

## ASSESSMENT OF FACTORS AFFECTING SPIRITUAL CULTURAL TOURISM AN GIANG PROVINCE, VIETNAM

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**Abstract:** Cultural and spiritual tourism activities are the development trend of Vietnam tourism. It not only brings socio-economic benefits to the locality but also contributes to improving the spiritual life of tourists. An Giang province, Vietnam, has many humanistic tourism resources, which is a condition for developing spiritual and cultural tourism. Exploiting spiritual and cultural tourism in An Giang has been going on for a long time, but many issues still need attention. The article uses surveying 120 tourists on the conditions for developing spiritual and cultural tourism and assessing the factors affecting the development of spiritual and cultural tourism in An Giang province. Research results analyzed by SPSS 20.0 show five factors influencing the growth of spiritual and cultural tourism in An Giang province: service prices, human resources and amenities; security, order and safety; goods and environmental protection; transportation; and facilities. The analysis results show that the conditions for developing spiritual and cultural tourism in An Giang province are only quite average. The article has proposed some development solutions for this type of tourism.

**Key words:** tourism, spiritual culture, An Giang province, Vietnamese Mekong Delta, cultural and spiritual tourism, factors affecting tourism

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### INTRODUCTION

Spirituality has grown in popularity as a research topic in recent decades. The International Union for Conservation of Nature (IUCN) defines it as follows: "instead of the physical aspects of life, spirituality deals with the spiritual aspects of life. Such as purity of motives, feelings, intentions, inner dispositions, psychology of inner life, and dynamic analysis" (Verschuuren et al., 2021). According to Haq and Yin Wong (2010), focusing on this concept can address individual and societal exhaustion; consequently, the field has been acknowledged as an important area of research, particularly in sociology and business. Spirituality can influence various economic and market activities, including the tourism industry, and the relationship between spirituality and tourism is evident. Spirituality can affect travel experiences (Willson et al., 2013) and motivate tourists to visit certain places (Kato and Prozano, 2017). On the other hand, as (Cheer et al., 2017) noted that tourism plays an essential role in "spiritual search" which is an emerging trend that travelers seek out. Despite the fact that the term of spiritual tourism has not yet been universally recognized, a number of scientific studies highlight a growth in self-awareness as a trait spiritual tourists share (Norman, 2012). Additionally, researchers attempt to establish the connection between spirituality and travel motivation and spirituality and travel experience. Choe et al., 2015 discovered that temples and pagodas offer a respite from the hustle and bustle of daily life for persons living in urban regions with hectic schedules. Similarly, Sharpley and Jepson (2011) revealed that although visitors are unlikely to visit these nature-based locations on purpose for spiritual fulfillment, their connection is subconsciously spiritual to a degree. Jepson and Sharpley (2015) claimed in a follow-up study that visitors accept a strong attachment to a destination, namely a feeling of place, and that visiting rural areas contributes to a more profound emotional experience.

It was in Vietnam in 2013 that the very first International Conference on Spiritual Tourism for Sustainable Development was held. This served to highlight the position that spiritual tourism currently holds in the tourism industry as well as the significance it plays in the field of sustainable development (World Tourism Organization, 2015). A growing number of tourism experts are concentrating on spiritual tourism study (e.g., Buzinde, 2020; Cheer et al., 2017; Kujawa, 2017; Norman, 2012; Willson et al., 2013). Spiritual and cultural tourism, often known as spiritual tourism, is on the rise in Vietnam as a significant economic sector. This sort of tourism is being exploited by travel agencies to meet the sightseeing and pilgrimage needs of travellers. The World Tourism Organization asserts that Vietnam has the capacity to enhance spiritual and cultural tourism. The Spiritual Tourism Conference for Sustainable Development (Vietnam National Administration of Tourism, 2013) was held in Ninh Binh province on November 21, 2013. Cooperation between the World Tourism Organization and the Ministry of Culture, Sports, and Tourism of Vietnam enabled the conference to take place. The purpose of the conference is to explore the potential for tourist development based on spiritual and cultural products, the issue of protecting the socio-cultural environment, and the challenges and obstacles connected with the development of tourism products related to spiritual culture. In addition to giving socioeconomic benefits to the destination like other types

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of tourism, developing spiritual and cultural tourism also enables those who make the journey to improve their spirits in the future. If tourist growth is on the right track, people will seek out purposes and values to enrich their lives and themselves.

