The Potentials and Challenges of Responsible Tourism in the Mekong Delta from the Experience of Travel Agencies and Local Communities in Ben Tre Province, Viet Nam

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Abstract

The main objectives of this research were to study the factors influencing the potentials and challenges of Responsible Tourism in the Mekong Delta in Viet Nam. In addition, the research would suggest some good recommendations or solutions from the problems occurring among local people, tourists, travel agents and other participants to the tourism industry of the destination. The research methodology used in this study was the qualitative methodology: the sampling of this study was purposeful focusing on travel agents and some local communities who are working and doing businesses in the tourism industry such as home-stays, local restaurants, tourist attractions, etc. in Ben Tre province, Viet Nam. They were selected in this research because of their experience in the tourism industry and the richness in the data gathered. The interview questions would apply 5 W + H style (What, When, Where, Who, Why and How) to ask the participants such as a vice-manager of Culture, Sports and Tourism Department, 7 travel agent managers and 7 local communities such as home-stay owners, local service providers and local people (farmers). Research findings were as follows: the potentials of Responsible Tourism for local people were better income, better life, enhanced knowledge, exchange culture, natural environment, attitude change and values of local products. The potentials of Responsible Tourism for travelers were awareness of greenness, exchange culture, experience of greenness and satisfaction. The potentials of Responsible Tourism for travel agents were profits, connection, support and reputation. Nevertheless, the challenges of Responsible Tourism were lack of support from the government, spontaneous tourism, competition, infrastructure, transportation, human resources, paperwork, Vietnamese war’s effects, lack of tourist attractions, destroyed culture, limited customers and lack of profits. Finally, the solutions and suggestions for Responsible Tourism were tourism strategies, supports, new products, training courses, attitude change, infrastructure and transportation improvement, co-operation, taking advantages of natural conditions and preparation.

Keywords: Responsible Tourism, Potentials, Challenges, Better Income, Better Life, Natural Environment.
1. Introduction

In the current world, tourism is one of the largest and fastest growing economic sectors in comparison with other industries. According to the World Tourism Organization (UNWTO) (2011), the number of international tourists has been growing from 25 million in 1950, to 277 million in 1980, to 435 million in 1990, to 675 million in 2000, and the current 940 million. Globally, as an export category, tourism ranks fourth after fuels, chemicals and automotive products with some US$ 3 billion in export income per day from inbound tourism and the industry is one of the third of the world’s exports of commercial services (Madrid, 2011).

According to the Vietnam General Statistics Office (2012), there are more than doubled of international visitors arriving in Vietnam over the past twelve years, from 2.1 million in 2000 to 6.8 million in 2012. Meanwhile, domestic tourism has been running a similar trend more than doubling from 11.7 million in 2000 to 23 million in 2009. In fact, the UNWTO (2012) which was cited in Viet Nam Responsible Tourism Toolkit (2013), presents that the 8.9% growth rate of international visitor arrivals in Vietnam over the past decade has far outpaced the 3.4% being experienced for world tourism in general. And in 2015, the tourism industry will be the single largest employer in Viet Nam, contributing to approximately 15% of the national workforce and approximately 1.4 million direct jobs, and a substantial number of indirect jobs (Rochelle Turner, 2013). And in the future, by 2020, from 10 to 10.5 million international visitor arrivals in Viet Nam (7.6 percent annual increase), and 48 million domestic tourists (5.3 percent annual increase) are expected, with tourism revenues increasing up to US$ 18-19 billion (13.8 percent increase to 2015, 12 annual percent increase thereafter), the contribution to GDP rising to 6.5-7%, and the sector expected to attract some US$ 42.5 billion in investment world-wide (Environmentally and Socially Responsible Tourism (ESRT), 2013).

Following the developing trends, the Mekong Delta has been one of the fastest growing world destinations for a few years. Some places in the Mekong Delta of Viet Nam have nearly become mass tourism destinations, so people destroyed the natural areas such as beaches, landscapes, cultural heritages which make the tourism become under threat. As a result, responsible tourism plays an important role to achieve a virtuous circle. And the host communities in the Mekong Delta recognized that the potentials of responsible tourism in helping lift them out of poverty are increasingly acknowledged. Therefore, responsible tourism is becoming one of the target tourism models in order to release the negative impacts on economy, society and environment and bring the most benefits for the local communities and in particular disadvantaged groups to make a better future for them.

