenient (except during the rainy season).

### c. Rivers

The Mekong River is one of the largest rivers in the world (4,200 km) which flows through six countries: China, Myanmar, Thailand, Laos, Cambodia and Vietnam. The river flows into Mekong Delta of Vietnam with the two main tributaries, the Tien and Hau Rivers, with a length of approximately 250 km. There are about thirty-seven rivers in Mekong Delta with the total length of 1,708 km and over one hundred and thirty seven canals with a total length of 2,780 km (Canh, 2012). Therefore, Mekong Delta is known as the region of canals and rivers; Tien and Hau being the two largest, and divided into nine gates. The large volume of material that has flowed through them has formed many islets on the rivers.

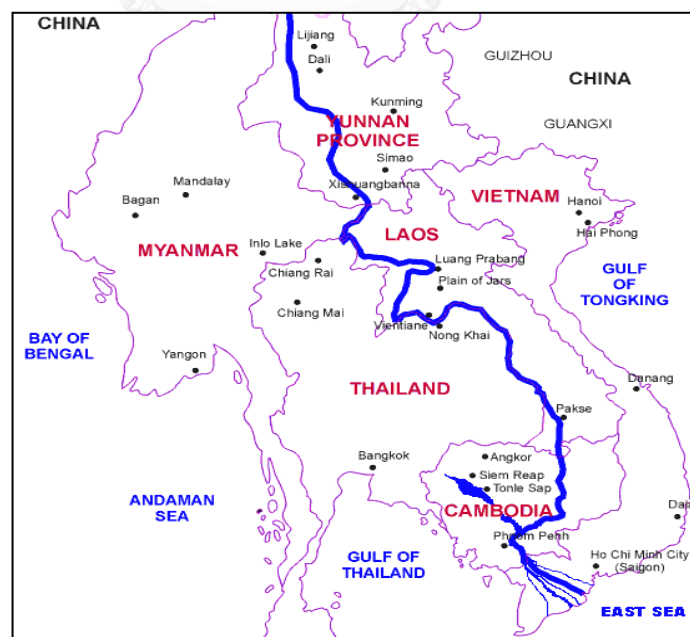


Figure 6: The Mekong river basin

(Source:[http://www.vpa.org.vn/PICTURE/bando\\_MEKONG.gif](http://www.vpa.org.vn/PICTURE/bando_MEKONG.gif))

The valley of some major rivers flows from the west to the east, and changes follow the seasons. In the flood season, many places form one kind of very special tour known as the "floating-season tourism", especially in Dong Thap and An Giang provinces. In addition, the floating market is a typical type of buying and selling of people relying on the banks of the river, the convergence of the rivers, such as in Can Tho, Vinh Long, Tien Giang, Soc Trang, and so on. Floating markets also represent the integration of human and nature from the past to the present.

#### ***d. Ecosystem***

It is said that the biological resources in Mekong Delta are the most diverse and plentiful; the total area of the Delta is approximately 3.9 million ha (including agricultural, aquatic and forestry land). The animal resources are mainly concentrated in the sea, river estuaries and mangrove forests. The ecosystem in Mekong Delta is divided into three: coastal mangrove, inland lakes and small archipelagos (Phu Quoc). Most endemic ecosystems can be found in forests, conservation areas and national parks, such as U Minh Thuong, U Minh Ha, Tram Chim, Phu Quoc, Tra Su cajuput forest, and so on. The diverse ecosystems, which attract many tourists due to their characteristics, are factors for the development of tourism products (Da, 2012).

##### ***2.2.1.2. Cultural tourism resources***

Mekong Delta is the land of varied culture, the residence of many people over many centuries: Vietnamese, Chinese, Cham and Khmer. Each province and city possesses sites which are famous in a certain scope; they attract tourists by cultural and historical values (Han, 2011). Apart from the system of the Khmer temples, within Mekong Delta also exist many architectural systems of the Communal Houses of the Vietnamese, the Chinese Assembly Halls, Muslim Mosques of the Cham, Historical Museum, War Museum, and so forth. The common feature of these monuments is deeply marked with the history against foreign invasion, the reclaiming period, and the symbolism of strong religious beliefs. In addition, Mekong Delta has a system of relics such as Oc Eo Remains relic, Ba Chua Xu temple, Tay An pagoda (An

Giang), Cai Ngang revolutionary relic (Vinh Long), and Binh Thuy ancient house (Can Tho), which show the vestiges of the ancient South.

It can be said that there are many unique, abundant and diverse festivals in Mekong Delta (VCCI Can Tho, 2007), and some provinces' characteristics of culture and beliefs attract crowds of visitors - such as in Ba Chua Xu Festival (An Giang), My Long Sea Worshipping Festival (Tra Vinh), Ramadan of Cham people (An Giang), etcetera. Khmer people in Mekong Delta account for a large number of the population only after the Vietnamese, so there are many festivals of the Khmer people with many cultural activities, namely Dolta, Oc-Om-bok, Cham-Chnam-Thmay, etcetera. Apart from the above activities, Mekong Delta has other festivals with different cultural nuances of the Chinese, the Cham and the Vietnamese people.

The historical development of Mekong Delta demonstrates how craft villages occupy a very important position in the life of indigenous people as, over time, cultural practices are maintained and developed; one of the most unique cultural characteristics are these villages which, due to the multiple ethnics of the region, make Mekong Delta a diverse place with a wide range of sophisticated products. Some typical villages in Mekong Delta are the brocade weaving village of the Cham people (An Giang), the ship-building village in Nga Bay (Hau Giang), the fishing net-doing village in Thom Rom, the rice paper cake-making village (Can Tho), etcetera (Quang, 2013).

Besides, the food in Mekong Delta seems to be more fascinating than in other regions in Vietnam; tropical fruits, Phu Quoc pepper and "sim" wine and various specialties - Vung Thom Pia cake, rice pancakes, salted fish hot pot, snake head sour soup, grilled-straw snake head fish, anabas braised in bowl and beef sausage - make the Delta more charming, pervasive and unforgettable for tourists (VCCI Can Tho, 2007, pp. 12-13). Due to the cultural integration, Mekong Delta has many types of

cultural activities such as “Đờn ca tài tử”<sup>5</sup>, “Lý” (a genre of folk song of the Vietnamese), traditional Khmer music, etcetera (VCCI Can Tho, 2007, p. 10). Mekong Delta is a well-known land of biodiversity and rich products and with diverse natural and cultural resources; it has become more and more attractive for tourists.

Table 1: Data on total tourist arrivals and revenue from tourism in the Delta

Year	Revenue (billion VND)	Total tourist arrivals	International tourists	Domestic tourists
2010	2,855	15,643,648	1,272,402	14,371,246
2011	3,531	17,438,881	1,439,517	15,999,364
2012	4,344	19,409,811	1,605,742	17,804,069
2013	5,141	20,731,493	1,668,852	19,062,641

(Source: Mekong Delta Tourism Association, 2014)

As shown in the table, both the revenue and the number of tourists have increased steadily over the years. In 2013 the majority of tourists traveling to the Delta were domestic, which accounted for 54% of the total tourists in Vietnam. However, the international tourists visiting the Delta reached only 16% and the revenue from tourism of the Delta made up only 2.5% of the total revenue of Vietnam (Mekong Delta Tourism Associate, 2014). It can conclude that although the Delta tourism has significantly developed, it does not commensurate with its true potential.

### 2.2.2. Limitations to Mekong Delta tourism

According to Mrs. Triệu Tú Nga, Head of Tourism Department, Can Tho Department of Culture - Sport and Tourism, due to the similarities in topography and the characteristics of tourism resources among the provinces and the city (except for the An Giang and Kien Giang provinces which are well endowed with mountain and sea/island tourism), the tours are not that different from each other. The ability to create tourism programs in the Delta is not very attractive; the catering style is not

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<sup>5</sup>“Đờn ca tài tử” (traditional amateur music in Southern) is an ethnic music of Vietnam that has been recognized by UNESCO as cultural heritage intangible.



professional. For example, in almost thirteen provinces and one city in Mekong Delta, tourists just go to ecological gardens, rowing boats on canals and listen to “Đờn ca tài tử”. In addition, visitors can enjoy similar tourism products, mainly visiting craft villages, floating markets, some cultural and historical sites, eating traditional food, etcetera. The reason for this situation seems that the linkage between local authority, tourism businesses and local community is not clear, so there is no typical product for each province or city. Although Mekong Delta has formed the Tourism Association, its activity is still limited (UNCTAD, 2012).

There are many attractive destinations in the Delta, but the infrastructure for tourism is weak, unsuitable and asynchronous (Kakonen, 2008). Additionally, the ability to access information and tourism promotions is limited. The introduction programs have not really attracted the attention of tourists, especially for international visitors. Mekong Delta has other weaknesses, such as lack of professional human resources as well as interest of the local government on tourism businesses. Besides, most of the tourism agencies in the region are small scale and have weak management skills (Nam & associates).

Noticeably, the Delta is one of the regions facing the most severe effects of climate change (Konishi, 2011) and some tourism types in the Delta - ecological, sea-island, agricultural and mangrove forest tourism - are vulnerable to this (Mekong River Commission, 2010).

### **2.2.3. Vietnam's policy on tourism development in Mekong Delta**

Although Mekong Delta is a land with high tourism potential, the revenue from it just makes 2.5% of Vietnam's total income (Saigon Economic Times, 2010). Therefore, with the project of the Ministry of Culture, Sports and Tourism to develop the Delta towards 2015, the social revenue from the tourism industry will reach 723 million USD and the value of tourism GDP will reach 491.6 million USD (MCST, 2010). To achieve these targets, Mekong Delta needs to have diverse products to attract visitors as well as develop human resources, infrastructure and tourism promotion.

The document “*The project of tourism development in Mekong Delta until 2020*” (MCST, 2010) has set out the specific issues to comprehensively develop

tourism in the Delta. The project stresses that tourism development has to be based on the strength of each province and city to create unique products and attractive destinations for tourists.

Mr. Nguyễn Khánh Tùng, Director of The Trade and Tourism Promotion Investment Center of Can Tho, said that the most important point of Vietnam's policy on tourism in Mekong Delta is to bring tourism into the economic sector since it has significantly contributed to the development of the region and the country. Tourism in the Delta can bring positive contributions to the process of economic development, help reduce poverty among local communities, and ensure social order. Besides, Mekong Delta tourism also contributes to the diversification of products which are associated with effective and sustainable exploitation of resources in the region. In recent years, the State has enforced many projects to invest and develop tourism in the Delta.

As for Mrs. Nguyễn Hoàng Diễm, Deputy Head of Can Tho Department of Culture - Sport and Tourism, and General Secretary of Can Tho Tourism Association, the State has focused on improving the infrastructure and basic materials in recent years. In terms of transportation many construction projects - such as My Thuan Bridge connecting Tien Giang and Vinh Long provinces (2000), Rach Mieu Bridge connecting Tien Giang, Ben Tre provinces (2008), Can Tho Bridge connecting Vinh Long province with Can Tho city (2010), Ho Chi Minh city – Trung Luong Highway (2010), upgrading Can Tho Domestic Airport into Can Tho International Airport (2011), and upgrading Phu Quoc Domestic Airport into Phu Quoc International Airport (2012), etcetera - have been completed and put to use. In addition, many restaurants, hotels, entertainment and health care services, have appeared in the Delta. In particular some colleges and universities which train on tourism are also invested, upgraded and established to meet the need for tourism development.

In the near future, the State will continue to invest on infrastructure development, especially in road transport. For example, the project on construction of a Highway from Trung Luong (Tien Giang) to Can Tho city (2017), the project on building two cable-stayed bridges and the highway connecting Long Xuyen (An Giang)

and Cao Lanh (Dong Thap), and “*The plan to develop the road transport in Vietnam to 2020 and orientation to 2030*” (Ministry of Transport, 2009) will invest in upgrading and perfecting the transportation network in Mekong Delta, and so forth.

The local governments have to enhance the link between localities and generate high economic effectiveness from tourism. It is essential to promote tourism socialization, encourage community-based tourism, and build projects with international quality. Moreover, the Delta will create long tours between the provinces and the city to neighboring countries like Cambodia, Thailand and Laos. Thus, “there needs to be a linkage between the local people, tourism authorities and tourism companies to have the proper organization in the process of welcoming tourists. Besides, the Delta needs professional tour guides, tourist managers, planners and good services”, said Triệu Tú Nga, Head of Tourism Department, Can Tho Department of Culture - Sport and Tourism. Therefore, a comprehensive strategy of human resource development in the Delta should be considered to achieve its overall purposes (Nam & associates).

Last but not least, the State has some policies to cooperate with international organizations in adapting to climate change in Mekong Delta. Many Ministries, Departments and localities have implemented programs and research projects to evaluate impacts of climate change on natural resources, environment, socio-economic development; additionally, they have proposed adaptation measures. The document on ‘*the national program in response to climate change*’ is a rather complete study on the subject (Ministry of Natural Resources & Environment). Moreover, Vietnam participated in the Association of deltas over the world (established September 2010 in Rotterdam) and signed a strategic partnership agreement with Holland to cooperate towards the adjustment to climate change and water resource management. Research on climate adaptation and change have been carried out in the Delta, for example ‘*climate change affecting land use in Mekong Delta: Adaptation of rice-based cropping systems (CLUES)*’; ‘*Developing agriculture, aquaculture and environment based climate change adaptation strategies for*

*Mekong Delta Plan of Vietnam*; ‘Ecosystem-based Climate Change Adaptation in Ben Tre province, Vietnam’ in 2011, etcetera.

At the conference “*climate change in Mekong Delta*” (2013), Ms. Anjali Acharya, a coordinator of the World Bank (WB) said that Vietnam has many scenarios, many different predictions about the effects of climate change. She also gave some suggestions to help the provinces and the city in Mekong Delta respond and adapt to climate change (Viet Nam News Agency, 2013). According to Mr. Nhâm Hùng, Former Deputy Director of Tây Đô Theater and Department of Culture in Hau Giang province, in terms of the residential architecture, the modern world knowledge needs to be combined with experienced local folk to create a new style of "living with floods", bringing practical benefits to residents in the Delta. More precisely, a new type of tourism called "floating water season" in Mekong Delta has already become a relaxing pleasure for many visitors as demand for ecotourism becomes the prevailing trend.

### **2.3. Vietnam’s policy on development tourism in Can Tho city**

#### **2.3.1. General information of Can Tho city**

The region of Can Tho city has the following characteristics:

- 1) Area: 1,401.6 km<sup>2</sup>
- 2) Population: 1,214,000 people (2012)
- 3) Administrative units: Can Tho city and eight districts including Ninh Kieu, Cai Rang, Phong Dien, Binh Thuy, O Mon, Thot Not, Co Do and Vinh Thanh.
- 4) Location: Central Mekong Delta region; 75 km from the Eastern Sea; approximately 1,877 km from Ha Noi (the capital city of Vietnam); 169 km from Ho Chi Minh city in the North.

The name “Can Tho” comes from “Cầm Thi Giang” (“The River of Poems”), also known as “Tây Đô” (the capital of the Western region from the nineteenth century). The city stretches 65 km along the rivers and canals, a concentration of hubs of waterways and roads, as many economic and cultural activities closely relate to rivers. The city is now recognized as the most important center for trade, tourism, culture, science and technology of Mekong Delta (Can Tho Department of Culture – Sport and Tourism, 2014).

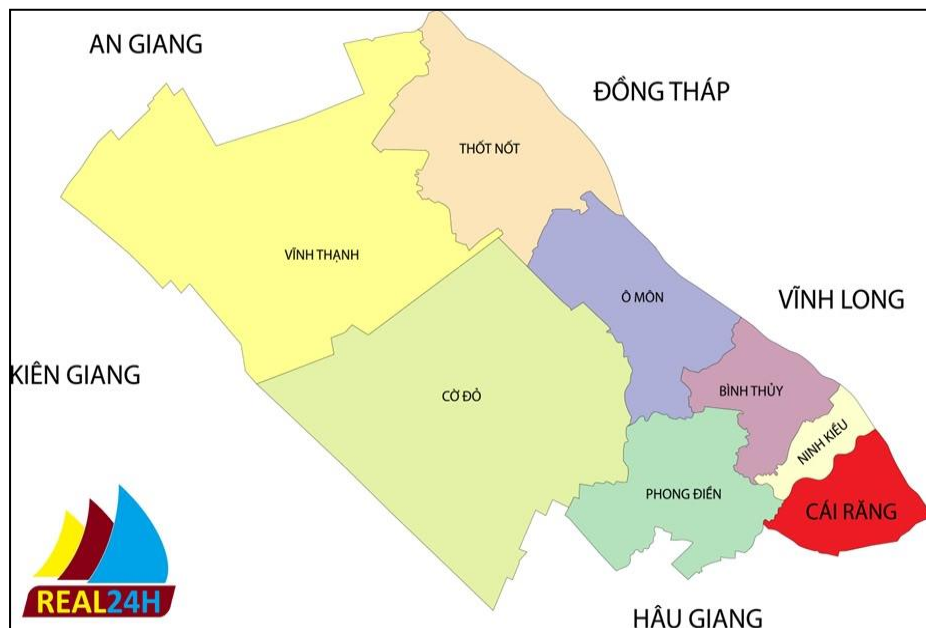


Figure 7: Administrative map of Can Tho city  
 (Source: <http://real24h.wordpress.com/2012/03/14/>)

Can Tho has a strategic location, with the convergence of some significant roads, waterways and airways. In 2010, Can Tho Bridge, which connects the important road axis from Ho Chi Minh city to Mekong Delta provinces as well as Can Tho city, was completed (Tram, 2011). Moreover, Can Tho International Airport opened in 2011, creating new dynamics for social, cultural and economic development in the Delta, and Can Tho city particularly. As an industrial hub of Mekong Delta, Can Tho's industrial production ranks first in the region and twelfth in Vietnam; with focus on industries such as food processing, electricity, informatics, garments, footwear, chemicals, and construction materials. Besides, the city has long been considered as a "rice basket" of Mekong Delta region, and it is now the main place of rice production for the whole country (Can Tho city — Trade and Investment Cooperation Potential and Opportunity, 2009)

### Tourism

Can Tho is famous for Ninh Kieu Quay, Cai Rang and Phong Dien floating markets, Binh Thuy Communal House, Binh Thuy Ancient House, Bang Lang Stork Sanctuary, Truc Lam Zen-Monastery of Southern, My Khanh tourist village, Vam Xang

tourist sites, Ong Pagoda, Pita Khôsa Răngsây pogoda, Can Tho Museum, many orchards, etcetera; Can Tho is also a regional cultural center with unique agricultural characteristics of the Southern farmers who practice wet rice plantation.

Tourists also explore the ancient architecture of Ong Pagoda, and they can enjoy shopping at Can Tho old market which sells typical products of the region (Tram, 2011). Can Tho also attracts tourists by annual festivals and through the tasting of delicacies like “Bánh tét lá cẩm” (violet sticky rice cake), “Nem nướng Thanh Vân” (Thanh Van grilled pork roll), “Bánh xèo Nam Bộ” (rice pancake folded in half), “Bánh cống” (mung bean and port roll), “Nem chua” (fermented pork roll), “lẩu mắm” (hot pot sauce), “cháo lòng” (rice soup), etcetera.

Apart from tourist resources, it is obvious that Can Tho has more favorable conditions for tourism development than the surrounding provinces; some examples are its geographical location, infrastructure and services. Therefore, Can Tho has been striving to become a modern city, an attractive river-based tourism and an eco-tourism destination of Vietnam.

In 2004, Can Tho became a Central level city marking the beginning of its noticeable development up to now. The total revenue from tourism and the number of arrivals are shown in detail in the following table:

Table 2: Data on total tourist arrivals and revenue from tourism in Can Tho city between 2004 and 2013

Year	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
<b>Total revenue (billion VND)</b>	<b>189.143</b>	231.260	270.980	365.090	455.198	507.938	649.527	761.234	851.129	<b>975.987</b>
<b>Total tourist arrivals</b>	<b>407,330</b>	462,141	543,650	693,055	817,250	723,528	880,252	972,450	1,174,823	<b>1,251,625</b>
International tourists	86,648	104,841	121,221	155,735	175,094	150,300	163,835	170,325	190,116	211,357
Domestic tourists	320,682	357,300	422,429	537,320	642,156	573,228	716,417	802,125	984,707	1,040,268

(Source: Can Tho Department of Culture – Sport and Tourism, July 2014)

A striking difference between the number of domestic and international visitors who travelled to Can Tho city can be seen in the 2004 – 2013 period, with nearly a four-fold disparity. As for foreign tourists, the average growth rate was

approximately 12% per year, of which international tourists arrivals were 86,648 tourists in 2004 and 211,357 in 2013. Added to this, the revenue from this industry increased from 189.143 billion VND in 2004 to 975.987 billion VND in 2013.

### **2.3.2. The difficulties of Can Tho tourism**

It seems that the development of Can Tho tourism is still limited in comparing to the total number of the whole Mekong Delta. In 2013, the number of international tourists travelling to Can Tho accounted for 14% the total tourist of the whole region, and that of domestic tourists constituted 5.2% the total tourists of the whole region. The revenue from tourism of Can Tho shared 19% the total revenue of the whole region (Can Tho Department of Culture – Sport and Tourism, 2013b). There are some main reasons for this situation:

Mrs. Triệu Tú Nga, Head of Tourism Department, Can Tho Department of Culture - Sport and Tourism, noted: “The level of competition is increasing about destinations with other provinces and city, where tourist resources are fairly similar, especially for garden based tourism, river based tourism, and eco-tourism sites. Some tourists said that visiting just one province or city in Mekong Delta, they may know the whole region (except An Giang and Kien Giang provinces)”. Therefore, it is the great advantage for provinces that near Ho Chi Minh city, like Tien Giang and Vinh Long provinces. Moreover, Can Tho probably lacks of international and national level destinations in comparing with the North and Central region, so it has not attracted to international tourists.

Mr. Nhâm Hùng, Former Deputy Director of Tây Đô Theater and Department of Culture in Hau Giang province, added that because of weakness in management and the low awareness of some local people and tourists, the negative impacts of tourism on the natural environment, the indigenous culture and social order is increasing. The poor hygienic conditions at some tourist sites, on the streets or the rivers make tourists feel uncomfortable. It is said that one key reason why floating market tourism is still undeveloped, is the weak linkages between government and other tourism stakeholders, especially with local communities. It lacks of a common voice in tourism investment and development.

According to Mrs. Nguyễn Hoàng Diễm, Deputy Head of Can Tho Department of Culture - Sport and Tourism and General Secretary of Can Tho Tourism Association, the infrastructure serving for tourism has not been completed. It seems that tourism socialization has not been fully aware. Noticeably, the tourism industry has not brought much economic benefit to the local people, so the participation of local communities in tourism activities is not clear (Can Tho Department of Culture – Sport and Tourism, 2014).

As the explanation of Mr. Nguyễn Khánh Tùng, Director of Trade and Tourism Promotion Investment Center of Can Tho, the activities for tourism promotion are still limited. Many ideas to promote tourism image of Can Tho were given, but has not been implemented due to lack of budget from the Central government. Moreover, the promotional activities for tourism products and destinations in conferences, exhibitions, international fairs or on websites are still not attractive and effective.

It seems that the role of private sector still has not been highly appreciated. Although the government comes up the very good policy for tourism development, the local business people actually do not enough power to do at all. It is said that most of private tourism companies in Can Tho city are quite small, and they cannot compete with the state-owned tourism companies. Besides, many activities of investment and upgrading the tourist relics or other activities that relevant to tourism of the locality have to wait for direction from the government.

### **2.3.2. The difficulties in Can Tho's tourism industry**

The development of Can Tho tourism is still limited when compared to the total number of Mekong Delta. In 2013, the number of international tourists traveling to Can Tho accounted for 14% of the total in the region, and the one of domestic tourists constituted 5.2% of the total in the region. The revenue from tourism in Can Tho shared 19% of the total revenue in the region (Can Tho Department of Culture – Sport and Tourism, 2013b); the reason or this may be as follows:

Mrs. Triệu Tú Nga, Head of Tourism Department and Can Tho Department of Culture, Sport and Tourism, noted: “The level of competition for destinations



between provinces and the city, where tourist resources are fairly similar, especially for garden based tourism, river based tourism, and eco-tourism sites, is increasing. Some tourists said that by visiting just one province or city in Mekong Delta, they may know the whole region (except An Giang and Kien Giang provinces)". Therefore, it is a great advantage for provinces located near Ho Chi Minh City, like Tien Giang and Vinh Long provinces. Moreover, Can Tho probably lacks in national and international level destinations in comparison with the North and Central regions, so it has not attracted enough international tourists.

Mr. Nhâm Hùng, Former Deputy Director of Tây Đô Theater and Department of Culture in Hau Giang province, added that due to weaknesses in management and low awareness of local and visitors, the negative impact of tourism on the natural environment, the indigenous culture and social order is increasing. The poor hygienic conditions at some tourist sites, on the streets or rivers make tourists feel uncomfortable, too. It is said that one key reason why floating market tourism is still undeveloped, is the weak linkages between government and other tourism stakeholders, especially with local communities; they lack of a common voice in tourism investment and development.

According to Mrs. Nguyễn Hoàng Diễm, Deputy Head of Can Tho Department of Culture - Sport and Tourism and General Secretary of Can Tho Tourism Association, the infrastructure serving for tourism has not been completed; it seems that tourism socialization has not been fully functional. Noticeably, the tourism industry has not brought much economic benefit to the local people, so the participation of local communities in tourism activities is not clear.

