

FPT UNIVERSITY- CAMPUS CAN THO



TOPIC: Research on the influence of culinary culture on tourism development in Ca Mau province.

| Name of group member | Student code |
|-----------------------------|---------------------|
| 1. Pham Thi Diem Quynh | CS150143 |
| 2. Pham Diem My | CS150658 |
| 3. Nguyen Thanh Thuy | CS150641 |
| 4. Nguyen Ngoc Cam | CS150634 |
| 5. Vo Phuong Quyen | CS150116 |

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Supervisor: La Thi Mong Linh

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Table of Contents

| | |
|------------------------------------------------------|----|
| CHAPTER 1: INTRODUCTION | 2 |
| 1.1 Overview of the thesis | 2 |
| 1.2 Research objectives..... | 3 |
| 1.2.1 Main purpose | 3 |
| 1.2.2 Specific purpose | 3 |
| 1.3 Research questions..... | 3 |
| 1.4 Research Scope | 3 |
| 1.4.1 Spatial scope | 3 |
| 1.4.2 Time range | 4 |
| 1.5 Methodology & Data Overview..... | 4 |
| 1.6 Aims of research | 4 |
| 1.7 Outline of the thesis | 5 |
| 1.8 Tourism overview of Ca Mau province | 5 |
| 1.8.1 Geographical location | 5 |
| 1.8.2 Topographic characteristics | 6 |
| 1.8.3 Climate characteristics | 6 |
| 1.8.4 Natural resources | 7 |
| CHAPTER 2: LITERATURE REVIEW | 15 |
| 2.1 Culture | 15 |
| 2.2 Cuisine | 16 |
| 2.3 Culinary culture | 16 |
| 2.4 Travel | 17 |
| 2.5 Tourist Destinations | 17 |
| 2.6 Quality of travel experience..... | 18 |
| 2.7 Tourism promotion | 19 |
| 2.8 Tourism development strategy..... | 21 |
| CHAPTER 3: METHODOLOGY | 24 |
| 3.1 Qualitative research | 24 |
| 3.2 Quantitative Research | 24 |
| 3.3 Research sample and data collection method | 25 |
| 3.4 Preliminary research | 25 |
| 3.5 Field Methods | 25 |
| 3.6. Consult experts | 27 |

| | |
|------------------------------------------------------------------------------------------------------------------------------|----|
| CHAPTER 4: ANALYSIS AND FINDINGS | 29 |
| 4.1 Culinary culture affects the intention to choose a tourist destination in Ca Mau | 29 |
| 4.2 Culinary culture affects the quality of tourism experiences in Ca Mau | 34 |
| 4.4 Culinary culture affects Ca Mau tourism development strategy | 47 |
| 4.5. The reliability of the scales: | 56 |
| CHAPTER 5: CONCLUSION AND RECOMMENDATION | 63 |
| 5.1 Recommendation | 63 |
| 5.1.1 <i>Culinary tourism aims at preserving and promoting the traditional cultural values and products of Ca Mau.</i> | 63 |
| 5.1.2 <i>Building a rich cuisine and self-experience travel.</i> | 63 |
| 5.1.3 <i>Links with other localities.</i> | 64 |
| 5.1.4 <i>Improve the quality of the workforce operating in the field of cuisine and tourism.</i> ... | 64 |
| 5.1.5 <i>Propaganda and promotion to raise awareness about culinary tourism.</i> | 65 |
| 5.2 Conclusion | 67 |
| 5.3. <i>Limitations and future research</i> | 69 |

Executive Summary

Culinary culture plays a very important role in the operational chain of tourism, especially in the current development context - when tourism is strength and a spearhead of the economic sector of Vietnam. Ca Mau is a place with a rather unique geographical position, being a province located in the South Pole of the country, "where the tip of the cape can stand to watch the sunrise from the east and watch the sunset from the west at the same location". The culinary culture here has the characteristics of Vietnamese culinary culture in general and regional cuisine in particular.

When experiencing culinary culture, it is not just about enjoying delicious food, but culinary also brings many experiences about a cultural region. This study aims to understand the influence of culinary culture on tourism development in Ca Mau. Exploiting culinary values and at the same time affirming the important role of cuisine in tourism development. From there, models and solutions can be drawn to help tour operators easily build suitable tourism programs, contribute to promoting and bring more economic resources to the locality through tourism development.

CHAPTER 1: INTRODUCTION

1.1 Overview of the thesis

Cuisine - the natural daily occurrence in people's lives, gradually over time and according to the needs of human civilization development, the cuisine has risen to a high level to become the unique culture of each locality region, ethnicity, and country. For many ethnic groups and nations, food is not only a material culture but also a spiritual culture. Through cuisine, it is possible to understand the culture, and the cultural level of the nation with the morals, rules, and customs in the way of eating. When it comes to Vietnam, cuisine is always an exciting topic. With a country with a long history and an exceptional geographical position, each region on this S-shaped strip of land has its unique dishes and specialties that cannot be mixed.

The Southwest region is a new land, discovered with a mild climate, fertile and relatively large land, creating for this land many products from nature, people have influenced from the natural land here. Personality is also generous, enthusiastic, and sincere. With North and Central Factors affecting Vietnamese cuisine include geographical location, climate, history, and economic culture. In hot climates, dishes are often made from plants, with a lower percentage of meat or fat. Processing methods are usually boiled, dipped, and blanched. The flavor of the dish will be strong, aromatic, and spicy. In contrast, in cold climates, the main ingredient is animal meat, which is rich in fat. People often use roasting and stewing methods in processing. History is also a factor that influences cuisine. With a long and heroic history, Vietnamese cuisine has many rich, traditional dishes and many unique eating habits. In addition, other factors such as culture, economy, and religion also greatly affect the culinary culture of Vietnamese people.

Vietnam is a country with a rich and unique cuisine and there is an opinion that, along with China and France, Vietnamese cuisine is one of the outstanding three cuisines in the world. Vietnamese culinary identity is associated with regions, ethnic groups, and religions, under the influence of natural conditions, history, and cultural exchanges. In recent years, culinary culture has become an important factor in tourism development. The cuisine is a factor that contributes to the quality and brand of tourism. Exploiting the value of culinary culture is an indispensable part of the tourism business of each country, considering the value and important role of cuisine in the tourism development of each

country. Exploiting the values of culinary culture to organize promotions to attract tourists is of special interest to the management agencies of Ca Mau province.

1.2 Research objectives

1.2.1 Main purpose

The objective of the study is to analyze the influence of culinary culture and propose solutions to develop tourism in Ca Mau province. Learn about the role and tourism potential of cuisine for tourism development in Ca Mau province, in order to analyze and find out the typical culinary culture of this land.

1.2.2 Specific purpose

The study has the following specific objectives:

First, investigate the impact of food culture on tourists' travel intentions.

Second, analyze the relationship and impact on the development of Ca Mau tourism through culinary culture from the model.

Finally, propose some solutions to attract tourism to Ca Mau province through culinary culture.

1.3 Research questions

Question 1: How does culinary culture affect tourism in Ca Mau province?

Question 2: What is the solution to increase the influence of culinary culture on tourism development in Ca Mau province?

1.4 Research Scope

1.4.1 Spatial scope

The scope of space is domestic tourists who are interested in food when travelling in general and Ca Mau cuisine in particular.

Where to collect data: The team's data collection process will take place in May and June; the research team will collect data in person and online through students on campus, friends, relatives, visitors to tourist attractions in Ca Mau, tourist groups on social networking platforms.

1.4.2 Time range

The time range of the study will collect interview data during the period from May 2023 to June 2023.

The group will conduct a direct survey by going to each class to directly survey the students in the school using the form. In addition, the group will also conduct an online survey by sending it to friends and relatives far away, tour groups on social networking sites.

Survey type:

Age: 18 years old and up

Gender: Male and Female

Expected number of respondents: 350

1.5 Methodology & Data Overview

This research project employs a mixed-method approach, combining quantitative and qualitative research methods, with primary data collected through an online, direct sampling method. The proposed sample size is 497 tourists, mainly consisting of university students and individuals aged between 18 and 55 years. The research team created a questionnaire on Google Form to distribute to participants.

The research methodology involves conducting surveys in specific regions and localities, gathering data from participants, consulting relevant literature to support the study, and referencing articles related to the local context. Expert opinions are also considered in the research process. The questionnaire is designed in both Vietnamese and English, with the English version used for international tourists willing to respond in this language. The collected data will be processed and analyzed using Cronbach's Alpha and exploratory factor analysis (EFA) with the SPSS software.

1.6 Aims of research

This study aims to find out more about the influence of culinary culture on tourism development in Ca Mau. Exploiting culinary values and at the same time affirming the important role of cuisine in tourism development. From there, we propose models and

solutions to help travel businesses build appropriate tourism programs, contribute to promoting and further promote local tourism through culinary culture.

1.7 Outline of the thesis

Dissertation outline:

Chapter 1: Introduction: This chapter provides some information such as: novelty of the topic, research significance, research questions, research methods and general overview of the data.

Chapter 2: Literature review: This chapter presents the theoretical basis of research-related issues such as the theory.

Chapter 3: Research Methods: This study was researched by qualitative methods.

Chapter 4: Data analysis and results:

Chapter 5: Conclusions and recommendations: In this chapter, solutions are proposed to help travel businesses build appropriate tourism programs through culinary attractions, contributing to tourism promotion cuisine in Ca Mau.

In the first chapter of the research paper, an overview of the research picture is provided to understand the influence of culinary culture on tourism development in Ca Mau. The objectives, scope of research, identification of research objects, methodology & data overview and research questions have been raised in the article exploiting culinary values, while affirming the critical role of cuisine in tourism development. The scope of space is domestic tourists who are interested in food when traveling in general and Ca Mau cuisine in particular. Exploiting culinary values and at the same time affirming the important role of cuisine in tourism development. From there, we propose models and solutions to help travel businesses build appropriate tourism programs, contribute to promoting and further promote local tourism through culinary culture.

1.8 Tourism overview of Ca Mau province

1.8.1 Geographical location

According to the Ca Mau Province Portal, "Ca Mau is the southernmost province of Vietnam, in the Mekong Delta region, which was re-established on January 1, 1997. The territory consists of two parts: the mainland part. The mainland has an area of 5,294.87 square kilometers, ranked second, and equals 12.97% of the area of the Mekong Delta, equal to 1.58% of the whole country aquaculture land area is over 266,735 ha, rice land 129,204 ha, and forestry land 103,723 ha. Located at 8034' to 9033' North latitude and 104043' to 105025 East longitude, 370 km from Ho Chi Minh City, 180 km south of Can Tho city, 100 km long from north to south, bordering Kien Giang province to the north, Bac Lieu province to the northeast, the East and Southeast seas to the east and west Ca Mau is located on a peninsula, has a rather special geographical position, with three sides facing the sea. Ca Mau Cape is the only place on the mainland where you can watch the sunrise from the East Sea in the morning and dive into the West Sea in the afternoon. Ca Mau is located in the centre of the seas of Southeast Asian countries, so it is very convenient for economic exchanges and cooperation with countries in the region. Ca Mau has the sea and continental shelf under the sovereignty and jurisdiction of Vietnam managed by Ca Mau province with an area of 71,000 square kilometers. There are Hon Khoai, Hon Chuoi, Hon Buong, and Hon Da Bac.

Ca Mau province has 6 districts and one city (including Ca Mau City, Thoi Binh, U Minh, Tran Van Thoi, Cai Nuoc, Dam Doi, and Ngoc Hien districts). On November 17, 2003, the Government issued Decree No. 138/2003/ND-CP on the establishment of Nam Can and Phu Tan districts, Ca Mau province. Thus, at present, Ca Mau province has 8 districts and 1 city. With its geographical position located in the heart of the seas of Southeast Asian countries, Ca Mau has many advantages for economic exchanges and cooperation with countries in the region.

1.8.2 Topographic characteristics

Ca Mau is a lowland area, often flooded. Currently, there is an offsetting phenomenon on both the East and West coasts. Ca Mau has 5 main soil groups including bran soil, more muddy soil, alluvial soil, saline soil, and canal soil. The group of saline soils with 150,278 ha is concentrated mainly in the coastal areas of the East Sea and in the south of Ca Mau city, in the districts of Dam Doi, Cai Nuoc, Ngoc Hien, and Tran Van Thoi. The opposite is with a very large area of About 334,925 hectares, accounting for 64.27% of the natural area, distributed mostly in the districts of the province.

1.8.3 Climate characteristics

Ca Mau province is characterized by a sub-equatorial monsoon tropical climate, with an average high temperature in all provinces of the Mekong Delta. The average annual temperature is 26.50C. The highest average temperature of the year is in April, about 27.60C; the lowest average temperature in January is about 25.0°C. The average temperature range in 1 year is 2.70C.

Ca Mau has 2 distinct seasons: the rainy season and the dry season. The rainy season starts from May to November; the dry season starts from December to April next year. Here, the average rainfall is up to 165 rainy days/year with 2,360 mm. The average evaporation is about 1,022 mm/year; the dry season has the largest amount of vapor. The annual average humidity is 85.6%, and the humidity is low in the dry season; especially in March, the humidity usually reaches about 80%. The wind regime is also seasonal. In the dry season, the prevailing wind direction is northeast and east, with an average speed of about 1.6 - 2.8 m/s. In the rainy season, winds prevail in the direction of West - South or West, with an average speed of 1.8 - 4.5 m/s. In the rainy season, there are occasional tornados or tornadoes of level 7, level 8.