This research mentioned the challenges and potentials of responsible travel in the Mekong Delta of Viet Nam that would be known as how to develop the service standards for tourism...
in Viet Nam, gain more benefits for local communities, reduce the impacts on natural environment and gain more satisfactions for tourists in order to be one of the most attractive destinations in Viet Nam. Additionally, the researcher would apply the knowledge in Responsible Tourism to Ben Tre province in the Mekong Delta of Viet Nam.

The researcher hoped that this study would provide valuable perspectives for tourism industry in the Mekong Delta especially in Ben Tre province in order to apply and effectively develop Responsible Tourism in the Mekong Delta in the near future. Moreover, thanks to the findings from this project, the researcher has been looking for more investment from the government and organizations in tourism industry in the destination. Finally, the author expected that this study would be a valuable document for people who are interested in Responsible Tourism and sustainable development for the future of tourism.

1.1 Research Objectives
1. To study the tourism trend in the Mekong Delta in Viet Nam and Responsible Tourism.
2. To recognize the challenges faced by travel agents in the Mekong Delta in Viet Nam when they organize the Responsible Tourism.
3. To find out the opportunities from Responsible Tourism gained by travel companies in the Mekong Delta of Viet Nam.
4. To study the positive impacts of Responsible Tourism to the local communities in the Mekong Delta of Viet Nam.
5. To suggest suitable solutions for Responsible Tourism in the Mekong Delta of Viet Nam.

1.2 Significance of the Study
1. Host communities: they can use the results of this study to be a guideline in order to develop and improve the services and products for Responsible Tourism and Tourism industry.
2. Government: they can use the improvement of this research to provide a high standard of Responsible Tourism for travelers as well as the awareness of tourists and local people of the environment in both the Mekong Delta and worldwide.
3. Travel agents: they can use the improvement of this research to gain more satisfaction for customers, travelers and sustain their businesses in the future.
4. Tourists: the results of this research will make the increasing in the customers’ awareness of the environment and educate them to become more responsible in their future life.
5. Other researchers: they can use the results of this study to expand their further research study.

2. Literature Review

The term “Responsible Tourism” given by Tony and Maureen Wheeler – Founders, Lonely Planet Publications, 2013 is defined that responsible travel is making impacts which
are “as positive as possible” on the environment, local cultures and economies. Hence, destinations need to be protected by all participants such as host communities, travel agents and travelers. Moreover, at the starting point of Responsible Tourism, it was concluded that Responsible Tourism would make better life for local people, better environment for local communities and also provide more tourist attractions for travelers (Cape Town, 2002). Furthermore, during their holidays, travelers may have both positive impacts and negative impacts on local people. They will get some new experiences out of their trips as well as return a little bit back to destinations and the local. As a result, the aim of responsible tourism is to minimize the negative impacts and maximize the positive benefits on destinations and environment. And Responsible tourism has been more and more popular from such kind of holidays from budget travel, volunteer travel to luxury holidays (Justin Francis, 2008).

According to Wang Liqin, 2013, he pointed out the importance and necessity of the responsible tourism and analyzed the tourism industry stakeholders such as tourism businesses, travelers, local communities, and the government. Hence, the author suggested people enhance awareness for “Responsible Tourism”, and make due efforts for ancient civilization which can exist for a long time. The claim was presented before by the World Travel Market in 2007 for World Responsible Tourism Day. All the participants who were operators, hoteliers, government, host communities and tourists had to take responsibility, take action to make tourism industry become sustainable development.

The trend of responsible tourism is more popular in recent years. Travelers are willing to pay more for their trips which benefit for the local communities, environment and society in destinations (Justin Francis, 2008). As a result, the travel agents need to have some strategies to apply responsible characteristics into their products and services. These will help them gain more competitive advantages, profitable businesses and social effects (Environmentally and Socially Responsible Tourism Capacity Development Program, 2013). Following the previous survey results, the researcher would like to apply this new tourism model into Mekong Delta of Viet Nam. The destination in this research is one of the developing provinces in the lowest land of the Mekong Delta (Ben Tre province, 2010 - 2012). It has enough conditions to develop responsible tourism such as friendly and hospitality local community (the majority is farmer), natural environment and government’s support. This research would be expected to carry out the sustainable development for tourism industry in this province and in the Mekong Delta of Viet Nam.

