AN EVALUATION ON THE EXPLOITATION LEVEL OF TOURIST ATTRACTIONS, CASE STUDY IN AN GIANG PROVINCE, VIETNAM

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Abstract: As one of the most important components of the tourism system, the evaluation of tourist attractions (TAs) is essential to the planning and exploitation of the tourism sector. This study aims to evaluate the exploitation level of TAs in the province of An Giang, which is in the west of Mekong Delta, Vietnam. In this study, the method of synthetic scoring with 8 evaluation indicators together with AHP techniques were used to evaluate total of 46 TAs in the province. The rated TAs will be classified into 5 groups with different levels of exploitation convenience. The results of the evaluation of An Giang's TAs reveal that the majority of them simply halt at the medium level of exploitation level. The TAs that located in the tourist area of Sam Mountain Goddess have a very favorable level of exploitation, and Sam Mountain Goddess temple is considered as the core of tourism in the province.

Key words: Exploitation level; tourist attractions; evaluation; An Giang province; Vietnam

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INTRODUCTION

Tourist attractions (TAs) plays crucial role to local and international tourism and are the subject of multidisciplinary research (Pearce, 1998). According to Leiper (1990), a TA system is defined as an empirical connection of tourist, nucleus, and marker. Tourists are travelers or visitors seeking leisure-related experiences, which involve nuclear and marker elements. Nuclei are discussed in terms of a hierarchy, clusters, and their inviolate zones. Markers are analyzed in reference to an earlier model of tourism systems, and nine roles or functions of markers in attraction systems are identified. A TA comes into existence when three elements are connected (Leiper, 1990). TAs are an essential ingredient for successful tourism destination development (Hu and Wall, 2005). Attractions can be utilized to support, consolidate, and aid in the promotion of the tourism product at any level of tourism development (Walsh-Heron, 1990). The value of TAs has been acknowledged in a variety of ways. People are initially attracted to a place by its attractions (Aksöz and Çay, 2022; Swarbrooke and Page, 2012). TAs provide visuals and symbols for the public's depiction of locations (Leiper, 1990). Yale confirmed that tourism wouldn't exist or might look very different from what it does now without attractions of some variety (Yale, 1991).

Although the importance of TAs is readily recognized, tourism researchers and theorists have yet to fully come to terms with the assessment of TAs as phenomena with variety of aspects. Studies on TAs continue to confirm that a TA is a space containing many types of resources, which has the function of satisfying the needs of tourists. Based on this, many studies focus on analyzing aspects of TAs. A.M. O'Reilly places a greater emphasis on carrying capacity and space as a criterion in the evaluation of TAs, which has a direct impact on how they develop sustainable growth. Tue and Hoa (2017) illustrate that the evaluation of TAs should be conducted in a schematically because they are related to several indicators. From this point of view, many studies have initially established evaluation criteria related to TAs, such as tourism resources, carry capacity, linkage capacity, as well as establishing weights by level of importance (Bhat, 2012; López-Toro et al., 2010; Morgan and Lok, 2000; Nga, 2015; Zha et al., 2021). The aforementioned research has showed that evaluating TAs is a crucial step in the tourism's growth industry, and that the spatial development of tourism has strengthened into a fundamental characteristic of the TAs. In order to enable managers directly address pertinent criteria, the approach and

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assessment of TAs should be based on an integrated scale that reflects many characteristics of the TA. While the previous studies mainly evaluate some of aspects and propose weights of indicators mainly based on the level of subjective perception, the construction of a synthetic scale to evaluate many necessary indicators related to TAs is a practical requirement and merit further research. Based on those requirements, the article concentrates on developing an integrated rating scale for TAs assessment and applying it to the province of An Giang that located in the Mekong Delta and has many attractive and diverse TAs, with the following goals:

(1) Creating a scientific foundation for the evaluation indicators;
(2) Clarifying the findings of a specific assessment of TAs in An Giang.

LITERATURE REVIEW
Tourist attractions

As one of the most crucial components of the tourism system, TAs play a significant part in the development of the different factors that are favorable for modern tourism. According to Walsh-Heron (1990), a TA is defined based on the potential, as well as on the infrastructure and services that can meet the needs of visitors. The attraction must be managed and can be for-profit or non-profit. From this point of view, when approaching the assessment of TAs, it is necessary to pay attention to related aspects of TAs such as resources, infrastructure, services and factors associated with the economy (Walsh-Heron, 1990). Hu and Wall (2005) defined "a TA is a permanent resource, either natural or human-made, which is developed and managed for the primary purpose of attracting visitors". This definition does not include transient attractions like festivals and events. Additionally, places of interest, like national parks and churches that are primarily run for preservation or religious reasons, are excluded. According to VisitEnglad "An attraction where it is feasible to charge admission for the sole purpose of sightseeing. The attraction must be permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship (but excludes small parish churches); rather than being primary a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents. In addition, the attraction must be a single business, under a single management, so that it is capable of answering the economic questions on revenue, employment etc" (Fyall et al., 2022). This definition does create additional questions, such as the stipulation that a site must be able to charge an admission fee in order to be deemed a tourist attraction, as this may not account for expanding visitor motivations and exclude groups. For the classification of TAs, there have been many attempts to explain the multitude of forms in which TAs may manifest themselves with early classifications based on one- dimensional views relating to the features of the resource and original use of associated building (Boniface et al., 2020; McKercher, 2016). Classification of TAs explores the various influence and aspects on the development and management of an TA.