The tidal regime in Ca Mau province is directly affected by the irregular semi-tidal regime in the East Sea and the irregular semi-tidal regime in the West Sea. The tidal range in the East Sea is relatively large, with a distance of 300 - 350 cm on high tide days, and from 180 - 220 cm on low tide days. The hydrological regime of the coastal system is directly influenced by the tide of the past year, with many wide estuaries leading to the sea. Outside the river mouth, the influence of high tide; further inland the border and the speed of tidal spread on the harbors were relatively small.

1.8.4 Natural resources

Land resources

Ca Mau has the following main soil groups: The saline soil group has an area of 208,496 ha, accounting for 40% of the natural area. Saline soil is distributed mainly in the districts of Dam Doi, Cai Nuoc, Ngoc Hien, Tran Van Thoi, U Minh, Thoi Binh, and Ca Mau City. The acid-acid soil group has an area of 271,926 ha, accounting for 52.18% of the natural area; distributed mainly in Thoi Binh, U Minh, and Tran Van Thoi districts.

The group of saline alkaline soils is distributed in coastal areas. For the non-mangrootrophic acid soil area, it is possible to grow rice in the rainy season, and plant acid-tolerant industrial crops such as sugarcane, pineapple, banana, melaleuca, etc.

aquatic products. In addition, there is a group of peat soil, with an area of about 8,000 ha, distributed in U Minh and Tran Van Thoi districts and a group of alluvial soil with an area of 15,488 ha, distributed in Ngoc Hien and Cai Nuoc districts. The province's agricultural land area is 351,355 ha, accounting for 67.63%; forest land with forests is 104,805 ha, accounting for 20.18%; specialized land has 17,072 ha, accounting for 3.29%; residential land has 5,502 ha, accounting for 1.06%; unused land and rivers have 40,773 ha, accounting for 7.85%.

Forest resources

Ca Mau forest is a specific ecological type; mangrove coastal ecological forest is distributed along the coast with a length of 254 km. Besides, Ca Mau also has a melaleuca forest ecosystem located deep in the continent in the districts of U Minh, Tran Van Thoi, and Thoi Binh with a scale of 35,000 ha. The area of mangroves in Ca Mau accounts for 77% of the mangroves of the Mekong Delta. The total reserve of Ca Mau forest is 2,205,701 m³, of which the melaleuca forest is 1,435,757 m³ and the mangrove forest is 769,994 m³ (results of the forest resource survey in 1999). In addition, on the island clusters of Hon Khoai and Hon Chuoi, there are 538 hectares of forest with a reserve of 50,520 m³.

Mineral resources

According to many research documents, in the Ca Mau Sea area, there are quite large oil and gas reserves discovered and many prospects for exploitation and development of the oil and gas industry. According to the report of the Southwest gas development master plan and the feasibility study of the Southwest gas pipeline of the Vietnam Oil and Gas Corporation, in the Malay - Tho Chu basin in the southwest, there have been discoveries of gas in the Southwest region valid in PM - 3 - CAA area. Only the areas under exploration and exploitation and some plots with survey documents have potential reserves of about 172 billion m³, of which 30 billion m³ have been discovered. The ability to develop and exploit gas fields to the maximum is forecasted to reach the peak production output of 8.25 billion m³/year. According to the survey data, in U Minh Ha forest, there are also quite large peat reserves, but because the forest has been burned many times, now it is estimated that the amount of peat is about 5000 ha. U Minh peat can be used as fuel, microbial organic fertilizer, and other preparations.

History

The land of Ca Mau - Long Xuyen region at that time had Doc Huynh Cang and Oy Ky Cang which were the two busiest seaports in the region. Those are two seaports that trade with countries in the region and the world. Besides, there are land names, river names such as Ong Do, Ong Doc River, and Cai Tau, Cai Rang, Ao Kho, Gieng Ngu, Chac Bang... are places where Nguyen Anh's mark is still preserved (the customary name of King Gia Long) while running around in chaos. The history of Dat Mui Ca Mau cannot be ignored without mentioning the role of the ethnic groups present here. The Kinh, Hoa, and Khmer ethnic groups have lived together for hundreds of years and joined hands to build up this land. Traditional trades such as coal stewing, knitting, mat weaving, and winemaking... have created many famous brands such as Kieu Mau dried banana, Thoi Binh knitting, Tan Loc sole wine, and Tan Thanh mat. , U Minh honey, Nam Can mangrove coal, Rach Goc pricing... In addition to human factors, natural factors also play an extremely important role. Ca Mau is accreted by two ocean currents in the East Sea and the Gulf of Thailand, receiving alluvium from the mighty Mekong River. Because this is a low-lying area, mainly due to the deposition of alluvium, the altitude is not much higher than sea level. Inland, many primeval Melaleuca forests follow, as if affirming their unique position on this land. But outside, along more than 200 km of the coast are fish trees and mangroves. Mam tree and mangrove are two endemic tree species that make up the Cape Ca Mau World Biosphere Reserve, which has just been recognized by UNESCO. The fish tree silently encroached step by step reaching out to the sea, blocking the alluvial flow, collecting alluvium so that the mangroves could follow and hold. They rhythmically step by step, one by one, make the tip of Ca Mau cape wider and wider towards the sea. In the early years of the twentieth century, the Ca Mau Sac forest had more than 300,000 hectares, but now due to the destruction of the war, the change in natural ecology, and the lack of awareness of human protection, the area is still small only nearly 200,000 hectares remain. Given the area and importance of the Ca Mau forest, scientists have determined that this mangrove forest is second only to the saggy forest on the banks of the Amazon River in the Americas.

Economic conditions

Agriculture

Agricultural production in Ca Mau has shifted towards both exploiting the advantages of rice in key areas to ensure food security and converting a part of low-yielding rice land to more efficient aquaculture. In the restructuring of production in recent years,

agriculture still plays an important role in promoting economic development, meeting the food needs and a part of the food needs of the people in the province, contributing to increasing income, improving people's lives, ensuring food security, and stabilizing the market. Ca Mau province has built an organic rice material area along the value chain on rice-shrimp land, linking consumption of organic rice production with companies and cooperatives.

In 2021, the area of rice cultivation in the province will reach 100,083 hectares. Total rice production reached 459,014 tons, reaching 91.8% of the plan and increasing by 2.72% over the same period. In which, the 2020-2021 crop rice (shrimp and seasonal rice), the yield is 1.89 tons/ha, the output is 54,916 tons; winter-spring rice 2020-2021, yield of 6,517 tons/ha, output of 232,828 tons; Summer-autumn rice 2021, yield 5.03 tons/ha, output 171,270 tons. With this output, it has basically met the food demand in the province, making an important contribution to ensuring food security and stabilizing the market for economic development.

Forestry

By 2021, Ca Mau province will have a concentrated forest area of 94,319 ha; the forest coverage rate is 25.81%, mainly flooded forest.

Ca Mau province has 3 main types of forests:

- Mangrove forest (mangrove forest), concentrated in Ngoc Hien, Nam Can, Dam Doi, and Phu Tan districts.
- Brackish flooded forest (U Minh Melaleuca forest) is concentrated in U Minh, Tran Van Thoi, and Thoi Binh districts.
- In addition, on the island clusters Hon Khoai, Hon Chuoi, and Hon Da Bac with many kinds of precious wood and animals living under the forest canopy.

Ca Mau Cape National Park, U Minh Ha National Park and the West Coast protection forest area have been recognized by UNESCO as a biosphere reserve of the world. In particular, Ca Mau Cape National Park was recognized as the world's Ramsar site 2088 in 2013. Currently, this area is actively preserving and conserving the forest ecosystem. In addition to effectively exploiting forest resources, the province focuses on protecting world biosphere reserves, national parks, Ramsar sites, conservation areas, and protection forests. The province has implemented a new mechanism for forest and forestry land management in the direction of land allocation and forest contracting to

households. Melaleuca and mangrove forests have been changed from exploitation to tending, thinning, protection, and new planting.

In addition to the function of protection and nature conservation, the forestry sector of Ca Mau province also makes a certain contribution to economic growth and increases income for people engaged in forest production. In recent years, the forestry industry has prospered, appearing many models of intensive forestation with high efficiencies, such as planting Acacia hybrid, Melaleuca trees, etc. in the form of intensive farming, calendula; selling prices of forest products tend to be higher than in previous years, profits from forest product exploitation of households allocated and contracted forest land have increased significantly, encouraging people to plant forests, protect better protect the forest. Forest products mainly exploited in the Ca Mau forest are firewood and timber.

Seafood

Fishery is a key economic sector of Ca Mau province and has become the leading province in the country in aquaculture, processing, and exporting seafood for many years. Aquaculture area in 2021 will reach 302,635 ha, and shrimp farming alone will reach 279,648 ha, with many types of farming such as intensive farming, super-intensive farming, extensive farming, improved extensive farming, shrimp-rice, and shrimp - forest shrimp farming combined with other objects such as crabs, blood cockles...; The main object of farming is black tiger shrimp and white shrimp. In the province, there are 523 shrimp seed production facilities and over 300 hatchery hatcheries. Most of the hatcheries in Ca Mau province are small in scale. The annual output of shrimp seed production is about 12 billion, meeting 50% of the farmers' demand; Up to now, the quality of shrimp seed has been raised to over 60%, which helps farmers achieve quite good results, contributing to improving the efficiency of shrimp farming in the province.

Fishery production has been bringing economic efficiency to the province, contributing to changing the economic structure, eradicating hunger and reducing poverty, and improving the material life of farmers in coastal and rural areas supplying raw materials for seafood processing factories for export, contributing to bringing the province hundreds of millions of dollars each year, making Ca Mau the province with the highest seafood export turnover in the country, and improving foreign income bad for the country. Ca Mau - the land of the South is not only rich and rich in forests and sea, but it is also known as the land of gold and silver forests. It is the richness of flora and fauna in

the forest and under the sea that has contributed to creating delicious dishes with bold flavors of the homeland.

The dishes prepared in the land of Ca Mau are imbued with the rustic countryside of the farmers. In daily cuisine, Ca Mau people often have a saying "First grilled, second fried, tam fried, four boiled". We can easily hear this saying all over Ca Mau because the daily meals of Ca Mau people are usually just dishes: soup, braised, boiled, fried, fried, and grilled. After eating and feeling the taste, many people have the same opinion and think that the dishes "baked, fried, fried, boiled" are the top-rated delicacies.

In the old days, the daily dishes of Ca Mau people, especially in the countryside, were processed very simply, without fuss, meticulously, and elaborate in decoration but very attractive because of fresh ingredients, aroma, and taste attractive taste, traditional way of processing through skillful and skillful hands of housewives. Along with time, the lifestyle and eating habits of the Ca Mau people also gradually changed. Although the products in daily life are still the same, the way of processing has changed, becoming more and more sophisticated, richer, more attractive, and strange. In dishes, people also pay attention to spices, colors, and the balance between cool - cold, warm - hot, not to mention in eating and drinking, there is also sympathy, respect, and respect.

Tourism potential

Ca Mau is one of the four key economic provinces and cities of the Mekong Delta, one of the largest fishing grounds in Vietnam, with potential and strengths in marine economic development aquaculture and eco-tourism with over 100,000 hectares of typical Melaleuca and mangrove forests have been recognized by UNESCO as a World Biosphere Reserve. The ecosystem of U Minh Ha Melaleuca forest, the mangrove ecosystem of Mui Ca Mau; together with the unique cultural features of the ethnic groups create the richness and diversity of the cultural and human identity of the province. Ca Mau has 02 national parks, namely Ca Mau Cape National Park with a natural area of 42,000 hectares, and U Minh Ha National Park with an area of 8,286 hectares that have been planning, investing, and calling for investment and development develop ecotourism worthy of what nature has bestowed.

Ca Mau currently owns 12 national-level relics and 32 provincial-level artifacts and has certified records of more than 40 intangible cultural heritages. Three intangible cultural heritages, namely Southern Don Ca Tai Tu art, the traditional craft of guarding the bee

truss, and the traditional profession of ba Khiết salt, are included in the List of National Intangible Cultural Heritage.

Air, river, and road transport infrastructure have generally been effective, ensuring accessibility to key tourist attractions such as Dat Mui, Khai Long, Hon Da Bac, Ca Mau Cape National Park, etc. U Minh Ha National Park with those benefits, Ca Mau tourism is gradually developing and focusing on activities of experiencing, learning, and understanding about indigenous culture and historical sites.