3. Research Methodology

3.1 Research Strategy

The results derived from qualitative research are usually simplified from the interviewee’s information in comparison with using information to prove or disprove a given
theory (Robson, Pemberton and McGrane, 2008 as cited in Nichanun Chancharatsin, 2011). Nichanun Chancharatsin (2011) presented that qualitative research method results in a better describing situation, individuals or circumstances when compared with quantitative research. Furthermore, the quantitative method may limit the information in the real situation, so people believed that qualitative research will point out wider and more reliable results.

3.2 Population

According to the research objectives and the characteristics of population, the sampling of this study is purposive sampling (purposeful sampling or non-probability sampling or qualitative sampling) that will focus on travel agents and some local communities who are working and doing businesses in the tourism industry such as home-stays, local restaurants, tourist attractions, etc. in Ben Tre province. The reason why the researcher applied purposive sampling in this research is because of the local experiences in tourism industry and the richness in the data gathered. According to Tashakkori and Teddlie (2003) (as cited in Charles Teddlie and Fen Yu, 2007), this technique selects the certain units or cases “based on a specific purpose rather than randomly” that would meet the characteristics of population as well as conduct the best findings for this study. The researcher would select the best companies in the destination and right local people (farmers) who are doing tourism businesses to find out the current and reliable information in tourism industry.

In order to determine what variables to analyze in this research and to set up a good research design, the qualitative research method was applied. Personal interviews of fifteen people who have been working in tourism industry in the destination would provide a breath of experiences and information. There were a representative staff of Culture, Sport and Tourism Department, 3 home-stay owners, a local service supplier, 3 local farmers and 7 travel agent managers interviewed. The objective of personal interviews was to understand deeper the perspectives, experiences, ideas, attitudes and awareness of leaders in tourism industry and local communities about the responsible tourism.

3.3 Research Instrument

For the qualitative data, the researcher used perspectives, experiences, ideas, attitudes and awareness of leaders in tourism industry and local communities connected to responsible tourism based on management and coordination of the organizations and community-based tourism questions which involved the participations of the local citizens by using a semi-structured interview format. Furthermore, the researcher used the formula 5 W + H (What, When, Where, Who, Why and How) in interview questions for creating quality questions (Kittieme, 2012) and applied inductive techniques to summarize the input by those interviewees.
3.4 Data Management and Analysis

Analysis of qualitative data is the most important and difficult part of the study. There are many different ways of analysis of qualitative data, in this study, the thematic analysis of data was applied. The key stages in the thematic analysis which is the most common method for descriptive qualitative projects were:

- Read and annotate transcripts: make the first observations about the data – try to understand the interviewees’ meaning.
- Identify themes: look at the details of the data to start identifying themes. In each transcript, the researcher started to note what the interviewee was talking about, and what they presented for this topic.
- Developing a coding scheme: the information from the interview can be gathered together to begin to develop a coding scheme. Each broad code may have some sub codes. The researcher coded local participants in group 1 in which 7 interviewees were coded from 1 to 7 and management participants in group 2 in which 8 interviewees were coded from 1 to 8. Specifically, the findings were coded in key words which covered all the meanings of information from the interviewees.
- Coding the data: whole data set should be coded to ensure that the researcher got the truly comprehensive analysis.
- Cutting and pasting: after all data have been coded, the researcher will cut and paste codes into piles by code. The researcher took the data from original texts and gathered data together in the same topic and looked for the patents across the data.

4. Research Findings

The results of the study were originated from the responses of 15 people including: a vice-manager of Tourism Department in Ben Tre province, 7 local people (3 home-stay owners, a local service supplier and 3 local farmers) and 7 managers of travel agencies. The outcomes of the interviews were based on the prepared set of interview questions. According to those interview questions, the key findings of the study were demonstrated as follows.