In Vietnam, Tue and Hoa (2017) suggest that a TA a location with a concentration of a particular resource (natural, historical, cultural, or socio-economic), a unique sort of tourism-related activity, or a modest combination of both. As a result, there are two sorts of TAs including potential TAs and real TAs (Tue and Hoa, 2017). From a macro - management perspective, Vietnam Tourism Law (2017) stipulates that a TA is a place where tourism resources are invested and exploited to serve tourists (Chapter I, Article 3) (National Assembly, 2017). Conditions to recognize TA include: (1) The appropriate infrastructure and services to accommodate tourists; (2) Data income; defined boundaries; and (3) Satisfy the legal requirements for security, order, social safety, and environmental preservation. According to this approach, attractions which are primarily managed for preservation or religious purposes (national park, church etc.) are included because these sites have the potential to attract tourists while providing related economic benefits outside of religious or historical factors. While the theory of research on TAs is limited to the kinds of TAs, this article focuses on analyzing TAs that are being bound by the Vietnam Tourism Law, and are exploited in practice in An Giang in order to assess the attractiveness and the exploitation capacity of the TAs.

Tourist attractions evaluation

TA must be evaluated from a variety of perspectives because it is linked to several resource features and development-related issues. López-Toro (2010) analyses existing perceptions on the quality of Nerja as a tourist destination by using a measurement tool to specify and quantity perceived quality levels, and this study result highlights the importance of hotel services, the climate and the beauty of the landscape, and the friendliness of personnel towards customers (López-Toro et al., 2010). For TAs capacity, determining an attraction's social carrying capacity is problematic when considering the relationships among the multifaceted characteristics of users and the unique elements within specific locations, and in their research, a comfort indicator is proposed to determine user experiences within the context of an attraction's management objectives (Hoang et al., 2022; Morgan and Lok, 2000). Mikulić et al. (2016) evaluates factors influencing destination allure by using relevance-determinacy analysis and competitive-performance analysis. Liu's research suggests a way for classifying cultural tourism destinations based on the preferences of visitors, as revealed by their citywide travel patterns. Based on the significance of historical and modern aspects, a typology of cultural tourism attractions was established after cluster analysis revealed four categories (Liu et al., 2022). Numerous studies use tools to quantify aspects related to tourist attraction evaluation, such as the FCEM-AHP approach to measure tourist preferences (Wang et al., 2016); model LSTM to forecast the daily tourism volume of tourist attractions (Bi et al., 2020); model QAP (Quadratic Assignment Procedure) to explore the underlying mechanisms of tourist attraction network informed by tourist flows (Liu et al., 2017); model GIS and network analysis to identify the spatial structure of the tourist attraction system (Kang et al., 2018), and the LDA

(Latent Dirichlet Allocation) to determine the dimensions of tourist destination (Taecharungroj and Mathayomchan, 2019). These studies continue to demonstrate that the assessment of TAs is crucial and must be done from multiple viewpoints in order to analyze the elements associated with TAs in a multidimensional manner.

In summary, the evaluations of elements related to TAs receive considerable attention from researchers. The results of the evaluations confirm the significance of TAs for the economic development of the destination as well as the destination itself. While research has focused mostly on individual characteristics, TAs inherently comprise numerous interrelated factors. Therefore, the purpose of the overall evaluation is to determine the ease of exploitation of TAs.

RESEARCH AREA AND METHODOLOGY
Research area

An Giang Province is situated west of the Mekong Delta between the Tien and Hau rivers and shares a 100 km-long northern border with Cambodia. In addition, it shares borders with Kien Giang Province in the south-west, Dong Thap Province in the east, and Can Tho city in the south-east. Midland regions and low mountains make up the two main topographical categories in the Province. Many artifacts from the Oc Eo Civilization have been unearthed in the An Giang region. With the aforementioned benefits, An Giang develops becoming a desirable travel location, drawing both domestic and international travelers. According to official statistics, there were more than 9.2 million tourists overall in 2019, making An Giang one of the top two tourist destinations in the entire Mekong Delta. Eighty-seven percent of tourists who visited An Giang were domestic tourists (AGPC, 2020).

Methodology

The synthetic scoring approach is used in the study to measure the TAs. The synthetic scoring system is applied in the following order based on integrating it with other complimentary research methods. The detail method process is shown in the Figure 1.

Step 1: Computing the number of analyzed TAs

According to Tue and Hoa, (2017), computing the number of analyzed TAs based on the regarding the idea

Figure 1. Research process

such (a) The number of TAs to be included in the determination is based on the value of resources, the current development status, and the ability to exploit in the future; (b) The TAs must represent the type of tourism resources and products; and (c) The TAs must reflect the level of tourism exploitation and development in An Giang province. Due to these restrictions and the extent of the study region, the study is limited to 46 TAs (Table 10), which contain a range of kinds and rated historical and cultural resources, craft villages; beautiful locales; and ethnographic subjects. Also, in this study, the method will omit TAs with below medium attractiveness, which are less likely to be exploited (Nga, 2015).

