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Factors affecting the development of tourism human resources in Ba Ria - Vung Tau Province in the integration period

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Abstract. The article studies the factors affecting the quality of tourism human resources in Ba Ria - Vung Tau . The results show that the factors affecting the quality of human resources of tourism enterprises include: (1) Socio-economic environment, (2) Education, training and labor law. , (3) State support policies on labor, (4) Development of modern technology to support Ba Ria - Vung Tau province in the integration period, (5) Labor recruitment, (6) Analysis and evaluation of work results, (7) Working environment and labor relations, (8) Compensation and benefits Karma. On that basis, the authors propose solutions to improve the quality of human resources of tourism enterprises in Ba Ria - Vung Tau in the coming time.

Keywords. Tourism; Human resources; Tourism human resources

1. Introduction

In the context of deeper and comprehensive international integration, in order to promote tourism development in the process of industrialization and modernization of the country, it is necessary to be more fully aware of the great and decisive values of tourism . human factor in tourism activities.. The role of tourism human resources in turning potential tourism development resources into reality is increasingly confirmed. The tourism human resources team is responsible for forecasting, creating, leading and guiding the community to become the creative force of new tourism values, not just an object of exploitation and enjoyment.

In recent years, along with the continuous growth of the tourism industry, Vietnam's tourism human resources have increased in size, improved in quality and gradually rationalized in structure. However , in the context of the industrial revolution 4.0, Vietnam's tourism industry is facing challenges in many aspects, including human factor. Over the years, the tourism industry has made great efforts in human resource development and has achieved certain results, but there are still some shortcomings that need to be resolved, especially after the Covid-19 pandemic. Covid-19 has had a great impact on the tourism industry of the country in general and tourism provinces and cities in particular, including Vung Tau city, causing many fluctuations in human resources in the tourism industry. To prepare for the recovery and development of tourism in the near future, businesses have actively recruited additional

personnel. In addition, the Department of Tourism of Ba Ria - Vung Tau also opened training courses, retraining human resources, aiming to become more and more professional in serving tourists. Ba Ria - Vung Tau province has also organized tourism stimulus many times and achieved certain successes, the number of tourists has come to Vung Tau city in particular and Ba Ria - Vung Tau province in general is increasing. However, besides the successes, the tourism industry of Ba Ria - Vung Tau province also has many shortcomings such as weak tourism infrastructure, limiting the accessibility of tourists to tourist destinations; Tourism products are still monotonous, the quality of the services is not high, the prices are not commensurate with the quality, etc. This problem has many causes, but one of the biggest causes is the quality of human resources in the industry. Tourism in Ba Ria - Vung Tau province has not yet met the development requirements. In order to improve the quality of human resources in the tourism industry in Ba Ria - Vung Tau province and bring the tourism industry to develop commensurate with its potential and comparative advantages, it is necessary to have a comprehensive study from which to propose synchronous solutions for development. Human resources in tourism industry. From the above assessment and recognition, in order to enhance the effectiveness of policy making and develop human resources in tourism industry for Ba Ria - Vung Tau province, I have chosen the topic: **"Factors affecting the tourism industry in Ba Ria - Vung Tau province. tourism human resource development Ba Ria - Vung Tau province"** to carry out the graduation thesis.

2. Theoretical basis

In the Michigan model, human resource management consists of four basic functions: recruitment, human resource assessment, salary evaluation, and human resource development. The essence of the Michigan model is that human resource management must be enterprise-based. That is, human resource strategies must be associated with and parallel with the company development strategy. Thus, this model will achieve maximum efficiency and become the most suitable for any organization.

The Harvard model develops three main factors that frequently affect human resources, namely: working regime, rotation process and salary and bonus for employees. In this model, enterprises will focus on developing human-to-human relationships, communication and exchange relationships and incentive policies to motivate employees to play leadership roles. The Harvard model requires the participation of many parties, including those involved in the implementation and development of HR policies.

3. Methods and materials

The article uses qualitative and quantitative methods from interviews and surveys through questionnaires. The sample size depends on the analytical method, this study used exploratory factor analysis (EFA). To determine the sample size for conventional EFA factor analysis, the number of observations (sample size) must be at least 4 or 5 times the number of variables in the factor analysis (Hoang Trong & Chu Nguyen Mong Ngoc, 2008). In addition, for regression analysis to achieve the best results, the sample size needs to satisfy the formula: $n \geq 8m + 50$ (Tabachnick & Fidell (1996), cited by Pham Anh Tuan, (2008)). In there: n : size sample; m : number of independent variables of the model.