In the Vietnamese Mekong Delta, the province of An Giang boasts numerous renowned communal houses and pagodas due to its distinctive architectural qualities and rich history and culture. It is a beautiful benefit for An Giang to capitalize on spiritual and cultural tourism to improve the province's tourism business (Chau, 2021). An Giang's visitors are predominantly pilgrims who combine sightseeing at the Nui Sam tourist area (Chau Doc City), Nui Cam tourist area (Tinh Bien district), Tuc Dup Hill tourist area (Tri Ton district) and visit President Ton Duc Thang's memorial site (Long Xuyen City). Spiritual and cultural tourism development is one of the provinces of An Giang's socio-economic development's primary tourism development objectives. An Giang, like many other provinces and cities in Vietnam, has not developed a quality and successful form of tourism, despite the good contributions of spiritual and cultural tourism in recent years. Therefore, the fundamental objective of this study is to examine and survey the opinions of visitors in order to determine the current state of conditions and identify the elements influencing the growth of spiritual and cultural tourism in An Giang province. From the research results, it is possible to propose measures to improve and enhance the quality of spiritual cultural tourism in the area. This contributes to improving economic efficiency and preserving and promoting cultural and religious values for local people in An Giang province.

### RESEARCH ISSUES OVERVIEW

#### Research area

The province of An Giang offers numerous humanistic tourist resources (People's Committee of An Giang province, 2013), which is advantageous for the development of spiritual and cultural tourism. The article polls visitors to An Giang province's three most popular tourism destinations:

(1) Nui Sam National Tourist Area is located in the Nui Sam ward of Chau Doc city. The Nui Sam National Tourist Area is approximately 60 kilometers west of Long Xuyen City, An Giang province, along National Highway 91. Nui Sam is a mountain that has an elevation of roughly 241m. This location focuses on architectural works, historical and cultural artifacts, and lovely sceneries, such as Bach Van hill and Tao Ngo garden. Nui Sam National Tourist Area features the Ba Chua Xu Temple, Tay An Pagoda, Hang Pagoda, and Thoai Ngoc Hau Tomb as tourist attractions. The target audience consists primarily of pilgrims attending the Ba Chua Xu Temple festival and cultural and history enthusiasts. This location receives approximately four million annual visitors, both domestic and international.

(2) The Nui Cam tourist area is a part of the An Hao commune in the Tinh Bien district. The Cam Mountain tourist region is around 90 kilometers from Long Xuyen's city center. Nui Cam, also known as Thien Cam Son, is the highest and most notable peak in the An Giang provincial region of Bay Nui. At the foot of the mountain to the east is the Lam Vien Nui Cam tourism area, which encompasses around 100 hectares and offers a variety of amusement options. In the tourism region, there are attractions such as Thanh Long stream, Big Buddha Pagoda with the tallest Maitreya Buddha statue in Southeast Asia, and Van Linh Pagoda with a tranquil and pristine scenery suited for pilgrimages and vacations. Approximately two million people visit the Nui Cam tourist region annually. The primary audience is comprised of travelers on pilgrimage, sightseeing, recuperation, pagoda worship, and entertainment.

(3) Tuc Dup Hill is part of the An Tuc commune in the Tri Ton district. Tuc Dup Hill is a hill of the Co To, a mountain in the magnificent Bay Nui region. Tuc Dup Hill has a surface area of approximately 2 km<sup>2</sup> and a height of 216 meters. Although the hill is modest, it has a distinctive geological structure, including a network of deep tunnels, enormous caves, and alleys formed by large and small rocks stacked on top of one another. Tuc Dup Hill is protected, enriched, and expanded to become a historical relic for tourism, inviting tourists to visit, make pilgrimages, discover the mysteries of the hill, be entertained, and climb mountains. Tourists frequently enjoy picnics, observing wild animals, indulging in regional dishes, and listening to traditional music while in this area.