Step 2: Establishing a set of standards for evaluation indicators

The study employs a synthetic scoring method with 8 evaluation indicators, including: (1). Attractiveness (2). Infrastructure and facilities; 3). Operating time (4). Location and accessibility; (5). Likability, (6). Management hierarchy; (7). Capacity, and (8) Environment to assess the TAs system in An Giang province. Tables 1 and Table 2 provide more information on the indicators - criterion and evaluation indicators levels.
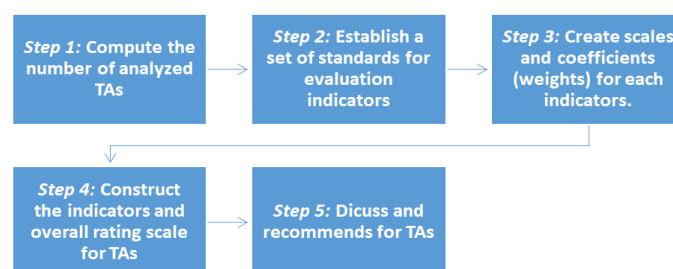
Table 1. Indicator and criteria of evaluating scale

	Indicators	Coded	Criteria (Variables)	Sources
1	Attractiveness	C1	• Landscapes with natural ingredients • Cultural and historical sites, craft villages, festivals etc. • Type of tourism	Cracolici and Nijkamp, (2009) Mikulić et al., (2016).
2	Infrastructure and facilities	C2	• The extent of the access road's destruction • Accommodations • Number of Tourists • Communication standard	Fafurida et al., (2018)
3	Operating time	C3	• Operating time • Good time for health (average day temperature 180)	Sirakaya-Turk and Woodside, (2005) C. Hall, (2005); Tue and Hoa, (2017)
4	Location and accessibility	C4	• Distance from TA to administrative centre (km) • Number of vehicles • Approach time	Hooper, (2015); Reitsamer and Brunner-Sperdin, (2017). Marrocu and Paci (2011) ; Hadad et al., (2012)
5	Likability	C5	• Number of TAs at least within a radius of 10 km • Means of Transport	Anderson and Gerbing (1988) Nga, (2015)
6	Management	C6	• Management board • Management plan	Kreitner, (2005).
7	Capacity	C7	• Number of tourists per day • Number of tourists per year	Toubes et al., (2021); Butler, (2019); O'Reilly, (1986)
8	Environment	C8	• Natural environment • Cultural environment • Tourism environments	UNWTO, (2003)

Table 2. The evaluation indicators levels of TAs in An Giang province, Vietnam

Indicators	Criteria	Levels				
		(1)	(2)	(3)	(4)	(5)
Attractiveness (C1)		**Very attractive**	**Attractive**	**Medium**	**Less attractive**	**Very unattractive**
	For natural tourism resources	The landscape is very beautiful, very unique with a variety of natural ingredients or at least one natural element that has received World Natural Heritage.	The landscape is quite beautiful, with a variety of natural ingredients, or at least one natural element that has received National Natural Heritage.	The landscape is quite monotonous with 2-3 natural ingredients.	Landscape, monotonous with 1-2 natural ingredients.	The landscape is very monotonous with a natural ingredients.
	For cultural tourism resources	Cultural and historical sites, craft villages, festivals etc. with unique characteristics or having at least 1 site recognized The World Cultural Heritage; can exploit over 5 types of tourism.	Cultural and historical sites, craft villages, festivals etc. are quite unique or having at least 1 site recognized at the Special National Site; can exploit 3-4 types of tourism.	Cultural and historical sites, craft villages, festivals etc. are quite small in scale or having at least 1 site recognized at the Provincial site; can exploit 1-2 types of tourism.	Cultural and historical sites, craft villages, festivals are small-scale, not yet recognized at all levels; can exploit 1-2 types of tourism.	Cultural and historical sites, craft villages, festivals on a tiny scale; can exploit only 1 type of tourism.
Infrastructure and facilities (C2)		**Very good**	**Good**	**Average**	**Poor**	**Very poor**
	The extent of the access road's destruction	No	No	Some sections of the road but not much impact	Significant damage	Severe damage, difficult to access TAs
	Accommodat-ions	> 3 stars hotel	2 stars hotel	1 star hotel	Hostel	Motel
	Number of Tourists	> 500 tourists per day	300 to <500 tourists per day	100 to <300 tourists per day	50 to <100 tourists per day	<50 tourists per day
	Communication standard	International	National	Local	Local	Local
Operating time (C3)		**Very long**	**Long**	**Medium**	**Short**	**Very short**
	Operating time	> 250 days	201 to 250 days	151 to 200 days	101 to 150 days	< 100 days
	Good time for health (average day temperature 18^0)	>230 days	180-229 days	120-179 days	90-119 days	<90 days
Location and accessibility (C4)		**Very advantage**	**Advantage**	**Medium**	**Unfavourable**	**Very unfavourable**
	Distance from TA to administrative centre (km)	<10km	10 to 30km	31 to 50km	51 to 70km	>70km
	Number of vehicles	>3	3	2	1	1
	Approach time	<30 minutes	30 to 60 minutes	60 to 90 minutes	90 to 120 minutes	>120minutes
Likability (C5)		**Very high**	**High**	**Medium**	**Low**	**Very low**
	Number of TAs at least within a radius of 10 km	>5 TAs	4 TAs	3 TAs	2 TAs	1 TAs
	Transport	Highway	Highway	Provincial road	District road	Commune road
Management (C6)		**Very efficient**	**Efficient**	**Fair**	**Bad**	**Very bad**
	Management board	A private Management Board is in charge of all relevant departments, including those operators, guides, lodging, meals, and souvenirs and for self-security, resource protection, and environmental cleaning.	A management board that is shared by the management boards of monuments, landscapes, and cooperative communes.	No specific Management Board; management agencies at all levels oversee TAs and have personnel to monitor on tourism-related activities, environmental sanitation, and natural protection.	No single Management Board; management agencies at all levels oversee the region's popular tourism attractions.	No management board, management activities are less focused.
	Management plan	There are a full range of management plans and are applied systematically and regularly	There are a large number of management options for a number of key segment areas and are applied	There are a large number of management options for a number of key segment areas and are applied	Limit the options and extent of application in practice.	There are almost no management options.