Since the Covid-19 situation was brought under control at the beginning of the year, the number of tourists has increased again. The total number of visitors to the Mui Ca Mau tourist area in 2020 is 244,631 (with 218 international visitors, and 13,313 visitors through the forest of Mui Ca Mau National Park), thereby contributing to increasing economic income and solving problems jobs for local people. Information from the Department of Culture, Sports and Tourism of Ca Mau province said that by the end of August 2022, Ca Mau had welcomed 1,186,064 visitors, an increase of 77% compared to 2021 (670,115 arrivals) and an increase of 8.3 % compared to 2019 (1,095,065 turns). In the first quarter of 2023, Ca Mau welcomed 565,433 visitors, up 104% and total revenue reached VND713.8 billion, up 123% over the same period last year. In particular, Ca Mau Cape Tourist Area attracts a large number of tourists to visit and experience new, attractive, and unique products. (Jin Ha 2023)

Mr. Tran Van Lien, Director of Vam Xang Rustic Fruit Garden Tourist Site in Can Tho shared four factors that hold tourists back, which are a quality investment tourism facility; welcoming and attentive; delicious food, clean fruit, ensuring food safety and hygiene; and affordable price. When satisfied guests will stay long and come back many times. Ca Mau province was re-established at the end of 1996, is the last piece of land of the country with 3 sides adjacent to the sea: the East borders the East Sea, the West, and South borders the Gulf of Thailand, the North borders 2 Bac Lieu and Kien Giang provinces. With its geographical location in the heart of the seas of Southeast Asian countries, Ca Mau has many advantages for economic exchanges and cooperation with countries in the region. Ca Mau - the land of the South is not only rich and rich in forests and sea, but this place is also known as the land of "Silverfish, golden shrimp". It is the richness of flora and fauna in the forest and under the sea that has contributed to creating delicious, rustic dishes with bold flavors of the homeland.



(Picture 4.1.1 Ca Mau Cape)

CHAPTER 2: LITERATURE REVIEW

2.1 Culture

The Center for Advanced Study in Language Acquisition goes one step further, defining culture as shared behavioral and interaction patterns, cognitive constructs and understanding learned by socialization. Thus, culture can be seen as the development of a group identity driven by unique social patterns of the group. Culture is the characteristics and knowledge of a particular group of people, including language, religion, food, social habits, music and the arts. (Stephanie Pappas, Callum McKelvie, 2022). According to UNESCO, "Culture is the living whole of past and present activities and creations. Over the centuries, such creative activity has formed a system of values, traditions and tastes - the factors that determine the unique characteristics of each nation." The United Nations Educational, Scientific and Cultural Commission states: "Culture is the sum total of distinctive spiritual and material, intellectual and emotional features, which determine the character of a society or a group of people in society culture includes art and literature, ways of life, fundamental human rights, systems and values, customs and beliefs" (1982). In addition, Marx and Engels generalized social activities into two basic types of activities: "material production" and "spiritual production". Therefore, culture includes both material culture and spiritual culture. Those are the necessary values for mental activities, the criteria and principles governing activities in general and mental activities in particular, governing behavioral activities, knowledge, skills, scientific values, etc. learning, art is created and accumulated by people in their history; are spiritual needs, human curiosity and ways to satisfy those needs. In Vietnam, According to President Ho Chi Minh, "For the sake of survival as well as the purpose of life, mankind has created and invented language, writing, morality, law, science, and religion literature, art, the tools of daily living in terms of clothing, food, shelter and modes of use. All those creations and inventions are culture." On the other hand, according to the Vietnamese Great Dictionary of the Center for Vietnamese Language and Culture - Ministry of Education and Training, published in 1998. "Culture is the material and spiritual values created by humans in Thereby, it can be shown that culture is considered to be all aspects of social life such as language, language, religion, ideology, historical sites, scenic spots, and cuisine. , etc of ethnicity, country. Culture is an objective phenomenon, the sum total of all aspects of life. Even the smallest aspects of life carry cultural cues. It brings spiritual value to serve the needs and interests of the community.

2.2 Cuisine

Cuisine is a specific set of practices and traditions in cooking, often connected to a particular culture or historical period. According to this definition, cuisine includes specific customs, habits and traditions in cooking, methods of food preparation and cooking techniques, the time required for food to be considered cooked, the use of ingredients, the choice and combination of products including the meal, the amount cooked, the type and amount of seasoning being used, etc., specific to a current historical or geographical area. “Cuisine and cooking methods are traditional symbols for a region or population. The main factors that shape cuisine are climate, which largely determines the availability of indigenous ingredients for cooks; economic conditions governing the trade in delicacies and imported foods; and religious or lavish laws under which certain foods are required or prohibited. (Encyclopedia Britannica, n.d.)”. According to Sino-Vietnamese words, moisture is drinking and real is eating. A distinctive system of traditional views and cooking practices, the art of the cook, the art of food preparation is often associated with a particular culture. Cuisine is often named after the prevailing region or culture. A dish is mainly influenced by ingredients available locally or through trade or barter. (vietweb, 2023) Cuisine also means a culture of eating and drinking of a nation, becoming a custom, habit, not only material culture but also spiritual culture. Cuisine is a cultural feature of an entire nation. Referring to cuisine is referring to a world with taste, creativity, mixing and uniqueness, cuisine gives people many different emotions not only feeling full.

2.3 Culinary culture

Culinary culture is the habits and tastes of people and the behavior of people in eating, drinking and taboo customs in eating and drinking, the methods of processing and presenting dishes showing artistic and aesthetic values in dishes; ways to enjoy food. (Culinary culture textbook, Hanoi Publishing House). Culinary culture is the way of eating, nutritional culture, typical dishes of each ethnic group, region, decoration and way of enjoying food. Understanding in detail is the customs and foods left behind from the past, imbued with the national and cultural identity of a country, clearly showing the unique characteristics of that country. (Aztraining, 2023) Culinary culture can be defined as the attitudes, beliefs and practices that surround the production and consumption of

food. Culinary Culture unites our ethnicity and cultural heritage and provides a mechanism for communicating with others both outside and within our families and communities. (xyuandbeyond, n.d)

2.4 Travel

According to the definition of tourism in the law, tourism refers to activities related to people's journeys outside their place of residence for a period not exceeding one year continuously, aiming to satisfy various needs such as sightseeing, vacationing, entertainment, learning, exploring tourism resources, or combining with other legitimate purposes. Another definition of tourism considers it a social, cultural, and economic phenomenon that requires human movement to countries or locations outside their usual environment for personal or business purposes. Those individuals are referred to as tourists, who can be tourists or visitors, residents or non-residents, and their tourism activities often involve expenses.

With the development of tourism, the concept of tourism is perceived in various ways depending on different perspectives. There are multiple definitions and arguments presented by various authors and works. Guer Freuler defines tourism as "a contemporary phenomenon based on the development of the need for health recovery and changes in the surrounding environment, relying on the formation and development of emotional connections with the beauty of nature." According to economist Kalfiotis, "Tourism is the temporary movement of individuals or groups from one place to another to satisfy spiritual and ethical needs, thus creating economic activities." M. Coltman views tourism as "the entirety of phenomena and relationships arising from the mutual impact between tourists, tourism businesses, local authorities, and resident communities in the process of attracting and accommodating tourists." According to Robert W. McIntosh, Charles R. Goeldner, J.R Brent Ritcie, "Tourism is the synthesis of relationships arising from the reciprocal interactions between tourists, suppliers, governments, and host communities in the process of attracting and receiving tourists."

In summary, tourism is an activity of staying outside one's place of residence while engaging in recreational and entertainment activities, exploring local cultures, cuisine, and the life of the destination.

2.5 Tourist Destinations

The destination that tourists choose for their trip can be a specific landmark, a region, a territory, a country, or even a continent. The image of a tourist destination for an individual is defined as the representations in their mind about a place they have seen or experienced, including its tourism infrastructure, services, as well as its cultural, historical, natural, and social characteristics. In other words, the destination's image assesses the physical features of a tourist destination that attract tourists and contribute to a satisfying travel experience, generating income for the destination.

From a geographical perspective, a tourist destination is determined within a spatial boundary. It is a geographical location that a tourist is travelling to in order to fulfill their travel purposes. In Vietnamese law on tourism (Chapter I, Article 4), there is no specific definition of a tourist destination, but it does define a "tourist site" as "a place with attractive tourism resources, serving the sightseeing needs of tourists." Therefore, a tourist destination and a tourist site are different. Based on each concept, it can be observed that a tourist site is simply a place with tourism resources, which are the elements that make it an attractive tourist destination. The tourist site is, in fact, a part of the tourist destination.

According to the World Tourism Organization, one-third of a tourist's expenditure during a trip is spent on culinary needs. Culinary tourism is a factor that contributes to the quality and branding of tourism. Harnessing the value of culinary culture is an indispensable part of the tourism business activities of each country. Therefore, the value and important role of culinary culture in tourism development are evident. The role of culinary culture is mainly in the development of the tourism economy. The distinctive culinary culture of a destination contributes to attracting more tourists, prolonging their stay, increasing their average spending, boosting tourism revenue, and creating income for the local community. Culinary culture is considered an inseparable element of tourism. Tourism activities not only meet the dining needs of tourists but also create employment and income for a segment of the local population, contributing to the promotion of local economic development in the context of tourism.

2.6 Quality of travel experience

Leisure and travel experiences have been described as "a subjective mental state perceived by participants" (Otto, & Ritchie, 1996, p. 166). For tourists, the perception of their experience is built on a variety of social interactions (meetings, social gatherings), a range of services and events, rather than on specific products entity or stand-alone services. It is clear that tourists will inevitably consume an integrated or comprehensive

travel experience that integrates the value of the entire service chain. Regardless of specific quality ratings and perceptions, travelers rate the travel experience as a whole.

The process by which tourists perceive, use and remember the experience of a destination is complex and multifaceted because of the many actors involved in providing that experience (Uriely, 2005). The overall destination experience is thus derived from the travel experience, disaggregated in time and space, from departure at the original destination to the end and return home. At the conceptual level, the tourist experience consists of a continuum of related and integrated services that are available over a limited period of time, often in different geographical areas. The majority of businesses that offer travel products or services tend to offer package deals, which include a combination of items, services, interactive experiences, and images. During a trip, there are many factors affecting customer experience, from external factors such as physical environment (natural landscape, climate, environment,...), social environment (personal relationships, interactions with guides, locals and other tourists, etc.), tourism services and products (food, accommodation, infrastructure, souvenirs, etc.) concept, means of transportation,...) as well as factors belonging to the individual tourist such as travel motivation, expectations, available knowledge, memory and personal identity. Cuisine is an important factor, contributing to the quality and directly affecting the customer's experience during the trip. Scholar Maslow, when researching and making a model of the human needs pyramid, has shown that eating is the minimum need, only when fully satisfied, people are interested in other needs. Food plays a role in maintaining the needs of life and spiritual development of people, if this basic need is not met, it will adversely affect the visitor's experience during the journey there. Therefore, during a trip, food has a significant influence on the quality of tourists' travel experiences.

2.7 Tourism promotion

In many countries around the world tourism is an industry that brings economic benefits to the country. Many tourism promotion and promotion programs have been launched to promote the development of this industry. According to the legal basis of Article 4 of the 2005 Tourism Law, "Tourism development is an activity of propaganda, promotion, and advocacy aiming to seek and promote opportunities for tourism development". According to Dang Hieu, "Tourism promotion and promotion must be an effective tool for introducing products that are built, build a true image, provide correct and sufficient information for those who need information and highlighting the most important values

intended to determine the position of tourism and each of its products in relation to the consumer market”.

Contents of tourism promotion include. Promote and introduce the country and people of Vietnam, cultural heritages, historical-cultural relics, scenic spots, creative human works, enhanced national cultural identity, and strong tourist attraction. Building and developing national, regional, local and corporate tourism brands, researching tourism markets, promoting tourism products must be suitable to the tastes of tourists. Along with that is propaganda to raise social awareness about tourism, contributing to ensuring a safe, healthy and civilized tourism environment. Mobilizing, looking for opportunities, concentrating investment resources to develop tourism infrastructure, material and technical facilities, cultural diversity, and improving the quality of tourism services.

Since 2001, Vietnam's tourism has started implementing national action programs. Tourism promotion and propaganda have changed in quality and quantity. Promotion activities took place on a stronger and larger scale. The tourism industry has developed specific plans for these programs, events, and activities that have begun to reach out to the world, targeting important markets. Tourism promotion activities are gradually implemented in a more active and effective manner. Within the framework of the national action program on tourism, Vietnam's tourism industry has promoted tourism promotion, contributing to stabilizing and increasing the number of visitors.

To promote tourism promotion activities, on January 16, 2017, Politburo issued Resolution No. 08-NQ/TW on developing tourism into a spearhead economic sector. In the resolution, it is required to strengthen tourism promotion, renew methods and content, and improve the effectiveness of domestic and foreign tourism promotion (Dang Hieu. 2017). Vietnam's tourism plays a key role in the trend of globalization, regional and world economic integration. It helps to encourage the economic expansion of the nation. Tourism promotion, which has developed into a very effective strategy to attract and persuade tourists to a tourist destination, is very important to encourage the development of the tourism industry. Therefore, tourism promotion is becoming an issue when developing tourism in the current location. Tourism promotion helps tourism businesses to develop more smoothly because it has worked quite effectively in developed countries thanks to its operation and progress. Tourism promotion is considered one of the top tasks of Vietnam tourism in general and tourism of provinces and cities in particular.