As the explanation of Mr. Nguyễn Khánh Tùng, Director of Trade and Tourism Promotion Investment Center of Can Tho, the activities for tourism promotion are still limited. Many ideas to promote the tourism image of Can Tho were given, but none has been implemented due to lack of budget from the Central government. Moreover, the promotional activities for tourism products and destinations in conferences, exhibitions, international fairs or on websites are still not attractive nor effective.

It seems that the role of private sector still has not been highly appreciated. Although the government comes up with good policies for tourism development, the local business people actually do not have enough power to implement it. It is the general belief that most private tourism companies in Can Tho city are quite small, and they cannot compete with the ones owned by the state. Besides, many activities of investment and upgrading for tourist relics or other activities relevant to the tourism of the locality have to wait for direction from the government.

### **2.3.3. The policy on tourism in Can Tho city**

With the advantages of geography, unique culture, ecological features and the hospitality of local residents, Can Tho has determined four types of tourist attractions. They are traditional cultural tourism; garden, MICE, river-based and eco-tourism. According to the document titled "*The plan to develop Can Tho tourism to 2020 and vision to 2030*" (Can Tho Department of Culture, Sport and Tourism, 2014), the State has specific directions to develop tourism in Can Tho city as follows:

- Policy on taxes: The government has the policies to exempt tax on land use and rent in the areas where unfavorable conditions exist and infrastructure system is limited (the system of islets on the Hau River and rural tourism). In addition, local governments also exempt taxes in the first year for some new business fields on tourism, the activities of community tourism.

- Policy on mobilizing investment: According to Can Tho Department of Culture - Sport and Tourism, there were ninety hotels, forty-four restaurants and twenty-eight tourism companies in Can Tho city in 2013. It is necessary to reform and simplify the administrative procedures and facilitate for investors. The government has preferential policies for different types of tourism such as the community based, cultural and eco-tourism among others. Likewise, Can Tho will focus on the large projects which potentially promote the image of Can Tho tourism like Con Cai Khe, Con Au and Con Khuong resorts, the four and five-star hotels. The government also has other policies to raise equity capital for economic interests between investors, management owners and local communities. As for the foreign investors, the government has set up clear policies and mechanisms,

enhanced administrative reform, simplified investment procedures and created more favorable conditions for them.

- Policy on tourism market: There are appropriate policies for domestic and foreign market. As for the international one, Can Tho will pay more attention on traditional prospects, namely ASEAN, Northern American and Western European countries. In addition, the government has plans to attract potential tourists such as Northern European countries, China, Australia, and Russia. In terms of the domestic market, it needs to focus on tourists who are interested in ecology, culture or festivals; the city should be promoted as a destination for exhibitions and conferences, too. The State also has policies to provide facilities for visitors such as banking services, insurance, healthcare, supermarkets, souvenirs, and promotional programs.

- Policy on science and technology: The government encourages and appropriates investment from the State budget for scientific research (through the Science and Technology) to accelerate the construction of scientific and technological subjects on tourism.

- Policy on the development of human resources: Can Tho is stepping up training to enhance the qualifications and professional development for tour guides, managers, tourism planners and officials in Departments, Boards, etcetera. It is essential to properly encourage and use talented people, creating a high-tech workforce to serve the tourism development of the country. According to Can Tho Department of Culture - Sport and Tourism, in 2012, there were 3,240 laborers whose jobs related to tourism - 1,410 women and 1,830 men.

In addition, the government has issued many specific documents to guide local authorities in the process of implementation with the ultimate aim of enhancing the experience of visitors and attracting more visitors to the Delta, mainly through investment and development of tourism services, product diversification, promotion, and improvement of quality in human resources. Moreover, the State also pays more attention to environmental protection, benefits of local communities, and linkage between provinces and the city to develop tourism in a sustainable way.

More specifically, the local government needs to strengthen the level of competition between regions inside the country (likely Ha Noi, Ho Chi Minh city, Hue, etcetera), as well as with other countries in the center of Southeast Asia by creating unique tourism products such as floating market tourism or ecotourism.

#### **2.4. The impact of Vietnamese policies toward tourism development in Mekong Delta and Can Tho city**

In general, Vietnam's policies on tourism have facilitated tourism development in both Mekong Delta and Can Tho city. For example, many construction projects have been completed to shorten the travel time from other regions, especially from Ho Chi Minh city to the Delta, making it easier for visitors to reach this region. One can assume that all State's policies on tourism are generally aimed to develop tourism, increase income for local people, and contribute to the economic development of the country.

There is, nonetheless, a great gap between policy and practice; for instance, the policies of the State are not effective to attract the participation of local communities yet. Local people do not seem to be interested in tourism activities because they have not yet reaped the benefits from them, leaving one to conclude that most of the profit from tourism belongs to tour agencies, hotels, restaurants, and entertainment services. The local people's benefit is either very modest or non-existent; even they have to suffer the high commodity prices as they live near the tourist destinations. Therefore, the State should have more specific policies to help local communities realize that tourism development will contribute to economic advancement, job creation, and infrastructure expansion, all of which directly relate to their lives. It is crucial to have the cooperation of local people and officials to protect the natural environment, preserve historical and cultural sites, and introduce cultural tradition and native customs to tourists.

Regarding construction projects, they are of low quality and they may face some shortcomings, such as the Highway from Ho Chi Minh city to Trung Luong (Tien Giang); this road has operated since 2010 yet continuous deterioration demands more time and effort in repairs which, in turn, has had a negative impact on the

development of regional tourism. In addition, the State does not have specific solutions to quickly and thoroughly implement the link between provinces and the city in order to create specific products for each locality. As a result, and despite the policies of the State having been issued for many years, the tourism products in the region are not diversified, bringing a sense of boredom for tourists. It seems that the local authority does not possess effective measures to protect the natural environment, ensure traffic safety nor social security.

Furthermore, within the operation structure of Can Tho Department of Culture - Sport and Tourism, the duties of three areas (culture, sport and tourism) are still overlapped, making it difficult for people to fulfill the necessary administrative procedures. Last but not least, a number of projects have been designed to improve tourism, but few have been completed because the city does not have sufficient financial resources to implement them.

In sum, it may seem that policy is considered as a prerequisite for the development of tourism, a part of the overall path to economic-social development. The policy on tourism is reflected in the determination of the position of the tourism sector in the overall economic-social sectors, orientations and objectives for tourism development strategies. In recent years, the development of the Vietnamese tourism has significantly contributed to budget income, job creation for millions of laborers, poverty alleviation, and so on. Nevertheless, it is facing a great deal of challenges hindering its development. Therefore, the State and Government always care about creating the proper policies to promote it, such as improving the quality and diversification of tourism products, training human resources, enhancing investment for infrastructure development and tourism services - especially mitigating administrative procedures. Mekong Delta is especially recognized as an important economic, cultural and political region of Southern Vietnam, but its development status is not really commensurate with potential; therefore, the Government should have more specific measures to develop tourism in this region.

## **CHAPTER 3: GENERAL INFORMATION OF FLOATING MARKETS IN CAN THO CITY**

This chapter illustrates the floating markets in Mekong Delta, including their establishment and development history; the factors for their birth; general traits; and their role in the region. Furthermore, this chapter provides basic information - via documentary research and field investigation - regarding floating markets in Can Tho city, the tourism activities in the tours, and development plan for this type of tourism in Can Tho city.

### **3.1. An overview of floating markets in Mekong Delta**

#### **3.1.1. The history of floating market foundation and development in Mekong Delta**

The Southward process of the Vietnamese people in Mekong Delta was basically completed in the mid-eighteenth century (under Nguyen Lord in the South of Vietnam). Nevertheless, the cultivation and settlement were scattered because of unfavorable natural conditions, such as wild forests with weed, fierce animals, mosquitoes, etcetera (Hieu, 2003). At that time - together with Khmer people - new immigrants of many ethnic groups, especially the Vietnamese who played a key role, united and helped each other promote the cultivation process in Mekong Delta region. Over the years, their life has significantly changed, namely through the existence of more fertile fields, additional houses and trading places.

In the late eighteenth century, the demand for people's commodity trading was attributed to the development production in Mekong Delta. Meanwhile, many towns and trading centers were formed and they became commercial and transaction centers such as Ha Tien trading port, My Tho market, Sa Dec market, Nha Man market, Long Ho market, Hung Loi town market, and so on (Lua, 2000). Business activities on rivers in Mekong Delta developed around the eighteenth century as "the boats stopped densely", but the trading mainly took place in town markets. In most business activities people were connected using vehicles such as boats and junks, and this made the rivers more and more crowded. This was considered as the starting point of floating markets (Hung, 2009).

In 1908, Nga Bay market (Hau Giang province) was established and this created an important waterway axis from the South West to Tien Giang, Saigon – Cho Lon, and so on. Along the river bank, house after house covered the streets; boats passed by very often; and soon after, Nga Bay floating market was formed (Son Nam, 2005). From 1908 onwards, many floating markets in Mekong Delta have steadily appeared, such as Cai Be (Tien Giang province), Cai Rang, Phong Dien (Can Tho city), Nga Nam (Soc Trang province), Phung Hiep (Hau Giang province), Ca Mau (Ca Mau province), etcetera.

According to Nhâm Hùng, the author of the book *“Floating markets in Mekong Delta”* (2009), the establishment and development history of floating markets in Mekong Delta can be divided into four stages:

- From the late eighteenth century; floating markets started to appear in town markets along the two sides of the Tien river bank.
- From the late nineteenth century to the early twenty century; floating markets were not only formed along Tien river bank but also expanded to Hau river bank, particularly in Can Tho, Hau Giang and Soc Trang; however, trading activities were not professional and products were not various at that time.
- From 1945 to 1975; the South of Vietnam was under dominance of the US backed government and many floating markets were not allowed. It seems that the authorities did not encourage floating markets due to fear of security control when jolly-boats gathered thickly in the towns. Besides, agricultural products decreased because the fields and gardens were destroyed by bombings or left untouched by local people.
- Since the liberation of South of Vietnam on April 30th, 1975; floating markets have been established and developed widely in Mekong Delta with professional trading manner and varied goods.

### **3.1.2. The factors for the birth of floating markets in Mekong Delta**

First, there are favorable natural conditions, especially the river and canal system; likewise, Mekong Delta possesses unique traits such as confluences - four,

five and even seven crossroads<sup>6</sup> - where the rivers are not very deep nor shallow, neither are they large nor narrow. The flow of water is not too heavy and there is not much ware (Nhan, 2011). They are the ideal areas for gathering and trading, making it the most perfect place for floating markets to be set, compared to other region of Vietnam where although lots of rivers and canals exist, the settings are not favorable - floating markets cannot be found in all confluences in Mekong Delta.

Second, there are issues in transportation. It has been widely acknowledged that when floating markets have appeared, the road transportation conditions were not convenient. While the roads had not been developed, local people in Mekong Delta got accustomed to using boats in their daily transportation and the transfer of products. Therefore, living conditions of local residents is, possibly, one reason for the establishment of floating markets.

Third, the growth of the agricultural sector causes the redundancy of goods which need to be sold as soon as possible and within a reasonable price. Floating markets are often connected with the gardens where local people plant many kinds of fruit and vegetables (Hung, 2009). Agricultural products cannot be stored for a long time; therefore, due to the need of a market for farming products, floating markets such as Cai Be, Tra On, Ngã Nãm, Ngã Bãy, Cai Rang, Phong Dien appeared. Over time, other goods and services - namely handicrafts, household appliances, drink and food - have begun to appear in the floating markets.

Trading methods in the floating markets are very effective - trading through floating markets allows people to transfer the bulk of goods easily and quickly. As a result, apart from some floating markets in Tien and Hau rivers, many other floating markets began to appear in Mekong Delta (Hung, 2009) making it a verifiable facts that floating market can be developed effectively where there are favorable conditions.

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<sup>6</sup> Floating markets usually have been formed in the junction of the rivers. Therefore, some floating markets were named following their location such as "Ngã Nãm" floating market (at the intersection of five rivers), "Ngã Bãy" floating market (at the intersection of seven rivers), etcetera.



Fifth, the river is a national asset which belongs to all Vietnamese, making it a favorable condition for buyers and sellers who cannot afford to establish a trading place on land. In addition, the sellers have to pay tax if they do business activities in a land-based market, while this tax is not applicable in floating markets.

Finally, it is vital to see that floating markets are an important reason to facilitate the establishment of town markets (Nhan, 2011). Normally, land-based markets have appeared in the areas where floating markets were available; a number of their products have been consumed by the land-based markets, and the town markets have provided necessary services for people in the floating markets.

### **3.1.3. Characteristics of Vietnamese floating markets**

Floating markets are often situated in the main river along with several smaller branches. Trading activities start and finish early in the day. Unlike the town markets, floating markets start at about three o'clock, the most crowded time is from five to six o'clock, trading activities are scattered at around eight o'clock, and they finish at around ten o'clock; except during the Festivals and near the time of the Lunar New Year when activities start earlier and last longer than usual.

The highlight of floating markets in Mekong Delta is "Cây bèo" - the most popular advertising method of stall-holders. It consists of a long upright pole positioned at the top of junks and boats and from which hangs a sample of the product sold on board (fruit or vegetable). With the immense space occupied by floating markets - and due to the noise of the area - sellers use the "Cây bèo" to attract customers from a long distance (Ly, 2010). However, household handicrafts, ready-made food, and daily essential household appliances are not advertised this way. They are kept inside the boats or the heads of boats. When customers see a boat's pole from where roof-making leaves are hanging, it means they want to sell the boat itself.

The daily life of traders in the floating markets is also a factor that generates curiosity for tourists since they are mainly gathering places for large and small vessels from the neighboring provinces, as well as local residents. Most big boats act as a "mobile house" for stall-holders who do all their daily activities on board, and even

keep pets. While waiting sell out the products, they anchor the boats together along the river. Although the life on the river can be unstable they remain optimistic. They enjoy life and love their jobs. Some people provide food, drinks, mean of transportation, repair and maintenance services. Therefore, they all contribute to the vivid picture of the floating markets in the Delta (Nhan, 2011).

The floating markets are places to trade and meet people from different areas with different life styles and careers, such as famers, traders and gardeners. Nevertheless, they have similar characteristics, they have solidarity and willingness to help each other; this is one of the precious characteristics of Mekong Delta floating market traders - they treat each other as neighbors. This suggests that they are all expatriates, and they understand each other after some common greeting (Hung, 2009). The stall-holders not only show their friendliness within their community, but they also extend it to tourists; if visitors ask for help, they are ready to do so. It is rare to see serious quarrels at the floating markets. Thus, the friendliness and hospitality of local traders also creates the beauty of the floating market culture.

Last but not least, one of the noticeable characteristics of floating markets is that they were established arbitrarily and under self-control. It is commonly believed that everyone can join trading activities, and the construction costs of floating markets are low or nonexistent (Nhan, 2011). This leads to some drawbacks in the floating markets such as the arbitrariness of trading activities and environmental pollution.

#### **3.1.4. The role of floating markets in Mekong Delta**

In the past, there were about a hundred floating markets in Mekong Delta. However, now the region has only eleven floating markets of quite a large scale and favorable situation, including Cai Be (Tien Giang), Tra on (Vinh Long), Cai Rang, Phong Dien (Can Tho), Ngã Bảy or Ba Ngan (Hau Giang), Ngã Năm (Soc Trang), Long Xuyen, Chau Doc (An Giang), Ca Mau, Nam Can (Ca Mau), and Vinh Thuan (Kien Giang).

Floating markets in Mekong Delta have played an important role in distributing agricultural products in the region, providing significant employment for local people, and positively improving the lives of stall-holders. It seems that

transportation of goods on the river is more convenient than on land, especially for bulky goods. The floating market is a trading form which is based on the linkage between natural environments and purchasing habits of the people on the rivers for several hundred years; they are the meeting point between agricultural products, goods for the cottage industry and industrial products. It is also a transshipment point to link urban and rural areas; thus, the emergence of floating markets also contributes to the development of trade and service sectors (Xe, 2009).

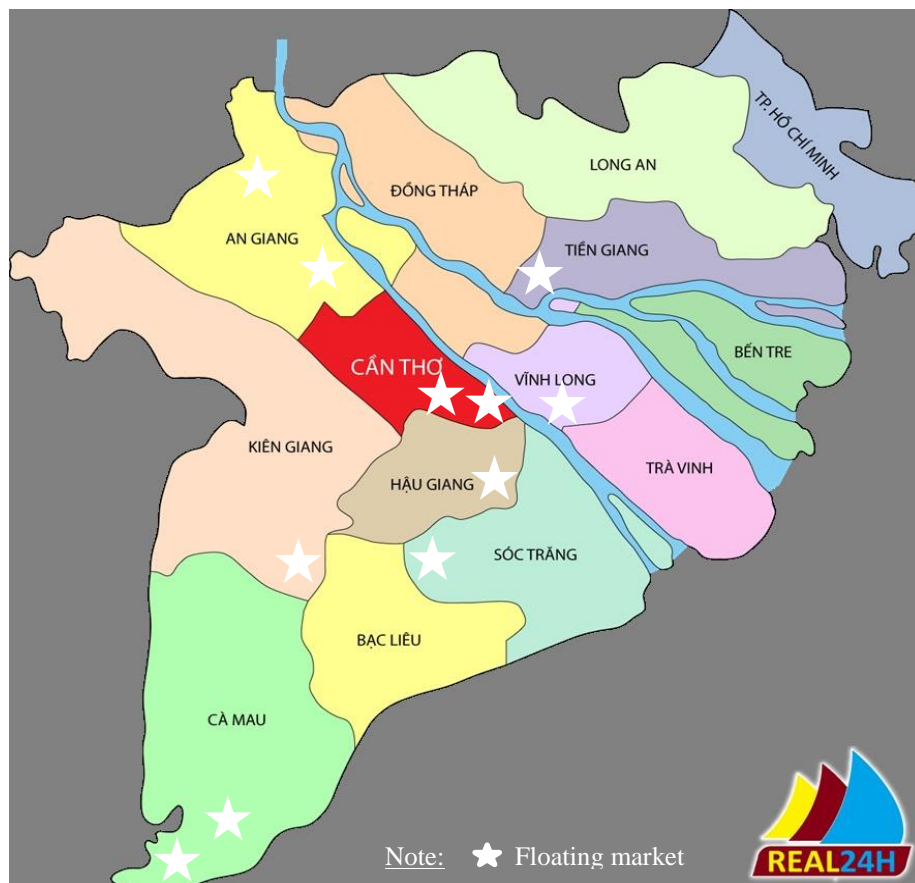


Figure 8: The map of floating markets in Mekong Delta  
(Source: Adapted from <http://real24h.wordpress.com/>)

According to statistics from Can Tho Department of Culture - Sports and Tourism, the number of laborers taking part in activities at Cai Rang floating market is over two thousand people and that of laborers at Phong Dien market account for 1.2 thousand people. Even though the number of jobs is not much compared to other fields, it plays a significant role in terms of society. Most stall-holders do not have

productive land or permanent housing, so they have exploited the advantages of waterways in the business to improve their life. Hence, tourism may be considered as a tool for poverty alleviation for the local community.

Moreover, floating markets can be regarded as a resource for the development of tourism, a form of commercial civilization, a cultural characteristic and special form of travel. It is also the pride of the land for people in Mekong Delta (Hung, 2009). The development of floating market tourism not only brings economic benefits to the region but also contributes to the preservation of indigenous culture and lifestyle of local people. Currently, the floating market tour is usually associated with visiting orchards; enjoy "đờn ca tài tử", and sightseeing traditional villages and historical – cultural relics. The floating markets in Mekong Delta have become the research object of many scholars, agencies and organizations. Through many articles, documentaries, documentary films, floating market tourism has attracted the attention of many tourists around the world (Nhan & associates).

### **3.2. General information of floating markets in Can Tho city**

It is said that tourists normally visit floating markets whenever they travel to Can Tho city. This type of market can be found in some provinces of Mekong Delta, but Cai Rang floating market in Can Tho is the most crowded. It is impressive for its size and establishment history that is truly unique to the region.

#### **3.2.1. Cai Rang floating market**

Cai Rang is known as the most famous floating market in Mekong Delta. It has played a key role in tourism development, as well as in trading and preservation of traditional culture in the region.

Regarding geographical location, Cai Rang floating market is formed at the confluence of four rivers (Can Tho, Dau Sau, Cai Son and Cai Rang Be) adjacent to the land-based An Binh market. Currently, the market is on Can Tho river, a strategic waterway axis on Hau river - Xa No canal where it is very convenient for trading with neighboring provinces and the whole Mekong Delta. For this reason, there has been an increase in the number of boats. The floating market's scale has constantly expanded, and purchasing activities have become increasingly busy.

According to Nhâm Hùng (2009), Cai Rang today is the biggest floating market when compared to other floating markets in the region; primarily due to the road transport system in Can Tho city which has constantly improved and developed. Thus, access to the Cai Rang floating market by car is easy along Highway 1A (Nhan & associates). Tourists can also visit Cai Rang floating market by boat, from Ninh Kieu Quay and An Binh market which takes about thirty minutes, and five minutes respectively.

Cai Rang floating market is open all day, but it is busiest since the early morning and until 8 o'clock. The main products at Cai Rang floating market are farming products like seasonal fruits, vegetables, and other products (handicraft products, household appliances, and so on). Currently, there are also new services at this market like petrol stations, machine repair shops, and sewing machine stands. To meet the demands of customers, many boats sell ready-made food (noodles, sticky rice, porridge, bread, etcetera), soft drinks, beer, miscellaneous goods, lottery tickets, and so on.

Like other floating markets along Mekong Delta, in Cai Rang floating market, the stall-holders also use a unique advertising form "Cây bèo" to show what they want to sell. Apart from the purpose of parading product images for sale, "Cây bèo" also makes the floating market scenery more colorful. Currently, there are some modern forms of advertisement in Cai Rang floating market - more modern signs, light boxes, posters, banners of the row boats, floating shops, etcetera.

Tourists are excited to explore how goods are exchanged among stall-holders at the floating market. For example, a seller stands on one boat to give a pair of pineapples or pair of watermelons to customers in another boat by using his or her two hands rhythmically and nobly. This image makes visitors feel more interested and they always want to set closer to the boat to watch and take pictures. Traditional purchasing style on Cai Rang floating market is very amiable, cordial and hospitable. It is also far different in the land-based market towns. This style represents the culture characteristic of rural people who do things with their hearts (Son, 2005).

Since Cai Rang floating market is located in the middle of two land-based markets (An Binh and Cai Rang or Le Binh) it attracts a large number of people buying and selling. It is said that many products in Cai Rang floating market are consumed by the land-based markets, and the two markets also provide essential services for people on the floating markets. Therefore, many visitors want to visit the land-based markets after the floating market tour to have a comprehensive view of the life for the local residents.

After visiting the floating market, tourists can go sightseeing or enjoy food and drink at the Cai Rang Floating Market Rest Stop - which was established in January 2014 by CASUCO TOUR. It also offers travel services with both boats and cars, for visitors. This rest-stop is an important mark on the tourist map attached to Cai Rang floating market. Moreover, the floating market tours are also linked with other interesting places to meet tourists' demand. For example, people can visit the traditional craft villages of Cồn Ấu orchard, Ba Cống eco-tourist site or My Khanh tourist village, to enjoy fresh fruits; they can enjoy local food such as "Bún cá" (noodle soup with fish), "Bánh xèo" (rice pancake folded in half), "Cá lóc nướng trui" (drilled-straw snakehead fish), "Lẩu mắm" (salted fish hot pot), "Bánh cốm" (mung bean and port roll), "Nem nướng Thanh Vân" (Thanh Van grilled pork roll), "Nem chua" (fermented pork roll), and "Canh chua, cá kho" (sour soup and braised fish) among others; they can partake in activities like fishing, rowing, listening to "Đờn ca tài tử", etcetera. Nonetheless, if visitors are interested in other destinations in the city they can drive themselves to the sites, namely to Binh Thuy Communal House, Binh Thuy Ancient House, Can Tho Museum and Pitu Khosa Rangsay pagoda. From Ninh Kieu Quay, it takes tourists just a few minutes to walk to Can Tho Ancient Market or Ong Pagoda.

In short, when referring to tourism in Can Tho, people often think of the Cai Rang floating market tour because it shows not only a typical cultural characteristic of the local residents, but also a unique river civilization of the Southern region. For a long time, Cai Rang floating market has been the brand of Can Tho tourism with

many domestic and foreign tourists considering it an attractive destination in Mekong Delta (Nhan & associates).

### 3.2.2. Phong Dien floating market

Phong Dien district has been known as the cradle of garden civilization in the western Hau river for the past one-hundred years (Hung, 2009). Hence, the trip could not be completed if tourists skip Phong Dien floating market selling unique products. Moreover, this place has attracted writers, intellectuals and artists such as the patriotic poet Phan Văn Trị, the writer Trương Duy Toàn - who wrote the first script for “Cải lương”<sup>7</sup>. It is also the hometown of “nghệ sĩ nhân dân”<sup>8</sup> (the people’s artist) Tám Danh, a pioneer of “Cải lương” in Southern of Vietnam, and composer Điêu Huyền among others. It is said that the unique cultural and beautiful features of Phong Dien land have inspired those artists through time allowing them to contribute to the unique cultural and poetic features of Phong Dien.