			frequently	frequently		
		Very high	**High**	**Medium**	**Low**	**Very low**
Capacity (C7)	Number of tourists per day	>500	301 – 500	201 – 300	101 – 200	< 100
	Number of tourists per year	>100.000	50.000-100.000	10.000-50.000	5.000-10.000	<5.000
		Very good	**Good**	**Average**	**Bad**	**Very bad**
Environment (C8)	Natural environment	Fresh, unpolluted.	Fresh, less polluted.	A risk of contamination.	Some components (air, water, etc.) are contaminated.	Severely contaminated.
	Cultural environment	Cultural values and customs are preserved intact, no social evils.	Cultural values and customs are preserved almost intact, with few social evils.	Some cultural values and customs are lost, social evils increase.	Cultural values and customs are less preserved, social evils increase	Cultural values and customs are almost not preserved, social evils are common
	Tourism environments	There is no situation of pulling, chopping, begging etc.	There is very little situation of tug-of-war, chopping, begging etc.	Situations of tug-of-war, guillotine, begging etc. are quite common.	Situations of pulling, chopping, begging etc. are common.	Situations of tug-of-war, guillotine, begging etc. are very common.

Table 3. Interview informants

	Interviewee	Organization	Date of interview
1	Government officer	An Giang Tourism officer	Mar, 2021
2	Government officer	An Giang Tourism promotion Center	Mar, 2021
3	Government officer	Mekong Delta Tourism Association (MDTA)	Mar, 2021
4	Researcher	An Giang university	August, 2021
5	Private business	Manager of Saigon Tourist, brand in Long Xuyen City, An Giang province	August, 2021
6	Researcher	An Giang university	February, 2022
7	Government officer	Chau Doc city People's Committee	Apr, 2022
8	Private business	Manager of Viettravel, brand in Long Xuyen City, An Giang province	Apr, 2022

Step 3: Creating measurement scales and coefficients (weights) for each indicator.

The study develops the corresponding weights for the indicators based on combining with the AHP method's outcomes. Study conducted a survey of 8 experts (Table 3), focusing on 2 issues:

- Rank the priority of the indicators.

- Evaluate and score each pair of factors according to (Saaty and Vargas, 2012)

The study summarizes the findings from the interviews and uses the average approach to determine the relative importance of each pair of indicators. From the results of the priority summation, the study conducted a pairwise comparison matrix. Details of the outcomes of the pairwise comparison matrix's indicator's priority processing are displayed in Table 4. Based on the results of prioritization, the study carried out the analysis of weights and consistency indexes. The results are presented as follows Table 5. The weight will be multiplied by the indicators to determine the value at each level. The weight vectors of the indicators are rearranged in the manner shown below.

Table 4. Pairwise comparisons (Source: Result of Analyzing AHP, 2021)

Variables	C1	C2	C3	C4	C5	C6	C7	C8
C1	1	1	5	4	3	1	3	3
C2	1	1	3	5	2	2	2	1
C3	0.2	0.33	1	1	0.5	0.5	0.5	0.5
C4	0.25	0.2	1	1	1	0.5	2	0.5
C5	0.33	0.5	2	1	1	0.5	2	0.5
C6	1	0.5	2	2	2	1	4	1
C7	0.33	0.5	2	0.5	0.5	0.25	1	0.5
C8	0.33	1	2	2	2	1	2	1
Total	4.5	5.0	18.0	16.5	12.0	6.75	16.5	8.0

Table 5. Pairwise comparisons matrix analysis result
(Source: Result of Analyzing AHP, 2021)

Variables	C1	C2	C3	C4	C5	C6	C7	C8	Total	Weight	CI
C1	0.22	0.20	0.28	0.24	0.25	0.15	0.18	0.38	1.90	**0.24**	8.40
C2	0.22	0.20	0.17	0.30	0.17	0.30	0.12	0.13	1.60	**0.20**	8.44
C3	0.04	0.07	0.06	0.06	0.04	0.07	0.03	0.06	0.44	**0.05**	8.39
C4	0.06	0.04	0.06	0.06	0.08	0.07	0.12	0.06	0.55	**0.07**	8.42
C5	0.07	0.10	0.11	0.06	0.08	0.07	0.12	0.06	0.69	**0.09**	8.35
C6	0.22	0.10	0.11	0.12	0.17	0.15	0.24	0.13	1.24	**0.15**	8.42
C7	0.07	0.10	0.11	0.03	0.04	0.04	0.06	0.06	0.52	**0.06**	8.28
C8	0.07	0.20	0.11	0.12	0.17	0.15	0.12	0.13	1.07	**0.13**	8.37
Total	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0		CI= 0.05	

The table shows that the attractiveness and infrastructure and facilities factors are the most crucial and valuable when compared to other indicators. The group of management ability, environment, and linkage indicators is quite significant. Location and accessibility, capacity, and operating time make up the last category of characteristics that are less significant.

One of the important calculations to determine the homogeneity of applied research AHP is the Consistency Ratio (CR). CR is a metric used to evaluate the scale's consistency. The formula used to determine the consistency ratio (CR) is:

CR = CI / RI Where: RI (random index) is determined from the Table 7.

The AHP method measures consistency through the consistency ratio (CR). The value of CR should be ≤ 0.1, and component CI < 10 (Saaty and Vargas, 2012). If greater, the assessment is random, and needs to be repeated. Based on the values of CI (Table 5) and RI (Table 7), CR is calculated as follows: **CR = 0.05/1.41=0.039** Therefore, the weighted values provide consistency and the data fits the indicators for analysis with CR<0.1 and component CI < 10 (Table 5).