Currently, in the world and in Vietnam, there have been a number of research works, and monographs referring to destinations, promoting tourist destinations or provinces and cities. Examples include Carlos Castro, J., Quisimalin, M., de Pablos, C., Gancino, V. and Jerez, J. "Tourism Marketing: Measuring Tourist Satisfaction" (2007). "Tourism Promotion through the Internet, John Gammack "Tourism and Media" (2005), along with a number of theses Dinh Thi Ha (2014) "Research on promotion activities of Ninh Binh tourist destination for international tourist market"; Tran Thi Thuy (2011) "Exploring activities to promote Nghe An tourism destination"; Nguyen Thi Trieu Chau (2016) "Activities to promote tourism destinations in Dak Nong province"; Tran Thi Thuy (2012), "Provincial Destination Promotion Activities in Vietnam: A Case Study of Nghe An". The articles analyze in depth the current situation of promotion efforts in specific country destinations and systematize some theoretical issues about tourist destinations, tourism promotion, and destination tourism promotion. The methodology used to solve the research problem for the thesis has demonstrated that it is important to scrutinize the theoretical underpinnings of tourist destination and destination promotion, as well as the actions involved to destination promotion, which aims to provide a framework for examining the current state of destination tourism promotion. While the focus is on getting into the essence of tourism promotion activities, analyzing the current situation of tourism promotion activities in some localities and each topic offers highly effective solutions to improve tourism promotion activities promote tourism in certain tourist destinations. The theme emphasizes strategic planning as it delves into destination promotion.

2.8 Tourism development strategy

A tourism development strategy is a detailed and comprehensive plan to strengthen and develop the tourism industry in a region or a country. It includes activities such as: Market research, competitive analysis, assessment of tourism resources, determination of marketing objectives and strategies, making support policies and investment in infrastructure tourism, human resource training and environmental protection management. The objective of the tourism development strategy is to create a sustainable tourism industry that brings economic, social and environmental benefits to both the region and visitors. According to Semara (2013), research on tourism development strategy has been carried out from many different angles. The tourism industry can thrive due to tourist attraction, accessibility, facilities, support, and community involvement. Kim et al., in 2013 suggested that: Tourism can improve the

quality of life, people's welfare, and can maintain the historical and cultural values that exist in tourist destinations. Taufiqurrohman (2014) argues that there are a number of factors that can support the development of tourism such as: strategic location of tourist objects, existence of infrastructure, good security conditions, and climate. The atmosphere of tourist attractions brings comfort, attractive culinary culture and reasonable ticket prices. Meanwhile, difficulties in tourism development include: promotion of tourist attractions, not optimized tourism, simple tourism development strategies, unattractive tourism programs and facilities, unsatisfactory services, lack of human resources, etc. Therefore, the strategy used to develop tourism must be an active growth strategy, optimally exploiting available advantages and opportunities to promote development. In another study by Kavaratzis (2004) and Hilman (2017), they suggested that with the formation of a destination brand, the city or region where the destination is located will consider that destination as a catalyst for people to improve the quality of products and services. The success of an implemented strategy cannot be separated from the factors that influence it. Factors that play an important role in tourism development strategy include location, characteristics of tourist objects, community participation, funding, quality of human resources, etc. In another study, Sutrisno et al in 2018 suggested that attractions, accessibility and facilities need to be improved to implement a tourism development strategy. To improve these things, it is necessary to add new objects and facilities with natural, beautiful and unique attractions. Tourism development strategies are often built on market research, SWOT analysis and the participation of stakeholders such as local governments, tourism businesses and local communities. In short, a tourism development strategy is a process of planning and implementing activities to enhance the potential attract tourists to a particular destination. The strategies also define the steps and measures to be taken to achieve the goals of sustainable development and increase competition in tourism.

The research hypotheses are put forward:

Hypothesis 1: Culinary culture affects the intention to choose a tourist destination in Ca Mau

Hypothesis 2: Culinary culture affects the quality of tourism experiences in Ca Mau

Hypothesis 3: Culinary culture affects Ca Mau tourism promotion

Hypothesis 4: Culinary culture affects Ca Mau tourism development

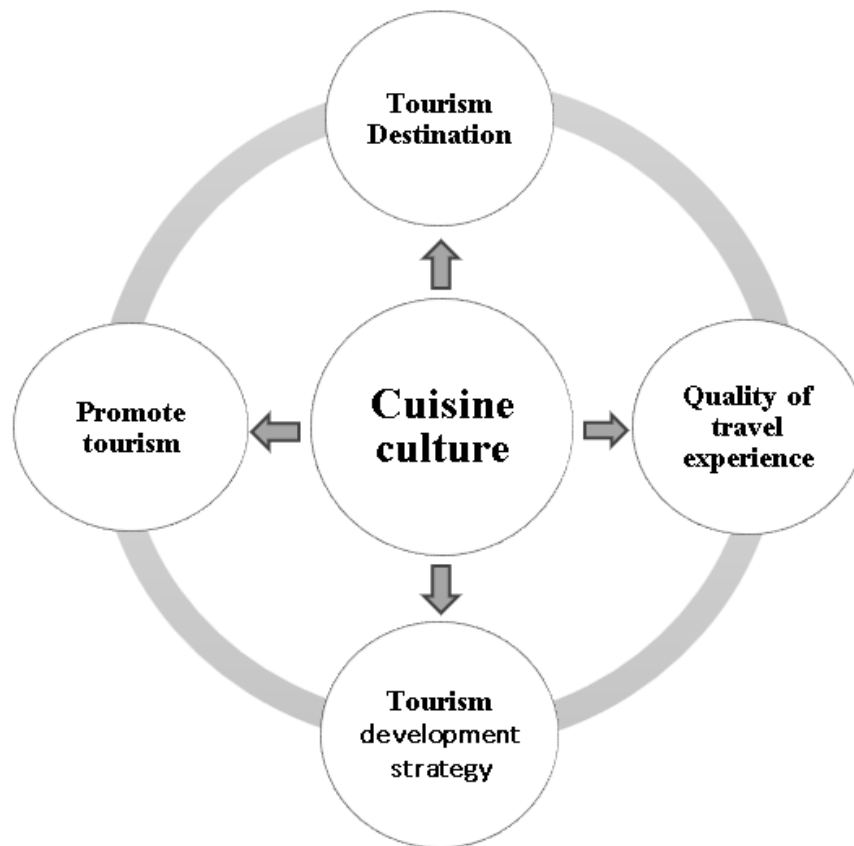


Figure 1. Proposed research model.

Coming to the second chapter - Literature review, this chapter helps us to shape the issues to be researched. Clearly identify the theories covered in the research paper so that questions can be easily raised and appropriate solutions can be found. In this chapter, we introduce 8 research theories, respectively: Culture; Cuisine; Culinary culture; Travel; Tourist destination; Quality of travel experience; Tourism promotion and Tourism development strategy. Then, we rely on it to make a research model and hypotheses, including 4 Hypotheses: Culinary Culture in Ca Mau affects the choice of destination, affects the quality of tourism experience, promotes tourism and affects tourism development strategies. Since then, our team has determined the direction of this research paper, which is to analyze the influence of culinary culture on the above 4 hypotheses.

CHAPTER 3: METHODOLOGY

3.1 Qualitative research

Qualitative research is a method used to collect information and data in the form of "non-numerical" data to obtain detailed insights about the research subject, survey, or investigation – commonly referred to as the "research subject" – to serve the purpose of in-depth analysis or evaluation. This information is typically gathered through interviews, direct observations, or focus group discussions using open-ended questions. Qualitative research is often applied in cases where the research sample is small and focused. It aims to develop understanding of the significance and experiential aspects in human life and the social world. Qualitative interviews have been classified in various ways, with contemporary texts loosely distinguishing them as unstructured, semi-structured, and structured interviews. We will focus on the non-structured and semi-structured formats, as structured interviews typically generate quantitative data.

Secondary information: Secondary information is collected from various scientific research works, research projects of different levels, doctoral dissertations, conferences, scientific journal articles both domestic and international, tourism planning projects in Ca Mau, websites, and other sources.

Primary information: A structured questionnaire with three adjusted open-ended questions was used to gather information from 497 survey respondents, which served the research. Focus group discussions were conducted based on the synthesized attributes of the image of Ca Mau as a tourist destination. During the discussions, the researcher organized the conversations based on the outline's content. Expert opinions were integrated from the attributes obtained through the focus group discussions and the non-structured questionnaire for tourists. The researcher established a preliminary scale of the image of Ca Mau as a tourist destination, which included attributes of cognitive image, affective image, and overall image.

3.2 Quantitative Research

The study used quantitative research method by collecting data of the answers from the survey questionnaire of the interviewees. The questionnaire is prepared according to the research content and sent to the respondents via social networking platforms, and online, sending the survey link to the respondents. The information and data are collected through social networking platforms, sending a link to a questionnaire designed on a

Google form to invite Vietnamese people in the Mekong Delta. Then measure and check the relationship between the variables. The results will be presented as a research model. Quantitative research has scientific objectivity, high reliability, and rapid analysis. However, this method does not clarify the phenomenon of people, and subjective factors of the surveyor, sometimes there will be errors due to the influence of context. Moreover, the quantification requires accurate analysis, so it will take a lot of time.

3.3 Research sample and data collection method

To match the research context of the topic, the observed variables were adjusted and created based on the literature review. The observed variables of the study were measured on a 5-point likert scale ranging from 1 (“strongly disagree”) to 5 (“strongly agree”). To capture data and information in the clearest way, observed variables will be tested and measured by different data processing methods. The sample size of this study was 397 respondents from the Mekong Delta aged 15 to over 55 years old. The samples in the study were selected by a non-probability method, the team chose to research through social networking platforms, and sent a link to the questionnaire designed on Google form to invite Vietnamese people in the Mekong Delta. Age 15 or older, have experienced the culinary culture of Ca Mau province, participated in answering questions and providing data based on questionnaires. Response samples were checked for completeness and reliability to be selected for analysis in this study.

3.4 Preliminary research

Preliminary research has confirmed the relationship between the independent and dependent variables in the theoretical model and the authors have made some corrections and additions to the official scale. Preliminary research was carried out to calibrate the built scales, calibrate and add observed variables to measure for each component of the database. Preliminary research was carried out through a qualitative method by consulting the staff that have been working in the customer relations department, and have a deep understanding of customer psychology to supplement customer service fill in what is missing and adjust the questionnaire to be more appropriate.

3.5 Field Methods

The main fielding method is to go to the place to see it with your own eyes and take notes. When studying the document, it is not possible to cover all of the authors; each author will have his or her own perspective, besides the time of the research, so fieldwork helps to make the research more authentic, rich and accurate, such as adding new additions. In order for the field method to achieve high results, the researcher needs to have background knowledge about that problem, prepare questions related to the problem to be studied (questions that need to be targeted, worth avoiding digression), necessary supporting tools (paper, tape recorder...). When conducting fieldwork, the research team needs to contact the local food service business in advance to ask for permission, inform about the study, as well as consider the topography, the status of the study destination (time and date, secretions, diseases, etc.). If studying in a group, it is necessary to plan the assignment of work for each individual. When arriving at the place, it is necessary to pay attention to avoid affecting the diners causing any noise and to show a friendly attitude near the diners for the research to achieve good results. During the fieldwork, you should not pay too much attention to your subject, but should observe and grasp new things. Usually, in the research, the method of literature is often used, the method of synthesis (multidisciplinary - interdisciplinary) in which the methods need to be complementary to each other to avoid bias, pay attention to classification analysis documents (be careful using online documents). Then synthesize and link the aspects into a system of reasoning, the problems of the phenomenon. In the citation process, it is necessary to cite (page number, publisher, author's name,...).

In this study, the team will travel to the area to be studied, namely in Ca Mau. After experiencing and giving individual assessments of each team member, the next work will be to collect more opinions from visitors present in Ca Mau. Based on the personal experiences of themselves and each member of the group, along with the experiences of tourists with the culinary culture here, thereby highlighting the attractive features of the culture cuisine in Ca Mau for the choice of destination of tourists. In addition, it is also possible to consult more experts so that the arguments can be more profound and persuasive. The main fielding method is to go to the place to see it with your own eyes and take notes. When studying the document, it is not possible to cover all of the authors; each author will have his or her own perspective, besides the time of the research, so fieldwork helps to make the research more authentic, rich and accurate, such as adding new additions... In order for the field method to achieve high results, the researcher needs to have background knowledge about that problem, prepare questions related to the problem to be studied (questions that need to be targeted, worth avoiding

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3.6. Consult experts

The consult expert method is a method that uses the intellect of a team of highly qualified experts in a discipline to consider and identify the nature of a complex scientific or practical event, in order to find the optimal solution for those facts or to evaluate a scientific product. In education, it is a method of collecting scientific information, identifying and evaluating an educational scientific product, using the intellect of a team of highly qualified educational experts, the opinions of each person. People will complement each other; check each other to give us a majority, objective opinion on an educational issue. For this method, the group will consult a lot of experts on cuisine in general and experts on Ca Mau cuisine in particular. Then synthesize and

give the most appropriate analysis to demonstrate the influence of Ca Mau culinary culture on tourism development in Ca Mau province.