Aspect 1: Current trend of tourism industry - the tourism industry in this destination and in the Mekong Delta is developing sharply more than in the past. The evidence from the interviews presents that the number of tourists coming to this destination has been increasing more than 10% annually. Because of the improvement of infrastructure and transportation, it brings the most conveniences for tourists when they visit the destination. Moreover, the natural condition is one of the most important factors to attract more and more travelers coming to this area. And the most popular tourism types in this destination and in the Mekong
Delta are ecotourism and rural tourism which continue to be expected more developed in the near future.

Aspect 2: Responsible Tourism – to be expected to bring a lot of benefits to local communities, travel agents and travelers. To have fruitful, the local people need to change their attitude as well as to be responsible for their life. And the travel agents have to be responsible for their products and services. Both of their efforts will play important roles in creating new kinds of tourism in the destination. Furthermore, travelers will bring the most positive impacts to the local communities to protect the destination’s environment and to make better life for the local. All participants in Responsible Tourism will make a better destination and help tourism industry become sustainable development.

Aspect 3: The benefits for local people: Better income, better life - Responsible tourism creates more job opportunities for the local. They are provided jobs in their free time to increase their supplement income as well as to make their life better. Besides that, responsible travelers will organize donations or charities during their trips to help the poor people and the disable. Thanks to responsible travelers, local people will learn some good things from them such as how to protect the natural environment, to manage their time and to behave together. As a result, Responsible Tourism will make a better destination and better life for the local.

Aspect 4: The benefits for local people: Enhance knowledge and exchange culture - the local will gain more knowledge and exchange new cultures when they are doing tourism. They will learn how to greet and serve guests and how to be more polite in front of foreigners and other people. They will be trained and updated some information and skills for their jobs. Furthermore, they will experience new cultures which are totally different from them. Some of new cultures are good, but some are bad, so the local should recognize and learn from the good cultures. In general, Responsible tourism will improve the knowledge of new cultures for the local communities to make their life more meaningful.

Aspect 5: The benefits for local people: Natural environment - Responsible Tourism educates the local and travelers to be aware of protecting the natural environment. The local people will change their bad habits to protect the environment, and they will encourage others to take-care of the natural environment. Also, the travelers with good attitude in the natural environment will educate the local in their destination to be responsible for the environment and their life. All in all, Responsible tourism will gather all participants together to protect the environment for the earth.

Aspect 6: The benefits for local people: Attitude change and value of local products - the Responsible Tourism will change the attitude of the local and increase the value of products in the destination. As discussed in the interview responses, the attitude of local people will be changed in a better way when they do tourism businesses. They will be open-minded,
friendlier and more polite in the society. Besides that, thanks to tourism, the value of products will be increased. They will purchase their products directly to travelers with the best prices. Both travelers and local people will have benefits in such products.

Aspect 7: The benefits for travel agents – Profits, connection, support and reputation - Responsible Tourism will bring more customers, good connections, more supports and reputation to travel agents. The information presents that the more customers, the more benefits which travel agents will get for their businesses so that Responsible tourism will bring more profits and potentials to travel agents. When they become responsible tourism makers, they will have good connections and supports from government and organizations for their businesses. They also become famous in the tourism industry not only in their regions but also worldwide. As a result, Responsible tourism will be believed as a new product in the next period of sustainable development in tourism industry.

Aspect 8: The benefits for travelers: Awareness of Greenness - Responsible Tourism will create the awareness of natural environment for travelers. During their tours, they will have some activities which directly connect with the local life and natural environment such as planting trees, picking up garbage, cleaning local rivers, building local alleys, etc. all of which make them more aware of the local life, natural environment, and conservation when they come back to their countries.

Aspect 9: The benefits for travelers: Satisfaction, exchange culture and experience of greenness - travelers will gain more satisfaction, awareness of greenness and exchange of culture when they are taking responsible tours. The evidence from the interviews demonstrates that travelers will be happy and comfortable after taking responsible tours. They have chances to explore nature, new cultures which they only experienced from books, magazines or other comments. They will experience the local life by bicycling, cooking, fishing, and home-staying to know the real atmosphere of villages or a poor area. The main purpose of Responsible tourism is “travel like a local” (Justin Francis, 2008).