Step 4: Constructing the indicators and overall rating scale for TAs

The component evaluation scale comprises eight indicators on a five-step scale (from 1 to 5) with scores ranging from 5, 4, 3, 2, 1 for the highest to the lowest level. The score of the component evaluation is the score of The AHP creates the order by multiplying the weight (Table 8). The study summarizes and categorizes TAs into 5 tiers after assessing the component indicators (from I to V). The following formula will be used to generate the composite score from the indicator component score: Including: *X: composite score; Wi: weight of indicators;*

$$X = \sum_{n}^{i=1} X_i * W_i$$

Xi: score of indicators; i= 1→n; n: number of indicators

To evaluate the accessibility of TAs, the study applies the following formula from Arman (1975):

$$S = \frac{S_{max} - S_{min}}{B}$$

Including: S_{max}: maximum value; S_{min}: minimum value; B: number of classification

Source: (Arman,1975 cited in Nga, 2015)

Table 6. The weight of the indicators
(Source: Result of analyzing AHP, 2021)

TT	Indicators	Weight
1	Attractiveness	0.24
2	Infrastructure and facility	0.20
3	Operating time	0.05
4	Location and accessibility	0.07
5	Likability	0.09
6	Management	0.15
7	Capacity	0.06
8	Environment and sustainability	0.13

Table 7. Random Index Classification
(RI) (Source: Saaty and Vargas, 2012)

n	3	4	5	6	7	8	9	10
RI	0.58	0.90	1.12	1.24	1.32	1.41	1.45	1.49

(Note: n is the number of elements in the comparison matrix)

The composite score is the total of the weighted indicators scores, where 1 is the lowest value and 5 is the highest. There is a 0.8 difference between each rank in the composite score. As a result, the overall score will be categorized using the Table 9.

Table 9. Exploitation level classification of TAs

| STT	Evaluation levels		Scores	Rank
1	TAs with very advantage level	*****	4.21 – 5.0	I
2	TAs with advantage level	****	3.41 – 4.2	II
3	TAs with medium level	***	2.61– 3.4	III
4	TAs with disadvantage level	**	1.81 – 2.6	IV
5	TAs with very disadvantage level	*	1.0 – 1.8	V

RESULTS AND DISCUSSION

The following table (Table 10) displays the findings of the overall evaluation of TAs in the province. The information in the table demonstrates the four levels of classification for the province of An Giang's tourism attractions. Temple of Sam Mountain Goddess has the greatest rating (4.68), while Bung Binh Thien has the lowest rating (2.06). The following model is used to fit the aforementioned results to the normalized Radar charts:

Table 8. The indicators rating scale

TT	Indicators	Level	Score	Weight	Evaluation scores
1	Attractiveness	Very attractive	5	0.24	1.2
		Attractive	4		0.96
		Medium	3		0.72
		Less attractive	2		0.48
		Very unattractive	1		0.24
2	Infrastructure and facility	Very good	5	0.20	1
		Good	4		0.8
		Average	3		0.6
		Bad	2		0.4
		Very bad	1		0.2
3	Management	Very efficient	5	0.15	0.75
		Efficient	4		0.6
		Fair	3		0.45
		Bad	2		0.3
		Very bad	1		0.15
4	Environment	Very good	5	0.13	0.65
		Good	4		0.52
		Average	3		0.39
		Bad	2		0.26
		Very bad	1		0.13
5	Likability	Very high	5	0.09	0.45
		High	4		0.36
		Medium	3		0.27
		Low	2		0.18
		Very low	1		0.09
6	Location and accessibility	Very advantage	5	0.07	0.35
		Advantage	4		0.28
		Medium	3		0.21
		Unfavorable	2		0.14
		Very unfavorable	1		0.07
7	Capacity	Very large	5	0.06	0.3
		Large	4		0.24
		Medium	3		0.18
		Small	2		0.12
		Tiny	1		0.06
8	Operating time	Very long	5	0.05	0.25
		Long	4		0.2
		Medium	3		0.15
		Short	2		0.1
		Very short	1		0.05
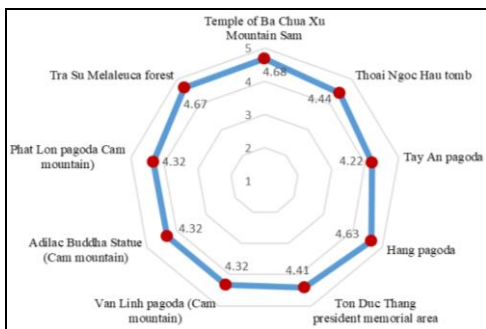
(I) - Excellent level of exploitation
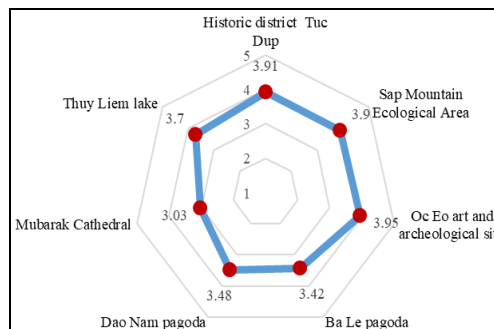
(II)- Favorite level of exploitati on
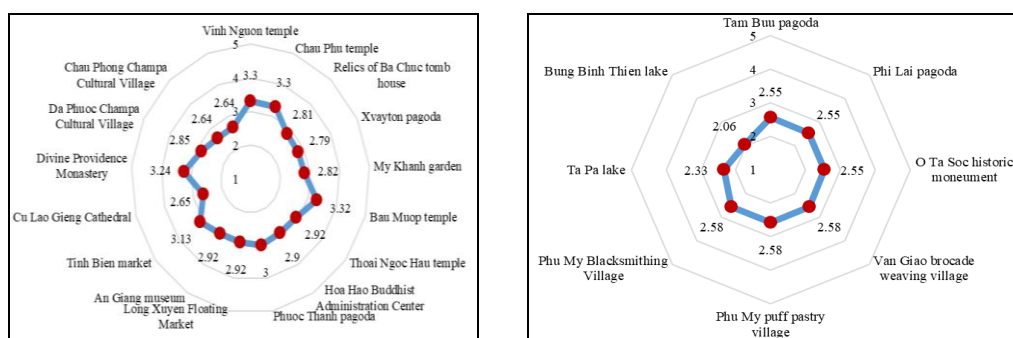
(III)- Medium level of exploitation   **(IV)-** Less attractive level of exploitation