Based on the above bases, the author chooses a sample size of 310 samples to collect data. After the survey, the total number of distributed questionnaires was 310 survey questionnaires, the number of collected questionnaires included 305. During the data entry and data cleaning process, there were 3 invalid answer sheets. Therefore, the official survey sample

remained at 302, the structure of the sample is presented in the statistical table describing the sample rescue.

Information was collected from October 2022 to April 2022 3 (including primary and secondary data collection periods). The article also applies synthetic research methods, such as: analysis, synthesis, statistics, systematization, interpretation - induction to process data for research.

4. Data Acquisition

According to Hoang Trong Chu and Chu Nguyen Mong (Analyzing research data with SPSS, 2008), the required number of samples must be greater than or equal to 5 times the number of observed variables. Accordingly, for formal quantitative research, the number of observed variables is 18 and the minimum number of research samples is 90. To ensure high accuracy, the author chooses a sample size of 100.

The questionnaire consists of 18 statements, each question is measured on a 5-point Likert scale. After collecting data, the most useful responses will be selected to enter into the SPSS program for analysis.

Data processing methods: The study uses many data analysis tools: Cronbach's Alpha coefficient to assess the reliability of the scale; exploratory factor analysis (EFA).

5. Research model

From research works on human resource development related. The author has built a research model for the topic including the following factors: (1) Socio-economic environment, (2) Education, training and labor law, (3) Politics State support policy on labor, (4) Development of modern technology to support Ba Ria - Vung Tau province in the integration period, (5) Recruitment, training and development of human resources in tourism enterprises , (6) Working environment and labor relations, (7) Salary, bonus and corporate benefits. Thus, the research model the author builds is as follows:

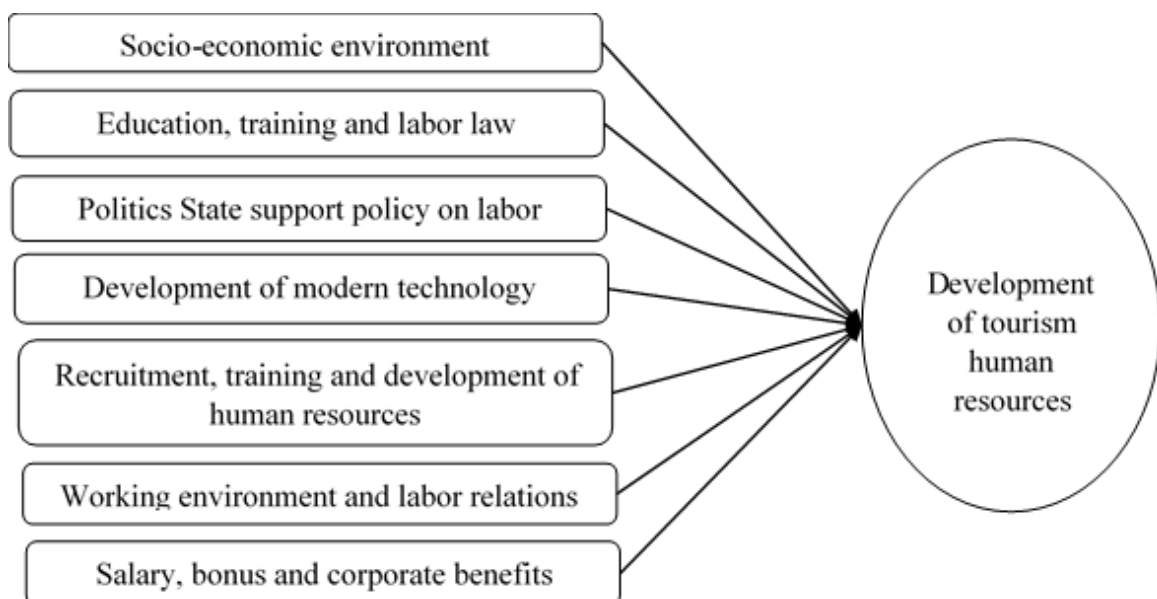


Figure 2.3: Proposed research model

(Source: suggested by the author)

H1: Socio-economic environment has the same positive (+) effect on the development of tourism human resources

H2: Education, training and labor law has the same positive (+) effect on the development of tourism human resources