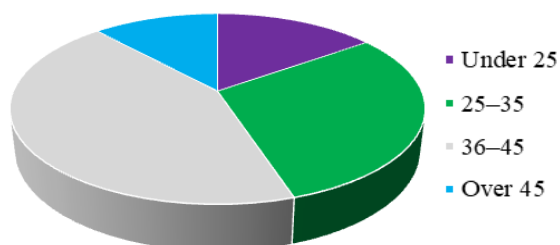


Figure 1. Graph of sample distribution by age (Unit: %)

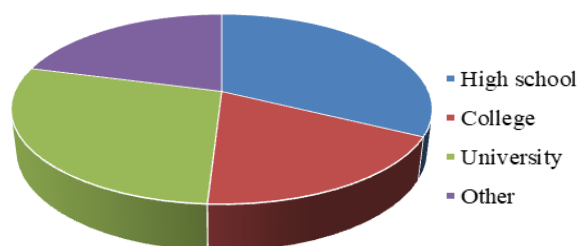


Figure 2. Graph of sample distribution by educational level (Unit: %)

Table 1. Demographic characteristics of respondents to the questionnaire (Source: Data analysis results from direct visitor survey in 2022, n = 120)

Factors	Component	Amount	Percent
Gender	Male	52	43.3%
	Female	68	56.7%
Age	Under 25	18	15.0%
	25-35	36	30.0%
	36-45	52	43.3%
	Over 45	14	11.7%
Education	High school	39	32.5%
	College	22	18.4%
	University	34	28.3%
	Other	25	20.8%
Employment	State employees	35	29.1%
	Workers	14	11.7%
	Farmers	16	13.3%
	Business	26	21.7%
	Other	29	24.2%
Residence	Urban	66	55.0%
	Rural	54	45.0%

**Research sample overview**

Through a questionnaire, the random sampling approach was applied to 120 visitors in order to analyze the influence factors (40 samples in the Nui Sam national tourist area and 40 samples in the Nui Cam tourist area, and 40 samples in the tourism region of Doi Tuc Dup). The demographic features of the respondents are displayed in Table 1. Segmentation by sex: the research sample includes 52 men, accounting for 43.3%, and 68 women, accounting for 56.7%. Divided by age (shown in Figure 1): the research sample the age of under 25 is 18 people (accounting for 15%); from 25 to 35 years old is 36 people (accounting for 36%); from 36 to 45 years old is 52 people (accounting for 43.3%) and over 45 people is 14 people (accounting for 11.7%). Divided by educational level (shown in Figure 2): most of the sample has high school education (32.5%), university (28.3%), and college (18.4%); the rest of the other qualifications accounted for 20.8%. Segmentation by occupation (shown in Figure 3): the sample includes 29.1% of civil servants and public employees, accounting for 11.7% of workers; 13.3% are farmers; accounting for 21.7% is business and retail; The rest are other occupations accounting for 24.2%. Segmentation by type of residence: 55% of tourists reside in urban areas, and 45% reside in rural areas.

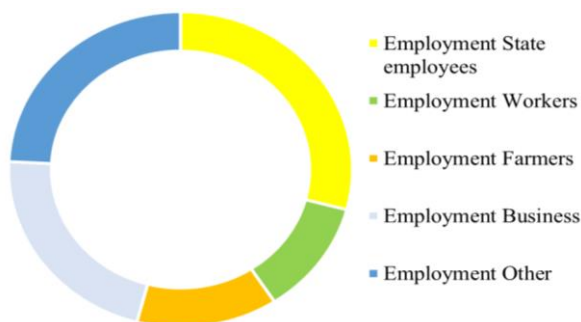


Figure 3. Graph of sample distribution by employment (Unit: %)

**RESEARCH METHODOLOGY**

**Primary data collection and processing**

The research steps are shown in Figure 4. A survey was carried out with the purpose of determining the elements that are influencing the growth of cultural and spiritual tourism in the province of An Giang. The rating system is based on a five-point Likert scale (Likert, 1932) to measure the evaluation of visitors: 1 = inferior, 2 = poor, 3 = average, 4 = good, 5 = very good or 1 = very not satisfied, 2 = not satisfied, 3 = regular, 4 = satisfied, 5 = very satisfied.