In the methodology section, the group has summarized the methods used in the research paper. Includes 6 methods used in the report, including: Qualitative Research, Quantitative Research, Sample Research Methods and Data Collection, Preliminary Research, Field Methods, Consultation expert, qualitative research methods for the purpose of analysis or in-depth assessment. This information is usually collected through interviews, direct observations or focus group discussions using open-ended questions, and is often applied in the case of a small, concentrated sample. Quantitative research method has collected data information and answers from survey questionnaires of interviewees; the method has scientific objectivity, high reliability and quick analysis. Sample research method and data collection, to match the research context of the topic, the observed variables were adjusted and created based on the literature review. Preliminary research Preliminary research has confirmed the relationship between independent and dependent variables in the theoretical model and Field Methods, expert consultation, a method of using the intellect of a team of highly qualified experts in a discipline to consider and identify the nature of a complex scientific or practical fact. The above studies have synthesized research methods to complete the report.

CHAPTER 4: ANALYSIS AND FINDINGS

4.1 Culinary culture affects the intention to choose a tourist destination in Ca Mau

Cuisine in tourism is one of the foremost factors to attract tourists on their journey to explore various tourist destinations (Phuong Thao, 2021). Through food tasting, travelers can discover many distinctive features and cultures of the places they visit. Culinary culture plays a crucial role in the development of tourism. Countries with thriving tourism industries focus on shaping their national image through the branding of their businesses, dishes, and beverages, contributing to the success and effectiveness of tourism activities. For both the global tourism industry and Vietnam's tourism sector, culinary tourism plays a significant role. Alongside this, culinary tourism also promotes traditional culture and the unique characteristics of each region, not only in terms of local cuisine and eating habits but also in the ambiance and decor of restaurants and eateries. Each locality possesses its distinct culinary culture. According to the World Tourism Organization, more than 80% of surveyed travel entities consider culinary tourism as a strategic factor for destinations, an essential driver for tourism development, and accounts for about one-third of tourists' expenditure during their trips. Besides providing delightful taste experiences, culinary tourism allows travelers to immerse themselves in the distinctive local culture of each region, enriching their impressions of the destination (Huong Chi, 2019, Development of Vietnamese Culinary Tourism, Nhan Dan newspaper).

Ca Mau, a region in Southern Vietnam, is not only rich and abundant in forests and seas but is also known as a land of "Silverfish and Golden shrimp." The richness of flora and fauna in the forests and under the sea contributes to the creation of delicious and rustic dishes with a strong hometown flavor. Due to its unique geographical location, the culinary culture of Ca Mau has its own distinct characteristics. Visiting Ca Mau for indulging in delicious dishes is one of the unique cultural tourism experiences, attracting millions of tourists each year. The ecological system in Ca Mau is rich and diverse. The current forest area in Ca Mau is approximately 96,342 hectares, including 36,420 hectares of melaleuca forests and 59,922 hectares of mangrove forests along the coast. As a region existing harmoniously between the salt and freshwater ecosystems, Ca Mau offers characteristic tourism products for both environments.

In the freshwater ecosystem

Tourists will have the opportunity to indulge in the unique specialties of U Minh Ha forest. Genuine U Minh fish sauce, stewed eel with wild vegetables, and the wild flavor of snakehead fish cooked with green bean porridge offer rich and distinctive flavors, showcasing the culinary style of the people of Ca Mau. Other delicious dishes include grilled snakehead fish, salted field mice with spicy chili, pot-cooked pangasius fish, and fried field mice. Accompanied by the robust taste of "vang rung" - a wine made from U Minh Ha fruits - tourists can fully experience the pristine and rustic flavors of this reverie region. During the bee season, visitors can follow the U Minh beekeepers of Phong Ngan Group into the forest to taste fresh honey from young bees. At this time, they can also enjoy the special dish of fresh bee larvae, dipped in the sweet honey scent of U Minh Ha melaleuca forest, which is delightfully tantalizing. Tourists can also purchase pure honey from U Minh Ha melaleuca forest for medicinal use or as a gift for loved ones (Diem Phuong, 2019).



(Picture 4.2.1 Chuot Dong - Ca Mau)

In the brackish water ecosystem

Tourists will have the opportunity to visit Dat Mui, a region blessed with year-round sunshine and wind, and indulge in the distinctive dishes prepared from seafood, such as the "cua gach" (brick crab) – listed among the top 50 typical delicacies of Vietnam by the Vietnam Record Organization. In this region, tourists can witness and even touch various marine creatures like mangrove crabs, mud lobsters, mantis shrimps, horseshoe crabs, archerfish, mudskippers, and mud creeper snails, which are typical and abundant products of the mangrove forest area. The renowned sweetness, aroma, and firmness of Ca Mau shrimps and crabs are due to their habitat in the coastal alluvial land enriched with minerals and abundant food sources. Many dishes have captivated visitors, such as boiled mangrove crabs, steamed shrimps in coconut water, braised mudskippers, ba khía fish sauce, stir-fried mud creeper snails with coconut, grilled archerfish with salt and chilli, and baked oysters with pork fat. What makes the experience in Mui Ca Mau even more exciting is the opportunity to enjoy the southern-style meals under coconut-leaf-thatched roofs, surrounded by cooling breezes while sipping "ruou trai giac" or the locally known " nho rung Dat Mui" wine and listening to the melodious tunes of the traditional "don ca tai tu" music, which will leave a lasting impression on the diners (Pham Phuong Dong, 2023).



(Picture 4.2.2 Cua Ca Mau)

Moreover, when visiting Mui Ca Mau, tourists not only get to witness the abundant presence of clams on the alluvial flats but also have the chance to catch them with their

own hands. In Ca Mau, visitors cannot miss the diversity and richness of dried fish products, which are also characteristic of this region. Ca Mau dried fish has long been favored by people nationwide and neighboring countries due to its variety, allowing individuals to choose according to their preferences. With readily available and fresh raw materials, dried fish in Ca Mau is not only affordable but also fragrant. Additionally, a special delicacy that everyone can enjoy during festive occasions in Ca Mau is dried shrimp. Dried shrimp is one of the traditional crafts that have existed for hundreds of years in Ca Mau province, relying on abundant natural resources provided by the unique geographical location of the region. It is truly a meaningful gift to present to friends and relatives (Lan Vy, 2022; Nhat Nam - Anh Huy, 2020).

In addition, the street food culture of Ca Mau is another fascinating aspect as it is a melting pot of the three ethnic groups - Kinh, Hoa, and Khmer - living harmoniously in this region. The fusion and adaptation of cultures have given rise to some interesting dishes, such as "bun nuoc leo" (rice vermicelli with soup), spicy "banh tam," "lau mam" (fish sauce hotpot), "hu tieu" (noodle soup), "bun rieu cua" (crab noodle soup), "banh canh ghe" (clam thick noodle soup), and alongside these are traditional street foods like "banh cam" (deep-fried glutinous rice cake), "banh cong" (deep-fried round cake), fried bananas, grilled bananas, "banh bo sua" (steamed honeycomb cake), "banh kheo," "vai vac" (clamshell-shaped pastry), "com dep" (compressed green rice flakes), and "banh ong la dua" (pandan leaf tube cake) (Duong Kim Chuyen, 2019). Therefore, selecting a suitable culinary destination is crucial to fully experience the diverse flavors of a particular region. Various criteria such as the overall experience, taste preferences, and variety of dishes come into consideration when choosing a travel destination based on culinary culture.

Ca Mau culinary culture possesses a unique charm that reflects the essence of the region's wild and abundant land. The cooking methods are often simple, without complex processing, but the distinctive local ingredients, not easily found elsewhere, determine the uniqueness of the dishes. According to Mr. Tieu Minh Tien, Deputy Director of the Department of Culture, Sports, and Tourism said that "It must be affirmed that tourists coming to Ca Mau share a common passion for indulging in Ca Mau cuisine. For a long time, culinary culture has been the strength and strategic tourism product of the locality. Few places can bring together such excellent conditions that create such an appealing culinary landscape as Ca Mau. We have two parallel

ecosystems, brackish water, and saline water, along with characteristic products and the ingenious creativity of the residents, making culinary culture a highly attractive magnet that can convince all food lovers ” (Pham Quoc Rin, 2022).

In the brackish water ecosystem of U Minh Ha National Park in Ca Mau, tourists will have the opportunity to enjoy dishes prepared from the abundant biological resources. Mr. Du To Tuan, Director of Vietravel Ca Mau, points out that famous dishes like "da dau ong Du" (Mr. Du bean rock), spicy "banh tam" by Mrs. Lan or Mr. Dao, "bun nuoc leo" by Mrs. Thu Ba in Tac Van, "sam bo luong" and Thai-style sweet soup on Nguyen Trai are all attractive to tourists. Vietravel Ca Mau is currently developing a Free Walking Tour product (a free tour concept that includes walking through local neighborhoods) carried out in the centre of Ca Mau City. The famous street food stalls of Ca Mau will be an exciting and attractive destination for tourists. Each route and street food stall visited will be a different story, allowing tourists to gain a deeper understanding of the daily life, culture, and customs of the local people (Bao Ca Mau, 2018).



(Picture 4.2.3 Banh Tam Cay)

Culinary culture is a fast and effective approach to developing tourism. It is one of the essential factors that create attraction, enticing tourists to come and experience not just once but repeatedly. The culinary culture contributes to promoting the cultural values of

Ca Mau tourism, serving as a means to captivate tourists and make them stay longer in the southernmost region of the country. Appreciating the beauty of nature always goes hand in hand with indulging in the local cuisine, as each region and locality holds its distinct cultural identity. Ca Mau cuisine can be described as delicious and nutritious, offering a wide variety of dishes, ranging from simple home-cooked meals to exquisite delicacies found in upscale restaurants (Kim Chuyen, 2023). For the current city of Ca Mau, culinary culture plays an essential and integral role in its tourism development. Ca Mau cuisine carries the essence of the local lifestyle, simple yet rustic, reflecting the nature of its people living by the rivers and canals in this region. To fully experience the culinary culture of a particular region, one should visit that place to immerse themselves in it completely.

For tourists across the country, Ca Mau culinary culture has become a prominent brand. At tourism fairs or any culinary events, Ca Mau is highly regarded by tourists and professionals alike. The excellence of culinary art also contributes to the promotion and dissemination of Ca Mau tourism to both domestic and international tourists. Besides promoting the culinary image of the localities throughout the country, Ca Mau is proactive in preserving and promoting the traditional culinary culture of the region through organizing various culinary competitions. Through these events, local residents and tourists have the opportunity to gain a deeper understanding of the distinctiveness and richness of Ca Mau cuisine. This is considered one of the most effective and visually appealing channels for specific promotion of Ca Mau tourism through its delicious local dishes.

4.2 Culinary culture affects the quality of tourism experiences in Ca Mau

According to the definition of tourism in the 2018 Law on Tourism, tourism is an activity to meet the needs of sightseeing, relaxation, entertainment, research and discovery of tourism resources. Culinary culture is a special kind of tourism resource for visitors to explore in the most comprehensive way. Over thousands of years of history, Vietnamese people have created and left behind a rich, diverse, attractive cuisine that is suitable for the tastes of many guests (Tourism Law, 2018). Culinary culture is a constitutive element of propaganda activities to attract tourists: Vietnamese cuisine is becoming more and more famous in the world. More than 60% of visitors when asked about Vietnamese food expressed satisfaction and interest. Many visitors to Vietnam have rated "Vietnam is a culinary paradise" with unique dishes and unforgettable

delicious flavors in each destination. The unique thing is that the three regions in Vietnam are the three paradises of cuisine with their very own dishes, with distinctive regional flavors.

In the real world, Vietnam is the land of delicious food. Therefore, it is no coincidence that the legendary marketer Philip Kotker, when coming to Vietnam, made an assessment: Vietnam should become "the kitchen of the world". Cuisine is a tourist product that attracts tourists with the need to visit, learn and discover local culinary culture. This is one of the services that make an impression on visitors through the destination to satisfy the needs of discovering the local culinary culture. Sometimes it is the attraction of local culinary culture that becomes the motivation and purpose of tourists to travel. Because, cuisine is a colorful picture that any visitor coming to a new land has the desire to discover and enjoy the typical cultural aftertaste of the region. (Nguyen Thi Thuy Linh, 2021)

Possessing a special geographical location, Ca Mau's culinary culture also has its own distinctive features. Coming to Ca Mau tourism to enjoy delicious food is also one of the unique cultural tourism experiences, attracting millions of visitors every year. People often say "Đi thăm miền trung nhớ ghé Cà Ná/ Muốn ăn tôm cá thì về Cà Mau". The folk song praising Ca Mau's abundance of seafood makes visitors everywhere admire the uniqueness of each local dish.