Departing from Ninh Kieu wharf, visitors will take twenty minutes to Cai Rang floating market (6km), from where they can reach Phong Dien floating market - located in Can Tho canal - in approximately one hour (17km). In the past, the market attracted around four-hundred trading boats and junks per day. However, somewhere around 1982 - looking to avoid traffic congestion on the waterway - the government moved Phong Dien floating market to another location, while at the same time dividing it into two smaller markets, each of which is a few hundred meters long. One section of these smaller markets is situated along the town; it opens early; and it is smaller. The other rests along the river influences and since it's not as small as the former, tourists tend to visit it more. Nowadays, Phong Dien floating market is not as busy as before and the traders are mostly retailers.

Although Phong Dien floating market is smaller and less crowded than Cai Rang floating market, trading activities are rather interesting; traders and tourists

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<sup>7</sup> “Cải lương” is a kind of opera originating from the South of Vietnam, which formed on the basis of folk songs and ritual music.

<sup>8</sup> “Nghệ sĩ nhân dân” is the highest title awarded to artists for their contribution and dedication to the art.

normally travel by small boats that do not need an engine - also avoiding the noise. Most big boats at Phong Dien floating market get the products from Cai Rang floating market, and then they re-sell to local traders (retailers).

Apart from farm products, handicrafts, household appliances, ready-made food and drinks, in the flood season, there are other products at this market such as farming and fishing instruments, and weaving products. Generally, most of the items presented in the land-based markets, can also be found at this floating market (N. Thi, 2010). Since Phong Dien floating market is not very big, the traders use small boats, selling small quantity of products and "Cây bèo" are rarely used.

The tours from Can Tho City center to Phong Dien floating market often include a visit to My Khanh tourist village, Phan Văn Trĩ tomb, Truc Lam zen monastery, the orchards, the craft villages or a ride on a jolly-junk to a small canal to enjoy “đờn ca tài tử”, fishing and relaxation, etcetera.

### **3.2.3. The tourism activities at Can Tho floating markets**

#### ***a. Positive aspects***

Floating market tourism in Mekong Delta in general and Can Tho in particular, emerged in the 1980's. The trading method at floating markets is different, unique, exciting and with varied products; there, tourists want to discover how residents live on boats, they want to visit villages and orchards, listen to local traditional music and enjoy some specialties. Moreover, the openness and friendliness of local residents and the fresh river environment are key factors in attracting more tourists to visit the floating market.

Among eleven floating markets in Mekong Delta, Cai Be (Tien Giang province), Cai Rang and Phong Dien floating markets (Can Tho city) are often chosen by both domestic and international tourists as their destination in the South of Vietnam. Among these three floating markets, Cai Rang is the most crowded one, the reason being its size, infrastructure system, distance from the city center and the technological and material basis serving tourism. Recently, apart from contributing to the socio-economic development of the region, floating market tourism has also created diversification in tourism products in the region. The development of floating



market tourism seems to be beneficial to the community. Local people take part in providing transport for tourists, working as boat drivers and tour guides; hence, they have most logically benefited from tourism.

***b. Negative aspects***

Presently, the limitations of floating market tourism in Can Tho include the duplication in tourism products; there are no unique goods to each floating market. In addition, water pollution and traffic accidents still occur. The floating market tourism activities may not help in prolonging the time to visit and stay for tourists. It rather seems that the travel companies only compete to maximally exploit the available advantages of floating markets, while the benefit to the local community have not been paid much attention.

The tourism environment in Can Tho floating markets need to be protected and improved by the local government, agencies and management units, tourism operators, local community and tourists in this area. In addition, due to lack of management, statistics work of local authorities and business companies on the subject of floating market tourism has not been done yet; there is not enough data to reflect positive and negative aspects of this type of tourism. It is difficult for researchers and managers to collect specific data such as numbers of visitors and revenue from each market. Thus, we need more studies to evaluate the current situation of development and to find out possible solutions for the development of floating market tourism in Can Tho city.

In general, Cai Rang and Phong Dien floating markets are the most famous tourism destinations in Can Tho city in particular, and in Mekong Delta in general, because of their unique features. Tourism activities have been developed for a long time and have brought with them some benefits to this city. Nevertheless, there are many difficulties in the development process which need the cooperation between government, local people, traders and tourism companies in Can Tho city. It seems that the local authorities have not paid enough attention to protect this form of tourism nor have they invested in it. The next chapter will clarify the current situation of tourism development in the two markets - with special focus on

advantages and difficulties. The author of this thesis anticipates finding, and proposing, solutions for the tourism development of these two markets.



## CHAPTER 4: FINDINGS AND DISCUSSION

To begin with, this chapter aims to evaluate the visitors' satisfaction regarding floating market tourism in Can Tho city, through the use of questionnaires; then the author will analyze the current situation of the markets through in-depth interviews during two months - from 18 July to 18 September, 2014. Structurally, it is divided into three main parts: 1) Tourists' satisfaction on the floating market tourism in Can Tho city, 2) Current situation of the markets, and 3) Proposals to improve floating market tourism.

### **4.1. Evaluating the tourists' satisfaction on the floating market tourism in Can Tho city**

Based on the data collection from tourists who travelled to Can Tho floating market, interesting findings were established. It can be determined that tourists often belong to a group with characteristics such as middle-age, high income, high education, and with an interest in natural environment and indigenous cultures. Normally, the number of men and women tends to be equal and they are often experienced travelers. As for the eight-factor evaluating for visitors to the floating market (including accommodation services, infrastructure, transportation, tour guides, natural environment, catering – sightseeing – shopping - entertainment services, security, and cost), the general satisfaction is above the average level; meaning they are not very satisfied with this form of tourism in Can Tho city.

#### **4.1.1. General description of tourists**

##### **4.1.1.1. Personal information**

As shown in the data collection, the target groups were randomly selected and include international and domestic tourists. The number of domestic tourists who responded to the questionnaires is one-hundred and twenty, making up 80% of the total; while that of international tourists was thirty (20%). This suggests that the majority of tourists visiting the floating market in Can Tho are domestic tourists who are normally living in urban areas, especially from Ha Noi and Ho Chi Minh city. As for foreign visitors, they normally come from European countries - such as Holland, Germany, France or Portugal - and North America - The United States and Canada; additionally, among one hundred and fifty tourists, there were eighty-nine men

(59.1%) and sixty-one women (40.7%), so there is no big difference in the number of males and females traveling in the area.

Most of visitors are between 45 and 54 years of age, accounting for 40.7% of the total, whereas age 55 and over is a very low numbers (0.7%). The number does not have a big gap between the ages 15 to 24, the age 35 to 44, and the age 25 to 34, ranging between 17.3% and 21.3% of the total numbers.

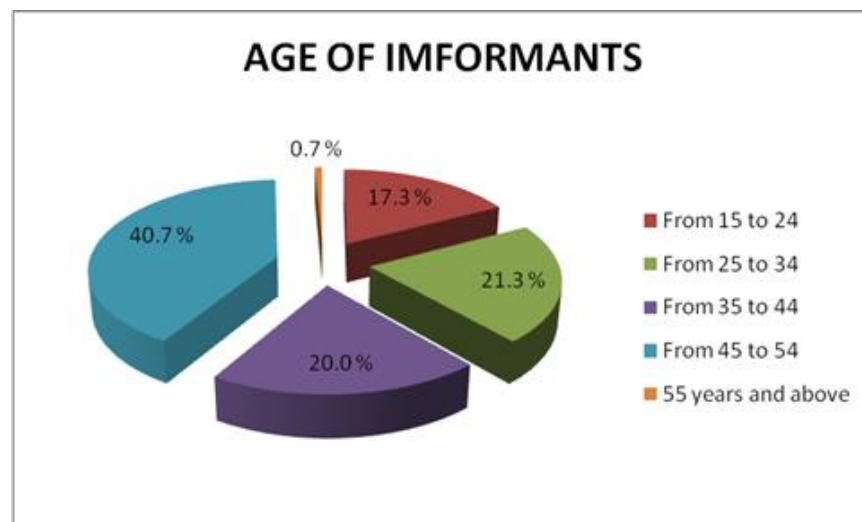


Figure 9: Structure of tourists by age

Middle-age people have more demand for this type of tourism than the young people because as people get older, they have a stable life, they need to relax, return to the nature, and learn more about culture. As for the elderly, many do not find it sustainable to travel anymore, mostly because of health reasons. The other groups possibly travel at weekend or in some special events, therefore, the local government should pay more attention to attract all groups of visitors, especially young tourists.

According to surveyed data, a prominent percentage of visitors are at university level, which accounted for 37.3% of the total. In contrast, the proportion of tourists under high school level takes the lowest place, constituting only 3.3% of the total. College and high school shares a similar number, with 20.7% and 19.3% respectively. It can be concluded that unlike other kinds of tourists, visitors who are interested in eco and cultural tourism possibly have high qualifications because they

prefer studying and discovering more about nature and human values in the various areas to sightseeing and relaxing with luxury services.

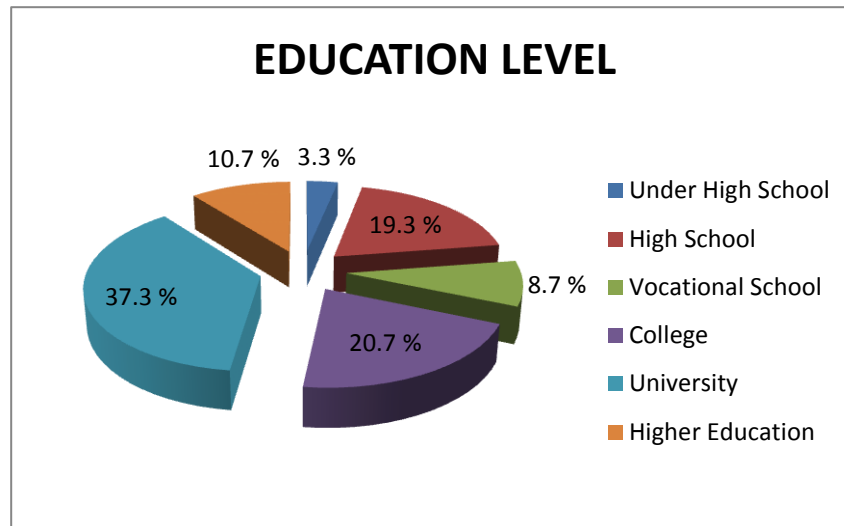


Figure 10: Structure of tourists by education level

Another interesting aspect of travelers is their occupation. The most popular tourists are officers and teachers, representing 38.7% of the total; followed by businessmen, students and pensioners, with 22%, 18% and 10% respectively. The remaining occupations are workers, farmers, soldiers, police officers and other (company employees and housewives), ranging between 1.3% and 4.7% of the total numbers. It seems that floating markets attract more people from urban areas who would like to escape from the noisy life, and go back to nature and explore the life of the residents in the countryside. In addition, most of people working in the State organizations or owning private companies normally have a stable career and life, so they have more opportunities to travel. In contrast, the farmers do not like to travel to familiar places, so they prefer other types of tourism - namely visiting museums, shopping centers and other entertainment sites in the city. Finally, for students, floating markets are attractive cultural destinations to learn and do research. The chart below shows the details of this information:

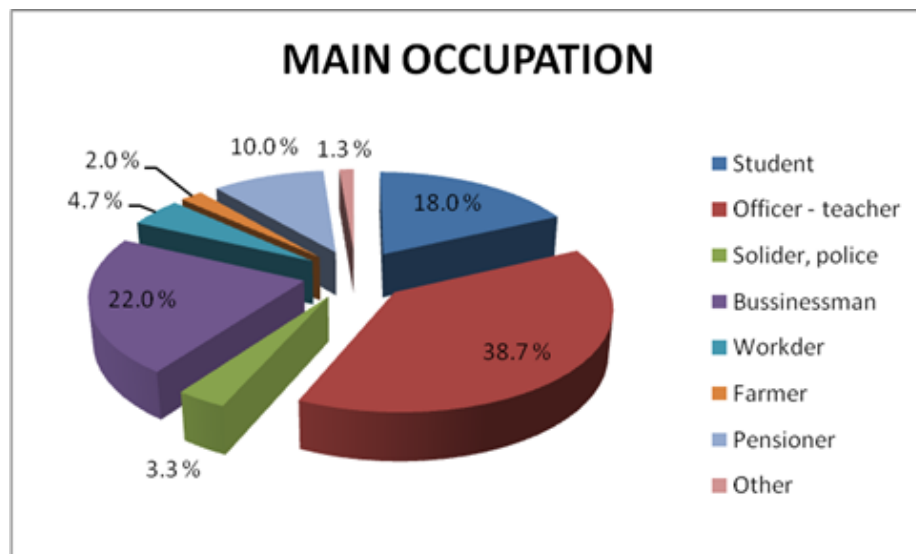


Figure 11: Structure of tourists by occupation

#### 4.1.1.2. Tourism activity

Noticeably, the total number of tourists who travel for the first time to a floating market accounts for over 77.3% of the full sum; meanwhile, the number of second, third or more visits constitutes only 14%, 6.7% and 2% respectively. Besides, nearly 66% respondents say that they do not plan to come back to the floating markets; since they probably visit out of curiosity, they tend to visit one time only. Another reason not to return is due to bad impressions - overcharging, and poverty of products and services. Clearly, how to attract more second time tourists is one of the matters of great concern for the local government.

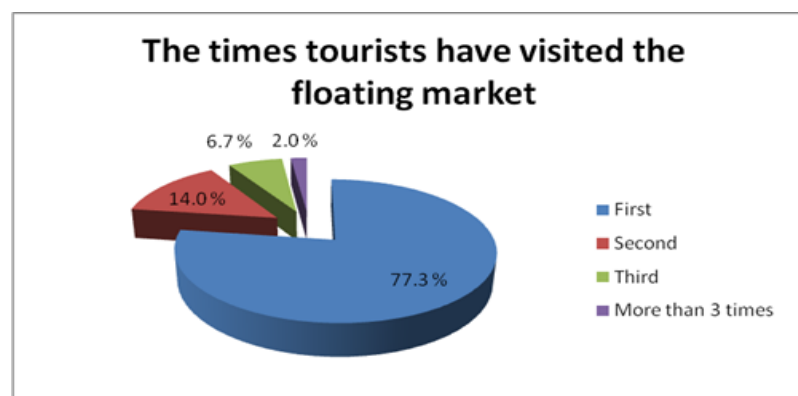


Figure 12: The times tourists have visited the floating market

Based on the collected information from questionnaires, a main channel through which visitors know about the floating market is through travel agents (46.7%). In addition, a significant number of tourists travel to Can Tho floating markets by recommendation of their relatives and friends (36%), closely followed by the internet (34.7%), television and radio (33.3%). Newspapers and magazines are another mechanism to get information on the floating markets, yet accounting only for 17.3%. The number of tourists who know about Can Tho floating markets via academic cooperation program (such as in the student exchange programs, the tropical modules, etcetera) is not important for this research since it is only 6% of the total. It is said that even though tourists can find information from various sources, travel agents can offer more since not only they provide updated information on the destination, but they also help tourists find transportation, accommodation and shopping services, within a reasonable price. This shows that promotion by tourism companies and family-friend recommendations, as well as internet and mass media are the most vital source of publicity.

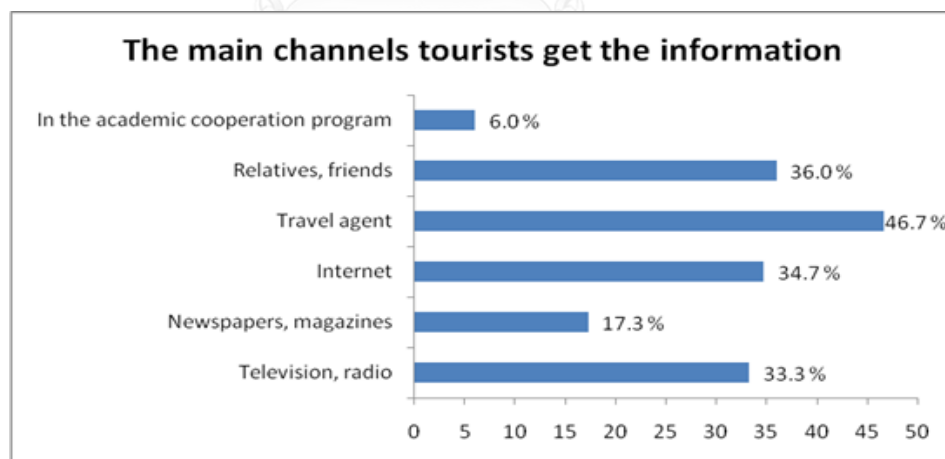


Figure 13: The main channels tourists get the information

In terms of the things attracting tourists to the floating markets, the unique lifestyle of stall-holders is the most popular reason why tourists decide to visit (57.3%), followed by the beautiful scenery and fresh air (50.7%). Tourists are also interested in boat trips on the river and bustling trading activities (46% and 43.3%

respectively); friendly and hospitable people (33.3%); diversified products in the floating market (18.7%); or other things such as enjoying food and coffee on the river (0.7%). It may be true to say that the unique customs and lifestyle of the stallholders greatly contributes to the mission of attracting tourists to visit the floating markets in Can Tho city.

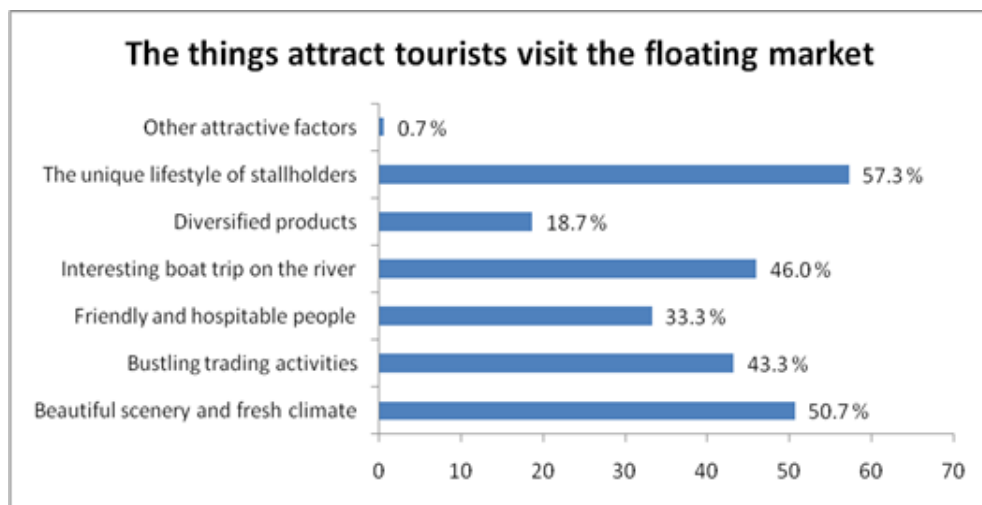


Figure 14: The things attract you to visit the floating market

The activities that tourists take part in at the floating market tours are quite diverse. Their first activity is visiting the floating market (97%); the second is buying products (45.3%); and third, adding a visit to the orchards (28.7%) or craft villages (17.3%).

Additionally, 12% of the people enjoy “đờn ca tài tử” (an ethnic music style of Vietnam, that has been recognized by UNESCO as intangible cultural heritage) is popular as a study strip to the floating market; while 1.3% like studying the local residents’ life, or buying lottery tickets on the river. Thus, it must be noted that by diversifying the activities of the floating market tours, attractiveness for the tourists will, most probably, increase.



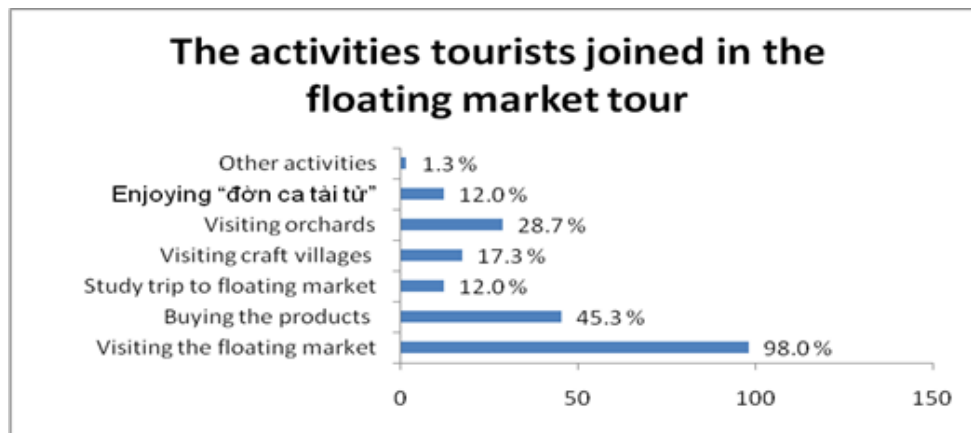


Figure 15: The activities tourists joined in the floating market tour

#### 4.1.2. Evaluating the tourists' satisfaction

Investigating the satisfaction of tourists on floating markets in Can Tho city includes eight factors with twenty-six observed variables. The eight factors are accommodation services, infrastructure, means of transportation, tour guide, the natural environment, catering – sightseeing – shopping - entertainment services, security, and the price of services. Based on the collected data from questionnaires answered by tourists who visited Can Tho floating markets over a period of two months, the results are as follow:

##### 4.1.2.1. Tourists' satisfaction on accommodation services

In general, tourists' assessment on accommodation services is quite good, with an average score of 3.7 - 3.85 points on a scale of 5. In particular, the number of tourists who are satisfied with the staff in hotels and other kinds of accommodation is highest, with 69.3%; criteria such as room size follows with 67.3% of the total; equipped-furniture and facilities inside the room reached 66%; and the quality of access Wifi/Internet had a rate of 62.7%. Visitors seemed quite satisfied about accommodation services with all four criteria having equivalent percentages. There is a significant difference in the way travelers evaluate services depending on the type of accommodation where they stay; many choose three-star hotels and above, therefore, they usually have a good impression. In contrast, tourists who stay in lower-standard accommodations tend to be unsatisfied with their lodging; some

mentioned they often lack devices in the room and the staff's attitude is not really enthusiastic.

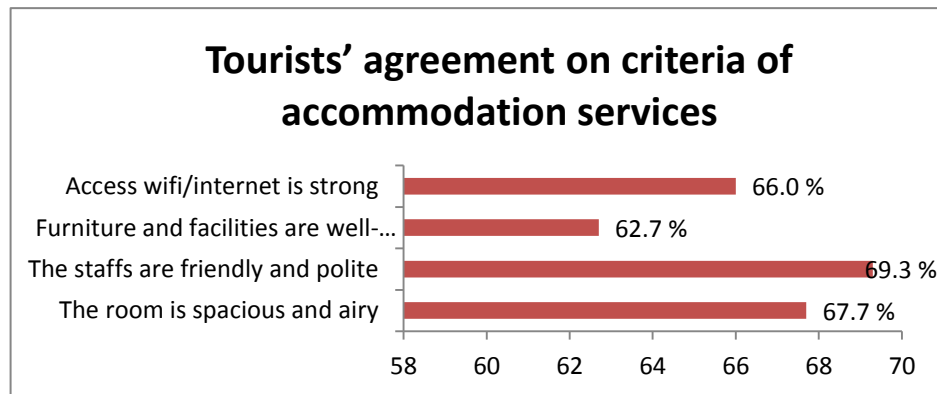


Figure 16: Tourists' agreement to criteria of accommodation services

#### 4.1.2.2. Tourists' satisfaction on infrastructure

As for the infrastructure, satisfaction of tourists concerning roads to the floating market ranked the highest, yet it made up just over half. The two remaining criteria are the road surface to the floating market parking lots and boat stations, which made up under a half - 43.4% and 41.3% respectively.

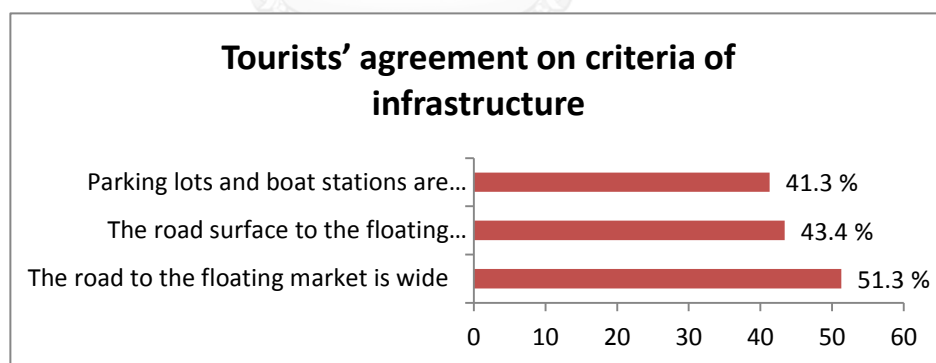


Figure 17: Tourists' agreement to criteria of infrastructure

It may be true to say that tourists are just satisfied with the road to the floating market at an average level, and they feel dissatisfied with the road surface, parking lots and boat stations. They noted that the road surface to Ninh Kieu Quay, the departure point to the floating markets, is good and wide. However, there are no parking lots and people have to park along the pavement; likewise the boat stations are not roofed, so it is not convenient when it rains or when the sun is intense.

Additionally, the road to the Phong Dien floating market is rough and quite narrow; there is no way to go down the floating market. Currently, to visit tourists have to go by the road that belongs to a local coffee shop. Tourists also complained that both floating markets lack of public toilets.

#### 4.1.2.3. Tourists' satisfaction on means of transportation

It is said that tourists are satisfied with the quality of transportation means, yet there is a significant difference on the assessment of three different criteria. As for the means of transportation's safety and staff, most of tourists feel satisfied (72% and 64% respectively). Nonetheless, the criterion "there are sufficient first aid kits" meets the expectations of only 22.7% of visitors who explained that most boats lack first aid kits and trained-staff.