According to Hair et al. (2009) to use the exploratory factor analysis method, the sample size is good when the ratio of observations /measured variables is 5:1; that is, 1 measurement variable needs at least 5 observations (Hair et al., 2009). So, theoretically, the study uses 24 measurement variables, including: (1) no divination status; (2) no beggar status; (3) no theft status; (4) no peddling and peddling; (5) the temple grounds are clean; (6) suitable and abundant waste storage facilities; (7) good garbage collection and treatment; (8) adequate and clean toilets; (9) wide roads to attractions, (10) flat roads; (11) spacious car park; (12) many restaurants and eateries; (13) restaurants and cafeterias are clean and hygienic; (14) easy to find and buy incense and gifts; (15) diverse and abundant souvenirs; (16) pleasant shopkeepers and good service staff; (16) friendly and courteous accommodation staff; (18) spacious and airy rooms; (19) well-functioning air-conditioner and water heater; (20) television works with good picture and sound; (21) reasonable food prices; (22) reasonable accommodation prices; (23) reasonable sightseeing prices; (24) reasonable shopping prices.

Therefore, the required number of samples is  $24 \times 5 = 120$ . Using a questionnaire, convenience non-probability sampling is conducted. After being collected and screened, the questionnaires satisfy the standards and circumstances.

**Data Analysis methods**

Methods for data analysis include descriptive statistics using Microsoft Excel and SPSS software, one-factor analysis of variance, pairwise correlation analysis using the Pearson correlation coefficient, and scale reliability evaluation (Scale Reliability Analysis), exploratory factor analysis using SPSS 20.0.

**RESULTS AND DISCUSSION**

**Visitors' evaluation of the conditions for developing spiritual and cultural tourism in An Giang province**

In general, the conditions for promoting spiritual cultural tourism in the province of An Giang include security and order, safety, environmental sanitation, tourism infrastructure, food and beverage services, facilities and services retail that are rated higher than average by travelers. However, tourists only give an average rating to the affordability of the pricing of the services (Table 2). Table 3 shows that at the significance level  $\alpha = 0.01$ , 99% confidence level, the

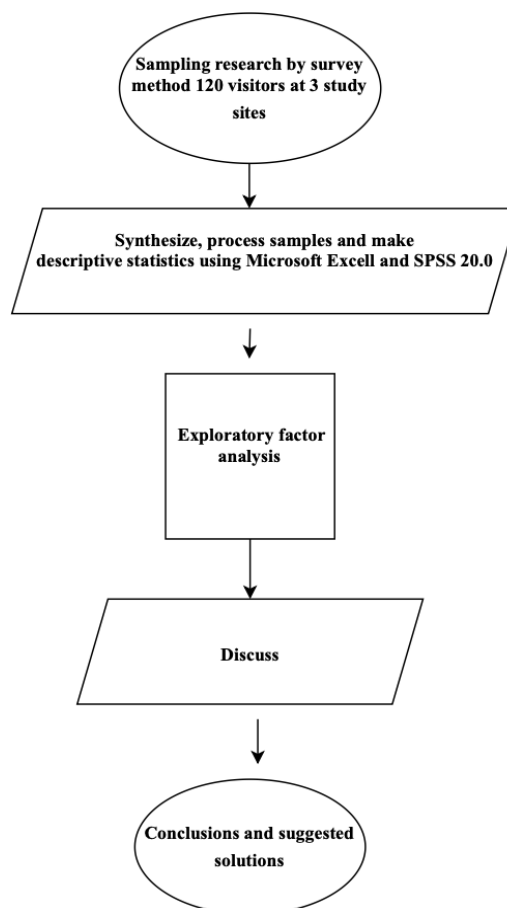


Figure 4. Flowchart of research steps (Source: Author, 2022)

problem of security, order, and safety; environmental sanitation issues; infrastructure for tourism and prices of services differ between the spiritual destinations of the three key tourist areas of An Giang province.