According to the World Food Tourism Association - WHFTA (2017), food tourism is the search for unique and memorable experiences involving eating and drinking. Hall and Michell (2001) argue that culinary tourism is understood as activities of tourists with the main purpose of being production and processing points, food festivals, restaurants or destinations specific places where they can experience the typical dishes of that destination. So when coming to Ca Mau, visitors not only enjoy the food, they are also provided with experiences and discoveries about the cultural identity and community activities of that destination, associated with each dish there:

- a. Wading through the forest U Minh Ha sets an eel trap and enjoys the rustic dishes made from this specialty species (Lội xuyên rừng U Minh Hạ đặt trúm lươn)

U Minh Ha forest is located more than 30km from the centre of Ca Mau city, Ca Mau province in the area of 2 districts of U Minh and Tran Van Thoi. Coming here, visitors will experience wading through the forest to set eel traps and enjoy the rustic dishes made from this specialty.

Mr. Le Thanh Hai (44 years old; living in Khanh Thuan commune, U Minh district) said that the eel trap was previously made of bamboo; later people have improved it to make plastic pipes to be able to use it longer. The bait is cooked from trash fish and molded into pieces with clay. Then, put it in the trap as bait to set the eel. He shared that he often chooses places with a lot of reeds, ropes, etc. to place them because there are many eels in this place. When the eel hears the scent of the bait, it will come and crawl into the pipe. The profession of setting eel traps is a hard job due to long distances in the forest, but in return people have a good source of income. Tourist Nguyen Thanh Nguyen (living in Ho Chi Minh City) said that this is the first time he has experienced people wading through the forest to set eel traps.

"Field eels can be processed into many delicious dishes. However, my favorite is the eel with noni leaves because the sweetness of the eel meat blends with the fatty taste of coconut milk and the fragrance of the noni leaves creates the attractiveness. If it is properly invested, I believe that the tourism industry of U Minh in particular and Ca Mau in general will attract a large number of tourists," Nguyen shared.





(Picture 4.3.1 Mr. Le Thanh Hai sets an eel trap)

b. Catching field fish in the pond (Chụp Đìa bắt cá đồng)

Catching field fish in the pond in the countryside is a very interesting experience and a unique cultural feature of the people of the South. In particular, Ca Mau province shows the creativity in the fishing method of the people here that not all localities have. "Dia" is also called a pond, the depth of the pond is from 2 to 3m, the width is from 5 to 7m, and the length depends on the large or small area. Every year, when the dry season comes, the water level in the field recedes low, and the fish gather in the fields, which is also the time when people in Ca Mau province enter the harvest season of field fish. People catch fish in two main forms: “ chụp đìa” and “ tát đìa”. Catching field fish in the pond is done by people when the water level in the field has receded but the water in the field is still high.

People usually capture field fish before or after the Lunar New Year. Between September and October of the calendar year, when the water is drained from the field to sow the winter-spring rice crop, people also take pictures because then the fish also gather in the fields. The net is spread along the soil surface of the pond. The mouth of the net is pinned about 20cm above the water surface. After pinning the net, the fish cannot freely come to the surface to breathe, so it is forced to follow the net, find a way up and stay inside the net. In order to pin the net, the pond must be cleared of grass. The net is pinned twice, the next time is about 2 hours apart from the first time. After pinning the net for the second time, people also pull the net and harvest fish

This form of fishing has existed for a long time, so far it is still widely used by people because it does not damage natural fish resources and does not affect young fish. The dishes made from copper fish are not only loved by Ca Mau people but also very attractive to tourists from afar. Mr. Nguyen Truong Han, a tourist from Bac Lieu province, said: “Seeing the news and knowing that in U Minh Ha National Park, there are activities for visitors to experience, my family and I came to visit. I see there are a lot of people participating and I like to watch the channel capture the field fish and use fishing net to catch fish in the ditch. This is a very meaningful activity, making me feel like I am back in the old days, because now life is fully equipped with modern amenities, it is difficult to see those simple and rustic images. For middle-aged people like us, it feels very enjoyable and appreciative to watch these activities re-enactment. Hopefully, these activities will be maintained regularly so that many people can relive old memories, especially, help the younger generation see what the hardships and simplicity of life were like in the past know how to preserve and promote those values” local people are catching field fish in the pond.





(Picture 4.3.2: Catching field fish in the pond)

c. Beekeeping for honey production (Gác kèo ong lấy mật)

Beekeeping for honey production, folk also known as the profession of "eating bees", making fish paste (young bees)... Decades ago, this was merely a profession of the people, but now it has become a product tourism products, for visitors to visit and experience the real story of a day to eat bees; or a day making bee pupa with local people.

Mr. Pham Duy Khanh, the owner of the resort (the community ecotourism area "Muoi Ngot" in Hamlet 4, Khanh Binh Commune, North West, Tran Van Thoi district) said: Before the Melaleuca blossom season, the worker guarded the truss bees with experience will make a guardrail, pick up the right direction, then the bees will come back to nest and give sweet honey streams. Just like that, all year round, the U Minh people diligently go to the forest to harvest. Therefore, coming to U Minh, visitors are always invited to eat young bees dipped in honey, the honey is orange-yellow, clear, light sweet, especially fragrant with Melaleuca flowers.

"Here, I also create tours to explore the Melaleuca forest, with interesting activities such as: setting roofs to catch fish, spreading nets and especially following the workers into

the forest to collect honey." Mr. Khanh said for more information. Before entering the forest, the bee catcher is equipped with a few bundles of tinder made from rice roots, or dried coconut leaves for smoking, a sharp knife with a large barrel, and a protective net that does not allow the bees to press on the face down the tac gongs, three-ban boats, weaving through the canals in the primary Melaleuca forest; Through the fields of reeds, lagoons to discover the peaceful, pristine beauty. Start the journey to find the animals living under the forest canopy and find the bees to get honey.

Visitors will see firsthand how to exploit natural forest honey, taste the fragrant drops of honey squeezed by their own hands from the beehive. The characteristic aroma of natural honey and the sweet taste on the tip of the tongue, the fruit has attractiveness; especially when enjoyed right in the forest. The sweet nectar is crystallized from hundreds of thousands of Melaleuca flowers, visitors just pass each other's hands while enjoying and taking photos. This is a great experience when coming to U Minh Melaleuca forest.

Ms. Le Thi Ngoc Diem, a tourist from Ho Chi Minh City. Ho Chi Minh, after the experience shared: "The first time I participated in such a thrilling trip, it was also the first time that I witnessed the process of getting honey and enjoying it on the spot in the middle of the vast space of the forest. Melaleuca feels very different, very special. I think these activities will be very attractive to those who are passionate about discovering and learning about the land of Ca Mau people."



(Picture 4.3.2: Mining honey in the ecotourism area)

In addition to the above activities, when coming to the community tourist spots in Ca Mau, they will be associated with many local dishes, especially the strangest fish on the planet, the fish that climbs trees that the locals call fish, etc. At the same time, visitors experience the following activities: laying crab roofs at Tu Ngai community ecotourism site (Con Mui hamlet, Dat Mui commune); square night, check three slits, spread nets, experience nightlife at Farmstay MAY community ecotourism site in Sunset - Dat Mui

community ecotourism area (Rach Tho hamlet, Dat Mui commune); fishing for crabs, spreading nets around palm trees (mangrove trees or fish sauce trees) to catch fish, visiting mangrove trees over 50 years old at Tu Ty community ecotourism experience point (Tu Ty stopover), pineapple Tam Hiep, Rach Goc town, Ngoc Hien district. Besides, there are other experience activities such as scratching clams to catch blood cockles, the common point of all activities on it is that after experiencing, visitors will enjoy dishes that I have caught with my own hands before.

Mr. Nguyen Thanh Binh - tourist (living in Linh Trung ward, Thu Duc city, Ho Chi Minh City) expressed: "Come to U Minh forest tourism, Ca Mau, specifically Song Trem ecotourism area (belonging to the province of U Minh forest). Khanh Thuan commune, U Minh district), I was very impressed to put the roof, catch fish, etc. processed into a typical dish of the U Minh Ha Melaleuca forest. Journalist Trong Nghia, Vietnam Law Newspaper, shared: "It's quite interesting when community ecotourism sites open tourism experience services through the forest, wading through the forest, placing "muddy fish" and catching "vop", searching for "blood cockles", catching "ba khia", setting crab traps, etc. Also from here will leave a special impression, visitors are satisfied and excited about the trip to nature, enjoy what is the most rustic of nature".

After experiencing the local specialties with their hands, visitors can enjoy the dishes they have just caught. The rustic dishes such as boiled bud, braised snakehead fish sauce, bee sauce, grilled snakehead fish, braised perch with stir-fried buds, eel cooked in sour and sour soup, cobra with onion porridge, young bee pupa salad, etc. Bearing the rustic style of the old days, it can be seen that experiencing all of the above activities from hunting to enjoying the specialties caught by visitors has brought unforgettable experiences for visitors when coming to Ca Mau. Cuisine is an indispensable part of tourism and this is even more evident when visitors come to Ca Mau.

On the journey to discover Ca Mau, visitors will probably be overwhelmed by the immense space of Melaleuca and mangrove forests; will feel comfortable with the rustic lifestyle of the people of the sea; harmonies with folk melodies through stories of "Bac Ba Phi", "don ca tai tu"; shopping experience in riverside and coastal markets; returning heroic memories through local historical anecdotes, etc. But all will never be enough without the cultural and culinary space in each tourist product that visitors experience. Therefore, the culinary culture soon occupied an important position, contributing significantly to the design, construction and formation of the destination brand of Ca Mau tourism.

4.3 Culinary culture affects tourism promotion in Ca Mau

Culinary culture is considered an integral element of tourism. The specific culinary culture of the destination contributes to attracting more tourists, prolonging the length of stay, increasing the average spending of visitors, increasing tourism revenue and generating revenue for the locality. Economists have summed up that when GDP increases by 1%, the revenue of the food and beverage service industry increases by 1.5%. Importantly, these services are the place for "local exports" and increase the value of agricultural products, livestock, seafood and food processing industries. Food and beverage service increases the value of the above products up to 300% and earns a profit of 40-50% of the total revenue. For tourism, food service is a constitutive element, plays an important role to make a success, create attractiveness and is a factor to promote the destination, sometimes also the motive and purpose of tourism visitor's calendar. Today's cuisine is a combination of factors such as delicious food, safe food, hygiene, the enjoyment of the consumer and the excitement of the processor. The activities of cooking contests with traditional delicacies, making unique drinks, or finding exotic dishes, offering gifts (usually regional specialties) are ways to promote tourism's image local calendar. Director General of the Vietnam National Administration of Tourism Nguyen Trung Khanh said that Vietnam's cultural and culinary heritage has played an active role as a tourism ambassador, contributing to attracting millions of international tourists to the country. Tourism combined with cuisine is a new and widely developed trend. Beyond being a tourist product, food culture has become a powerful tool to promote the smokeless industry. The Ontario Culinary Tourism Alliance (OCTA) states that food tourism "includes any travel experience in which a person learns, appreciates, consumes or - dare we say - enjoys food and drinks that reflect a place's cuisine, heritage or local culture". Especially, ethnic minorities and mountainous areas possess a "treasure" of unique cuisine imbued with regional culture (Nguyen Bao Thoa, 2019). Developing the tourism industry is not only about earning foreign currency, but also considered building the country's image. Therefore, protecting the influence of external media is very important and this can be done through integrating the media with the tourism sector. Whether media content reflects reality or not is another urgent issue. The content is presented from the perspective of the media control groups. According to Howley (2005), the mainstream media distorts the truth, portraying minority disobedience as violence, misrepresenting marginalized minorities, keeping silent on

issues that arises important local issues, lacking pluralism and diversity and serving the interests of those in power. Therefore, in addition to creating favorable conditions for tourism products and services (hotels, restaurants and destinations), it is necessary to promote the national tourism attraction well.

Mr. Tieu Minh Tien affirmed that visitors to Ca Mau all have a common passion of enjoying Ca Mau cuisine. For a long time, cuisine has been strength and a strategic tourism product of the locality. It is rare to find a locality that converge so many wonderful conditions to create an extremely attractive culinary appearance like Ca Mau. We have 2 parallel ecosystems, brackish and mangrove, along with typical products, along with the ingenious creativity of residents, culinary culture has become an attractive magnet large enough to convince all customers. When travelling, any tourist consumes this product because it is a basic physiological need (eating, sleeping, resting, and resting). Moreover, the demand for food when travelling is higher than daily needs, because this is an opportunity for them to enjoy delicious and strange dishes. Visitors at this time also often have the mentality of easily accepting higher prices than usual to be completely satisfied. Therefore, this is a source of raw materials, if exploited to create good products to serve tourists, will bring economic benefits to business enterprises and easily promote the culinary culture of the region as well as local tourism.