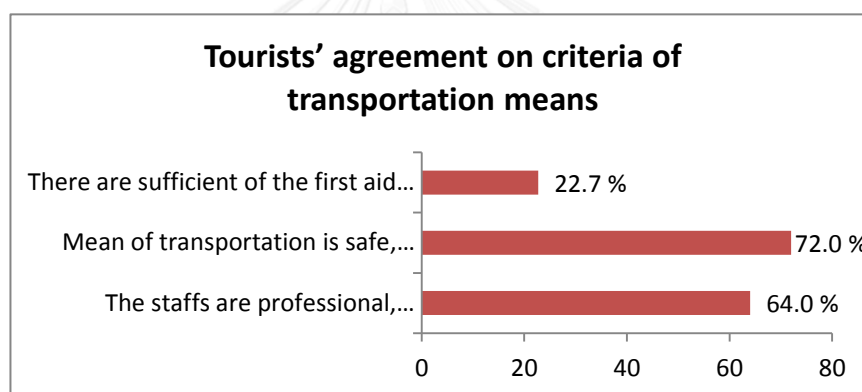


Figure 18: Tourists' agreement to criteria of transportation

#### 4.1.2.4. Tourists' satisfaction of tour guides

Overall, the majority of visitors feel quite satisfied about the tour guide with an average level score of 3.66 to 3.85 point. The highest evaluation of tourists on tour guides is the "tour guide's knowledge and presentation", which constitutes 67.3%; next is the "tour guide's enthusiasm and dedication to their work", with 63.4%. As for the "tour guide's communication skills and behavior", tourists consider them to be of an average level. It is important to see that tour guides play a key role in the tour as a whole; this evaluation suggests that overall satisfaction might be largely influenced by the valuation on tour guides who should constantly learn and perfect themselves, especially in their communication and problem solving skills.

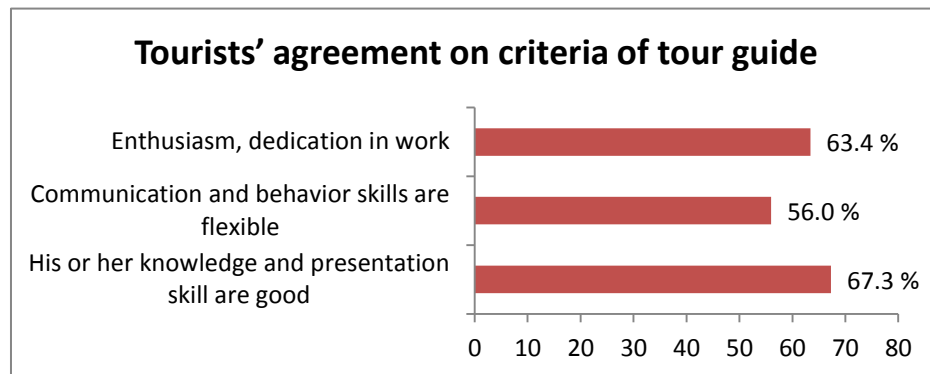


Figure 19: Tourists' agreement to criteria of tour guide

#### 4.1.2.5. Tourists' satisfaction over the natural environment

It can be said that taking rest is the main reason for visiting the floating markets in Can Tho city, so travelers often have high expectations on the natural environment. In fact, visitors feel satisfied about the fresh air in the floating market (62%), but they are dissatisfied about water and plants along the river (27.3% and 24% respectively). This suggests that the water is contaminated with garbage and waste water by local residents, traders and some tourists. Also, there are not many trees along the river.

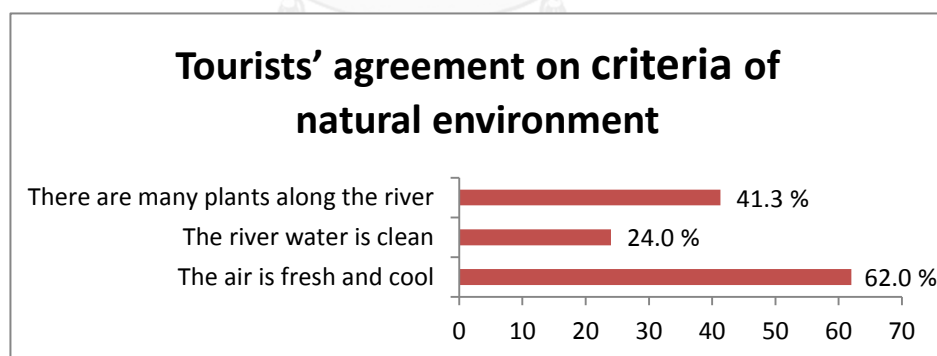


Figure 20: Tourists' agreement to criteria of tour guide

#### 4.1.2.6. Tourists' satisfaction on catering – sightseeing – shopping – entertainment services

On the whole, tourists' assessment on catering – sightseeing – shopping – entertainment services is average, with the score ranging from 3.16 to 3.33. The number of tourists who are satisfied with the criterion "There are many other tourist

sites nearby the floating market” is the highest, but only at 56%.

They explain how they often combine a floating market tour with traditional craft villages, orchards, eco-tourist sites or cultural – historical relics. However, they believe tours lack supplementary services such as souvenir shops, entertainment sites, restaurants and diners near the floating markets, so they feel dissatisfied about these services.

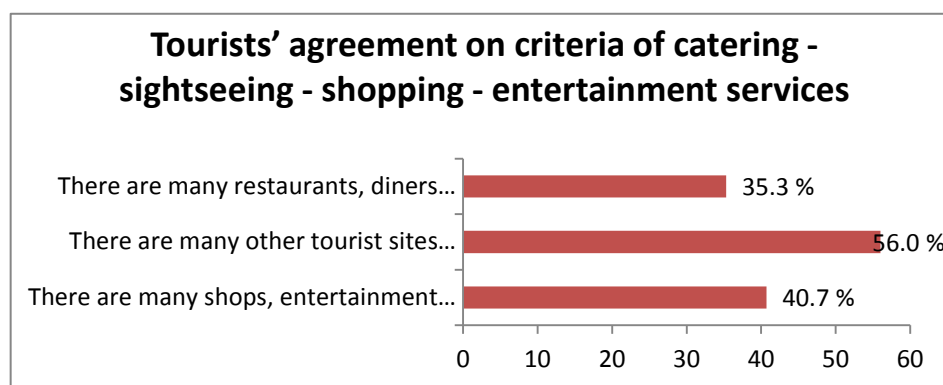


Figure 21: Tourists’ agreement to criteria of other services

#### 4.1.2.7. Tourists’ satisfaction on security

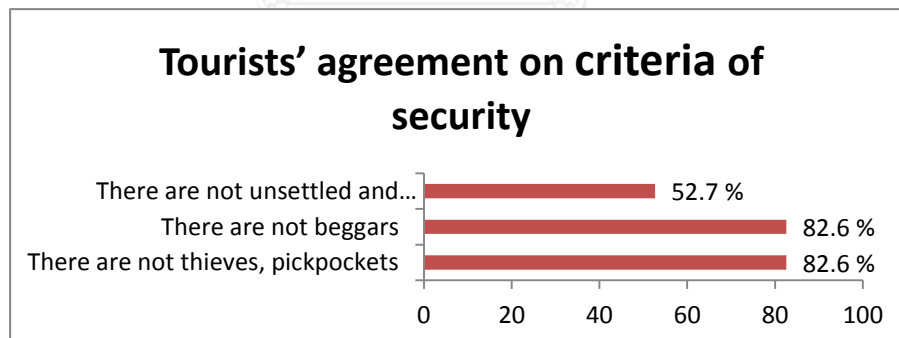


Figure 22: Tourists’ agreement to criteria of security

It is common to see that tourists’ assessment on security at the floating market tends to a high score with an average rating over 4, except in the criterion "There is no insistence on invitations or overcharging situations" where the score is only 3.57. Particularly, the percentage of tourists who agree with the criteria "there are not thieves or pickpockets", and "there are no beggars" constitute over 82%, while the leaving criterion was at 52.7%. Some visitors said that the stall-holders’

exchange is friendly, they did not see any beggars or thieves at the markets. However, the price that some traders quote to tourists is possibly higher than the one quoted to local people, especially for food and drinks. It seems tourist would be very satisfied if the invitations with insistence and the overcharging situation in some souvenir shops were to be addressed.

#### 4.1.2.8. Tourists' satisfaction over the price for services

In terms of the price for services, most of visitors' assessment is above the average level. The percentage of tourists who agree with the price of shopping, food, tour and accommodation services accounts for 50.7%, 58.6%, 64.7% and 67.3% respectively.

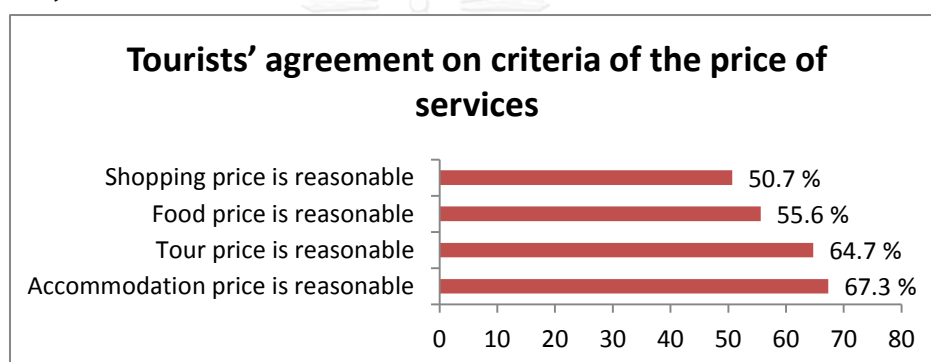


Figure 23: Tourists' agreement to criteria of the price of services

This shows that the majority of tourists are quite satisfied; however, they seem to be unsatisfied with the shopping service because prices are not reasonable. For instance, the price of souvenirs in some shops at Can Tho ancient market (located in Ninh Kieu Quay) is notably different among shops and it seems to be higher than that of the local markets.

#### 4.1.2.9. The general satisfaction of tourists on Can Tho floating market tourism

As the pie chart indicates, more than half the tourists are satisfied (60.6%); however, 33.3% feel neutral, and 6% feel dissatisfied with floating market tourism in Can Tho city. This suggests that there is not a high level of tourists' evaluations available. The number of tourists who are not sure occupy around a third of the percentage. It is likely that floating market tourism has not really attracted tourists because of some limitations.

Tourists seem to be satisfied with accommodation services, roads to the floating market, means of transportation, tour guide, fresh air, linkage with close tourist sites, security at the floating market and accommodation prices. In contrast, they feel unsatisfied with the parking lots and boat stations, first aid kits equipment on board of the boats, plants along the river, river water, catering service and shopping prices. The remaining criteria are evaluated at an average level.

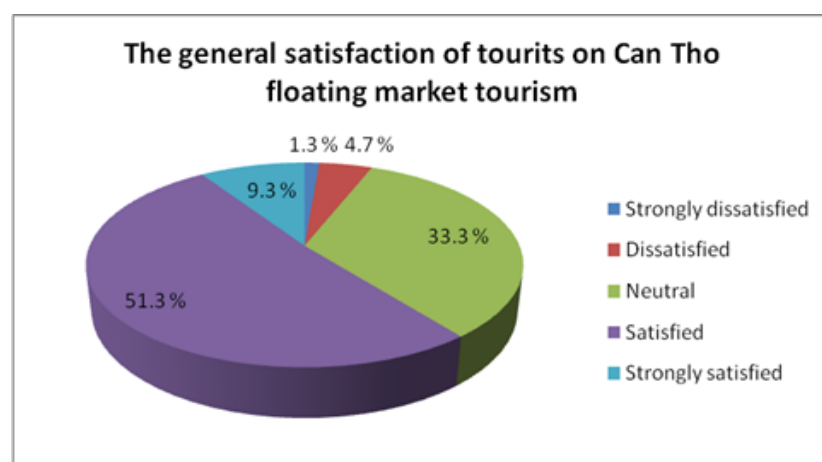


Figure 24: The general satisfaction on Can Tho floating market tourism

The data collection from the fieldwork illustrates that the dominant number of travelers visit Cai Rang floating market (76.7%), while only 23.3% of tourists travel to Phong Dien floating market. The reason for this seems to be that the former has more advantages than the latter in terms of location, distance from the city center, space, infrastructure systems, shopping and entertainment services, etcetera. Thus, visiting Cai Rang floating market is probably more convenient and attractive for tourists. Additionally, most tourists mentioned being curious about discovering a market on the river and one market is enough for them. The majority of tourists visiting both markets are often made of international travelers who are really attracted by the uniqueness of the floating markets in Mekong Delta.

As can be seen from the table 3, the satisfaction of tourists on the overall Cai Rang floating market tourism is higher than that of Phong Dien, with 63.4% and 51.4%

respectively. Therefore, when travelers want to visit one floating market to satisfy their curiosity, they will choose the biggest or the most crowded one.

Table 3: Comparing the satisfaction of tourists between Cai Rang and Phong Dien floating markets

		The general satisfaction of tourists to Can Tho floating market tourism					Total	
		Strongly dissatisfaction	Dissatisfaction	Neutral	Satisfaction	Strongly satisfaction		
Place	Cai Rang	Count	2	6	34	61	12	115
		Percent	1.7	5.2	29.6	<b>53</b>	<b>10.4</b>	100
	Phong Dien	Count	0	1	16	16	2	35
		Percent	.0	2.9	45.7	<b>45.7</b>	<b>5.7</b>	100
Total		Count	2	7	50	77	14	150
		Percent	1.3	4.7	33.3	51.3	9.3	100

Table 4: Comparing the satisfaction between international and domestic tourists on floating market tourism in Can Tho city

		The general satisfaction of tourists to Can Tho floating market tourism					Total	
		Strongly dissatisfaction	Dissatisfaction	Neutral	Satisfaction	Strongly satisfaction		
Nationality	Vietnamese	Count	2	6	41	59	12	120
		Percent	1.7	5	34.2	<b>49.2</b>	<b>10</b>	100
	Foreigner	Count	0	1	9	18	2	30
		Percent	.0	3.3	30	<b>60</b>	<b>6.7</b>	100
Total		Count	2	7	50	77	14	150
		Percent	1.3	4.7	33.3	51.3	9.3	100

Based on the data collection, there is an insignificant difference between international and domestic tourists' satisfaction on the floating market tourism in Can Tho city. The numbers available place the satisfaction of domestic tourists in a lower level than that of international visitors, with percentages of 59.2% and 66.7% respectively; foreigners are probably more interested in this unique form of trading



between residents on the river, especially since they confirmed they cannot find it in other countries.

Table 5: Testing the relationship between tourists' satisfaction with their plan to visit again, and introduce to their friends and relatives

*Plan to visit floating market again \* The general satisfaction on floating market tourism*

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.908 <sup>a</sup>	8	.000
Likelihood Ratio	37.034	8	.000
Linear-by-Linear Association	10.148	1	.001
N of Valid Cases	150		

*Plan to introduce the floating market to relatives, friends \* The general satisfaction on floating market tourism*

Chi-Square Tests	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	89.637 <sup>a</sup>	8	.000
Likelihood Ratio	83.460	8	.000
Linear-by-Linear Association	36.765	1	.000
N of Valid Cases	150		

The tables shown in this document indicate the results of the Chi-square, the test showing how both cases obtain a value of 0.000 (<0.05); this is of strong statistical significance because it means there is a relationship between tourists' satisfaction and their plans to either visit again, and/or introduce their friends and relatives to this form of sojourn. Therefore, to develop floating market tourism, it is necessary to satisfy the visitors' needs since this factor will contribute to the promotion of floating market tourism's positive image to potential visitors. This is considered an effective and sustainable promotion method with the lowest possible cost.

#### 4.1.3. The factors influencing tourists' satisfaction on floating market tourism in Can Tho city

This part will evaluate the satisfaction of visitors to floating markets in Can Tho city through the use of questionnaires. To begin with, the researcher examines the reliability of factors to find variables that meet the requirements (Cronbach's Alpha coefficient has to measure 0.6 and above), and then continues with the exploratory factor analysis; a method which detects the main aspects affecting the satisfaction of tourists. It can be seen in details as follow:

Table 6: Scale composition of affecting factors

Rotated Component Matrix <sup>a</sup>						
Variables	Components					
	1	2	3	4	5	6
C1.1. The room is spacious and airy			.709			
C1.2. The staffs are friendly and polite			.716			
C1.3. Furniture and facilities are well- equipped			.781			
C1.4. Access wifi/internet is strongly			.829			
C2.5. The road to the floating market is wide				.818		
C2.6. The road surface to the floating market is flat				.823		
C2.7. Parking lots and boat stations are clean and wide				.786		
C3.8. The staffs are professional, friendly and polite	.479			.346	.356	.311
C3.9. Mean of transportation is safe	.492		.305		.357	
C3. 10. There are sufficient of the first aid kit	.481		.453			
C4.11. His or her knowledge and presentation skill are good					.801	
C4.12. Communication and behavior skills are flexible					.797	
C4.13. Enthusiasm, dedication in work					.746	
C5.14. The air is fresh and cool		.518			.445	
C5.15. The river water is clean		.439				
C6.17. There are many shops, entertainment sites		.662				
C6.18. There are many other tourist sites	.373	.615				
C6.19. There are many restaurants, diners		.714				
C7.20. There are not thieves, pickpockets						.832
C7.21. There are not beggars						.872
C7.22. There are not invitation with insistence, overcharged situation						.739
C8.23. Accommodation price is reasonable	.788					
C8.24. Tour price is reasonable	.790					
C8.25. Food price is reasonable	.775					
C8.26. Shopping price is reasonable	.739					
<b>Eigenvalue</b>						1.123
<b>Cumulative %</b>						69.342%
<b>Kaiser-Meyer-Olkin (KMO)</b>						0.868
<b>Sig.</b>						0.000

After testing the factors, the result presents that the criterion "There are many plants along the river" is excluded because its Cronbach's Alpha is just 0.549 (<0.6). Thus, there are 25 variables that continue to be used in the Exploratory Factor Analysis. In addition, the result of Bartlett testing illustrates that there is an overall correlation among the variables (sig = 0.000 <  $\alpha$  = 0.05), and KMO coefficient = 0.868 (0.5 < KMO < 1); which in turn demonstrates that grouping these factors is appropriate. The result of analyzing components shows that the variables "The staff is professional, friendly and polite", "Means of transportation are safe", "There are sufficient first aid kits", and "The river water is clean" are excluded (because their loading coefficients are less than 0.5); hence, the remaining 21 variables are gathered into six factors, with a minimum Eigenvalue of 1.123, and a minimum cumulative percentage of 69.342%. As a result, there are six factor groups influencing the level of satisfaction of tourists.

Table 7: The factors affecting tourists' satisfaction on floating market tourism in Can Tho city

Factors	Name	Variables
Factor 1	Accommodation services	C1.1. The room is spacious and airy C1.2. The staffs are friendly and polite C1.3. Furniture and facilities are well- equipped C1.4. Access wifi/internet is strongly
Factor 2	Infrastructure	C2.5. The road to the floating market is wide C2.6. The road surface to the floating market is flat C2.7. Parking lots and boat stations are clean and wide
Factor 3	Tour guide	C4.11. His or her knowledge and presentation skill are good C4.12. Communication and behavior skills are flexible C4.13. Enthusiasm, dedication in work
Factor 4	The natural environment and provided-services	C5.14. The air is fresh and cool C6.17. There are many shops, entertainment sites C6.18. There are many other tourist sites C6.19. There are many restaurants, diners
Factor 5	Security	C7.20. There are not thieves, pickpockets C7.21. There are not beggars C7.22. There are not invitation with insistence and overcharged situation
Factor 6	The price of services	C8.23. Accommodation price is reasonable C8.24. Tour price is reasonable C8.25. Food price is reasonable C8.26. Shopping price is reasonable

As table 7 shows, there are six factors that significantly influence tourists' satisfaction, these are: accommodation services, infrastructure, tour guide, natural environment and provided-services, security, and cost of services. According to the

interviewees, security is the factor that most closely meets their satisfaction level, whereas the opposite is true of infrastructure.

## **4.2. Current situation of the floating market tourism in Can Tho city**

This part illustrates the findings from in-depth interviews with twenty-eight participants in five groups (local officers, tourism companies, an expert on floating market, stall-holders and local people) in both Cai Rang and Phong Dien floating markets. The findings are discussed following three main contents: 1) advantages, 2) difficulties and 3) stakeholders' proposals for floating market development. For each section, collected-information from interviews - combined with observations by the researcher - will be amassed and analyzed to clarify the content. In some cases, the quotations taken from the interview transcripts are presented in the findings to protect the identity of the informants.

### **4.2.1. Advantages**

#### **4.2.1.1. Geographical location**

Can Tho City possesses a strategic location at the convergence of many important roads, waterways and airways, connecting Mekong Delta with other regions and countries. Can Tho is the largest city in the Delta and gives away the feeling of being the metropolis of the region; it is located approximately 169 km from Ho Chi Minh city.

Regarding local officers, most agreed that Can Tho has a favorable location; according to Mrs. Triệu Tú Nga, Head of the Tourism Department, Can Tho has been recognized in Mekong Delta region as as “Tây Đô” (the Southwestern Capital) from the late nineteenth century and up to now. The city is also acknowledged as a “water world” because many residents live their lives alongside innumerable rivers and canals; while at the same time being the perfect base for establishing floating markets where local people may gather to exchange products. While Cai Rang floating market is located in the heart of the city, Phong Dien lies along the orchards and other attractive sites.

Mr. Nhâm Hùng, the author of “Floating Markets in Mekong Delta”, Former Deputy Director of Tây Đô Theater and Department of Culture in Hau Giang province,

noted that the Delta owns a special feature that other regions in Vietnam do not have. For instance, the confluences - four or more crossroads where the rivers are not very narrow, the water level is not very deep, and its flow is not very hard; all of which constitute ideal scenarios for the birth of floating markets. Unlike those in Thailand which are normally situated near the bank of a river or canal, Cai Rang floating market is conducted out on the big river yet located right along the city center. It is said that floating market systems in Mekong Delta are defined by the influence of natural elements and the residents' lifestyle.

Most stall-holders and local people believe that geographical location has strong influence on the development of floating markets in Can Tho city. At Cai Rang floating market, sellers stated that by being located in the central part of Mekong Delta, floating markets in Can Tho are known as wholesale markets of the whole region, selling fruit, vegetables and other farm products from Can Tho and twelve surrounding provinces.

#### **4.2.1.2. Tourism resources**

Overall, most informants agreed that there are four main types of tourism in Can Tho City, including traditional cultural, MICE, river-based and eco-tourism. Floating markets are especially recognized as the strength of the city; local people have used boats as the daily means of transportation on the interlacing rivers and canal systems. Additionally, the abundance of fruits and vegetables in the region has created many advantages for the development of floating markets. Apart from geographical location and easy accessibility, a variety of goods as well as the interesting boat trip on the river, tourists visit the markets due to their cultural features.

According to Mr. Nhâm Hùng, the floating markets have formed naturally over a hundred years of trading needs among the local people; since road transportation has not been properly developed, the markets have maintained their usefulness throughout time. The floating markets in Can Tho city have been operating for tourism for over ten years. It can be said that it is the uniqueness of the floating markets - including various goods and the cultural depth - that has attracted many

tourists. The local cultural traits are seen in the exclusive trading methods, living practices, friendliness and hospitality of traders.

Local officers added that these markets originated from the needs of the people and the favorable conditions of nature. From the floating markets for local people, the government developed an interest to expand them for tourism purposes. Mr. Nguyễn Khánh Tùng, Director of The Trade and Tourism Promotion Investment Center of Can Tho, stated that Cai Rang floating market has become a tourist destination, a landmark of Cai Rang district as well as Can Tho city. Not only tourists but also investors are very keen on this destination. In recent years, more and more tourist companies from other provinces have invested in Can Tho to develop the tourism industry.

As indicated by the description of Mrs. Ngô Đoàn Đoàn Trinh - Director of Can Tho Tourism Stock Company on July 20th, 2014 - the floating market tours in Can Tho city often take visitors on one day or half a day trips, which depends on how many destinations they wish to visit. Currently, tourism companies tend to design the travel programs combining floating markets with other sites. Normally, departing from Ninh Kieu wharf, visitors can enjoy a cruise to the floating markets and then visit orchards, traditional craft villages, cultural - historical sites, ancient pagodas or listen to the traditional music “đờn ca tài tử” in the eco-tourist sites; they may also go shopping at Can Tho ancient market with its typical products of the region.

When asked about Cai Rang floating market, the stall-holders and local resident groups emphasized: “Comparing to Phong Dien floating market, Cai Rang market is located in the city center, attracting more traders. Moreover, this market is located on a large river, near two crowded land-based markets - An Binh and Cai Rang (Le Binh). There are more and more tourists visiting this market, and many reports, newspapers and magazines are written about its uniqueness”. According to local people who live near Cai Rang market, there are some products and services in the floating market that meet both the travelers and traders’ demand, such as coffee, soft drinks, fruit, food and other services as the land-based markets. Playing

the role of a wholesale-market, the agricultural products should be sold cheaper price than at other markets on land.