Table 2. Conditions for developing spiritual and cultural tourism in An Giang province (Source: Data analysis results from direct visitor survey in 2022, n = 120)

Condition	Value Mean	Deviation Standard	Rating
Security, order and safety	3.44	0.708	Fairly good
Sanitation problems	3.35	0.827	Fairly good
Infrastructure for tourism	3.45	0.721	Fairly good
Catering and shopping	3.40	0.826	Fairly good
Accommodation	3.32	0.795	Fairly good
Prices of services	3.23	0.838	Average

Table 3. Examination of the conditions for developing spiritual cultural tourism among the three destinations; Note: \*\*:  $\alpha < 0.01$  (statistically significant) (Source: Data analysis results from direct visitor survey in 2022, n = 120)

Order	Condition	Sig.	Level of meaning
1	Security, order and safety	0.000	**
2	Sanitation problems	0.007	**
3	Infrastructure for tourism	0.001	**
4	Prices of services	0.004	**

According to Table 4, visitors rated Nui Sam national tourist area the highest for security, order, and safety, followed by Nui Cam tourist area, and Tuc Dup Hill tourist area the lowest. The Tuc Dup Hill tourist region had the lowest rating for environmental sanitation, followed by the Nui Cam tourist area, and then the Nui Sam national tourist area.

Tourists rank Nui Sam national tourist area as having the best infrastructure for tourism, followed by Tuc Dup Hill tourist area, and Nui Cam tourist area as having the lowest infrastructure. Visitors regard the cost of services in the Nui Sam national tourist region as the most reasonable, followed by the Nui Cam tourist area, and the Tuc Dup Hill tourist area as the most unreasonable. In contrast to Tuc Dup Hill tourist area and Nui Cam tourist area, Sam Mountain national tourist area receives the highest grade for all conditions conducive to the development of spiritual and cultural tourism (about four different conditions with statistical significance).

Table 4. Differences in development conditions for cultural and spiritual tourism of three tourist areas (Source: Data analysis results from direct visitor survey in 2022, n = 120)

Condition		Value Mean	Deviation Standard
Security, order and safety	Nui Sam national tourist area	3.75	0.494
	Nui Cam tourist area	3.60	0.590
	Tuc Dup Hill tourist area	2.98	0.768
Sanitation problems	Nui Sam national tourist area	3.58	0.748
	Nui Cam tourist area	3.45	0.876
	Tuc Dup Hill tourist area	3.03	0.768
Infrastructure for tourism	Nui Sam national tourist area	3.79	0.732
	Nui Cam tourist area	3.35	0.736
	Tuc Dup Hill tourist area	3.20	0.564
Prices of services	Nui Sam national tourist area	3.54	0.682
	Nui Cam tourist area	3.23	0.832
	Tuc Dup Hill tourist area	2.93	0.888

Table 5 shows that tourists feel pretty satisfied with the spiritual and cultural tourism in An Giang (reaching 3.63 points). At a 99% confidence level, visitor satisfaction varies across destinations. The highest level of visitor satisfaction for a trip in the Nui Sam national tourist area (reaching 3.93 points), followed by a trip to the Nui Cam tourist area (reaching 3.58 points), and the lowest for tourism in the Tuc Dup Hill tourist area (reaching 3.38 points).

At the significance level  $\alpha = 0.01$ , 99% confidence level (Pearson test, 2-sided), visitor satisfaction is positively correlated with the destination's attractiveness to return to tourism the following times and to introduce tourism to relatives and friends of visitors. According to Cao Hao Thi,  $|r| < 0.4$ : weak correlation;  $|r| = 0.4-0.8$ : mean correlation;  $|r| > 0.8$ : strong correlation. The test results of the relationship between the three variables,  $r = 0.577$ ,  $r = 0.458$ , and  $r = 0.454$ , mean correlation (Table 5).

Table 5. Correlation between satisfaction with attractiveness of destination and intention to return, intention to introduce tourism of tourists (Source: Data analysis results from direct visitor survey in 2022, n = 120)

		Satisfaction	Attraction	Planning to return	Intended introduction
Satisfaction	Pearson correlation Sig. (2- sides)	<b>1</b>			
Attraction	Pearson correlation Sig. (2- sides)	0.577** 0.000	<b>1</b>		
Planning to return	Pearson correlation Sig. (2- sides)	0.458** 0.000		<b>1</b>	
Intended introduction	Pearson correlation Sig. (2- sides)	0.454** 0.000			<b>1</b>

Therefore, preserving and embellishing the environment and landscape, preserving cultural values to make the destination more and more attractive; along with that is the development of services and amenities; ensuring the reasonableness of prices, security, order, and safety is the basic foundation to improve visitor satisfaction. The analysis results show that the higher the level of satisfaction about the trip, the higher the likelihood that tourists will return to travel next time. At the same time, it also stimulates them to promote tourism by word of mouth to the tourist market potential.