For tourists from all over the country, Ca Mau's culinary culture soon became a prominent brand, gaining the trust of its prestige and top quality. Therefore, it is no coincidence that tourism fairs displaying specialty products or a certain culinary program of Ca Mau are highly appreciated and noted by tourists and experts arrive. It is the quintessence of culinary art that also contributes to honoring and promoting Ca Mau tourism to domestic and foreign tourists. The exchange activities, introducing the local culinary culture to the neighboring provinces were actively responded to by Ca Mau such as participating in introducing and displaying an image exhibition about Ca Mau cuisine. Ca Mau tourism specialty gift products are also regularly introduced and displayed at major tourism fairs such as ITE Ho Chi Minh City, VITM Hanoi International Travel Fair, etc. Tourism markets take place in provinces in the Mekong Delta. In addition to activities to promote culinary images to localities throughout the country, Ca Mau is also proactive in maintaining and promoting the local traditional culinary culture through the organization of culinary competitions annual food and attract many tourism and culinary businesses in the province to attend such as the Ca Mau Delicious Food Contest in 2014, 2016; Competition "Spring Day Cuisine" in 1015,

2016, 2017, 2018. Ca Mau Food Festival 2019, in the near future Ca Mau will organize a large-scale Crab Festival at the provincial level, promising to strongly attract and promote the local culinary culture. From culinary events, locals and tourists have the opportunity to learn more deeply the characteristics as well as the richness and diversity of Ca Mau cuisine. This is also considered as one of the effective information channels to promote the most specific and vivid visual about Ca Mau tourism image through delicious dishes at home. In addition, Ca Mau also focuses on promoting food information through the website of the Center for Investment Promotion and Business Support of Ca Mau province ipcc.com.vn, Vietnam Tourism Magazine, Nam, Ca Mau Newspaper, Dat Mui Photo Newspaper, etc. Tourists also find it easier to choose and find information about delicious dishes as well as specific places to eat when coming to Ca Mau. On the journey to discover the southernmost land of the country, visitors will probably be overwhelmed by the immense space of Melaleuca and mangrove forests; will feel comfortable with the rustic lifestyle of the people of the sea; harmonies with folk melodies through stories of Uncle Ba Phi, don ca tai tu; shopping experience in riverside and coastal markets; returning heroic memories through local historical anecdotes, etc. But all will never be enough without the cultural and culinary space in each tourist product that visitors experience. Therefore, the culinary culture soon occupied an important position, contributing significantly to the design, construction and formation of the destination brand of Ca Mau tourism. (Duong Chuyen, 2020)

Mr. Tran Hieu Hung - Director of the Department of Culture, Sports and Tourism of Ca Mau province, said: "Ca Mau crab was recognized by the Vietnam Record-setting Council as the top 100 Vietnamese specialties. On the occasion of the event "Ca Mau Crab Festival", the Organizing Committee plans to invite organizations and individuals operating in the catering business to participate in processing 69 dishes from Ca Mau Crab; invited the Vietnam Record organization to set a record to contribute to promoting the Ca Mau Crab brand. On August 15, 2022, the Asian Record Organization officially announced the establishment of the specialty dish U Minh hot pot, which was established as an Asian Record. The Organizing Committee plans to integrate the activity of receiving the Asian Record with the specialty dish "U Minh Fish Hot Pot" into the activity of "setting a record of dishes made from Crab" in the event "Crab Festival Day" Ca Mau - The first time in 2022" of the province to contribute to the promotion of Ca Mau cuisine. Thereby, this event aims to promote the image and brand of Ca Mau Crab. At the same time, creating an attractive cultural and culinary space to introduce and serve domestic and foreign tourists when coming to Ca Mau. Through

this, creating favorable conditions for businesses dealing in tourism services, travel, and cuisine, handicraft products, to meet, exchange, introduce tourism images, products and dishes unique and promote its brand to domestic and foreign tourists. (In Nghia, 2022)



(Picture 4.4.1: Ca Mau province folk cake festival)



(Picture 4.4.2: Ca Mau Province Crab Festival)

4.4 Culinary culture affects Ca Mau tourism development strategy

Ca Mau builds a tourism brand associated with its geographical position as the southernmost point of the country. Accordingly, the province flexibly deploys solutions to develop tourism so that the locality becomes an attractive destination for domestic and foreign tourists. Based on available advantages, organize tourism activities imbued with local cultural identity such as: sea and island tourism, eco-tourism, community-based tourism, and other types of tourism associated with the forest system mangroves and agriculture - forestry - fishery (Kim Ha, 2023). In addition to the above activities, cuisine is also an important factor, contributing to the creation of quality and tourism brands in order to attract tourists, generate revenue, build high-quality human resources, and help improve competitiveness picture for Vietnam tourism. For tourism, food service is a constitutive element, plays an important role in creating success, creating attractiveness and is a factor in promoting the destination, sometimes it is also the motive and purpose of tourist's calendar guest calendar. Cuisine not only maintains the survival of people in daily life but also plays an extremely important role in the tourism business, organizing culinary tourism programs to serve tourists. Currently, tourism combining culinary and cultural experiences not only brings interesting feelings to tourists but also creates opportunities for local businesses to develop the tourism economy through the introduction of cuisine to tourists guests (Phan Thi Bich Thao, 2020). Vietnamese culinary culture - which reflects the unique culture of each region, it is geographical features that greatly affect the use of ingredients for food processing and meal structure of each region and region. And this is also an important factor that creates the uniqueness of each region. Along with other factors that increase visitor satisfaction such as attractions, cultural values, services, etc., cuisine has contributed a significant part to visitors' trip, making the trip more interesting, more complete and memorable. At the same time, in addition to being an attractive factor, cuisine also plays an important role, making a difference between one country and another. In order to develop fast and sustainable culinary tourism, the development of unique tourism products, especially tourism products associated with the nation's traditional culture, plays a decisive role.



(Picture 4.5.1: Culinary culture affects tourism development)

Culinary culture in Ca Mau can affect tourism development strategy from many aspects. The first thing to mention is that the culinary culture here creates a special feature to attract tourists (Thanh Tra, 2020). Ca Mau is located at the intersection between the Mekong River and the East Sea, because of this; it has long formed two different culinary cultures. The outflow of the Mekong River brings fresh water down from above while the South China Sea brings in salt water. The interaction between saltwater and freshwater has created two areas of saltwater and freshwater with the imprints of two very different cuisines. Ca Mau's mangroves are often influenced by resources, especially seafood and crops that are tolerant of saline environments. This place is famous for dishes from fresh seafood such as Ca Mau crab, shrimp, snails, scallops and oysters. In which, Ca Mau brick crab is a dish that has held a Vietnamese record. Vietkings ranked in the top 50 typical delicacies of Vietnam (Vietkings, n.d). Ca Mau brick crab is not only a favorite dish of Vietnamese people, but also a popular export item abroad. This is also one of the most important reasons to attract tourists when it comes to Ca Mau. In particular, Ca Mau fish sauce is also a typical product of this region (Thuy Duong, 2022). Meanwhile, the freshwater flooded area of Ca Mau offers a variety of vegetables, fruits and freshwater fish such as snakehead fish, reship, eel, hamster, etc. These are the factors that attract tourists and visitors create a unique local character. With the diversity and richness of Ca Mau cuisine, visitors have the opportunity to discover and experience dishes with unique flavors and bold local culture.



(Picture 4.5.2: Ca Mau's specialty dishes: Ca Mau Crab)

The second aspect is the culinary culture that contributes to the development of tourism products (Duong Kim Chuyen, 2021). Culinary culture can create unique and diverse tourism products. Ca Mau can take advantage of culinary culture to create culinary tourism programs to enjoy special dishes, programs to experience traditional cooking, tours to visit night markets or sightseeing tours participate in festivals and include all food-related activities. Every year, Ca Mau often takes place traditional festivals such as: specialty Ca Mau festival, Cai Lon festival, Ba Trieu festival, Nghinh Ong festival. In general, these festivals are not only to honor the unique cultural beauty of the locality, but also an opportunity for Ca Mau to promote its culinary culture to domestic and foreign tourist's water. Here visitors can participate and besides enjoy the typical dishes of the culinary culture here, this helps to enhance tourism activities and tourism development strategies are also available can rely on culinary culture to generate income for local communities. Exploiting and developing culinary culture in Ca Mau can create tourism-related job opportunities for local people from raw material production, food processing, and tour guides local culinary communication staff, chefs, restaurant staff and other support services. This not only helps to improve the economic life of the community and develop the local economy, but it also creates pride and love for the culinary culture in Ca Mau (Thanh Tong, 2022).



(Picture 4.5.3: Ca Mau food promotion festival)

In addition, culinary culture also plays an important role in preserving and developing culture in Ca Mau (Truong Nghia - Le Diem, 2023). Food and cuisine are an integral part of every person's daily life and they carry deep cultural values. Through enjoying and learning about Ca Mau cuisine, visitors will have the opportunity to better understand the history, traditional customs of the locality. The development of traditional dishes, traditional cooking methods and culinary rituals and culinary culture will contribute to preserving and spreading good cultural values here. Ca Mau is a province of the West, so Ca Mau people always have a tradition of sharing and inviting guests. When guests come to the house, they often invite guests into the house and let them enjoy the special dishes here. It is a friendly and close custom. In cooking, Ca Mau people also always use typical spices, such as shrimp paste, fish sauce, etc. to create a unique and rich flavor for the cuisine of the people of the southernmost region of the country. The customs in the culinary culture in Ca Mau not only carry cultural significance but also show the solidarity and hospitality of the people here. It is an integral part of maintaining and developing a community's cultural heritage, and this makes tourism a vehicle for cultural exchange and positive interactions among visitors and local community.



(Picture 4.5.4: Cuisine contributes to the preservation of Ca Mau's culinary culture)

In the next aspect, culinary culture in Ca Mau also plays an important role in building tourism infrastructure. Many restaurants and food establishments have been built and increasingly upgraded facilities. That shows that culinary culture is very important in the tourism development strategy of Ca Mau. The chefs and wait staff are also trained to deliver exceptional and high-quality food. This creates a diverse and attractive culinary environment for visitors. Besides restaurants and food establishments, the creation of culinary events such as food festivals and food contests also contributes to building local infrastructure (According to Perepool - Thailand Tourism Expert). Some special culinary events include Ca Mau Crab Festival, this annual event takes place to honor and promote the specialty of this land - Ca Mau Crab. During the festival, many activities and events will take place such as the Ca Mau crab exhibition, cooking contest from crab as the main ingredient, games and performances of ethnic music. Ca Mau Crab Festival is not only an opportunity to enjoy specialties but also an opportunity for visitors to discover the culture and life of local people. This is also one of the activities attracting tourists to Ca Mau. In addition, the culinary culture in Ca Mau also makes an important contribution to the development of the local culinary industry. Ca Mau's food industry thrives thanks to the exploitation and processing of diverse seafood sources. Food processing enterprises and factories are formed and invested in order to make the most of local resources. Seafood dishes and products made from Ca Mau seafood have

become an attractive tourist and shopping destination. This contributes to promoting the food industry and strengthening the local economy (Duong Kim Chuyen, 2020).



(Picture 4.5.5: Ca Mau Crab festival)

Culinary culture in Ca Mau can also build partnerships in various aspects that contribute to promoting sustainable tourism and local economic development. One of the outstanding partnerships that can be formed through the development of culinary culture is: cooperation between restaurants and hotels. Restaurants and hotels can work together to create unique dining experiences and attract tourists. Restaurants can use local ingredients and traditional Ca Mau dishes to create specialty meals while hotels can provide the right ambience and service so guests can enjoy local cuisine. A further partnership can be mentioned is a partnership with local farms and fishermen. Ca Mau is famous for its rich and diverse marine resources. Restaurants and hotels can partner with local farmers and fishermen to source fresh ingredients for their dishes. This not only helps maintain a stable supply, but also creates additional income for the community here.



(Picture 4.5.6: Dishes made from Ca Mau specialties)

Mr. Phan Dinh Hue said that another aspect that plays an extremely important role in the tourism development strategy in Ca Mau is environmental protection and sustainable tourism development. Ca Mau is a land of diversity and abundance of natural resources. Ca Mau's unique culinary culture not only provides a unique culinary experience, but also makes an important contribution to the protection and sustainable development of resources and the environment. Ca Mau has a diverse cuisine with dishes made from typical ingredients of this land such as shrimp, crab, fish and many other vegetables. These dishes are not only delicious but also show respect for and protect the inherent resources of Ca Mau. Ca Mau's culinary culture also encourages the use of environmentally friendly ingredients and processing methods. For example, the use of local vegetables and seafood helps to reduce environmental impact from a distance. In addition, using traditional processing methods and not using harmful chemicals can preserve cultural values and protect the environment.



(Picture 4.5.7: Artisans use environmentally friendly material)

To discuss the exploitation, promotion and enhancement of culinary culture as one of the key tourism products of the locality. Mr. Tieu Minh Tien - Deputy Director of the Department of Culture, Sports and Tourism affirmed: "Visitors to Ca Mau all have a common passion to enjoy Ca Mau cuisine. For a long time, cuisine has been strength and a strategic tourism product of the locality. It is rare to find a locality that converge so many wonderful conditions to create an extremely attractive culinary appearance like Ca Mau." And in order to maximize the value that cuisine brings, Ca Mau will organize an in-depth scientific conference on linking agricultural products with tourism development orientation. The Department of Culture, Sports and Tourism will place a separate order for experts to discuss the exploitation, promotion and enhancement of culinary culture. From there, it will open a breakthrough strategy to enhance the value and contribution of cuisine to the tourism sector. At the same time, the construction of a culinary tourism map, food tours - routes for Ca Mau is a necessity, and can be deployed immediately. However, it is still necessary to have multi-way exchanges, with scientific and practical bases, and with careful preparation for all conditions, so that when the implementation is done, the desired expectations will be achieved. In addition to the development policies set forth by the State, Ca Mau people also create diverse and unique products themselves with the desire to contribute to the development of local tourism. With inherent natural conditions are rich coastal land and vast forests. Ca Mau has diverse natural resources,

especially seafood and freshwater fish. In which, Ba Khia - a species of small crab living in brackish, salty alluviums, under mangrove canopy, dense fish sauce is the main ingredient of a specialty dish here - Mam Ba Khia Rach Goc. According to the people of Ca Mau, after being caught, because it could not be consumed all at once, it was only salted, and since then it has become a specialty. After so many years, the elaborate processing stages to make the Ba Khia salt are still preserved and unchanged. In mid-2020, the Ba Khia salt industry in Ca Mau was recognized as a National Intangible Cultural Heritage. The Department of Culture, Sports and Tourism in collaboration with the People's Committee of Ngoc Hien district is planning to build traditional Ba Khia salt craft villages in combination with the promotion and introduction of products to serve tourists. (Danh Trong - Thanh Tien, 2021). Besides, other products such as U Minh Forest Honey or Ca Mau's specialty fish sauce and fish sauce are also being deployed to become commercial products in tourism.