Figure 2. The group of TAs with levels of exploitation

Table 10. The overall evaluation of TAs in An Giang province (with weight)

TT	TAs	Indicators								Total	Rank
		C1	C2	C3	C4	C5	C6	C7	C8		
I. Historical sites											
1	Temple of Sam Mountain Goddess	1.2	1	0.75	0.52	0.45	0.21	0.3	0.25	**4.68**	**I**
2	Thoai Ngoc Hau tomb	0.96	1	0.75	0.52	0.45	0.21	0.3	0.25	**4.44**	**I**
3	Tay An pagoda	1.2	0.8	0.6	0.52	0.45	0.21	0.24	0.2	**4.22**	**I**
4	Hang pagoda	1.2	1	0.75	0.52	0.45	0.21	0.3	0.2	**4.63**	**I**
5	Vinh Nguon temple	0.96	0.6	0.45	0.39	0.36	0.21	0.18	0.15	**3.30**	**III**
6	Chau Phu temple	0.96	0.6	0.45	0.39	0.36	0.21	0.18	0.15	**3.30**	**III**
7	Historic district Tuc Dup	0.96	0.8	0.75	0.65	0.18	0.14	0.24	0.2	**3.91**	**II**
8	Relics of Ba Chuc tomb house	0.72	0.6	0.45	0.39	0.18	0.14	0.18	0.15	**2.81**	**III**
9	Tam Buu pagoda	0.72	0.6	0.3	0.39	0.18	0.14	0.12	0.1	**2.55**	**IV**
10	Phi Lai pagoda	0.72	0.6	0.3	0.39	0.18	0.14	0.12	0.1	**2.55**	**IV**
11	O Ta Soc historic monument	0.72	0.4	0.15	0.14	0.18	0.45	0.12	0.39	**2.55**	**IV**
12	Xvayton pagoda	0.96	0.4	0.45	0.39	0.18	0.14	0.12	0.15	**2.79**	**III**
13	Ton Duc Thang president memorial area	1.2	0.8	0.75	0.52	0.36	0.28	0.3	0.2	**4.41**	**I**
14	My Khanh garden	0.72	0.6	0.45	0.39	0.18	0.21	0.12	0.15	**2.82**	**III**
15	Van Linh pagoda (Cam Mountain)	1.2	1	0.6	0.52	0.36	0.14	0.3	0.2	**4.32**	**I**
16	Adilac Buddha Statue (Cam Mountain)	1.2	1	0.6	0.52	0.36	0.14	0.3	0.2	**4.32**	**I**
17	Phat Lon pagoda Cam Mountain)	1.2	1	0.6	0.52	0.36	0.14	0.3	0.2	**4.32**	**I**
18	Bau Muop temple	0.72	0.6	0.6	0.52	0.36	0.14	0.18	0.2	**3.32**	**III**
19	Sap Mountain Ecological Area	0.96	0.8	0.6	0.52	0.36	0.28	0.18	0.2	**3.90**	**II**
20	Oc Eo art and archeological site	0.96	0.8	0.75	0.52	0.27	0.21	0.24	0.2	**3.95**	**II**
21	Thoai Ngoc Hau temple	0.72	0.6	0.45	0.39	0.27	0.28	0.06	0.15	**2.92**	**III**
22	Hoa Hao Buddhist Administration Center	0.72	0.6	0.45	0.39	0.27	0.14	0.18	0.15	**2.90**	**III**
23	Phuoc Thanh pagoda	0.72	0.6	0.45	0.39	0.36	0.21	0.12	0.15	**3.00**	**III**
24	Ba Le pagoda	0.96	0.6	0.45	0.52	0.36	0.21	0.12	0.2	**3.42**	**II**
25	Dao Nam pagoda	0.96	0.6	0.45	0.52	0.36	0.21	0.18	0.2	**3.48**	**II**
26	Mubarak Cathedral	0.72	0.6	0.45	0.52	0.27	0.14	0.18	0.15	**3.03**	**III**
II. Ethnographic subjects											
27	Long Xuyen Floating Market	0.72	0.6	0.3	0.39	0.36	0.28	0.12	0.15	**2.92**	**III**
28	An Giang museum	0.72	0.6	0.45	0.39	0.36	0.28	0.18	0.15	**3.13**	**III**
29	Tinh Bien market	0.72	0.4	0.45	0.26	0.36	0.07	0.24	0.15	**2.65**	**III**
30	Cu Lao Gieng Cathedral	0.72	0.6	0.45	0.52	0.36	0.21	0.18	0.2	**3.24**	**III**
31	Divine Providence Monastery	0.72	0.6	0.3	0.39	0.36	0.21	0.12	0.15	**2.85**	**III**
32	Da Phuoc Champa Cultural Village	0.72	0.4	0.45	0.39	0.27	0.14	0.12	0.15	**2.64**	**III**
33	Chau Phong Champa Cultural Village	0.72	0.4	0.45	0.39	0.27	0.14	0.12	0.15	**2.64**	**III**
III. Craft villages											
34	Chau Doc raft village	0.72	0.6	0.45	0.39	0.36	0.14	0.18	0.15	**2.99**	**III**
35	Van Giao brocade weaving village	0.72	0.4	0.3	0.39	0.36	0.14	0.12	0.15	**2.58**	**IV**
36	Phu My puff pastry village	0.72	0.4	0.45	0.39	0.27	0.14	0.06	0.15	**2.58**	**IV**
37	Phu My Blacksmithing Village	0.72	0.4	0.45	0.39	0.27	0.14	0.06	0.15	**2.58**	**IV**
38	Long Dien Carpentry Village	0.72	0.4	0.45	0.39	0.27	0.21	0.18	0.15	**2.77**	**III**
39	Chau Giang Brocade Weaving Village	0.72	0.6	0.45	0.39	0.27	0.14	0.12	0.15	**2.84**	**III**
IV. Landscape, ecology											
40	Tra Su Melaleuca forest	1.2	1	0.75	0.65	0.36	0.21	0.3	0.2	**4.67**	**I**
41	Ta Pa lake	0.72	0.4	0.15	0.52	0.18	0.14	0.12	0.1	**2.33**	**IV**
42	Soai So lake	0.72	0.6	0.6	0.52	0.27	0.14	0.18	0.15	**3.18**	**III**
43	My Khanh Mulberry Garden	0.72	0.6	0.45	0.52	0.18	0.21	0.18	0.1	**2.96**	**III**
44	Bung Binh Thien Lake	0.72	0.4	0.3	0.26	0.09	0.07	0.12	0.1	**2.06**	**IV**
45	Thuy Liem lake	0.96	0.8	0.6	0.39	0.36	0.14	0.3	0.15	**3.70**	**II**
46	Tan Trung lake	0.72	0.6	0.45	0.52	0.27	0.14	0.18	0.15	**3.03**	**III**