### Factors affecting cultural and spiritual tourism in An Giang province

To explore the factors affecting the development of cultural and spiritual tourism in An Giang province, the study uses 6 criteria (24 variables), including security, order, and safety (4 variables), sanitation issues (4 variables), tourism infrastructure (3 variables), food and shopping services (5 variables), accommodation facilities (4 variables) and prices of services tourism services (4 variables). Evaluate the 6 criteria (24 variables) mentioned above to ensure the reliability of the scale and measurement variables. Regarding the scale's reliability, Hoang and Chu (2008) said that if Cronbach's Alpha is in the range from 0.7 to nearly 0.8, the scale is usable, and from 0.8 to close to 1, the scale is good to use.

The adjusted total variable correlation coefficient ensures the reliability of the measured variable (corrected item-total correlation)  $\geq 0.3$  (Nunnally and Bernstein, 1994), (Nguyen, 2011). After evaluating the reliability of the scale, the security and order criteria have Cronbach's Alpha = 0.884, and none of the variables have variable correlation coefficient - adjusted total  $< 0.6$ ; the criterion of environmental sanitation has Cronbach's Alpha = 0.803 and no variable has variable correlation coefficient - adjusted total  $< 0.5$ ; the criterion of infrastructure for tourism has Cronbach's Alpha = 0.725 and no variable has variable correlation coefficient - adjusted total  $< 0.4$ ; the criteria of food service and shopping have Cronbach's Alpha = 0.729, and no variable has variable correlation coefficient - adjusted total  $< 0.4$ ; the accommodation criteria has Cronbach's Alpha = 0.789 and no variable has variable correlation coefficient - adjusted total  $< 0.4$ ; the price criteria for services has Cronbach's Alpha = 0.900 and no variable has variable correlation coefficient - adjusted total  $< 0.7$ . So 6 criteria, including 24 variables, all ensure reliability, so they are included in exploratory factor analysis.

Table 6. KMO and Bartlett Test (Source: Data analysis results from direct visitor survey in 2022, n = 120)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of sampling adequacy		.836
Bartlett's Test of Sphericity	Approx. Chi-Square	1.675E3
	Df	276
	.Sig	.000

In Table 6, the KMO (Kaiser-Meyer-Olkin Measure of sampling adequacy) and Bartlett (Bartlett's Test of Sphericity) tests are used to check the relevance of the data before officially conducting exploratory factor analysis. According to Kaiser, KMO  $\geq 0.9$ : very good; KMO  $\geq 0.8$ : good; KMO  $\geq 0.7$  acceptable; KMO  $\geq 0.6$ : temporary; KMO  $\geq 0.5$ : bad; and KMO  $< 0.5$ : unacceptable (Kaiser, 1974). According to Hoang and Chu (2008), if Bartlett's test has Sig. Value  $> 0.05$  (no statistical significance) should not apply factor analysis. After testing, the KMO index of the data = 0.836, and the Bartlett test has a Sig value. = 0.000 ( $< 0.05$ : statistically significant). therefore, the data is appropriate for exploratory factor analysis. The method of extracting Principle components, Eigenvalues over 1 (the number of factors is determined in the element with eigenvalue  $> 1$ ), with Varimax perpendicular rotation, is used in factor analysis.

Table 7. Factor matrix after rotation (Source: Data analysis results from direct visitor survey in 2022, n = 120)

Measure variable	Factors				
	1	2	3	4	5
The reasonable price of accommodation	.790				
The reasonableness of food prices	.763				
The staff of the accommodation is always ready to serve	.664				
Service attitude of restaurant staff	.658				
Friendly and polite accommodation staff	.641				
The restaurant is clean, ensuring food hygiene	.640				
The reasonable price of sightseeing	.603				
The reasonableness of shopping prices	.577				
Spacious and airy rooms	.502				
Theft situation		.872			
Begging status		.818			
Status of peddling and peddling		.776			
Divination status		.722			
Convenience in buying incense and gifts			.705		
Variety of souvenirs			.704		
Garbage collection and treatment			.515		
Width of the road to the place to visit				.842	
The quality of the road surface to the place to visit				.749	
Sufficient garbage disposal equipment					.702
The toilet is complete and clean					.624