Some local people near Phong Dien floating market said that this market was formed spontaneously by purchasing needs of local traders who lived alongside innumerable rivers canals, and used boats as a main form of transportation. It is said that Phong Dien is mainly a retail market, more pristine, and older than Cai Rang. Therefore, the leaders should pay more attention to develop the floating market, which is associated with other tourist destinations nearby. Some stall-holders at Phong Dien stated, “It attracts tourists because of its unique and interesting activities. Besides, there are many attractions near this market such as My Khanh village tourist, many orchards (Vũ Bình, Vàm Xáng, Út Dzách, etc), Truc Lam Zen-Monastery of Southern, Phan Văn Trị tomb, and so on. As a retail market, traders and tourists normally travel by small rowing boats that do not need an engine, therefore, avoiding the noise”.

#### ***4.2.1.3. The plans for tourism development***

According to local officers, in recent years, the policy of the Vietnamese government has facilitated tourism development and socialization. Particularly in Can Tho city, the State has enhanced propagation and dissemination, raising awareness to all staff and the general public about the purpose and significance of tourism development in the current situation. Likewise, the government alleged that investment in tourism is investment for economic and social development; however, tourism development must be linked to the preservation and promotion of traditional values of the nation, as well as to ensuring political security and social order. The State has defined the specific powers and duties for stakeholders to develop Can Tho tourism.

Mrs. Triệu Tú Nga - Head of Tourism Department, Can Tho Department of Culture - Sports and Tourism - commented that the mission is strengthening the State's management of tourism activities in the city. For example, the Department plans to develop tourism in stages in accordance with the strategic development of Vietnamese tourism in 2020 and vision to 2030. Meanwhile, they are responsible for

monitoring, supervising and facilitating investors to accelerate the implementation of investment projects approved by the city's People's Committee. In addition, the Department builds plans for training and retraining the managers and professional staff in the field of tourism business. Moreover, the Department has to collaborate with the Health Department and City Police in instructing and testing operations of restaurants, hotels and other businesses in the city in order to create trust for visitors.

Regarding the State's management of Can Tho floating markets, there are three main stakeholders: The City and District People's Committee, Department of Industry and Trade, and Department of Culture - Sports and Tourism. However, they all give suggestions that help floating markets become more civilized, preserving the unique culture. Currently, the local government is invested in completing roads and bridges, boat stations, and other tourism services. Noticeably, Department of Culture - Sports and Tourism has opened a special program to train and grant practicing certificates for boat owners. The content includes the law of waterway and road traffic, the knowledge base to serve and communicate with tourists, and the know-how to protect the environment and ensure tourists' safety, further explained Mrs. Triệu Tú Nga - Head of Tourism Department, Can Tho Department of Culture - Sports and Tourism.

Mr. Nguyễn Khánh Tùng, Director of Trade and Tourism Promotion Investment Center of Can Tho, stated that the duty of Trade and Tourism Promotion – Investment Center of Can Tho is to enhance and professionalize various forms of promotion. This will help advertise the tourism image and brand of the city, while at the same time speeding up the involvement of investors for the tourism sector. The city has upgraded and constructed some new cultural-historical-regional sites to create more attractions for tourists, namely Bui Huu Nghia Tomb, Ông Hào Victory Monument, and the Truc Lam Zen Monastery of the South. Some districts with potential have established a Tourism Promotion Center to develop the locality's leisure travel industry more effectively (like the Trade and Tourism Promotion Center of Phong Dien district in December 2012, and the Tourism Promotion Center of Cai



Rang district in January 2014). Furthermore, the local government needs to socialize tourism and do research to create impressive tourism products.

According to Mr. Nguyễn Văn Nhân, Deputy Director of the Tourism Center of Cai Rang district, mentioned how - at the moment - Can Tho city People's Committee has approved the guidelines for the People's Committee of Cai Rang district as an investor, to conserve and upgrade the Cai Rang floating market; guidelines which satisfy the needs of trading and exchange of agricultural products in the area, while at the same time developing tourism. Noticeably, Can Tho People's Committee has launched the project "Improving and upgrading Cai Rang floating market in the period 2014-2016" (total implementation budget is estimated at 26 billion VND). Mr. Le Hung Dung, Chairman of Can Tho People's Committee noted: "We will absolutely not collect taxes for stall-holders living on the floating markets. In contrast, they should be considered to support the policies on education, health and capital. When carrying out this project, we have to notice how to maintain the natural status and do not interfere too much in the floating markets".

As stated by Mrs. Nguyễn Hoàng Diễm, Deputy Head of Can Tho Department of Culture - Sport and Tourism and General Secretary of Can Tho Tourism Association, the city's effort to create favorable conditions for domestic and foreign investors can be seen through the policy to reform and simplify the administrative procedures. Meanwhile, the local government continues to study a number of incentives for investors in Can Tho in general and the tourism sector in particular. The strategy of the government refers to some Departments in order to develop tourism in Can Tho comprehensively. Specifically, Department of Planning and Investment coordinating with Department of Culture - Sports and Tourism, Department of Finance, Department of Construction, City Trade and Tourism Promotion - Investment Center, and other related organizations have advised the city People's Committee in the establishment mechanism of preferential policies to encourage investment and attract investors. Moreover, Department of Health, Department of Industry and Trade, Department of Transport, Department of Labor, War Invalids and Social Affairs, and other relevant agencies strengthen inspection and

collaboration in order to promote the State's management on tourism. Thanks to this, a civilized, friendly and safe tourism environment can be created for tourists. Additionally, Department of Public Security is responsible for directing operation forces together with the authorities to organize, inspect and remove social evils such as burglary, robbery, pickpocketing, and other actions that harm the lives, health and property of travelers.

In recent years, local governments have tried to introduce and promote the unique culture of Can Tho and Mekong Delta to help attract more tourists. Mr. Nhâm Hùng, Former Deputy Director of Tây Đô Theater and Department of Culture in Hau Giang province - who is known as a general director for some important cultural events of Can Tho city, shared that he was the author and general director of the idea of bringing floating markets to Hanoi during the "unity of the ethnic groups - Vietnam Cultural Heritage" week, which was organized by the Vietnamese Ministry of Culture, Sports and Tourism (November, 2013). He lively replicated Can Tho floating market by bringing all boats and junks, necessary items, products and stall-holders to Ha Noi; Can Tho girls presented some excerpts of "đờn ca tài tử" that touched the hearts of tourists. He also directed "Can Tho Flower Street" in the Lunar New Year 2014 (unlike the "Nguyen Hue Flower Street" in Ho Chi Minh city, it showed the unique features of Can Tho). In addition, the city also organized the "Food Festival" (from January 23rd to January 25th, 2014) to promote special local food. Local authority designed the website to introduce the tourist sites and other relevant information for travelers.

#### **4.2.1.4. Other advantages**

Apart from the previously mentioned advantages, the tourists' trend and human resources also create favorable conditions for the development of floating market tourism. According to Mr. Nguyễn Khánh Tùng, Director of the Trade and Tourism Promotion Investment Center of Can Tho, visitors tend to return to nature, so the number of travelers to Mekong Delta region is constantly increasing. The birth of Mekong Delta Tourism Association and Can Tho Tourism Association facilitate the development of cooperation in the framework of the Greater Mekong Sub-region.

The tourism development has to be based on the strength of each province and city, to create unique products and offer attractive destinations for tourists.

In addition, according to the report of Can Tho Department of Culture - Sport and Tourism - with a population of about 1.2 million people - Can Tho has abundant labor resources, especially young laborers who are dynamic and possess the ease to acquire new things. In 2012, there were 3,240 laborers whose jobs related to tourism; with 1,410 women and 1,830 men. Most tourists visiting Can Tho agree that local people are friendly and hospitable, a factor that has contributed to create a good impression on Can Tho tourism. In 2013, there were ninety hotels, forty-four restaurants, and twenty-eight tourism companies in Can Tho city. Compared with Ho Chi Minh City and some provinces in the Delta - like An Giang province and Kien Giang - the price of services in Can Tho city seems to be more reasonable, especially for accommodation and food.

In brief, known as a metropolis of Mekong Delta region, Can Tho city is not only a pretty developed city of the western region and an important transportation hub, but it is also a rich fertile land with charming landscape. Visiting this city, apart from the good impression of a typical western city, tourists will feel the difference in the cultural life of local people.

#### **4.2.2. Difficulties**

When asked about the problems in the developmental process of floating market tourism, each interview group gave different viewpoints that depend on their position and job. Some of the main difficulties are mentioned in the following section.

##### ***4.2.2.1. The infrastructure and material basis serving tourism is not complete***

According to the local officers' group, the transportation system in Can Tho has become a big problem for tourism development. Tourists traveling by roadway normally start from Ho Chi Minh city and since the road's surface quality is not good, and sometimes they meet heavy traffic, tourists feel tired after a long journey (around 3.5 hours). It is said that the means of public transport are of low quality and seem to be degraded, especially for buses. Particularly, the road to Phong Dien

floating market is quite narrow, and its surface is not good; once at the market there is only one boat station for tourists visiting the floating market. Visitors who travel by roadway find no entrance to access this floating market, therefore, they must go through a private road belonging to a local coffee shop.

The city also lacks luxury restaurants and hotels, attractive entertainment sites and souvenir shops so tourists do not prolong their length of stay. In terms of tourism companies, there are many small ones in Can Tho that only have two to three employees, said Mrs. Triệu Tú Nga, Head of the Tourism Department, Can Tho Department of Culture - Sport and Tourism.

#### ***4.2.2.2. Tourism products and services are not really diverse and attractive***

As for Mr. Nguyễn Vinh Nghĩa, Deputy Head of Department of Tourism, Saigontourist – Can Tho Company, Can Tho probably lacks national and international level destinations, so it probably has not attracted international tourists. It is acknowledged that, although the Cai Rang floating market is a unique cultural site, it does not attract as many tourists as other destinations in the north and middle regions of Vietnam. Although floating markets attract a growing number of tourists, their length of sightseeing is just from one to two hours, and the tourism revenue from the floating market is not significant to the local economy. The floating market is not a good tourism product as it is in Thailand. Mr. Nguyễn Vinh Nghĩa added that “The floating markets in Thailand are established to serve the tourism industry, the products being sold are abundant and diverse. Therefore, it may take tourists one day or more to visit”.

Mrs. Triệu Tú Nga, Head of the Tourism Department, Can Tho Department of Culture - Sport and Tourism, explained: “The tourist products are still monotonous. Visitors come to the floating markets and mainly focus on sightseeing, enjoying some fruits or food. They do not have opportunities to join in activities with local residents. Products found in Can Tho are not unique; they often duplicate those of the neighboring provinces”. For example, tours to orchards are also available elsewhere, so the ones available in Can Tho seem to be spontaneous and small. Some local people see their neighbors earning extra income from tourists, and then they copy

the way so the quality of products and services is possibly similar; also, the city does not invest much in the design of souvenirs unique to Can Tho.

#### ***4.2.2.3. Tourism development without the involvement of local community***

Noticeably, the majority of traders in the floating market were somewhat unsure of their answers when asked about the policy of the State on tourism development in Can Tho city. According to one stall-holder, since she lives onboard her boat, she cannot listen to the radio or watch television, so she is unaware on how the policy on tourism is; she only sees that there are more and more tourists appearing at the floating market. Another respondent stated that he is too busy with work, so he has no time to care about the policy because it belongs to the government officers. Most stall-holders do not seem to recognize that tourism is currently vital for their economic well-being, so they do not have any strategies to attract foreign tourists to buy their products. Moreover, some people lack awareness in ensuring the environmental hygiene, water-traffic safety, and price stability necessary to make a good impression on visitors.

When discussing the participation of local people in the tourism sector, some local people said that they do not know anything about the tourism industry. Through the media and the meetings with local authority in their area, they know that Can Tho tourism is developing; however, they are not clear on what the government is doing or what their strategies are. They are often reminded about ensuring the public hygiene and showing their friendly attitude to tourists.

The study shows that local inhabitants and traders are too busy to pay attention to the State's policy. In addition, they do not have enough knowledge to participate in tourism development strategies. Locals do not seem to have any input in tourism development strategies in Can Tho city; it is the government who designs and makes decisions, without their consultation. Furthermore, some stall-holders stated that the officers do not have any specific strategy to exploit floating market tourism as a tool for poverty alleviation. Some officers even ask for extra money as a trading tax. As for people living near the floating market, they added that the Bank of Policy and Society has reviewed some of the poorest households in the area for

business loans, but in reality they do not seem to want to borrow money from them. They said it would be easier if they were self-employed with their existing capital. If they were to borrow the State' capital under their current income, they would not be able to pay the debt. As a result, the authority only encourages local residents to provide some products and services for visitors to earn extra income. There seems to be a big gap between the State's policy and practice process.

Additionally, the tourist companies do not have a business relationship with the stall-holders on the floating markets. They do not even have a budget to support poor people. Some traders explained: "The tourist companies only organize tours for travelers to visit to the destinations. In other words, the tourism companies just exploit tourism resources for their benefits. They rarely help to reduce poverty at the tourist sites". It is clear that the profit from tourism mainly belongs to tourist companies, hotels, restaurants and some souvenir shops; yet for the local people, the benefits they receive from tourism activities are insignificant.

Added to the previous remarks, the local residents living near the Cai Rang floating market are facing another difficulty: the construction of an embankment along Can Tho river by the local government. The construction site has been underway for a few years, but they have no information on when it will be finished, and where the locals will be resettled. As a result, in recent years, they have lived in stalemate, they have not dared to do business or repair their houses. They expect that the local government will give them an exact answer on when it will be completed, where they will live, and how compensation will work.

Most stall-holders think that tourism does not bring any benefit for them; sometimes they are busy with the local customers, and they do not have time to serve foreign tourists who just buy small quantities. In the early morning, they prefer to trade with a person who buys a lot of products like wholesalers because they believe that the person who buys the product at the beginning of the day is very important. If this person buys a large quantity, the stall-holder can sell a lot during the day, and vice versa. However, the Western tourists do not know about these Vietnamese beliefs which leads to a misunderstanding between the visitors and the

traders. Consequently, some tourists probably feel unwelcome by the traders, a fact that certainly influences their general satisfaction about the trip. Thus, to help solve this problem, it is necessary to provide more information to foreign visitors before the trip.

Mr. Nhâm Hùng, Former Deputy Director of Tây Đô Theater and Department of Culture in Hau Giang province, pointed out that the local community's participation is very significant in the tourism development process. The attitude of a community is likely a key component in identifying, measuring and analyzing the impact of tourism. Floating markets are recognized as unique cultural and ecological sites, so it is necessary to develop the markets in a way which brings more benefits to local residents.

#### ***4.2.2.4. The weakness in the management of relevant authorities***

According to Mrs. Triệu Tú Nga, Head of Tourism Department, Can Tho Department of Culture - Sport and Tourism, the organization and management towards trading and tourism activities are now limited. It can be said that some tourist companies tend to run sales without compromise on the quality of the service. Since there are many small companies in Can Tho, the price competition often occurs to attract more tourists. Also, some companies copy each other's tourism programs leading to less attractive and unique tours.

On other matters, means of transportation and other services at the floating markets such as food, drink and farm products are pushed with insistence and overcharge, especially during peak season. Along with this, there are no specific rules and penalties when it comes to environmental pollution; self-awareness of stallholders, local residents and visitors is low, and they litter and dispose of waste water into the river - over the years, the water has been seriously polluted. There are also some traffic accidents and traffic congestion during business time. Furthermore, most of the sellers in the floating markets come from neighboring provinces. They come and go without temporary registration, so it causes difficulties in management, and generates social problems in the floating markets like stolen cases at night, drunk-gambling situations on some traders' boats in their free time, etcetera.

As for Mr. Nguyễn Vinh Nghĩa, Deputy Head of Department of Tourism, Saigontourist – Can Tho Company, one key reason why floating market tourism is still undeveloped, is the weak linkages between government and other stakeholders, especially with local communities. For instance, Can Tho Department of Culture - Sport and Tourism Culture - Sport and Tourism works independently from Department of Labor, War Invalids and Social Affairs, Department of Natural Resources and Environment, Department of Planning and Investment, and so on. It is noted that each Department has their own responsibilities and it is a rare opportunity for them to meet and discuss how to develop floating market tourism better. The relationship between government organizations, tourism companies and the local community seems to be unclear.

Noticeably, “there are many organizations managing the floating markets such as the Economic Chamber, the Cultural Chamber, the Tourism Center, and the District People’s Committee, and the Waterway and Roadway Police, so it is difficult to reach an agreement. For example, the waterway police want to disperse the floating market, while the cultural and tourism agencies prefer to maintain and develop it”, said Mr. Nguyễn Văn Nhãn, Deputy Director of Deputy Director of Tourism Promotion Center of Cai Rang district.

#### ***4.2.2.5. The tourism promotion is not really effective***

Mr. Nguyễn Khánh Tùng shared that the activities for tourism promotion are still limited. Many ideas to promote the tourism image of Can Tho have been given, but there were few projects implemented due to lack of budget from the Central government. Training classes for the staff working in the tourism companies are not really effective; most small tourism companies lack tour guides who are professional and able to fluently use foreign languages; and the serving style of laborers in tourism sites is not professional nor enthusiastic. Moreover, the promotional activities for tourism products and destinations in conferences, exhibitions, international fairs or on websites are still not attractive nor effective.

Mr. Khuu Ngọc Lâm Toàn, Deputy Director of the Trade and Tourism Promotion Center of Phong Dien district, indicated that the city has no capital



investment for conservation of the floating markets. Currently, in most of floating markets, there are fewer traders because with the development of roadways and the birth of many land-based markets and shopping centers people - except for wholesalers - no longer go to the floating markets like in the old days; hence, if there is no financial support for the local residents, the floating markets might gradually disappear.

Furthermore, Mr. Nguyễn Văn Nhãn, Deputy Director of the Tourism Promotion Center of Cai Rang district, claimed that the city does not have financial resources for doing research on tourism development. Department of Culture - Sport and Tourism does not investigate properly, the data is normally collected from the reports of local hotels, restaurants and tourist sites. Although Can Tho city has formed the Tourism Association, its activity is still limited; notwithstanding, this data might be different from the actual information because hotel and restaurant owners want to pay less tax. This makes it difficult to evaluate the current situation and to make specific plans to develop local tourism.

#### **4.2.2.6. Other remarks**

At the moment, there are certain impediments to the development of tourism in Can Tho city. For example, the quality of the workforce does not really meet the demand of the market as well as the tourists. Besides, the floating markets were spontaneously making it difficult for the local government to manage them. The local officers noticed that most of the people working in the government organizations are experienced staff. However, it is likely that they are outdated, unable to catch up with the current tourism trend as well as give creative ideas. Additionally, although remuneration has improved, it is still not enough to encourage the dedication of laborers. Some employees in the orchards, hotels and other destinations are not trained and lack language skills. Also, Tourism Promotion Centers in the districts are limited and inadequate in staff, facilities, equipment and operating funds.

It also acknowledged that “the limitation of Can Tho floating markets is not systematically planned because the birth of these markets was spontaneous and

done by local residents; most stall-holders are farmers, who only know how to sell products for regular customers, so their communication and serving skills towards tourists are narrow. Noticeably, the floating markets also compete with roadside and town markets as more and more people are using road transport ”, said Mr. Nhâm Hùng, Former Deputy Director of Tây Đô Theater and Department of Culture in Hau Giang province.

Mrs. Nguyễn Hoàng Diễm, Deputy Head of Can Tho Department of Culture - Sport and Tourism and General Secretary of Can Tho Tourism Association, explained that in recent years a number of projects have been designed to improve and develop the floating markets, but there were few projects done because they were too commercial, and they rudely intervened on the floating market dynamic, risking the loss of the markets’ natural and traditional beauty. In addition, Phong Dien floating market moved and rearranged the parking place for the boats so the traders are less and less dispersed.

### **4.3. Proposals to improve the floating market tourism in Can Tho**

From the result of the analysis, the study synthesized and found out the feasible solutions to improve the floating market tourism in the future.

#### **4.3.1. Proposals to enhance tourists’ satisfaction**

Through the results on visitor contentment for each criterion, the main factors affecting tourists’ satisfaction, and the researcher’s first hand observations, it is possible to present some suggestions to improve the criteria that does not meet the tourists’ satisfaction, and enhance that which does.

##### **4.4.1.1. Accommodation services**

Although accommodation services are evaluated at a rather high level, they should be equipped better, particularly the furniture and other facilities such as televisions, fridges, air conditioning, beds, and electric fans need to be regularly monitored and maintained; the Wifi’s quality needs to be improved to satisfy tourists’ demand; and serving personnel should demonstrate friendliness and hospitality to guests - the staff should be ready to welcome and serve visitors.

##### **4.3.1.2. Infrastructure**

Currently, tourists are unsatisfied with the infrastructure servicing the floating markets (except for the road to Cai Rang floating market). More efforts need to be done by both the local government and the residents; for example, re-planning the parking lots and boat stations where tours depart in order to ensure wide and clean spaces; expanding the lanes and upgrading the quality of the road surface to boat stations (in Phong Dien); and paying more attention to the problem of garbage at the boat stations. It is necessary to build new roofs, the public toilets and parking lots near the floating markets.

#### ***4.3.1.3. Tour guides***

Overall, travelers feel quite satisfied with their tour guides; however, to increase satisfaction it is necessary to perfect the tour guides' knowledge and presentation - communication - behavior skills. Moreover, the tour guides need to be enthusiastic, dedicated and responsible for work that will make a leave a impression on tourists. In addition, to increase visitors' satisfaction tour guides must improve their language skills and constantly widen local knowledge such as culture, history, geography, economics, society and so on.

#### ***4.3.1.4. Catering – sightseeing – shopping - entertainment services***

It is said that tourists' satisfaction on catering – sightseeing - shopping and entertainment services is at under average level (except for the criterion “other tourist sites near the floating market”). Hence, there are many problems that need more attention. For example, restaurant systems should be constructed near the floating markets that provide visitors more options in eating; contributing to regulate the price is also essential. Additionally, floating market tours should be associated with other attractive tourism sites to increase interest on them, and more attention needs to be paid to souvenir shops that should provide more typical products of Can Tho city. It is also necessary to maintain and expand links with the tourist sites which have a variety of entertainment activities to prolong the staying-time of tourists.

#### ***4.3.1.5. Security***

Tourists generally feel very satisfied about security in the floating market, except when it comes to insistent approaches and overcharge. It is important to re-arrange the teams who provide means of transportation (especially for boat stations at Ninh Kieu Quay) under the general direction of the Management Board to have the same price among the boat owner. Moreover, as for the souvenir shops or other relevant services, local authorities should have strict methods to prevent haggling and overcharge towards tourists.

#### ***4.3.1.6. The price of services***

Tourists are quite satisfied to the price of accommodation and tour price, and they feel satisfied at an average level with food and shopping prices. Actually, many tourists said that there is a big gap between retail price for tourists and the real price in some souvenir shops. If this keeps going on, it will leave a bad impression on visitors, and they will not return. Therefore, to improve visitors' satisfaction, prices need to be more reasonable and overcharging should be avoided (especially for shopping and food).

#### ***4.3.1.7. Natural environment***

It is clear that tourists' satisfaction on river water and plants along the river is the lowest in all the criteria. It is important to establish the team for collection and treatment of waste on the river; and set up one place to collect the garbage. Moreover, the local government should have policies to protect and re-generate the vegetation cover and ecosystems, plant more green trees along the way to the floating market that create a cool atmosphere and beautiful landscape. Last but not least, the government needs to promote campaigns and education activities for environmental protection consciousness of residents, not only in Can Tho floating markets but also in the whole Mekong Delta.

#### ***4.3.1.8. Means of transportation***

According to the result of exploratory factor analysis, this factor is not included in the six factors affecting to tourists' satisfaction. It is explained that visitors possibly do not mind much about the means of transportation because they are similar with other regions (Cai Rang floating market). Therefore, some tourists said

that it will be more interesting if boat owners use the local boats to serve them. The Market Management Board should have strict regulations in using means of transportation in the markets. Only non-motorized boats are allowed to carry visitors to the floating markets. It will be more convenient for tourists to communicate and buy goods on the market if the noise is reduced. These means of transport must be fully equipped with lifejackets, first aid kits and hats for customers. Besides, they must be equipped with a roof in case of rain or harsh sun.

The boat drivers should be trained to know how to use the first aid kits in each particular case. In addition, the staff's attitude on the boats should be more friendly, courteous, and enthusiastic. It is also necessary to train them on the knowledge of tourists' psychology and communication skills, thereby showing professionalism.

#### **4.3.2. Stakeholders' proposals for floating market development**

##### ***4.3.2.1. Development of the infrastructure***

Mr. Nguyễn Văn Nhấn, Deputy Director of Deputy Director of Tourism Promotion Center of Cai Rang district, suggested that the city should invest to upgrade the road "Vòng Cung" in order to facilitate the tour of Cai Rang floating market - Phong Dien floating market – Phong Dien orchards and cultural - historical – architectural sites in Binh Thuy district. In terms of Cai Rang floating market, the local government should focus more on the parking lots and boat stations. To prolong visitors' length of stay, Can Tho should construct recreation and shopping complexes along the floating markets. Besides, in Phong Dien district, the local authority plans to widen the road and improve the quality of the road surface as well as construct a big parking lot and an entrance to go to the floating market.

Mrs. Triệu Tú Nga, Head of Tourism Department, Can Tho Department of Culture - Sport and Tourism, commented that the city should pay more attention to establishing high standard restaurants and hotels that meet the demand of high class tourists. Besides, it is necessary to invest in building recreation zones and shopping centers at the regional level to prolong visitors' length of stay. In tourist destinations, the material facilities need more investment, human resources have to be regularly

trained, the price of services must be controlled, and the natural environment has to be protected to make a good impression on visitors.