Aspect 10: The challenges of Responsible Tourism: Lack of support from government - The destination is a developing province, so the government is afraid of risk when investing for tourism industry. They just encourage the local in a psychological method, so the local people do not meet the quality of tourism standard. Furthermore, as discussed in the interview information, lack of support will be harmful for the sustainable development as well as will bring more challenges for the future of tourism industry.

Aspect 11: The challenges of Responsible Tourism: Spontaneous tourism - most of the local people who are providing tourism products and services in the destination are spontaneous. It is firmly believed to be one of the most challenges for Responsible tourism. If people do not have skills, knowledge or abilities, they cannot meet the quality standard in
tourism industry. They even cannot meet the travelers’ satisfaction as well as they will destroy the tourism industry in this destination in the future.

Aspect 12: The challenges of Responsible Tourism: Competition, human resources, infrastructure and transportation - The tourism providers compete together to attract travelers, so they decrease the quality and increase the prices of products and services. They have illegal strategies in doing businesses to gain more profits. Furthermore, the travel agents in this destination do not have enough well-trained staffs who graduated from tourism schools or vocational schools. This will challenge tourism industry in providing good services for foreign travelers. Poor infrastructure and transportation is also another issue in this destination. Travelers need safety and good quality in products and in services, so poor infrastructure and transportation will challenge Responsible tourism to welcome tourists in the future.

Aspect 13: The challenges of Responsible Tourism: Paperwork, Vietnamese war’s effects and lack of tourist attraction points - The evidence from the interview information illustrates that the process of asking for permission from the government or people’s committee takes a long time and is too complicated. Because of the Vietnamese law, whenever paperwork is related to foreigners, the organizers have to strictly follow the process of immigration, while the characteristics of Responsible Tourism are connecting with the local, living in the local house and acting with them, so the government needs to control all travelers when they come to destination. Besides that, the effects of Vietnamese war are still happening at present. The older people do not like westerners because they are still thinking the westerners want to make war with Viet Nam. As a result, they are not willing to welcome travelers to come to their communities. This brings another problem to Responsible Tourism: there is not Responsible Tourism if the local communities do not open their houses. And one of the potential issues for tourism industry in this destination is lack of tourist attractions which play an important role in attracting travelers to come to spend their holidays. All in all, in the developing countries, there are some issues which are still remaining in the society from the national laws to the local thinking, so they will challenge tourism businesses when Responsible Tourism is applied in such nations.

Aspect 14: The challenges of Responsible Tourism: Destroyed culture, limited customers and fewer profits - The interviewees are afraid that tourism will destroy the local culture, so the local will adopt foreign living styles, foods and thinking. When such worry is still happening, it is very hard to develop Responsible Tourism in this destination. Besides that, because Responsible Tourism is a new kind of tourism, it will have limited customers. Travel agents and tourism providers face challenges in finding the right target market for Responsible Tourism. As discussed in the interviews, because of potential fees during
travelers’ trips, they will decrease the profits from tours. Therefore, Responsible Tourism is believed to bring back fewer profits than other tours, so the travel agents and organizers are not interested in responsible tours in their businesses. In general, based on the evidence from the interview information, Responsible Tourism might face some minority difficulties in this destination such as destroyed culture, limited customers and fewer profits.

Aspect 15: Solutions and suggestions: Tourism strategies and supports - It requires all stakeholders have strategies to develop tourism industry in the right way in this destination. And tourist attraction is one of the priority strategies to develop tourism businesses. Furthermore, the government or organizations are willing to invest for tourism industry in this destination. They will co-operate with the local travel agents and local people to develop the local tourism.

Aspect 16: Solutions and suggestions: New products and training courses - To develop the tourism industry in this destination, the government and travel agents should create new kinds of tourism products and services which are different from the current products. Responsible Tourism will have more opportunities in this solution. Besides that, travel agents need to train their staffs to ensure well-trained human resources and meet the standard of international tourism. Therefore, Responsible Tourism will have more potentials to be developed in this destination in the future.