According to the standard eigenvalues over 1, there are 5 factors drawn, and the cumulative column % (% cumulative) shows that 5 factors explain 67,246% of the variation of the data. According to the factor matrix table after rotation (Table 7), five factors influence the growth of spiritual and cultural tourism in the province of An Giang. To ensure the practical importance of the exploratory factor analysis in Table 7, the measurement variables with factor loadings that do not match the threshold for each factor must be eliminated. According to Hair et al. (2009) considers that factor loading is the criterion to ensure the practical significance of exploratory factor analysis.  $0.3 < \text{factor loading factor} \leq 0.4$  is considered minimal,  $0.4 < \text{factor loading factor} \leq 0.5$  is considered important, factor loading factor  $> 0.5$  is considered important. considered to be of

practical significance. Therefore, the measurement variable is selected when there is a factor loading factor > 0.5. After removing the measurement variables that do not meet the standards in each factor, the results are obtained.

Table 8 shows 5 factors affecting the development of cultural and spiritual tourism in An Giang province.

Factor 1 is influenced by 9 variables: "price of services, human resources, and amenities."

Factor 2 is influenced by 4 measurement variables "security, order, and safety."

Factor 3 is influenced by 3 measurement variables named "commodities and environmental protection."

Factor 4 is influenced by two measurement variables named "transportation."

Factor 5 is influenced by two measurement variables named "facilities."

To calculate the factor score for each observation case, we have the equation (Hoang and Chu, 2008):

$$F_i = W_{i1}X_1 + W_{i2}X_2 + W_{i3}X_3 + W_{i4}X_4 + \dots + W_{ik}X_k$$

In there:  $F_i$ : estimate the value of factor I;  $W_i$ : factor weight;  $k$ : number of variables

Based on the factor score matrix table (Table 9), we have the following factor score equations:

$$F_1 = 0.257 X_1 + 0.232 X_2 + 0.208 X_3 + 0.227 X_4 + 0.209 X_5 + 0.196 X_6 + 0.108 X_7 + 0.105 X_8 + 0.094 X_9$$

Factor 1, the factor "price of services, human resources, and amenities" is affected by 9 variables:  $X_1$  (reasonability of accommodation prices),  $X_2$  (reasonability of food prices),  $X_3$  (willingness to serve by hotel staff),  $X_4$  (service attitude of restaurant staff),  $X_5$  (friendliness and courtesy of accommodation staff),  $X_6$  (restaurant staff eat clean and ensure food hygiene),  $X_7$  (reasonability of sightseeing prices),  $X_8$  (reasonability of shopping prices), and  $X_9$  (spacious and airy rooms). Variables  $X_1$ ,  $X_2$ ,  $X_3$ ,  $X_4$ ,  $X_5$ , and  $X_6$  have the most substantial impact due to having the most significant factor scores.

$$F_2 = 0.253 X_{10} + 0.213 X_{11} + 0.244 X_{12} + 0.185 X_{13}$$

Factor 2, the factor "security, order and safety," is affected by 4 variables:  $X_{10}$  (theft situation),  $X_{11}$  (begging situation),  $X_{12}$  (street peddlers and solicitation), and  $X_{13}$  (divination status). Variables  $X_{10}$ ,  $X_{12}$ , and  $X_{11}$  have the strongest impact.

$$F_3 = 0.370 X_{14} + 0.323 X_{15} + 0.247 X_{16}$$

Factor 3, the factor "commodities and environmental protection," is affected by 3 variables:  $X_{14}$  (convenience in buying incense, lamps, and gifts),  $X_{15}$  (variety of souvenirs), and  $X_{16}$  (publicity, garbage collection). Variables  $X_{14}$  and  $X_{15}$  have the most substantial impact.  $F_4 = 0.462 X_{17} + 0.359 X_{18}$

Factor 4, the factor "transportation," is affected by 2 variables:  $X_{17}$  (width of the road to the place of interest) and  $X_{18}$  (quality of the road surface to the place of interest). Variables  $X_{17}$  have the most substantial impact.

$$F_5 = 0.373 X_{19} + 0.337 X_{20}$$

Factor 5, the factor "facilities," is affected by 2 variables:  $X_{19}$  (adequate waste storage equipment) and  $X_{20}$  (adequate and clean toilets). Variables  $X_{19}$  have the most decisive impact.