#### ***4.3.2.2. Development of tourism products - services and marketing***

To attract more visitors to the floating markets and stimulate their expenditure, all stakeholders need to invest in developing more services. For example, the government should facilitate for investors to build floating restaurants serving food and drinks for travelers. It is also necessary to build and upgrade the boat stations and parking lots near the floating markets that help tourists make their journey to other destinations in Can Tho and neighboring provinces more convenient.

Mr. Nhâm Hùng, Former Deputy Director of Tây Đô Theater and Department of Culture in Hau Giang province, stated that it is necessary to create more excitement and prolong the length of sightseeing for visitors. For example, creating favorable conditions for tourists to talk and engage in daily activities with stallholders, taking photos, enjoying the food by the river, and so on. Especially, the local government should cooperate with tourist companies in designing more interesting activities, such as boat racing or the competition for tourists who have to row the boats and buy the products by themselves in a limited budget.

Additionally, “We need to build impressive souvenir shops near the floating markets to sell unique and typical handmade products like the models of Can Tho floating market, Can Tho ancient market, Ninh Kieu quay, Can Tho bridge, “đờn ca tài tử” boat, etcetera. These souvenirs not only remind tourists about a destination they visited, but they are also a good way to promote Can Tho tourism”, added Mrs. Triệu Tú Nga, Head of Tourism Department, Can Tho Department of Culture - Sport and Tourism.

Mrs. Ngô Đoàn Đoan Trinh, Director of Can Tho Tourism Stock Company shared her idea that Can Tho city could learn from successful tourism development cases in Thailand, but Can Tho must develop tourism based on its own unique attractions. For example, along the river near the floating market, local governments facilitate for local people sell food, drinks, arts and crafts, handmade products, and

build entertainment areas as well. Due to these activities, Can Tho will attract more tourists and gain more benefits for the local communities.

Mr. Nguyễn Khánh Tùng, Director of the Trade and Tourism Promotion Investment Center of Can Tho added: “To introduce widely floating markets to potential customers, we have to provide the products and services with high quality because word-of-mouth marketing is the most powerful kind”. Apart from diversifying tourism products, ensuring traffic safety, protecting environment and providing good services, we should regularly use survey questionnaires to gather visitors’ comments. He said that the government should have more incentives for investors in tourism. Moreover, the Tourism Promotion Centers should promote images of the floating markets on mass media, tourism websites, conferences, exhibitions, international fairs, etcetera. Apart from the traditional markets such as Northern American and Western European countries, local government needs to have specific strategies to attract potential tourists, namely from ASEAN countries, China, Japan, Australia, and so on.

As for Mrs. Nguyễn Hoàng Diễm, Deputy Head of Can Tho Department of Culture - Sport and Tourism and General Secretary of Can Tho Tourism Association, the State should establish a fund for the promotion activities and research on tourism in each locality. To generate financial resources for investment in tourism development of Cai Rang floating market, Can Tho Department of Culture - Sports and Tourism of should have specific regulations about annual fees towards organizations and private tourism companies. This fee will be spent on improving the environment and developing the local community.

#### ***4.3.2.3. Development of community – based tourism***

Currently, floating market tourism does not bring much economic benefit to the city as well as the local people. To improve this situation, the local community needs to be engaged in planning and development strategies for the city. The local residents play a significant role in the success of any tourist sites, as ambassadors. It is very important to create favorable conditions for them to be involved in tourism activities. This is a great method to promote the development of economy – society

in the locality; when local people realize their benefits from tourism activities, they will volunteer to protect the natural environment and tourism resources as they would with their assets.

Mr. Nguyễn Văn Nhẫn, Deputy Director of Deputy Director of Tourism Promotion Center of Cai Rang district, emphasized: “First, the government has to quickly complete the embankment system along Can Tho river to provide new places for local people, and adequately compensate them. In addition, the local government needs to have specific methods to attract more local people’s participation in the tourism development such as providing means of transportation, food, drinks, souvenirs, products for tourists, etcetera”.

As for Mr. Nguyễn Vinh Nghĩa, Deputy Head of Department of Tourism, Saigontourist – Can Tho Company, the local community needs to be trained and their knowledge upgraded about natural environmental protection, the importance of ensuring food safety and reasonable prices, as well as on how to become local guides. Besides, the government should support the financial resource for the community to maintain trading activities at the floating markets. As a result, local residents can market themselves to tourists and take part in tourism development strategies.

#### ***4.3.2.4. The implementation of the government policy on tourism***

It is said that the implementation of government policies is likely a key component in the development process of tourism. Mrs. Triệu Tú Nga, Head of Tourism Department, Can Tho Department of Culture - Sport and Tourism, believes the government needs to set up a comprehensive tourism development strategy which stops spontaneous development like the current one. Also, it is so necessary to have stricter regulations about establishing tourism companies, tourist sites, restaurants, and so on. Businessmen have to pay more attention on product quality and avoid discounting to compete unfairly. In the tourism companies, it is necessary to consider copyright towards the tourism programs. Can Tho Department of Culture - Sport and Tourism should coordinate with the Schools of Tourism in Can Tho and relevant agencies in order to continue the training courses for business owners, staff



and employees in tourist attractions, means of transportation, hotels, restaurants, etcetera. These activities will create conditions for tourism businesses to improve service quality, and probably ensure a regulated from the State.

Besides, the local officers should establish the market-management team to regularly check and promptly deal with any violation, invitation with insistence, overcharging situations, and other social problems. In the future, it is very important to enhance the relationship among stakeholders to responsibly develop tourism, including the Departments, tourism companies, local community and other service providers. To ensure traffic safety, the waterway managers need to control the means of transportation such as the operating license, quality of means, life jackets, the first aid kits, the staff, and so on. In addition, conducting the waterway traffic management will enhance inspection to ensure order in the operation of boats on the river, thereby preventing unfortunate incidents from occurring.

Mr. Nguyễn Văn Nhấn, Deputy Director of the Tourism Promotion Center of Cai Rang district, shared that each floating market should have an observatory built to help manage the floating market, and allow tourists to enjoy the panoramic view. The City People's Committee needs to have specific policies in order to support the working capital for poor traders and local people. As for Phong Dien floating market, Mr. Khuu Ngọc Lâm Toàn, Deputy Director of Trade and Tourism Promotion Center of Phong Dien district, showed: “It needs to build a rest-stop near the market for dining and relaxation and sightseeing of visitors. In the plan to develop the tourism of Phong Dien district, the local government will build an ecological urban zone including the floating market, orchards and other ecological attractions”.

All interview groups showed considerable attention to the natural environment. They agreed that tourism development must go hand in hand with the preservation of natural resources and protection of the natural environment. According to Mr. Nhâm Hùng, Former Deputy Director of Tây Đô Theater and Department of Culture in Hau Giang province, to solve the problem of water pollution, the government has to have specific measures. For example, Department and District People Committees should open classes to propagate or educate the

local people and stall-holders on how to protect the natural environment. Besides, the local authority should verify the staff's regular checks and prompt management of any violation. Moreover, he emphasized that all government agencies in Can Tho city should enhance linkage and co-operation among stakeholders to develop tourism in a responsible way. It may be necessary to raise awareness of tourist companies in sharing the profit with the local community at destinations, contributing the fund for the conservation of natural resources and the protection of environment.

Mr. Nguyễn Văn Nhấn, Deputy Director of the Tourism Promotion Center of Cai Rang district, added: "It is very important to establish a team who is responsible for sanitation of the market surroundings. The Tourism Promotion Center will propose to the City People's Committee to set up an area for garbage disposal. As for the means of transportation, vehicle and boat owners have to remind visitors to protect the environment while sightseeing". All local residents and traders commented that the local government needs to build public toilets near the Cai Rang and Phong Dien floating markets. Besides, the market management board should allocate more wastebaskets near the floating markets.

As a whole, this chapter gives an overall picture on the tourists' satisfaction on the floating market tourism and the current situation of the two markets. It is due to this that the present study can make proposals to improve the floating market tourism in Can Tho city. It is said that to develop floating market tourism, a lot of effort is required from all stakeholders such as the local government, businesses, traders, local people and tourists. Findings suggest that ensuring the preservation of cultural identity of the floating markets, and enhancing the livelihood of the local people is vital.

## CHAPTER 5: CONCLUSIONS

This chapter summarizes the main contents from previous chapters and the key findings of the research; additionally, the limitations of the study are presented in the second part of this summary. Finally, further research related to the floating markets in Can Tho city is suggested.

### 5.1. Summary

In recent years, Can Tho City has played a significant role in the economic and social development of Mekong Delta. It seems that Can Tho has more favorable conditions for tourism development such as the geographical location, infrastructure and services than neighboring provinces. Therefore, Can Tho city has increasingly been the subject of interest of the government, as seen through a number of documents for tourism development. Noticeably, the floating markets have become the highlight points, the brand of Can Tho tourism. However, there are some problems in the development process of this type of tourism.

Based on the data collection from tourists who travelled to the floating markets in Can Tho, the majority of tourists visiting these floating markets are domestic tourists (80%). This suggests that they have probably not yet attracted international tourists. Besides, most tourists are traveling the floating markets for the first time. Currently, about 66% of visitors do not plan to revisit the floating markets; the main reason seems to be that they have encountered overcharging and poor tourism products and services.

Normally, tourists visiting the floating markets belong to the middle-age group with high income and high education level, with an interest in the natural environment and local culture. The findings show that the unique lifestyle of stallholders is the main reason why tourists decide to visit, followed by beautiful scenery and fresh air. Therefore, it is important to pay more attention to preserving the floating markets' cultural features as well as protecting the natural environment.

Approximately 80% of tourists visit Cai Rang floating market, the remaining number of visitors travel to Phong Dien market. Clearly, the satisfaction of tourists regarding Cai Rang floating market tourism is higher than Phong Dien floating market. It can be understood that Cai Rang floating market has more advantages regarding

scale, distance from the city center, variety of products, and bustle of trading activities. Therefore, the local government should invest more in Phong Dien floating market to make a difference that might attract more tourists and prolong the visit time.

Through the survey and analysis of tourists' satisfaction on floating market tourism in Can Tho city, it is shown that there is a significant difference in the assessment of tourists on floating market tourism by age, nationality, education level and occupation. It is a proven fact that visitors seem to be dissatisfied with the floating market tours. The satisfaction of tourists is affected by six factors including accommodation, infrastructure, tour guides, natural environment and provided-services, security, and cost of services. It is noticeable that security in the floating market is the factor that meets most tourists' satisfaction, whereas the opposite is true of infrastructure. Thus, to enhance the satisfaction of tourists, Can Tho should address infrastructure serving the floating markets, hygiene at the floating markets, price and diversification of tourism products and services, and so on.

In addition, the thesis obtained solid information from in-depth interviews with a range of local government offices, tourism companies, experts, local residents and stakeholders associated with - or linked to - the markets in Can Tho city. It is shown that some favorable conditions to develop the floating market tourism in Can Tho include its geographical location, tourism resources, and infrastructure. At the moment, however, the city is facing a number of challenges that have led to a stalemate for this form of tourism. For example, the infrastructure and material basis serving tourism is not complete; tourism products are not really diverse and attractive; it has not received the participation of local community; and the management of the local government and the tourism promotion are not really effective. Besides, the quality of the workforce does not really meet the demand of the market as well as the tourists, etcetera. Hence, how to preserve the cultural identity of the floating markets, ensure traffic safety and diversification of services and products seems to be a difficult challenge.

It is noticeable that the big problem of floating market tourism in Can Tho city is the gap between the government's policies and their enforcement, as well as

lack of understanding about tourism among stakeholders such as tourism companies, business owners and the local community. Because the tourism industry does not bring much revenue to the local residents, they do not care about what policy the government is trying to implement. To help the policy and practice can work in the same direction, the local authority needs to have specific plans to call for more participation from the local people in the development of tourism. The government should listen to the voices of local inhabitants before launching any policy or development plan. Likewise, the benefits from tourism should be shared among service providers and the local community so that people can improve their livelihood. They should be encouraged to engage in the tourism sector and they have to be guided on how to join tourism activities. When the locals need not worry about poverty, they will have more time to understand how the tourism industry should be effectively operated in the city. As a result, the locals will be more willing to suggest new ideas for tourism development strategies, and to take part in natural environment and tourism resource protection. More tourists will be attracted to visit the floating markets and more income will be earned. Therefore, floating market tourism should be considered as another measure for poverty reduction in Can Tho city.

Every year, Can Tho floating markets have welcomed about eight-hundred thousand tourists; on October 2014, Mekong Delta Tourism Association selected Cai Rang floating market as the most typical tourist site of the region. The Asia Travel Journal also voted Cai Rang floating market as one of the five most beautiful and exciting floating markets in Asia (Youramazingplaces, 2014)<sup>9</sup>. It can be seen that floating markets have contributed to introduce the country, the people of Vietnam in general and Can Tho in particular to international friends. Therefore, the government needs to urgently deal with the problems undermining the development of floating market tourism which is a typical culture of the Delta. Also, the local government

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<sup>9</sup> *The four remaining markets: Damnoen Saduak, Taling Chan (Thailand), the floating market on Dal-Srinagarlake (India), Pan Nam floating market (Myanmar).*

should take advantage of the available conditions to boost the floating market tours so they become the flagship product of the region; possibly contributing to economic growth and stable development of the society while preserving indigenous cultural activities.

## **5.2. Limitations**

This study faced some challenges that have led to limitations. First, the time for the collection of data was in the rainy season (from mid-July to mid-September), so there are fewer tourists traveling to the floating markets. In addition, the unfavorable weather also affected the satisfaction of visitors. It can be said that the ideal time to visit the floating markets is the spring, especially during the Lunar New Year days because the floating markets are very beautiful with many colorful flowers.

A further limitation of this research is that some respondents lack the willingness to discuss income-related questions, especially for tourism companies. Some local people refused an interview because they were busy with their job or afraid to give their opinions. Besides, most of the boats in Cai Rang floating market use engines, so there is a lot of noise. As a result, the quality of interviews with stakeholders and tourists is limited, therefore, the researcher had to wait to finish the trading time to begin. As for tourists, the brief interviews often were conducted at the rest-stops, hotels, boat stations or parking lots.

It was a big challenge to access accurate tourism research figures. The tourism data was based on incomplete information submitted by local hotels, restaurants, and other businesses. This might be different from the actual data because the hotel and restaurant owners want to pay less tax. Therefore, it creates difficulties in evaluating the tourism development of the city.

Last but not least, due to the limited time and budget to conduct the research, the sample is quite modest (one-hundred and fifty samples and twenty-eight interviewees). Although it cannot reflect the whole picture, it is a pilot project for further work on floating market tourism.

## **5.3. Suggestions for further research**

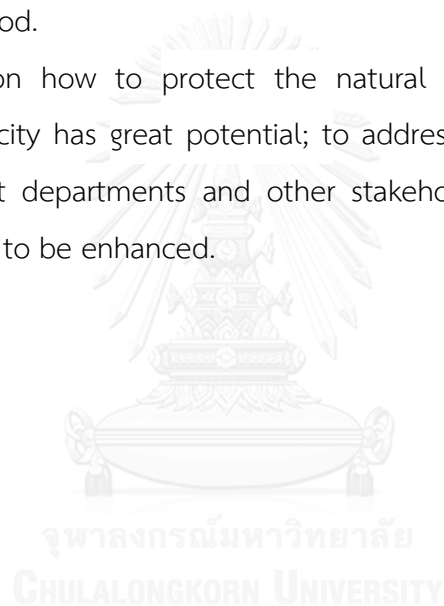
This thesis provides useful information on the current situation (advantages and difficulties) and the development of floating market tourism; additionally, it

presents suggestions to improve Can Tho city. However, there are some issues that need to be addressed and researched:

- + There is need for research on the impact of floating markets on the local community in Can Tho city - positive and negative impacts - and how to maximize the benefits for the local people. As a result, this study might find the management model to enhance community-based tourism development.

- + A study of the life of stall-holders on the floating markets in Can Tho city would provide important information regarding the reasons why they trade at such locations; the problems they face in doing so; and the necessary conditions to improve their livelihood.

- + Research on how to protect the natural environment at the floating markets in Can Tho city has great potential; to address this issue, the coordination between government departments and other stakeholders - especially with local communities - needs to be enhanced.



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## APPENDICES

### APPENDIX 1: PICTURES OF FLOATING MARKETS IN CAN THO CITY



Picture 1: The images of the floating market at dawn  
(Source: Author, August 2014)



Picture 2: Cai Rang floating market near the time of the Lunar New Year  
(Source: <http://mekongdeltaexplorer.com/tin-tuc-du-lich/sac-xuan-cho-noi-cai-rang.html>)





Picture 3: The images of “Cây bèo”  
(Source: Author, August 2014)



Picture 4: A “mobile house” on the river  
(Source: Author, August 2014)





Picture 5: The stall-holders at the floating market  
(Source: Author, August 2014)



Picture 6: An exchange of products at the floating market  
(Source: Author, August 2014)



Picture 7: Ninh Kieu Quay  
(Source: [//www.skydoor.net/entry/Cho\\_noi\\_ben\\_Ninh\\_Kieu](http://www.skydoor.net/entry/Cho_noi_ben_Ninh_Kieu))



Picture 8: The overall picture of Can Tho city  
(Source: http://canthopromotion.vn/home/index.php/gi%E1%)



Picture 9: Cai Rang floating market  
(Source: Author, August 2014)



Picture 10: Bustling scene at Cai Rang floating market  
(Source: Author, August 2014)



Picture 11: Boat station at Ninh Kieu Quay  
(Source: Author, August 2014)





Picture 12: Boat station at An Binh market  
(Source: Author, August 2014)



Picture 13: Vendors selling food, drink, miscellaneous goods and lottery tickets  
(Source: Author, August 2014)



Picture 14: A “fruit basket” near Cai Rang floating market  
(Source: Author, August 2014)



Picture 15: The motorized junks and jolly-boats are provided for tourists' tours  
(Source: Author, August 2014)



Picture 16: The image of “Cây bèo” at Cai Rang floating market  
(Source: Author, August 2014)



Picture 17: How to exchange the products  
(Source: <http://dulichviet.com.vn/images/>)



Picture 18: Cai Rang land-based market  
(Source: Author, August 2014)





Picture 19: An Binh market  
(Source: Author, August 2014)



Picture 20: Cai Rang Floating Market Rest Stop  
(Source: Author, August 2014)



Picture 21: The park at the town (left) and the boat station at Phong Dien floating market  
(Source: Author, August 2014)



Picture 22: One part of Phong Dien floating market that situated along the town  
(Source: Author, August 2014)





Picture 23: Another part of Phong Dien floating market at the river influences  
(Source: Author, August 2014)



Picture 24: The trading scene at Phong Dien floating market  
(Source: Author, August 2014)



Picture 25: The visitors at Phong Dien floating market  
(Source: Author, August 2014)



Picture 26: Some jolly-boats serving the food and drink at Phong Dien floating market  
(Source: Author, August 2014)

## APPENDIX 2: QUESTIONNAIRE FOR TOURISTS

No.: .....

Place: .....

Date:../...../2014

**Introduction**

I am Nguyen Thi Huynh Phuong, studying for a Master degree at Southeast Asian Studies Program, Graduate School, Chulalongkorn University, Thailand. I am doing a research entitled "Floating market and the development of floating market tourism in Can Tho city, Vietnam".

Please take a moment to give me some information related to your satisfaction to floating market tourism in Can Tho. I assure to use provided information only for academic research. Your provided information will be very helpful for the success of the research and contribute to the development of Vietnam's floating market tourism in the future.

I am very thankful to your help!

Please mark X in the box for your choice

**A/ PERSONAL INFORMATION***A.1. Gender*

1. Male                       2. Female

*A.2. Age*

1. From 15 to 24       2. From 25 to 34       3. From 35 to 44  
 4. From 45 to 54       4. 55 year old and above

*A.3. Education level*

1. Under High School    2. High School                       3. Vocational School  
 4. College                       5. University                       6. Higher Education

*A.4. Occupation*

1. Student                       2. Officer - teacher                       3. Soldier, police  
 4. Businessman                       5. Worker                       6. Farmer  
 7. Pensioner                       8. Other

*A.5. Nationality*

1. Vietnamese                       2. Foreigner

**B/ TOURISM ACTIVITY***B.1. How many times have you visited the floating market? (including this time)*

1. First                       2. Second  
 3. Third                       4. More than three times

**B.2. How do you know about Can Tho floating markets?** (you can choose more than one answer)

1. Television, radio     2. Newspapers, magazines  
 3. Internet             4. Travel agent  
 5. Relatives, friends    6. In the academic cooperation program

**B.3. Which things attract you to visit the floating market?** (you can choose more than one answer)

1. Beautiful scenery and fresh climate    2. Bustling trading activities  
 3. Friendly and hospitable people        4. Interesting boat trip on the river  
 5. Diversified products                       6. The unique lifestyle of stall-holders  
 7. Other attractive factors (please specify): .....

**B.4. Which activities have you done in the floating market tour?** (you can choose more than one answer)

1. Visiting the floating market             2. Buying the products  
 3. Study trip to floating market            4. Visiting craft villages  
 5. Visiting orchards                            6. Enjoying “đờn ca tài tử”  
 7. Other activities (please specify): .....

#### C/ TOURISTS' SATISFACTION LEVEL TO FLOATING MARKETS IN CAN THO CITY

The values from 1 to 5 on each question correspond to increasing of agreement's level.

1 - Strongly disagree → 2 - Disagree → 3 - Neutral → 4- Agree → 5- Strongly agree

No.	Criteria	Agreement's level				
		1	2	3	4	5
C1	Accommodation services near the floating market					
1	The room is spacious and airy					
2	The staffs are friendly and polite					
3	Furniture and facilities are well-equipped					
4	Access wifi/internet is strong					
C2	Infrastructure serving for floating market tourism					
5	The road to the floating market is wide					
6	The road surface to the floating market is flat					
7	Parking lots and boat stations are clean and wide					
C3	Means of transportation to visit the floating market					
8	The staffs are professional, friendly and polite					
9	Mean of transportation is safe, including life jackets					
10	There are sufficient of the first aid kit					
C4	Tour guide					
11	His or her knowledge and presentation skill are good					
12	Communication and behavior skills are flexible					

13	Enthusiasm, dedication in work					
C5	The natural environment in floating market	1	2	3	4	5
14	The air is fresh and cool					
15	The river water is clean					
16	There are many plants along the river					
C6	Catering – sightseeing – shopping - entertainment services	1	2	3	4	5
17	There are many shops, entertainment sites nearby the floating market					
18	There are many other tourist sites nearby the floating market					
19	There are many restaurants, diners nearby the floating market					
C7	Security in floating market	1	2	3	4	5
20	There are not thieves, pickpockets					
21	There are not beggars					
22	There are not invitation with insistence and overcharged situation					
C8	The price of services	1	2	3	4	5
23	Accommodation price is reasonable					
24	Tour price is reasonable					
25	Food price is reasonable					
26	Shopping price is reasonable					
C9	The general satisfaction to floating market tourism	1	2	3	4	5
	After joining the floating market tour, how is your satisfaction?					

#### D/ OTHER INFORMATION

D.1. Will you plan to visit the floating market again in the future?

1. Yes       2. No       3. May be

D.2. Do you plan to introduce the floating market to your **relatives and friends**?

1. Yes       2. No       3. May be

D.3. Do you have any comments **to improve your satisfaction on the floating market**?

.....

.....

.....

Thanks for your answer! Have a good health, success and happiness!

## APPENDIX 3: INTERVIEW QUESTIONS

### I/ INTERVIEW QUESTIONS FOR LOCAL GOVERNMENT ORGANIZATIONS

- Date of interview: .....
- Place of interview: .....
- Time: From: .....To: .....

### A/ PERSONAL INFORMATION

- Full name: ....., Gender: ....., Age: .....
- Contact number: ..... Email: .....
- Highest qualification: ..... Position: .....

### B/ QUESTIONS

I.1. Can Tho Department of Culture - Sport and Tourism, Can Tho Tourism Association, Trade and Tourism Promotion Center of Can Tho city

1. How long have you been working in this organization?
2. Could you tell about the policy of Vietnam on tourism in Mekong Delta and Can Tho city?
3. What do you think about the conditions for floating market tourism development in Can Tho?
4. What do you think about the development of floating market tourism in Can Tho in recent years: its strong and weak points?
5. What are specific strategies and plans to develop Can Tho floating market tourism?

I.2. Tourism Promotion Center of Cai Rang district

1. How long have you been working in this organization?
2. Could you tell about the policy of Vietnam on tourism in Can Tho city and Cai Rang district?
3. What do you think about the conditions for floating market tourism development in Can Tho and in Cai Rang district?
4. What do you think about the development of Cai Rang floating market tourism in recent years: its strong and weak points?
5. What are specific strategies and plans to develop floating market tourism in Can Tho city and Cai Rang district?

I.3. Trade and Tourism Promotion Center of Phong Dien district

1. How long have you been working in this organization?
2. Could you tell about the policy of Vietnam on tourism in Can Tho city and Phong Dien district?
3. What do you think about the conditions for floating market tourism development in Can Tho and in Phong Dien district?
4. What do you think about the development of Phong Dien floating market tourism in recent years: its strong and weak points?

5. What are specific strategies and plans to develop floating market tourism in Can Tho city and Phong Dien district?

## II/ INTERVIEW QUESTIONS FOR TOURISM COMPANIES

(Saigontourist – Can Tho Company and Can Tho Tourism Stock Company)

- Date of interview: .....