H3: Politics State support policy on labor has the same positive (+) effect on the development of tourism human resources

H4: Development of modern technology has the same positive (+) effect on the development of tourism human resources

H5: Recruitment, training and development of human resources has the same positive (+) effect on the development of tourism human resources

H6: Analyze and evaluate work results job has the same positive (+) effect on the development of tourism human resources

H7: Working environment and labor relations has the same positive (+) effect on the development of tourism human resources

H8: Salary, bonus and corporate benefits has the same positive (+) effect on the development of tourism human resources

6. Results and discussion

Table 6.1.1. Characteristics of the study sample

Survey item	Frequency	Percent	Valid Percent
1. Gender			
Female	140	46.4	100.0
Male	162	53.6	53.6
total	302	100.0	
2. Age			
Under 25 years old	142	47.0	47.0
From 25 to under 35 years old	121	40.1	87.1
From 36 to under 45 years old	25	8.3	95.4
From 45 years old	14	4.6	100.0
total	302	100.0	
3. Qualifications			
Intermediate	26	29.1	29.1
College	88	8.6	100.0
University	125	20.9	91.4
University and above	63	41.4	70.5
total	302	100.0	
4. Job title			
Director, General Director	126	41.7	92.1
Director/Head of HR Department	152	50.3	50.3
Workshop manager	10	3.3	95.4
President of grassroots trade union	14	4.6	100.0
total	302	100.0	
5. Working seniority			
Less than 3 years	55	18.2	18.2
From 3 to less than 5 years	220	72.8	91.1

From 5 years to 10 years	13	4.3	100.0
Over 10 years	14	4.6	95.7
total	302	100.0	

(Source: Statistical Author)

6.1. Cronbach's Alpha

Cronbach's Alpha coefficient was used first to eliminate inappropriate variables. Cronbach's Alpha coefficient from 0.8 to 1 shows a good scale; between 0.7 and 0.8 is a usable scale. In case the concept under study is new, or new to the respondents, the Cronbach's Alpha coefficient greater than 0.6 can be accepted.

Criteria for choosing a scale when having Cronbach's Alpha coefficient of 0.6 or higher and the correlation coefficient of the sum of the variables is greater than 0.3 (the larger the alpha, the higher the internal consistency reliability).

The results of Cronbach's Alpha coefficient of each group are as follows:

Table 6.1.2. Cronbach's Alpha

Element	Cronbach's Alpha
Socio-economic environment	,708
Education, training and labor law	,871
State support policy on labor	,833
Modern science and technology	,802
Labor recruitment	,719
Analyze and evaluate work results	,841
Working environment and labor relations	,800
Developing tourism human resources	,719

+ Cronbach's Alpha coefficients on all scales reach values > 0.6 , so the scale is reliable

+ The correlation coefficient with the sum of all factors in the scale is > 0.3 .

+ The Cronbach's Alpha coefficient of all the scales of the component variables of each factor is smaller than the Cronbach's Alpha of the sum of each factor.

6.2. EFA exploratory factor analysis

Table 6.2.1 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,721
Bartlett's Test of Sphericity	Approx. Chi-Square	4567,128
	DF	703
	Sig.	0.000

(Source: Data Analytics)

The results of the Barlett test show that there is a correlation between the variables in the population ($\text{sig} = 0.000 < 0.05$ rejecting H_0 , receiving H_1). At the same time, the coefficient $\text{KMO} = 0.721 > 0.5$, proves that factor analysis to group variables together is appropriate and the data is suitable for the analysis of factors. element.



Table 6.2.2. Rotated Component Matrix ^a

		Factor							
		1	2	3	4	5	6	7	8
1	LTPL2	,843							
2	LTPL3	,756							
3	LTPL4	,743							
4	LTPL1	,749							
5	LTPL5	,752							
6	PTDG2		,844						
7	PTDG4		,840						
8	PTDG1		,814						
9	PTDG5		,733						
10	PTDG3		,620	,393					
11	CSHT2			,870					
12	CSHT3			,822					
13	CSHT4			,743					
14	CSHT1			,674					
15	CSHT5		,295	,611					
16	GDDTPL2				,849				
17	GDDTPL1				,847				
18	GDDTPL3				,846				
19	GDDTPL5				,785				
20	MTLV1					,833			
21	MTLV4					,790			
22	MTLV2					,751			
23	MTLV3					,740			
24	MTLV5					,637			
25	KHHD3						,837		
26	KHHD2						,841		
27	KHHD1						,782		
28	KHHD4								
29	VHXH3							,753	
30	VHXH4							,654	
31	VHXH5							,618	
32	VHXH1							,633	
33	VHXH6							,581	
34	VHXH2						,717	,580	
35	TDLĐ5								,704
36	TDLĐ4								,710
37	TDLĐ1								,630
38	TDLĐ2								,631
39	TDLĐ3								,625