Aspect 17: Solutions and suggestions: Attitude change, infrastructure and transportation improvement - the evidence from the interview information shows that the local should change their current attitude and thinking to be better and positive. Therefore, the Responsible Tourism will have more opportunities to develop in this destination. Besides that, improvement in infrastructure and transportation plays an important factor in sustainable development. If the destination has enough conditions for welcoming and serving travelers, it will create the safest and most convenient feeling for all participants.

Aspect 18: Solutions and suggestions: Co-operation, taking advantages of natural conditions and preparation - that travel agents need to co-operate and support together for the sustainable development of tourism industry in the future. Moreover, they should take full conditional advantages from this destination which has good natural environment and some potential developments in the near future. As a result, all stakeholders need to be ready for preparation as well as any opportunity for future development.

5. Discussion

The findings from this research have implications for tourism industry in the Mekong Delta of Viet Nam especially in Ben Tre province that wishes to develop the tourism industry, apply a new kind of tourism – Responsible Tourism, improve the local life and protect the natural environment in the area. The tourism industry in this destination has been developing
for several years, but it still faces challenges as well as issues in the development. As a result, there are some suggestions for all stakeholders to contribute their efforts to the sustainable development. The recommendation to the management is that if the government wishes to develop tourism sustainably in this destination, it should have strategies for tourism industry and more supports for all stakeholders and travel organizations. The destination should have different ways in developing tourism and attract more organizations to invest money in tourism businesses. However, the government should control participants in doing tourism businesses in the destination to make sure they do the same way for sustainable development. Furthermore, the tourism makers need more supports from the government to have the most convenient things in their businesses. As a result, the destination will be one of the great destinations for both investors and travelers.

At present, most of the local people are spontaneous in the tourism business, so the government needs to manage and guide them to meet the standard of quality tourism when they provide tourism products and services to travelers. And the important factor to bring the sustainable development is co-operation. Local people and travel agents should work and help together to provide the best products and services for travelers. And to ensure well-trained human resources, the government should usually organize training courses not only for the local but also for the travel agencies to change their attitude and train them to become more professional in serving customers. The world is changing, so the services and products in tourism industry should be improved to meet the customers’ needs.

Additionally, the government and travel agents should create new products which are different from other provinces to attract more travelers to this destination. And Responsible Tourism will be believed to be the potential for this future development. Such tourism has been common in Western nations, so in the Mekong Delta, it might face some challenges but all the stakeholders should take full natural condition advantages from this destination to apply better products for tourism industry in the future.

Getting back to the research findings, there is some information which has never been seen in other destinations such as issues in paperwork and war’s effects which are challenges for Responsible Tourism in this destination. The government and other stakeholders need to understand and give the most convenient guidance for organizing responsible tours in the destination. And the benefits for local communities and travelers will be the same as other worldwide destinations.

All in all, tourism industry in Ben Tre province is believed to be more developed in the near future. Although there are many opportunities for all stakeholders, they might face challenges as well. To have fruitful, the government needs to be willing to invest more money in tourism industry and encourage people, organizations and companies to create their tourism
businesses in this destination because sustainable development will bring the most benefits to all stakeholders in the future.

6. Recommendations

6.1 Recommendation for further research

The current research only focused on the stakeholders such as government, travel agencies and local people, so the benefits for travelers were not high in percentage. Thus, in the future, the study should be conducted to discover the findings from travelers’ perspective to make sure all the findings are reliable.

Besides that, to ensure the current findings are the same in the Mekong Delta, the researcher should conduct the survey in other destinations which still belong to the Mekong Delta of Viet Nam.

Last but not least, the further research will be conducted using the quantitative methodology to prove the findings as well as find out the most common information for the study.

6.2 Recommendation from this study

This study will be an available source for other researchers to expand their research studies.

The findings from this study will be applied in the destination – Ben Tre province to develop tourism industry as well as organize Responsible Tourism in the Mekong Delta.

Global organizations can apply the results from this research to plan for their businesses in the destination and in the Mekong Delta of Viet Nam.

Acknowledgements

This research was supported by Stamford International University, Department of Hotel and Tourism Management, Bangkok, Thailand. The author also wishes to thank all participants who contribute their time and valuable insights.

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