- Place of interview: .....

- Time: From: .....To: .....

### A/ PERSONAL INFORMATION

- Full name: ....., Gender: ....., Age: .....

- Contact number: ..... Email: .....

- Highest qualification: ..... Position: .....

### B/ QUESTIONS

1. How long have your company been working in Can Tho city? And the services your company provide?

2. Could you tell about the tendency about your company revenue, is it higher every year?

3. What are difficulties to your company?

4. What do you think about the conditions for the development of floating market tourism in Can Tho?

5. What is the current situation of floating market tourism in Can Tho: its strong and weak points?

6. What are your suggestions for officials in supporting tourism businesses as well as in the development of floating market tourism in Can Tho?

## III/ INTERVIEW ONE RESEARCHER ABOUT FLOATING MARKETS\_MR. NHÂM HÙNG

- Date of interview: .....

- Place of interview: .....

- Time: From: .....To: .....

### A/ PERSONAL INFORMATION

- Full name: ....., Gender: ....., Age: .....

- Contact number: ..... Email: .....

- Highest qualification: ..... Occupation: .....

- Working in: .....

### B/ QUESTIONS

1. Which organizations have you worked? Your highlight positions during the period?

2. Could you tell about your research works on floating markets in Mekong Delta and Can Tho city also?

3. What do you think about the conditions for floating market tourism development in Can Tho?



4. What do you think about the development of floating market tourism in Can Tho in recent years: its strong and weak points?

5. What are your suggestions for officials in the development of floating market tourism in Can Tho?

#### IV/ INTERVIEW QUESTIONS FOR STALL-HOLDERS

- Date of interview: .....

- Place of interview: .....

- Time: From: .....To: .....

#### A/ PERSONAL INFORMATION

- Full name: ....., Gender: ....., Age: .....

- Phone number: .....

- Highest qualification: .....

#### B/ QUESTIONS

1. Do you live in Can Tho city? How long have you lived in Can Tho city?

2. What is your main job? How long have you been a stallholder in this floating market?

3. What kind of products are you selling? Where do you get them?

4. What difficulties do you meet in your job?

5. What do you think about the conditions for the development of floating market tourism in Can Tho?

6. How do you think about the development of floating market tourism in Can Tho in recent years: its strong and weak points?

7. What are your suggestions for officials to improve your life, and attract more tourists visit to Can Tho floating markets?

#### V/ INTERVIEW QUESTIONS FOR LOCAL PEOPLE

- Date of interview: .....

- Place of interview: .....

- Time: From: .....To: .....

#### A/ PERSONAL INFORMATION

- Full name: ....., Gender: ....., Age: .....

- Phone number: .....

- Highest qualification: .....

#### B/ QUESTIONS

1. How long have you lived in Can Tho city? Which products or services do you provide customers in the floating market?



2. What do you think about conditions for the development of floating market tourism in Can Tho?
3. How do you think about the development of floating market tourism in Can Tho in recent years: its strong and weak points?
4. What are the benefits that you have from the floating market tourism?
5. What are the impacts of tourism activities of the floating market to local community?
6. What are your suggestions for officials to improve your life, and attract more tourists visit to Can Tho floating markets?



#### APPENDIX 4: INFORM CONSENT LETTER

I am Nguyen Thi Huynh Phuong, studying for a Master degree at Southeast Asian Studies Program, Graduate School, Chulalongkorn University, Thailand. I am doing a research entitled **"Floating market and the development of floating market tourism in Can Tho city, Vietnam"**.

The aim of study is to examine the development of floating market tourism in Can Tho city; clarify the limits in development process of CanTho floating market tourism and their limitations, and find out feasible solutions to help floating market tourism in Can Tho city as well as Mekong Delta more develop in the future.

This is the qualitative study to extent problem by gathering participants' opinions and in-depth interview practice method from 20 minutes to 30 minutes. This discussion will be taken notes and totalized at the end, however, recording will be conducted at the same time to help researcher collecting fully, avoiding missing valuable suggestions and re-checking information. The participants' privacies completely are secured by encrypting their names in numbers. All participants' answers are kept absolutely secret, which saved as code file in computer.

Participants don't necessarily answer the questions that they don't want and they can end the interview at any time. Nonetheless, in order to study successfully, I hope to receive your enthusiastic support!

If all information is clear, please append your signature to this letter as evidence for evaluation of research really happen.

Thanks for your help!

Can Tho city, ..... 2014

Research participant

Researcher

I agree to join the interview

(Sign)

.....

Nguyen Thi Huynh Phuong

## APPENDIX 5: LIST OF INTERVIEWEES

## I/ LOCAL GOVERNMENT OFFICERS

No.	Full name	Gender	Age	Organization/ Position	Date of Interview	Remark
1	Triệu Tú Nga	Female	55	Head of Tourism Department, Can Tho Department of Culture - Sport and Tourism	19 July, 2014	At 8h00
2	Nguyễn Khánh Tùng	Male	37	Director of Trade and Tourism Promotion - Investment Center of Can Tho city	19 July, 2014	At 14h00
3	Nguyễn Hoàng Diễm	Female	38	Deputy Head of Can Tho Department of Culture - Sport and Tourism and General Secretary of Can Tho Tourism Association	29 July, 2014	At 9h00
4	Nguyễn Văn Nhẫn	Male	40	Deputy Director of Tourism Promotion Center of Cai Rang district	21 July, 2014	At 8h30
5	Khuu Ngọc Lâm Toàn	Male	37	Deputy Director of Trade and Tourism Promotion Center of Phong Dien district	22 July, 2014	At 9h30

## II/ TOURISM COMPANIES

No.	Full name	Gender	Age	Company/ Position	Date of Interview	Remark
1	Nguyễn Vinh Nghĩa	Male	29	Deputy Head of Department of Tourism, Saigontourist Tourism Service Company - Can Tho Branch	20 July, 2014	At 9h00
2	Ngô Đoàn Đoàn Trinh	Female	32	Director of Can Tho Tourism Stock Company	20 July, 2014	At 15h00

## III/ ONE RESEARCHER ABOUT FLOATING MARKETS

No.	Full name	Gender	Age	Organization	Date of Interview	Remark
1	Nhâm Hùng	Male	65	The author of the book "Floating markets in Mekong Delta" (2009) Former Deputy Director of Tây Đô Theatre, Department of Culture in Hau Giang province	26 July, 2014	At 8h00

## IV/ STALL-HOLDERS

No.	Full name	Gender	Age	Place	Products	Date of Interview	Remark
1	Huỳnh Thanh Tùng	Male	34	Cai Rang	fruit	27 July, 2014	At 6h30

2	Trần Văn Lượm	Male	36	//	vegetables	//	At 7h30
3	Lê Thị Lan	Female	56	//	food	//	At 8h00
4	Phạm Ngọc Lý	Female	35	//	lottery ticket	//	At 8h45
5	Trần Thị Hương	Female	40	//	drink	//	At 9h30
6	Lê Bé Tư	Male	37	Phong Điền	food	22 July, 2014	At 6h00
7	Phạm Bé Tám	Male	36	//	vegetables	//	At 6h30
8	Nguyễn Quỳnh Nga	Female	41	//	drink	//	At 7h00
9	Hoàng Thái Hân	Female	32	//	fruit	//	At 8h00
10	Hồ Văn Hải	Male	39	//	miscellaneous goods	//	At 9h00

**V/ LOCAL PEOPLE**

No.	Full name	Gender	Age	Address	Occupation	Date of Interview	Remark
1	Đặng Ngọc Huệ	Female	51	21/1 Võ Tánh street, Yên Thượng area, Lê Bình ward, Cai Rang district, CT city	A retired teacher, sell rice	28 July, 2014	At 9h00
2	Nguyễn Thị Minh Nguyệt	Female	63	19/5 Võ Tánh street, Yên Thượng area, Lê Bình ward, Cai Rang district, CT city	A retired teacher, sell miscellaneous goods	//	At 10h00
3	Tô Thị Thúy An	Female	23	44/4 Võ Tánh street, Yên Thượng area, Lê Bình ward, Cai Rang district, CT city	Sell drink	//	At 11h00
4	Huỳnh Trung Tín	Male	55	157/4, 5 area, An Bình ward, Cai Rang district, CT city	food	//	At 14h00
5	Trần Thị Trinh	Female	64	160/4, 5 area, An Bình ward, Cai Rang district, CT city	fruit	//	At 15h00
6	Hồ Kim Thảo	Female	25	291, Nhân Phú hamlet, Nhân Ái commune, Phong Dien district, CT city	drink	25 July, 2014	At 9h30
7	Trần Gia Phương Vũ	Male	35	310, Nhân Phú hamlet, Nhân Ái commune, Phong Dien district, CT city	Carry of tourist and goods	//	At 10h30
8	Sơn Thị Thu Trang	Female	45	315, Nhân Phú hamlet, Nhân Ái commune, Phong	Coffee shop	//	At 11h00

				Dien district, CT city			
9	Nguyễn Thanh Lâm	Male	33	57, Nhân Thọ hamlet, Nhân Ái commune, Phong Dien district, CT city	fruit	//	At 14h30
10	Hà Thanh Sang	Male	42	60, Nhân Thọ hamlet, Nhân Ái commune, Phong Dien district, CT city	food	//	At 15h30

## APPENDIX 6: ANALYZING DATA FROM QUESTIONNAIRES BY SPSS COMPUTER PROGRAM

### I/ GENERAL DESCRIPTION OF TOURISTS

Place					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cai Rang	115	76.7	76.7	76.7
	Phong Dien	35	23.3	23.3	100.0
	Total	150	100.0	100.0	

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	89	59.3	59.3	59.3
	Female	61	40.7	40.7	100.0
	Total	150	100.0	100.0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	From 15 to 24	26	17.3	17.3	17.3
	From 25 to 34	32	21.3	21.3	38.7
	From 35 to 44	30	20.0	20.0	58.7
	From 45 to 54	61	40.7	40.7	99.3
	55 years and above	1	.7	.7	100.0
	Total	150	100.0	100.0	

Education level					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Under High School	5	3.3	3.3	3.3
	High School	29	19.3	19.3	22.7
	Intermediate	13	8.7	8.7	31.3
	College	31	20.7	20.7	52.0
	University	56	37.3	37.3	89.3
	Higher Education	16	10.7	10.7	100.0
	Total	150	100.0	100.0	

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	27	18.0	18.0	18.0
	Office - teacher	58	38.7	38.7	56.7
	Solider, police	5	3.3	3.3	60.0
	Bussinessman	33	22.0	22.0	82.0
	Workder	7	4.7	4.7	86.7
	Farmer	3	2.0	2.0	88.7
	Pensioner	15	10.0	10.0	98.7
	Other	2	1.3	1.3	100.0
	Total	150	100.0	100.0	

Nationality					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Vietnamese	120	80.0	80.0	80.0
	Foreigner	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

## II/ TOURISM ACTIVITY

The times tourist visit floating market					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	First	116	77.3	77.3	77.3
	Second	21	14.0	14.0	91.3
	Third	10	6.7	6.7	100.0
	More than 3 times	3	2.0	2.0	93.3
	Total	150	100.0	100.0	

		Responses	
		Count	Percent
How tourists know about the floating market	Television, radio	50	33.3
	Newspapers, magazines	26	17.3
	Internet	52	34.7
	Travel agent	70	46.7
	Relatives, friends	54	36.0
	In the Academic Cooperation program	9	6.0
	Total	150	100.0

		Responses	
		Count	Percent
The things attract tourists visit the floating market	Beautiful scenery and fresh climate	76	50.7
	Bustling trading activities	65	43.3
	Friendly and hospitable people	50	33.3
	Interesting boat trip on the river	69	46.0
	Diversified products	28	18.7
	The unique lifestyle of stall-holders	86	57.3
	Other attractive factors	1	.7
Total	150	100.0	

	Responses	
	Count	Percent
Visiting the floating market	147	98.0
Buying the products	68	45.3
Researching on floating markets	18	12.0
Visiting craft villages	26	17.3
Visiting orchards	43	28.7
Enjoying “don ca tai tu”	18	12.0
Other activities	2	1.3
Total	150	100.0

### III/ EVALUATING TOURISTS' SATISFACTION

#### Coding the research data

Factors	Criteria	Coding
(1) Accommodation	The room is spacious and airy	C1.1
	The staffs are friendly and polite	C1.2
	Furniture and facilities are well- equipped	C1.3
	Access wifi/internet is strongly	C1.4

(2) Infrastructure	The road to the floating market is wide	C2.5
	The road surface to the floating market is flat	C2.6
	Parking lots and boat stations are clean and wide	C2.7
(3) Means of transportation	The staffs are professional, friendly and polite	C3.8
	Mean of transportation is safe, including life jackets	C3.9
	There are sufficient of medical instruments	C3.10
(4) Tour guide	His or her knowledge and presentation skill are good	C4.11
	Communication and behavior skills are flexible	C4.12
	Enthusiasm, dedication in work	C4.13
(5) Natural environment	The air is fresh and cool	C5.14
	The river water is clean	C5.15
	There are many plants along the river	C5.16
(6) Catering – sightseeing – shopping – entertainment services	There are many shops, entertainment sites nearby the floating market	C6.17
	There are many other tourist sites nearby the floating market	C6.18
	There are many restaurants, diners nearby the floating market	C6.19
(7) Security	There are not thieves, pickpockets	C7.20
	There are not beggars	C7.21
	There are not unsettled situation, challenged price	C7.22
(8) The price of services	Accommodation price is reasonable	C8.23
	Tour price is reasonable	C8.24
	Food price is reasonable	C8.25
	Shopping price is reasonable	C8.26
The general satisfaction on floating market tourism		C9

### 1. Tourists' satisfaction on accommodation services

Statistics

The room is spacious and airy

N	Valid	150
	Missing	0
Mean		3.82
Std. Error of Mean		.067
Median		4.00
Std. Deviation		.820
Minimum		1
Maximum		5
Sum		573



The room is spacious and airy

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.7	.7	.7
Disagree	6	4.0	4.0	4.7
Neutral	42	28.0	28.0	32.7
Agree	71	47.3	47.3	80.0
Strongly agree	30	20.0	20.0	100.0
Total	150	100.0	100.0	

Statistics

The staffs are friendly and polite

N	Valid	150
	Missing	0
Mean		3.85
Std. Error of Mean		.065
Median		4.00
Std. Deviation		.800
Minimum		1
Maximum		5
Sum		577



The staffs are friendly and polite

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.7	.7	.7
Disagree	5	3.3	3.3	4.0
Neutral	40	26.7	26.7	30.7
Agree	74	49.3	49.3	80.0
Strongly agree	30	20.0	20.0	100.0
Total	150	100.0	100.0	

Statistics

Furniture and facilities are well- equipped

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N	Valid	150
	Missing	0
Mean		3.76
Std. Error of Mean		.069
Median		4.00
Std. Deviation		.849
Minimum		2
Maximum		5
Sum		564

Furniture and facilities are well- equipped

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	10	6.7	6.7	6.7
	Neutral	46	30.7	30.7	37.3
	Agree	64	42.7	42.7	80.0
	Strongly agree	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

Statistics

Access wifi/internet is strongly

N	Valid	150
	Missing	0
Mean		3.75
Std. Error of Mean		.068
Median		4.00
Std. Deviation		.837
Minimum		1
Maximum		5
Sum		562

Access wifi/internet is strongly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	2.0	2.0	2.0

Disagree	5	3.3	3.3	5.3
Neutral	43	28.7	28.7	34.0
Agree	75	50.0	50.0	84.0
Strongly agree	24	16.0	16.0	100.0
Total	150	100.0	100.0	

#### Tourists' satisfaction on accommodation services

Criterion	Likert Scale	Frequency	Percent (%)	Mean	SD
The room is spacious and airy	1 Strongly disagree	1	0.7	3.82	0.820
	2 Disagree	6	4.0		
	3 Neutral	42	28.0		
	4 Agree	71	47.3		
	5 Strongly agree	30	20.0		
The staffs are friendly and polite	1 Strongly disagree	1	0.7	3.85	0.800
	2 Disagree	5	3.3		
	3 Neutral	40	26.7		
	4 Agree	74	49.3		
	5 Strongly agree	30	20		
Furniture and facilities are well- equipped	1 Strongly disagree	0	0	3.76	0.849
	2 Disagree	10	6.7		
	3 Neutral	46	30.7		
	4 Agree	64	42.7		
	5 Strongly agree	30	20		
Access wifi/internet is strongly	1 Strongly disagree	3	2.0	3.75	0.837
	2 Disagree	5	3.3		
	3 Neutral	43	28.7		
	4 Agree	75	50.0		
	5 Strongly agree	24	16.0		

## 2. Tourists' satisfaction on infrastructure

### Statistics

The road to the floating market is wide

N	Valid	150
	Missing	0
Mean		3.57
Median		4.00

Mode	3
Std. Deviation	.814
Minimum	2
Maximum	5

The road to the floating market is wide

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	11	7.3	7.3	7.3
Neutral	62	41.3	41.3	48.7
Agree	57	38.0	38.0	86.7
Strongly agree	20	13.3	13.3	100.0
Total	150	100.0	100.0	

Statistics

The road surface to the floating market is flat

N	Valid	150
	Missing	0
Mean		3.34
Median		3.00
Mode		3
Std. Deviation		.933
Minimum		1
Maximum		5

The road surface to the floating market is flat

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	1.3	1.3	1.3
Disagree	26	17.3	17.3	18.7
Neutral	57	38.0	38.0	56.7
Agree	49	32.7	32.7	89.3
Strongly agree	16	10.7	10.7	100.0

## Statistics

The road surface to the floating market is flat

N	Valid	150			
	Missing	0			
Mean		3.34			
Median		3.00			
Mode		3			
Std. Deviation		.933			
Minimum		1			
Total		150	100.0	100.0	

## Statistics

Parking lots and boat stations are clean and wide

N	Valid	150
	Missing	0
Mean		3.23
Median		3.00
Mode		3 <sup>a</sup>
Std. Deviation		1.019
Minimum		1
Maximum		5

a. Multiple modes exist. The smallest value is shown

Parking lots and boat stations are clean and wide

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.7	.7	.7
	Disagree	43	28.7	28.7	29.3
	Neutral	44	29.3	29.3	58.7
	Agree	44	29.3	29.3	88.0
	Strongly agree	18	12.0	12.0	100.0

## Statistics

Parking lots and boat stations are clean  
and wide

N	Valid	150			
	Missing	0			
Mean		3.23			
Median		3.00			
Mode		3 <sup>a</sup>			
Std. Deviation		1.019			
Minimum		1			
Maximum		5			
Total		150	100.0	100.0	

## Tourists' satisfaction on infrastructure

Criterion	Likert Scale	Frequency	Percent (%)	Mean	SD
The road to the floating market is wide	1 Strongly disagree	0	0	3.57	0.814
	2 Disagree	11	7.3		
	3 Neutral	62	41.3		
	4 Agree	57	38.0		
	5 Strongly agree	20	13.3		
The road surface to the floating market is flat	1 Strongly disagree	2	1.3	3.34	0.933
	2 Disagree	26	17.3		
	3 Neutral	57	38.0		
	4 Agree	49	32.7		
	5 Strongly agree	16	10.7		
Parking lots and boat stations are clean and wide	1 Strongly disagree	1	0.7	3.23	1.019
	2 Disagree	43	28.7		
	3 Neutral	44	29.3		
	4 Agree	44	29.3		
	5 Strongly agree	18	12.0		

### 3. Tourists' satisfaction on means of transportation

## Statistics

The staffs are professional, friendly and  
polite

N	Valid	150
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Missing	0
Mean	3.78
Median	4.00
Mode	4
Std. Deviation	.818
Minimum	1
Maximum	5

The staffs are professional, friendly and polite

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	3	2.0	2.0	3.3
	Neutral	49	32.7	32.7	36.0
	Agree	68	45.3	45.3	81.3
	Strongly agree	28	18.7	18.7	100.0
	Total	150	100.0	100.0	

Statistics

Mean of transportation is safe

N	Valid	150
	Missing	0
Mean		3.87
Median		4.00
Mode		4
Std. Deviation		.854
Minimum		1
Maximum		5

Mean of transportation is safe

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.7	.7	.7
	Disagree	9	6.0	6.0	6.7
	Neutral	32	21.3	21.3	28.0



Agree	74	49.3	49.3	77.3
Strongly agree	34	22.7	22.7	100.0
Total	150	100.0	100.0	

## Statistics

There are sufficient of the first aid kit

N	Valid	150
	Missing	0
Mean		2.86
Median		3.00
Mode		3
Std. Deviation		.920
Minimum		1
Maximum		5



There are sufficient of the first aid kit

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	8	5.3	5.3	5.3
Disagree	45	30.0	30.0	35.3
Neutral	63	42.0	42.0	77.3
Agree	28	18.7	18.7	96.0
Strongly agree	6	4.0	4.0	100.0
Total	150	100.0	100.0	

Tourists' satisfaction on means of transportation

Criterion	Likert Scale	Frequency	Percent (%)	Mean	SD
The staffs are professional, friendly and polite	1 Strongly disagree	2	1.3	3.78	0.818
	2 Disagree	3	2.0		
	3 Neutral	49	32.7		
	4 Agree	68	45.3		
	5 Strongly agree	28	18.7		
Mean of transportation is safe, including life jackets	1 Strongly disagree	1	0.7	3.87	0.854
	2 Disagree	9	6.0		
	3 Neutral	32	21.3		
	4 Agree	74	49.3		



	5 Strongly agree	34	22.7		
There are	1 Strongly disagree	8	5.3		
sufficient of	2 Disagree	45	30.0		
medical	3 Neutral	63	42.0	2.86	0.920
instruments	4 Agree	28	18.7		
	5 Strongly agree	6	4.0		

#### 4. Tourists' satisfaction on tour guide

Statistics

His or her knowledge and presentation skill are good

N	Valid	150
	Missing	0
Mean		3.85
Median		4.00
Mode		4
Std. Deviation		.961
Minimum		1
Maximum		5



His or her knowledge and presentation skill are good

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	3	2.0	2.0	2.0
Disagree	9	6.0	6.0	8.0
Neutral	37	24.7	24.7	32.7
Agree	60	40.0	40.0	72.7
Strongly agree	41	27.3	27.3	100.0
Total	150	100.0	100.0	

Statistics

Communication and behavior skills are flexible

N	Valid	150
	Missing	0
Mean		3.66

Median	4.00
Mode	4
Std. Deviation	.968
Minimum	1
Maximum	5

Communication and behavior skills are flexible

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	14	9.3	9.3	10.7
	Neutral	50	33.3	33.3	44.0
	Agree	51	34.0	34.0	78.0
	Strongly agree	33	22.0	22.0	100.0
	Total	150	100.0	100.0	

Statistics

Enthusiasm, dedication in work

N	Valid	150
	Missing	0
Mean		3.77
Median		4.00
Mode		4
Std. Deviation		.862
Minimum		2
Maximum		5

Enthusiasm, dedication in work

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	11	7.3	7.3	7.3
	Neutral	44	29.3	29.3	36.7
	Agree	64	42.7	42.7	79.3
	Strongly agree	31	20.7	20.7	100.0
	Total	150	100.0	100.0	

## Tourists' satisfaction on tour guide

Criterion	Likert Scale	Frequency	Percent (%)	Mean	SD
His or her knowledge and presentation skill are good	1 Strongly disagree	3	2.0	3.85	0.961
	2 Disagree	9	6.0		
	3 Neutral	37	24.7		
	4 Agree	60	40.0		
	5 Strongly agree	41	27.3		
Communication and behavior skills are flexible	1 Strongly disagree	2	1.3	3.66	0.968
	2 Disagree	14	9.3		
	3 Neutral	50	33.3		
	4 Agree	51	34.0		
	5 Strongly agree	33	22.0		
Enthusiasm, dedication in work	1 Strongly disagree	0	0	3.77	0.862
	2 Disagree	11	7.3		
	3 Neutral	44	29.3		
	4 Agree	64	42.7		
	5 Strongly agree	31	20.7		

## 5. Tourists' satisfaction on natural environment

Statistics

The air is fresh and cool

N	Valid	150
	Missing	0
Mean		3.83
Median		4.00
Mode		4
Std. Deviation		.833
Minimum		2
Maximum		5

The air is fresh and cool

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	5	3.3	3.3	3.3
Neutral	52	34.7	34.7	38.0

Agree	57	38.0	38.0	76.0
Strongly agree	36	24.0	24.0	100.0
Total	150	100.0	100.0	

Statistics

The river water is clean

N	Valid	150
	Missing	0
Mean		2.93
Median		3.00
Mode		3
Std. Deviation		.917
Minimum		1
Maximum		5



The river water is clean

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	6	4.0	4.0	4.0
Disagree	42	28.0	28.0	32.0
Neutral	66	44.0	44.0	76.0
Agree	28	18.7	18.7	94.7
Strongly agree	8	5.3	5.3	100.0
Total	150	100.0	100.0	

Statistics

There are many plants along the river

N	Valid	150
	Missing	0
Mean		3.32
Median		3.00
Mode		3
Std. Deviation		.999
Minimum		1

## Statistics

There are many plants along the river

N	Valid	150
	Missing	0
Mean		3.32
Median		3.00
Mode		3
Std. Deviation		.999
Minimum		1
Maximum		5

There are many plants along the river

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	31	20.7	20.7	22.0
	Neutral	55	36.7	36.7	58.7
	Agree	41	27.3	27.3	86.0
	Strongly agree	21	14.0	14.0	100.0
	Total	150	100.0	100.0	