(Source: Data Analytics)

Thus, through factor analysis, the scale of factors affecting the development of tourism human resources in Ba Ria - Vung Tau province 38 variables and converge to 8 factors.

6.3. Check the fit of the model

Table 6.3.1 ANOVA ^a

Model		Sum of Squares	DF	Mean Square	F	Sig.
first	Regression	26,526	8	3,016		
	Residual	10,776	293	,037	90,157	, 000 ^b
	Total	37,302	301			

(Source: Data Analytics)

According to the data in Table 6.3.1, the results of ANOVA test with significance level sig = 0.000 show that the built multiple linear regression model is consistent with the collected data.

6.4. Linear Regression Model multiple

The regression analysis model describes the form of the relationship between the dependent variable and the independent variables, thereby helping to predict the level of the dependent variable when the value of the independent variable is known in advance. Based on the adjusted model that has been adjusted after exploratory factor analysis, the multiple linear regression model is shown as follows: after:

$$Y = 0,302 * VHXH + 0,356 * GDDTPL + 0,352 * CSHT + 0,264 * KHHD + 0,2451 * TDLD + 0,302 * PTDG + 0,312 * MTLV + 0,342 * LTPL$$

In there:

- Dependent variable Y: factors affecting the development of tourism human resources in Ba Ria - Vung Tau province.

- Independent variable: includes 8 variables : economic environment - socio-cultural environment association ; Education, training and labor law motion ; State support policy on labor motion ; Development of modern technology to support Ba Ria - Vung Tau province in the integration period ; Labor recruitment motion ; Analyze and evaluate work results job ; Working environment and labor relations motion ; Salary, bonus and business benefits Karma.

7. Conclusion

Human resources in general and especially high-quality human resources are a topic of great interest to the tourism industry in the context of integration. The results of the assessment of the current situation of high-quality human resources serving the tourism industry in Ba Ria - Vung Tau province have shown the qualitative weaknesses as well as the serious shortage in terms of the quantity of this laborer.

Therefore, in order to meet the demand for high-quality human resources for the development of tourism in Ba Ria - Vung Tau province, in the framework of this thesis, the author would like to mention only the factors affecting the quality of human resources. tourism industry and provide directional management implications as the basis for the development of support measures to sustainably develop high-quality human resources in the coming time. Assessing the current situation of human resource development in Ba Ria - Vung Tau province, the actual research results in the field of tourism once again show a situation of high-quality human resources in the local tourism industry that is lacking in quantity. and qualitative limitations; State management still has many shortcomings (*especially planning and planning*

) and human resource development orientation of the sector is still limited and quite fragmented, lacking a lot of ministries; Management staff in tourism training at present have not yet met the quality requirements. The force of teachers and lecturers from many different sources is diverse and not in the right field; a new part that has been trained from developed countries in recent years is still young and has little experience; Many lecturers still have limitations in foreign language skills and modern pedagogical methods while the requirements for knowledge and skills in teaching at undergraduate and postgraduate levels are increasing. In general, laborers who switch occupations to the tourism sector are still at a low level (many of which have not been trained). The job creation for high-quality laborers is achieved in quantity, but the quality of jobs is not high and unsustainable; Regarding the factors affecting the quality of human resources in tourism in Ba Ria - Vung Tau province, the biggest influencing factor is the factor of human resource development policy and the factor of training, attracting and use human resources. Besides, additional factors such as salary and income are still low; The remuneration regimes and promotion opportunities of employees in tourism businesses have not really created the motivation to attract, retain and develop them, which also has a significant impact on the quality of human resources in the industry. tourism in Ba Ria - Vung Tau province. In the framework of this thesis, we limit ourselves to the extent of exploring the factors affecting the quality of human resources in the tourism industry in Ba Ria - Vung Tau province. We think it is necessary to expand the research object towards a more complete study of the quality of human resources in the tourism industry.

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