The division of exploitation level of tourist attractions

The majority of the TAs in An Giang are concentrated in the group with the average exploitation level, according to the classification of attractions based on their levels of exploitation. Locations in the Sam Mountain and Cam Mountain tourism areas are examples of tourist sites with exceptionally favorable levels of utilization.

Group I. TAs with an excellent level of exploitation: The number of TAs in group (I) made up 19.6% of the total, with a mean value of 4.45. This includes the Temple of Sam Mountain Goddess, Hang Pagoda, and Tra Su Melaleuca Forest, all of which have average ratings above or equal to 4.45. The primary TAs in the province are acknowledged to be these attractions. Nearly all assessment markers are met by the Temple of Sam Mountain Goddess, which is also highly attractive and matches all other criteria. The TAs have ratings that are lower than the group average of 6 points while having a high appeal. This is a result from their irregular closing times and separation from the provincial hub.

The majority of these locations are scattered in the Sam Mountain (Chau Doc) and Cam Mountain tourism regions (Tri Ton). There are some places classified as singular national monuments, such as the Tay An pagoda, the President Ton Duc Thang memorial, and the Tra Su Melaleuca Forest. The fusion of multiple TAs contributes to the creation of engaging tourism routes, besides having spillover consequences for territorial directions.

Group II. TAs with favorite level of exploitation: Six TAs are in figure 2 with good levels. The number of TAs in the group accounts for 13% of the total TAs considered. The historical site on Tuc Dup Hill, the archaeological and artistic site at Oc Eo, and the historical site at Nui Sap all received index ratings that were greater than the group's average (3.73). These characteristics include the distinctive, indigenous resources, the infrastructure, and the high completeness of the management department. The other TAs were rated below average, mostly due to their poor accessibility (Ba Le Pagoda, Phuoc Thanh Pagoda, Thuy Liem Lake). These TAs may be found, for example, in the Tri Ton, Cho Moi, and Thoai Son districts.

Group III. TAs with a medium level of exploitation: This category has the most points overall (representing 50.0% of the total number of TAs analyzed; see figure 2) with 23 TAs at a moderately favorable level. TAs including Chau Phu Community House, Mubarak Mosque, Long Xuyen Floating Market, An Giang Museum, Cu Lao Gieng Cathedral, Chau Doc Rafting Village, Soai So Lake - Golden Stream, and Ecological Tourism Site in Tan Trung Lake have scores that are higher than the country's average (2.98). Although these locations have average resources, they have limitations in their technology setup, management, and operational time. At the remaining locations, the infrastructure, geography, and accessibility are still a little troublesome. The majority of these TAs are in areas like Chau Doc, Cho Moi, Tinh Bien, Phu Tan, Tan Chau, and Long Xuyen city.

Group IV. TAs with a less attractive level of exploitation: Tam Buu Pagoda, Phi Lai Pagoda, Ta Pa Lake, Bung Binh Thien, Van Giao Brocade Weaving Village, Phu My Blacksmith Craft Village, Phu My Puff Pastry Village, and O. Ta Soc are among the eight TAs, or 17.4% of the total score, that are awarded to TAs with less favorable evaluations. Only 2.47 points make up the average. Although they are frequently still in their infancy, these TAs are first used for tourist expansion. Its key limitations are the location's distance from the province's center, the terrain's monotony, a lack of attention to factors related to tourist growth, including infrastructure and linkages, and managerial skills that are yet inherent broadcast. The TAs in the group concentrated on distribution in remote locations like An Phu and Tri Ton, Tinh Bien, and Phu Tan districts.