Table 8. Factor Score Matrix (Source: Data analysis results from direct visitor survey in 2022, n = 120)

Measure variable	Factors				
	1	2	3	4	5
The reasonable price of accommodation	0.257				
The reasonableness of food prices	0.232				
The staff of the accommodation is always ready to serve	0.208				
Service attitude of restaurant staff	0.227				
Friendly and polite accommodation staff	0.209				
The restaurant is clean, ensuring food hygiene	0.196				
The reasonable price of sightseeing	0.108				
The reasonableness of shopping prices	0.105				
Spacious and airy rooms	0.094				
Theft situation		0.253			
Begging status		0.213			
Status of peddling and peddling		0.244			
Divination status		0.185			
Convenience in buying incense and gifts			0.370		
Variety of souvenirs			0.323		
Garbage collection and treatment			0.247		
Width of the road to the place to visit				0.462	
The quality of the road surface to the place to visit				0.359	
Sufficient garbage disposal equipment					0.373
The toilet is complete and clean					0.337

### CONCLUSION AND PROPOSED SOLUTIONS

In general, the conditions for growing spiritual and cultural tourism in the province of An Giang are only mediocre; among the locations evaluated, the Nui Sam national tourist area excels in every respect, according to the opinions of visitors. The spiritual trip to An Giang leaves guests feeling quite content. Nui Sam national tourist area has the highest level of tourist satisfaction, followed by the Nui Cam tourist area, while the Tuc Dup Hill tourist area has the lowest level. The amount of visitor satisfaction is positively connected with the destination's attractiveness, the likelihood of future travel, and the intent to suggest tourism to family and friends. The development of cultural and spiritual tourism in An Giang province is influenced by five factors: "service costs, human resources, and amenities"; "security, order, and safety"; "goods and protection"; "environment," "transportation," and "facilities". Based on the findings of the analysis, the

author concludes that local authorities and tourism management boards in An Giang province must address a number of the following issues in order to overcome obstacles and stimulate the growth of spiritual and cultural tourism:

(1) The issue of human tourism resources, accommodation facilities, and tourism service prices: localities must open short-term training courses for service personnel at tourist destinations on tourism knowledge and the psychology of tourists, the art of communication, and the means of ensuring food hygiene. Accommodations must prioritize spaciousness, coolness, cleanliness, and organization. The pricing of tourist service establishments should be made more reasonable. In addition, the publishing of pricing in restaurants and souvenir shops is crucial since it instills confidence in tourists and prevents arbitrarily contested prices.

(2) Security and safety issues for visitors: it is necessary to strengthen the inspection, monitoring, and handling of security violations such as enticing tourists to buy incense, lamps, and offerings; fortune-telling, begging and stealing at tourist sites. The authorities should specifically re-plan areas for trade and parking to increase the beauty of the tourist destination and, simultaneously, create safety for visitors.

(3) The issue of environmental protection and souvenir sales: it is necessary to educate locals and tourists on the importance of maintaining a green and clean environment at tourist attractions, as well as to strengthen garbage collection and treatment activities to ensure environmental sanitation and enhance the aesthetic appeal of tourist destinations. The local government facilitates the production and distribution of local souvenirs. Encourage the production and sale of Khmer and Cham-specific goods by the local populace.

(4) Problems of transportation and facilities: it is necessary to upgrade the car route to the Nui Cam tourist area and overcome the problem of landslides at this route to ensure the safety of tourists during the trip. Pilgrimage, sightseeing. In addition, the main roads to Sam Mountain National Tourist Area and Tuc Dup Hill tourist area also need to be repaired and expanded to create convenient circulation. It is adding garbage storage devices at tourist sites. The toilet system needs to be fully equipped and clean. From the above suggestions, the study hopes to contribute to the development of spiritual and cultural tourism to contribute to the development commensurate with the potential of An Giang province in particular and for An Giang to become a destination attractive, reliable, convenient, friendly, and safe, worthy of the land converging many national spiritual and cultural identities in general.

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