Tourists' satisfaction on natural environment

Criterion	Likert Scale	Frequency	Percent (%)	Mean	SD
The air is fresh and cool	1 Strongly disagree	0	0	3.83	0.833
	2 Disagree	5	3.3		
	3 Neutral	52	34.7		
	4 Agree	57	38.0		
	5 Strongly agree	36	24.0		
The river water is clean	1 Strongly disagree	6	4.0	2.93	0.917
	2 Disagree	42	28.0		
	3 Neutral	66	44.0		
	4 Agree	28	18.7		
	5 Strongly agree	8	5.3		
There are many plants along the river	1 Strongly disagree	2	1.3	3.32	0.999
	2 Disagree	31	20.7		
	3 Neutral	55	36.7		

4 Agree	41	27.3
5 Strongly agree	21	14

## 6. Tourists' satisfaction on catering – sightseeing – shopping - entertainment services

Statistics

There are many shops, entertainment sites

N	Valid	150
	Missing	0
Mean		3.33
Median		3.00
Mode		3
Std. Deviation		.847
Minimum		1
Maximum		5



There are many shops, entertainment sites nearby the floating market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.7	.7	.7
	Disagree	22	14.7	14.7	15.3
	Neutral	66	44.0	44.0	59.3
	Agree	49	32.7	32.7	92.0
	Strongly agree	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

Statistics

There are many other tourist sites

N	Valid	150
	Missing	0
Mean		3.55
Median		4.00
Mode		4
Std. Deviation		.815
Minimum		1

Statistics

There are many other tourist sites

N	Valid	150
	Missing	0
Mean		3.55
Median		4.00
Mode		4
Std. Deviation		.815
Minimum		1
Maximum		5

There are many other tourist sites nearby the floating market

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	11	7.3	7.3	8.7
	Neutral	53	35.3	35.3	44.0
	Agree	70	46.7	46.7	90.7
	Strongly agree	14	9.3	9.3	100.0
	Total	150	100.0	100.0	

Statistics

There are many restaurants, diners

N	Valid	150
	Missing	0
Mean		3.16
Median		3.00
Mode		3
Std. Deviation		.875
Minimum		1
Maximum		5

There are many restaurants, diners nearby the floating market

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	33	22.0	22.0	23.3
	Neutral	62	41.3	41.3	64.7
	Agree	45	30.0	30.0	94.7
	Strongly agree	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

Tourists' satisfaction on catering – sightseeing – shopping – entertainment services

Criterion	Likert Scale	Frequency	Percent (%)	Mean	SD
There are many shops, entertainment sites nearby the floating market	1 Strongly disagree	1	0.7	3.33	0.847
	2 Disagree	22	14.7		
	3 Neutral	66	44.0		
	4 Agree	49	32.7		
	5 Strongly agree	12	8.0		
There are many other tourist sites nearby the floating market	1 Strongly disagree	2	1.3	3.55	0.815
	2 Disagree	11	7.3		
	3 Neutral	53	35.3		
	4 Agree	70	46.7		
	5 Strongly agree	14	9.3		
There are many restaurants, diners nearby the floating market	1 Strongly disagree	2	1.3	3.16	0.875
	2 Disagree	33	22.0		
	3 Neutral	62	41.3		
	4 Agree	45	30.0		
	5 Strongly agree	8	5.3		

## 7. Tourists' satisfaction on security

### Statistics

There are not thieves, pickpockets

N	Valid	150
	Missing	0
Mean		4.12
Median		4.00
Mode		4
Std. Deviation		.794
Minimum		1



Statistics

There are not thieves, pickpockets

N	Valid	150
	Missing	0
Mean		4.12
Median		4.00
Mode		4
Std. Deviation		.794
Minimum		1
Maximum		5

There are not thieves, pickpockets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.7	.7	.7
Disagree	4	2.7	2.7	3.3
Neutral	21	14.0	14.0	17.3
Agree	74	49.3	49.3	66.7
Strongly agree	50	33.3	33.3	100.0
Total	150	100.0	100.0	

Statistics

There are not beggars

N	Valid	150
	Missing	0
Mean		4.17
Median		4.00
Mode		4
Std. Deviation		.784
Minimum		1
Maximum		5

There are not beggars

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly disagree	1	.7	.7	.7
	Disagree	2	1.3	1.3	2.0
	Neutral	23	15.3	15.3	17.3
	Agree	68	45.3	45.3	62.7
	Strongly agree	56	37.3	37.3	100.0
	Total	150	100.0	100.0	

## Statistics

There are not invitation with insistence and overcharged situation

N	Valid	150
	Missing	0
Mean		3.57
Median		4.00
Mode		3
Std. Deviation		1.006
Minimum		1
Maximum		5

There are not invitation with insistence and overcharged situation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.7	2.7	2.7
	Disagree	15	10.0	10.0	12.7
	Neutral	52	34.7	34.7	47.3
	Agree	49	32.7	32.7	80.0
	Strongly agree	30	20.0	20.0	100.0
	Total	150	100.0	100.0	

## Tourists' satisfaction on security

Criterion	Likert Scale	Frequency	Percent (%)	Mean	SD
There are not thieves, pickpockets	1 Strongly disagree	1	0.7	4.12	0.794
	2 Disagree	4	2.7		
	3 Neutral	21	14.0		
	4 Agree	74	49.3		

	5 Strongly agree	50	33.3		
There are not beggars	1 Strongly disagree	1	0.7		
	2 Disagree	2	1.3		
	3 Neutral	23	15.3	4.17	0.784
	4 Agree	68	45.3		
	5 Strongly agree	56	37.3		
There are not unsettled situation, challenged rates	1 Strongly disagree	4	2.7		
	2 Disagree	15	10.0		
	3 Neutral	52	34.7	3.57	1.006
	4 Agree	49	32.7		
	5 Strongly agree	30	20		

## 8. Tourists' satisfaction on the price of services

Statistics

Accommodation price is reasonable

N	Valid	150
	Missing	0
Mean		3.81
Median		4.00
Mode		4
Std. Deviation		.783
Minimum		2
Maximum		5

Accommodation price is reasonable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	7	4.7	4.7	4.7
	Neutral	42	28.0	28.0	32.7
	Agree	74	49.3	49.3	82.0
	Strongly agree	27	18.0	18.0	100.0
	Total	150	100.0	100.0	

Statistics

Tour price is reasonable

N	Valid	150
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Missing	0
Mean	3.74
Median	4.00
Mode	4
Std. Deviation	.772
Minimum	2
Maximum	5

Tour price is reasonable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	8	5.3	5.3	5.3
	Neutral	45	30.0	30.0	35.3
	Agree	75	50.0	50.0	85.3
	Strongly agree	22	14.7	14.7	100.0
	Total	150	100.0	100.0	

Statistics

Food price is reasonable

N	Valid	150
	Missing	0
Mean		3.64
Median		4.00
Mode		4
Std. Deviation		.830
Minimum		1
Maximum		5

Food price is reasonable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.3	1.3	1.3
	Disagree	8	5.3	5.3	6.7
	Neutral	52	34.7	34.7	41.3
	Agree	68	45.3	45.3	86.7

Strongly agree	20	13.3	13.3	100.0
Total	150	100.0	100.0	

## Statistics

## Shopping price is reasonable

N	Valid	150
	Missing	0
Mean		3.55
Median		4.00
Mode		3
Std. Deviation		.799
Minimum		2
Maximum		5



## Shopping price is reasonable

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	11	7.3	7.3	7.3
	Neutral	63	42.0	42.0	49.3
	Agree	58	38.7	38.7	88.0
	Strongly agree	18	12.0	12.0	100.0
	Total	150	100.0	100.0	

## Tourists' satisfaction on the prices of services

Criterion	Likert Scale	Frequency	Percent (%)	Mean	SD
Accommodation price is reasonable	1 Strongly disagree	7	0	3.81	0.783
	2 Disagree	42	4.7		
	3 Neutral	74	28.0		
	4 Agree	27	49.3		
	5 Strongly agree	7	18.0		
Tour price is reasonable	1 Strongly disagree	0	0	3.74	0.772
	2 Disagree	8	5.3		
	3 Neutral	45	30.0		
	4 Agree	75	50.0		
	5 Strongly agree	22	14.7		
Food price is	1 Strongly disagree	8	1.3	3.64	0.830

reasonable	2 Disagree	45	5.3		
	3 Neutral	75	34.7		
	4 Agree	22	45.3		
	5 Strongly agree	8	13.3		
Shopping price is reasonable	1 Strongly disagree	0	0		
	2 Disagree	11	7.3		
	3 Neutral	63	42.0	3.55	0.799
	4 Agree	58	38.7		
	5 Strongly agree	18	12.0		

### 9. Analyzing the general satisfaction of tourists on floating market tourism in Can Tho city

The general satisfaction on floating market tourism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly dissatisfaction	2	1.3	1.3	1.3
	Dissatisfaction	7	4.7	4.7	6.0
	Neutral	50	33.3	33.3	39.3
	Satisfaction	77	51.3	51.3	90.7
	Strongly satisfaction	14	9.3	9.3	100.0
Total		150	100.0	100.0	

Place \* The general satisfaction on floating market tourism Crosstabulation

		The general satisfaction to floating market tourism					Total
		Strongly dissatisfaction	Dissatisfaction	Neutral	Satisfaction	Strongly satisfaction	
Place Cai Rang	Count	2	6	34	61	12	115
	% within Place	1.7%	5.2%	29.6%	53.0%	10.4%	100.0%
	% within The general satisfaction to floating market tourism	100.0%	85.7%	68.0%	79.2%	85.7%	76.7%
Phong Dien	Count	0	1	16	16	2	35
	% within Place	.0%	2.9%	45.7%	45.7%	5.7%	100.0%

	% within The general satisfaction to floating market tourism	.0%	14.3%	32.0%	20.8%	14.3%	23.3%
Total	Count	2	7	50	77	14	150
	% within Place	1.3%	4.7%	33.3%	51.3%	9.3%	100.0%
	% within The general satisfaction to floating market tourism	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

### Comparing the satisfaction of tourists between Cai Rang and Phong Dien floating markets

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Place * The general satisfaction to floating market tourism	150	100.0%	0	.0%	150	100.0%

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.602 <sup>a</sup>	4	.808
Likelihood Ratio	2.013	4	.733
Linear-by-Linear Association	.337	1	.561
N of Valid Cases	150		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .40.

### Comparing the satisfaction between domestic and international tourists on floating market tourism in Can Tho city

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

	N	Percent	N	Percent	N	Percent
Nationality * The general satisfaction to floating market tourism	150	100.0%	0	.0%	150	100.0%

Nationality \* The general satisfaction on floating market tourism Crosstabulation

		The general satisfaction on floating market tourism					Total	
		Strongly dissatisfaction	Dissatisfaction	Neutral	Satisfaction	Strongly satisfaction		
Nationality	Nationality Vietnamese	Count	2	6	41	59	12	120
	% within Nationality		1.7%	5.0%	34.2%	49.2%	10.0%	100.0%
	% within The general satisfaction to floating market tourism		100.0%	85.7%	82.0%	76.6%	85.7%	80.0%
Nationality	Nationality Foreigner	Count	0	1	9	18	2	30
	% within Nationality		.0%	3.3%	30.0%	60.0%	6.7%	100.0%
	% within The general satisfaction to floating market tourism		.0%	14.3%	18.0%	23.4%	14.3%	20.0%
Total	Total	Count	2	7	50	77	14	150
	% within Nationality		1.3%	4.7%	33.3%	51.3%	9.3%	100.0%
	% within The general satisfaction to floating market tourism		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests



	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.602 <sup>a</sup>	4	.808
Likelihood Ratio	2.013	4	.733
Linear-by-Linear Association	.337	1	.561
N of Valid Cases	150		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .40.

### Testing the relationship between tourists' satisfaction with their plan to visit again, and introduce to their relatives and friends

Crosstab

			The general satisfaction on floating market tourism					Total
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Plan to visit floating market again	Yes	Count	0	1	7	32	11	51
		% within Plan to visit floating market again	.0%	2.0%	13.7%	62.7%	21.6%	100.0%
		% within The general satisfaction to floating market tourism	.0%	14.3%	14.0%	41.6%	78.6%	34.0%
No		Count	2	2	17	10	0	31
		% within Plan to visit floating market again	6.5%	6.5%	54.8%	32.3%	.0%	100.0%
		% within The general satisfaction to floating market tourism	100.0%	28.6%	34.0%	13.0%	.0%	20.7%
Maybe		Count	0	4	26	35	3	68
		% within Plan to visit floating market again	.0%	5.9%	38.2%	51.5%	4.4%	100.0%
		% within The general satisfaction to floating market tourism	.0%	57.1%	52.0%	45.5%	21.4%	45.3%
Total		Count	2	7	50	77	14	150

% within Plan to visit floating market again	1.3%	4.7%	33.3%	51.3%	9.3%	100.0%
% within The general satisfaction to floating market tourism	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.908 <sup>a</sup>	8	.000
Likelihood Ratio	37.034	8	.000
Linear-by-Linear Association	10.148	1	.001
N of Valid Cases	150		

a. 8 cells (53.3%) have expected count less than 5. The minimum expected count is .41.

### Plan to introduce the floating market to relatives, friends \* The general satisfaction on floating market tourism

## Crosstab

			The general satisfaction on floating market tourism					Total
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Plan to introduce the floating market to relatives, friends	Yes	Count	0	1	12	63	14	90
		% within Plan to introduce the floating market to relatives, friends	.0%	1.1%	13.3%	70.0%	15.6%	100.0%
		% within The general satisfaction to floating market tourism	.0%	14.3%	24.0%	81.8%	100.0%	60.0%
No		Count	2	3	7	0	0	12
		% within Plan to introduce the floating market to relatives, friends	16.7%	25.0%	58.3%	.0%	.0%	100.0%
		% within The general satisfaction to floating market tourism	100.0%	42.9%	14.0%	.0%	.0%	8.0%

May	Count	0	3	31	14	0	48
be	% within Plan to introduce the floating market to relatives, friends	.0%	6.2%	64.6%	29.2%	.0%	100.0%
	% within The general satisfaction to floating market tourism	.0%	42.9%	62.0%	18.2%	.0%	32.0%
Total	Count	2	7	50	77	14	150
	% within Plan to introduce the floating market to relatives, friends	1.3%	4.7%	33.3%	51.3%	9.3%	100.0%
	% within The general satisfaction to floating market tourism	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	89.637 <sup>a</sup>	8	.000
Likelihood Ratio	83.460	8	.000
Linear-by-Linear Association	36.765	1	.000
N of Valid Cases	150		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .16.

#### IV/ ANALYZING THE FACTORS AFFECTING TOURISTS' SATISFACTION ON FLOATING MARKET TOURISM IN CAN THO

## Descriptive Statistics

	Mean	Std. Deviation	Analysis N
The room is spacious and airy	3.82	.820	150
The staffs are friendly and polite	3.85	.800	150
Furniture and facilities are well- equipped	3.76	.849	150
Access wifi/internet is strongly	3.75	.837	150
The road to the floating market is wide	3.57	.814	150

The road surface to the floating market is flat	3.34	.933	150
Parking lots and boat stations are clean and wide	3.23	1.019	150
The staffs are professional, friendly and polite	3.78	.818	150
Mean of transportation is safe	3.87	.854	150
There are sufficient of medical instruments	2.86	.920	150
His or her knowledge and presentation skill are good	3.85	.961	150
Communication and behavior skills are flexible	3.66	.968	150
Enthusiasm, dedication in work	3.77	.862	150
The air is fresh and cool	3.83	.833	150
The river water is clean	2.93	.917	150
There are many shops, entertainment sites	3.33	.847	150
There are many other tourist sites	3.55	.815	150
There are many restaurants, diners	3.16	.875	150
There are not thieves, pickpockets	4.12	.794	150
There are not beggars	4.17	.784	150
There are not unsettled situation, challenged rates	3.57	1.006	150
Accommodation price is reasonable	3.81	.783	150
Tour price is reasonable	3.74	.772	150
Food price is reasonable	3.64	.830	150
Shopping price is reasonable	3.55	.799	150

KMO and Bartlett's Test

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy.		.868
Bartlett's Test of Sphericity	Approx. Chi-Square	2.311E3
	df	300

Sig.	.000
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## Communalities

	Initial	Extraction
The room is spacious and airy	1.000	.737
The staffs are friendly and polite	1.000	.649
Furniture and facilities are well- equipped	1.000	.737
Access wifi/internet is strongly	1.000	.707
The road to the floating market is wide	1.000	.770
The road surface to the floating market is flat	1.000	.778
Parking lots and boat stations are clean and wide	1.000	.758
The staffs are professional, friendly and polite	1.000	.672
Mean of transportation is safe	1.000	.599
There are sufficient of medical instruments	1.000	.493
His or her knowledge and presentation skill are good	1.000	.773
Communication and behavior skills are flexible	1.000	.810
Enthusiasm, dedication in work	1.000	.726
The air is fresh and cool	1.000	.532
The river water is clean	1.000	.399
There are many shops, entertainment sites	1.000	.621
There are many other tourist sites	1.000	.624
There are many restaurants, diners	1.000	.624
There are not thieves, pickpockets	1.000	.862
There are not beggars	1.000	.880
There are not unsettled situation, challenged rates	1.000	.686
Accommodation price is reasonable	1.000	.757
Tour price is reasonable	1.000	.757
Food price is reasonable	1.000	.711
Shopping price is reasonable	1.000	.673

Extraction Method: Principal Component Analysis.

## Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.479	37.914	37.914	9.479	37.914	37.914	3.166	12.663	12.663
2	2.190	8.760	46.674	2.190	8.760	46.674	2.950	11.802	24.465
3	1.769	7.074	53.749	1.769	7.074	53.749	2.906	11.625	36.090
4	1.429	5.715	59.463	1.429	5.715	59.463	2.863	11.451	47.541
5	1.347	5.387	64.850	1.347	5.387	64.850	2.811	11.242	58.784
6	1.123	4.492	69.342	1.123	4.492	69.342	2.640	10.558	69.342
7	.953	3.812	73.154						
8	.820	3.282	76.435						
9	.695	2.780	79.216						
10	.665	2.661	81.877						
11	.551	2.203	84.080						
12	.519	2.076	86.156						
13	.497	1.989	88.146						
14	.405	1.620	89.766						
15	.381	1.522	91.288						
16	.337	1.348	92.636						
17	.331	1.324	93.960						
18	.286	1.144	95.104						
19	.250	.999	96.103						
20	.240	.962	97.065						
21	.213	.853	97.918						
22	.167	.668	98.586						
23	.149	.597	99.183						
24	.110	.439	99.622						
25	.094	.378	100.000						

Extraction Method: Principal

Component Analysis.

	Component					
	1	2	3	4	5	6
The room is spacious and airy	.688		.472			
The staffs are friendly and polite	.607		.504			
Furniture and facilities are well- equipped	.590		.571			
Access wifi/internet is strongly	.405		.730			
The road to the floating market is wide	.615	-.429				-.420
The road surface to the floating market is flat	.615	-.354				-.505
Parking lots and boat stations are clean and wide	.617	-.472				-.315
The staffs are professional, friendly and polite	.762					
Mean of transportation is safe	.643	-.318				
There are sufficient of medical instruments	.572					
His or her knowledge and presentation skill are good	.638				-.480	
Communication and behavior skills are flexible	.686				-.374	
Enthusiasm, dedication in work	.664			-.329		
The air is fresh and cool	.588					.360
The river water is clean	.480		-.324			
There are many shops, entertainment sites	.652					
There are many other tourist sites	.505	.304		.314	.361	
There are many restaurants, diners	.580				.374	.314
There are not thieves, pickpockets	.684	.305		.355	-.396	
There are not beggars	.640	.327		.417	-.408	
There are not unsettled situation, challenged rates	.593	.339		.392		
Accommodation price is reasonable	.640	.461		-.350		
Tour price is reasonable	.637	.467		-.332		
Food price is reasonable	.590	.503				
Shopping price is reasonable	.603	.412				

Extraction Method: Principal Component Analysis.

a. 6 components extracted.

Rotated Component Matrix<sup>a</sup>

	Component					
	1	2	3	4	5	6
The room is spacious and airy			.709			

The staffs are friendly and polite			.716			
Furniture and facilities are well- equipped			.781			
Access wifi/internet is strongly			.829			
The road to the floating market is wide				.818		
The road surface to the floating market is flat				.823		
Parking lots and boat stations are clean and wide				.786		
The staffs are professional, friendly and polite	.479		.346		.365	.311
Mean of transportation is safe	.492	.305			.357	
There are sufficient of medical instruments	.481		.453			
His or her knowledge and presentation skill are good					.801	
Communication and behavior skills are flexible					.797	
Enthusiasm, dedication in work					.746	
The air is fresh and cool	.518				.445	
The river water is clean	.439					
There are many shops, entertainment sites			.662			
There are many other tourist sites	.373	.615				
There are many restaurants, diners		.714				
There are not thieves, pickpockets						.832
There are not beggars						.872
There are not unsettled situation, challenged rates						.739
Accommodation price is reasonable	.788					
Tour price is reasonable	.790					
Food price is reasonable	.775					
Shopping price is reasonable	.739					

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Component Transformation Matrix

Component	1	2	3	4	5	6
1	.416	.446	.385	.406	.416	.376
2	.674	-.082	-.117	-.548	-.286	.379
3	-.179	-.242	.899	-.232	-.212	.049
4	-.503	.444	-.115	-.028	-.397	.615



5	.250	.525	.119	.148	-.591	-.526
6	-.159	.513	.049	-.677	.441	-.238

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Score Coefficient Matrix

	Component					
	1	2	3	4	5	6
The room is spacious and airy	.054	-.114	.280	.058	-.057	-.018
The staffs are friendly and polite	.028	-.057	.301	-.014	-.026	-.057
Furniture and facilities are well- equipped	-.090	.047	.339	-.056	-.017	-.059
Access wifi/internet is strongly	-.022	-.058	.400	-.086	-.076	-.025
The road to the floating market is wide	.002	-.102	-.029	.417	-.098	-.022
The road surface to the floating market is flat	.020	-.163	-.038	.441	-.120	.039
Parking lots and boat stations are clean and wide	-.021	-.044	-.059	.373	-.039	-.050
The staffs are professional, friendly and polite	-.117	.138	.030	.016	.062	.063
Mean of transportation is safe	-.177	.188	.054	-.021	.087	.025
There are sufficient of medical instruments	-.047	.179	.004	.149	-.103	-.050
His or her knowledge and presentation skill are good	-.039	-.123	-.036	-.086	.417	.036
Communication and behavior skills are flexible	.009	-.072	-.095	-.049	.396	-.019
Enthusiasm, dedication in work	.017	-.036	-.015	-.071	.368	-.104
The air is fresh and cool	-.073	.236	.014	-.120	.178	-.115
The river water is clean	.074	.180	-.115	.066	.007	-.121
There are many shops, entertainment sites	-.067	.310	-.069	-.070	-.004	.040
There are many other tourist sites	.083	.311	-.091	-.036	-.211	.046
There are many restaurants, diners	.005	.385	.023	-.137	-.074	-.092
There are not thieves, pickpockets	-.059	-.086	-.043	-.023	.011	.416
There are not beggars	-.080	-.082	-.038	-.032	-.013	.452
There are not unsettled situation, challenged rates	-.029	-.017	-.031	-.004	-.100	.365
Accommodation price is reasonable	.316	-.060	-.015	-.056	.044	-.073
Tour price is reasonable	.323	-.079	.039	-.021	-.029	-.069
Food price is reasonable	.317	-.099	-.054	.028	-.047	.009
Shopping price is reasonable	.300	.050	-.037	-.016	-.057	-.103

Component Transformation Matrix

Component	1	2	3	4	5	6
1	.416	.446	.385	.406	.416	.376
2	.674	-.082	-.117	-.548	-.286	.379
3	-.179	-.242	.899	-.232	-.212	.049
4	-.503	.444	-.115	-.028	-.397	.615
5	.250	.525	.119	.148	-.591	-.526
6	-.159	.513	.049	-.677	.441	-.238

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

Component Score Covariance Matrix

Component	1	2	3	4	5	6
1	1.000	.000	.000	.000	.000	.000
2	.000	1.000	.000	.000	.000	.000
3	.000	.000	1.000	.000	.000	.000
4	.000	.000	.000	1.000	.000	.000
5	.000	.000	.000	.000	1.000	.000
6	.000	.000	.000	.000	.000	1.000

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Component Scores.

## VITA

Nguyen Thi Huynh Phuong was born in Can Tho city, Vietnam. She received a Bachelor of Tourism at Can Tho University in 2009. Since she started working at the University in December 2009, she has been teaching subjects related to geography, tourism and culture. Over the time, she have become interested in exploring history, tourism, culture and social development of other countries, especially ASEAN countries.

As knowing about the Master Program in Southeast Asian Studies, she wanted to apply for the Fellowship Program to pursue her desire of higher education. She began to enroll in the Master Degree in Southeast Asian Studies Program at Chulalongkorn University, Bangkok, Thailand, in May 2013.

In Mekong Delta, Vietnam, floating market is known as a valuable resource, a form of commercialized civilization, a cultural characteristic and special form of tourism. With the interest of learning more about tourism in her hometown, so she did the research on the topic “Floating markets and the development of floating market tourism in Can Tho city, Vietnam” because the development of this tourism form is now still limited. Finally, she explored the reasons for this situation and found out some solutions to improve floating market tourism in Can Tho city.