Generally, the classification of TAs in An Giang reflects the development aspect of An Giang tourism. An Giang welcomes a large of tourists to visit every year. The number of visitors to the area has been rising over the past ten years. According to data, the number of visitors who utilized the province's lodging services increased dramatically from 250 thousand in 2007 to over 9.2 million tourists in 2019 (AGPC, 2020). However, despite drawing a sizable (and consistent) number of tourists each year, the province has not been able to draw in tour companies. Since there aren't many tours available to the area, most tourists to An Giang make their own travel arrangements on their own (and possibly without early reservation of other services). Despite having the most visitors overall, the income and average daily stay are only average. According to the records of the MDTA, revenue per tourist in An Giang is the lowest among the 13 provinces in the Mekong Delta even though the volume of tourists is on top of the list (AGPC, 2020).

Spending and the average length of stay among domestic and international tourists are quite limited. This may due to the fact that many of the tourists, especially tourists who visit the spiritual TAs (for example, to attend the Temple of Sam Mountain Goddess festival or to worship at the pagodas), are not willing to spend much on local services. Records from hotels show that the average length of stay is only slightly more than one day (1.05 day) per guest, while a larger number of tourists spend less than a day in the province (AGPC, 2020). According to the evaluation result, the average score (mean) of the majority of TAs is low, despite the fact that the index of attractiveness in TAs is high. This demonstrates the limitations of most popular tourist locations' infrastructure, connections, and other pertinent variables. However, because of the emphasis on spiritual tourism attractions, where the Temple of Sam Mountain Goddess serves as the focal point, the indicators of days spent and money are still quite low.

The performance and the core of An Giang tourism

The results of the assessment of TAs contribute to clarifying the performance and core of the tourism industry in An Giang province. The results of evaluation and classification of TAs confirm that tourism in An Giang is dominated by spiritual tourism when the results of the assessment of TAs show that most of the TAs are located in areas with very favorable exploitation levels as spiritual tourist destinations. This further confirms the point made by Uyen, (2012) when the author said that spiritual tourism is the core of the tourist cluster. While other TAs, such as ecotourism, craft village tourism, community tourism, etc., are not particularly fascinating due to infrastructure, connectivity, and environmental

constraints, capital for spiritual TAs is concentrated in the province of An Giang's most popular tourist destinations, where it is being steadily improved through increased investment. The majority of visitors are pilgrims, and the province's most popular tourism attractions are spiritual ones. In addition, the province's tourism industry is highly dependent on the four to five-month-long Temple of Sam Mountain Goddess event. The Temple of Sam Mountain Goddess and its festival, which lasts from after the lunar new year through the fifth lunar month, make up the majority of the religious tourist sector in An Giang. People participate in religious ceremonies at the Temple of Sam Mountain Goddess in the hope that doing so will bring them wealth and success in their businesses.

Basically, the volume, expenditure, prestige, and unique features of the Temple of Sam Mountain Goddess event have a considerable impact on the economy of the An Giang tourism cluster. The other activities, including sightseeing and shopping, have been developed to support this primary activity. Additionally, visitors to An Giang have the option of visiting other well-known locations such Tuc Dup Hills, the President Ton Duc Thang's memorial, and Cam Mountain's Entertainment Park (Uyen , 2012). The other tourist activities, like as sight-seeing and shopping, would not be alluring on their own; rather, they must be combined with the main events, such as visiting the pagodas or the Temple of Sam Mountain Goddess. The Temple of Sam Mountain Goddess festival in An Giang, which is heavily reliant on tourism, poses serious risks to the sector. First of all, because the festival only lasts four to five months out of the year and travelers mostly visit during this time, the income of individuals who work in the tourism sector is particularly erratic because demand for services varies throughout peak and off-peak travel seasons. Ecotourism sites and craft village tourism still require relatively little in the way of infrastructure and accessibility despite having compelling resources.

CONCLUSION

Managing and using tourism strengths requires approaching and analyzing TAs based on a variety of indicators. An Giang is a province with great potential and a range of affordable TAs. However, despite their abundance, most of them are TAs in An Giang with ordinary levels of exploitation, according to the results of the assessment of TAs. The level of exploitation is excellent, focusing solely on a few TAs such the President Ton Duc Thang's memorial area, Hang Pagoda, Tra Su Melaleuca forest, and Ba Chua Xu Temple of Nui Sam. This shows that the province of An Giang's tourism development has not kept pace with its potential. In order to increase the quality of tourism, tourist managers and operators must advocate for a range of service type-related solutions, as well as boost promotion and draw in more infrastructure at attractions strong management and sustainability scores. Also, in order to properly exploit TAs, policies on investment, tourism marketing, and connections must all be implemented simultaneously. These strategies should connect TAs with various levels of exploitation to complement and establish attractive tourist networks.

STUDY LIMITATION

This study has certain some limitations. Although a scale with 8 indicators has been established, there are still a few indicators related to the score assessment that have not been included in the scale, such as the combination between the tourism resources and the tourism infrastructure, the impact of tourist destinations on socio-economic. In terms of research method, the study only used field trip method, and take a survey of 8 experts with AHP technique. However, combining with tourist interviews, if done, can provide a more multi-dimensional view of attractions. In addition, the upper and lower - limit values in that scale are built mostly based on the natural, socio-economic and tourism characteristics of An Giang province, not universally applicable to other areas. In order to more thoroughly verify the accuracy of the scale, it is required to conduct the experiment in a variety of places.

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