(Picture 4.5.8: Mam Ba Khia Rach Goc)

For tourists from all over the country, Ca Mau's culinary culture soon became a prominent brand, gaining trust by its prestige and top quality. It is the quintessence of

culinary art that also contributes to the development and brings Ca Mau tourism to domestic and foreign tourists. In addition, Ca Mau has constantly promoted the information and promotion of the destination through programs, events, and activities on local culinary culture. Therefore, the culinary culture soon occupied an important position, making a significant contribution to the design, construction, and formation of the destination brand, and brought great positive influences to the development strategy of Ca Mau tourism destination.

4.5. The reliability of the scales:

The study was carried out on 497 Vietnamese people living in the Mekong Delta from 15 to over 55 years old, but after analysis and distillation, the final number of samples kept was 395. from 15-25 accounted for 96.7%, sample group from 25-35 years old accounted for 2%, sample group from 35-45 years old accounted for 0.3%, sample group from 45-55 years old accounted for 0.5% and the group age over 55 is also 0.5%. As for the sample structure by gender, in which female accounted for 46.7%, male accounted for 50.5% and other gender groups accounted for 2.8%.

In the research sample structure by occupation, the research sample group is students accounted for 96.7%, followed by workers - employees accounted for 1.3%, trade - business group accounted for 0.5%, last is freelance work accounting for 1.5%. The sample structure by education level accounted for the highest proportion of university level with 96.7%, followed by graduate level with 2.5%, intermediate level with 0.5% and high school level accounts for only 0.3%.

Table 4.6.1: Sample Structure.

| Table 1: Sample Structure | | | | | | | |
|---------------------------|-------------------------------------|-------------|--------------|----------|------------|------------------|-----------|
| | | Male | Female | Other | Total (%) | | |
| Age | 15-25 years old | 48,9% | 45,2% | 2,5% | 96,6% | | |
| | 25-35 years old | 0,8% | 1% | 0,3% | 2,1% | | |
| | 35-45 years old | 0,3% | - | - | 0,3% | | |
| | 45-55 years old | - | 0,5% | - | 0,5% | | |
| | >55 years old | 0,5% | - | - | 0,5% | | |
| | Total (%) | 50,5% | 46,7% | 2,8% | 100% | | |
| | | High school | Intermediate | Colleges | University | After university | Total (%) |
| Occupation | Student | 0,3% | 0,3% | - | 95,7% | 0,75% | 96,7% |
| | Civil servants and public employees | - | - | - | - | - | - |
| | Workers - Employees | - | 0,3% | - | 0,5% | 0,5% | 1,3% |
| | Business | - | - | - | - | 0,5% | 0,5% |
| | Freelance | - | - | - | 0,75% | 0,75% | 1,5% |
| | Total (%) | 0,3% | 0,5% | - | 96,7% | 2,5% | 100% |

The component scales in the model include: Culinary culture affects the intention to choose a destination of tourists in Ca Mau (including 1 observed variable Q3.1),

Culinary culture affects quality tourism experience in Ca Mau (including 1 observed variable in Q3. 2), Culinary culture affects tourism promotion in Ca Mau (including 1 observed variable in Q3.3), Culinary culture affects the strategy Ca Mau tourism development strategy (including 1 observed variable Q3.4) is tested for reliability by Cronbach's Alpha method. The results are summarized in Table 4.6.2, the Cronbach's Alpha coefficients of the observed variables are all from 0.9 to greater than 0.6 and the adjusted total correlation coefficients of the observed variables are summarized in Table 4.6.2. 4.6.2 Are all greater than 0.5, specifically all conditions are greater than 0.8, showing that the scale of the component variables in the model is reliable, meeting the analysis requirements.

Table 4.6.2: Cronbach's Alpha

| Reliability Statistics | | | | |
|-----------------------------------------------------------------|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| Cronbach's Alpha | N of Items | | | |
| 0.909 | 4 | | | |
| | | | | |
| Item-Total Statistics | | | | |
| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| Ca Mau culinary culture positively affects tourist destinations | 12.8405 | 5.084 | 0.814 | 0.875 |

| | | | | |
|------------------------------------------------------------------------------------------------------------------|---------|-------|-------|-------|
| in Ca Mau? | | | | |
| Ca Mau culinary culture positively affects tourism development strategy in Ca Mau? | 12.9038 | 5.011 | 0.795 | 0.882 |
| Ca Mau culinary culture positively affects the quality of tourism experiences in Ca Mau? | 12.8608 | 5.176 | 0.785 | 0.885 |
| Ca Mau culinary culture positively affects the quality of tourism experiences in Ca Mau? | 12.8506 | 5.198 | 0.782 | 0.886 |

The results of the EFA analysis show that the coefficient $KMO=0.85 > 0.5$ ensures the factor analysis to discover EFA, in other words, the EFA results can be used and this is completely meaningful statistical meaning through the coefficient $Sig=0.00 < 0.05$. Detailed data in table 4.6.3.

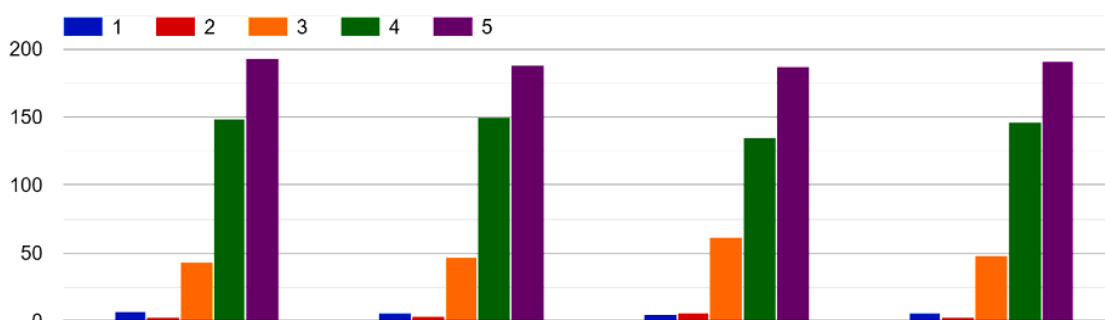
Table 4.6.3: Exploratory factor analysis (EFA)

| | | |
|------------------------------------------------------------------------------------------|--------------------|------------|
| KMO and Bartlett's Test | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.852 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1029.898 |
| | Df | 6 |
| | Sig. | 0.0001 |
| Communalities | | |
| | Initial | Extraction |
| Ca Mau culinary culture positively affects tourist destinations in Ca Mau? | 1 | 0.808 |
| Ca Mau culinary culture positively affects tourism development strategy in Ca Mau? | 1 | 0.775 |
| Ca Mau culinary culture positively affects the quality of tourism experiences in Ca Mau? | 1 | 0.787 |
| Ca Mau culinary culture positively affects the quality of tourism experiences in Ca Mau? | 1 | 0.772 |
| Extraction Method: Principal Component Analysis. | | |

Through the group's survey on the topic, out of 395 questionnaires that have experienced the cuisine of Ca Mau province, 293 of which are the culinary experiences in Ca Mau province, accounting for 74.2% of the total. Thereby, the survey results accurately assess the current situation of culinary culture of Ca Mau province. From Cronbach's Alpha analysis, it shows reliable survey data and results from the team's proposed model. Regarding the first factor, Ca Mau culinary culture positively affects tourist destinations

in Ca Mau, 342 surveys agree and completely agree with the group's point of view, accounting for 86.5%. Regarding the second factor, Ca Mau culinary culture positively affects the tourism development strategy in Ca Mau, 338 surveys agree and completely agree with the group's view, accounting for 85.5%. Regarding the third factor, Ca Mau culinary culture positively affects the quality of tourism experiences in Ca Mau, 322 surveys agree and completely agree with the group's view, accounting for 81.5%. Regarding the fourth factor, Ca Mau culinary culture positively affects tourism promotion in Ca Mau, 338 surveys agree and completely agree with the group's view, accounting for 85.5%. Thereby, it shows that the proposed model of the group is initially feasible and recognized. Detailed data is presented in Figure 4.6.1.

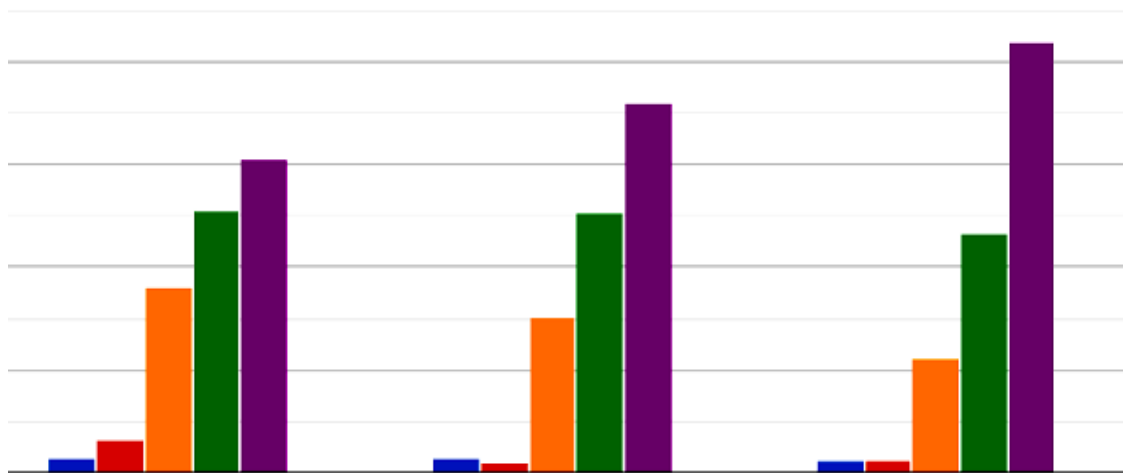
Nghiên Cứu Ảnh Hưởng Của Văn Hóa Ẩm Thực Đối Với Phát Triển Du Lịch Tại Tỉnh Cà Mau



(Figure 4.6.1 Analysis results)

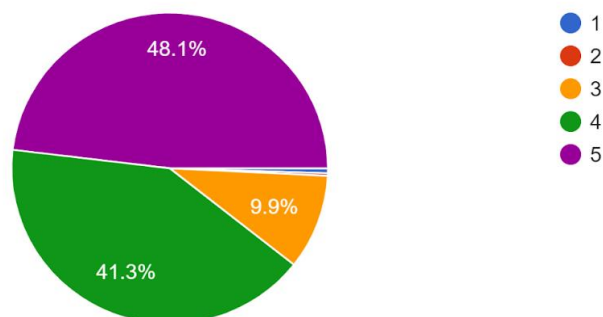
The survey's perception statistics show that 281 people think that they choose to travel in Ca Mau because of the culinary culture here. It accounts for 71.1% of the total, 77.7% of them. Also, I think that the cuisine of Ca Mau province is very rich and unique and should be tried at least once. Not only rich and unique, but they also think that the cuisine here is very delicious and attractive, can suit the taste of each region in the country and create excitement and experience elements for foreign tourists outside. This number is up to 327 surveys agreeing with this view, accounting for 82.7%. On a scale of one to five, 48.1% think Ca Mau's culinary culture deserves 5 points, 41.3% give 4 points and 9.9% give 3 points and the remaining 0.7% gives 1 and 2 points. Moreover, out of a total of 395 surveys, 94.7% of the surveyors want to continue travelling in Ca Mau to experience the culinary culture and 95.7% of the surveys are willing to introduce others to the destination. to travel in Ca Mau. Detailed data is presented in Figure 4.6.2. It shows that, firstly, the culinary culture of Ca Mau province is highly appreciated and evaluated by the majority of survey participants as the quality of the dishes and the

cuisine of Ca Mau province has the diversity and style rich. Secondly, residents and visitors are satisfied with the culinary experience in Ca Mau province, the dishes are standard in taste and quality. Restaurants and eateries in Ca Mau are capable of providing high value dishes and satisfying customer needs. Third, Ca Mau province has the potential to develop the culinary tourism industry based on positive reviews from customers. Local dishes have the potential to develop and promote the province's brand. Ca Mau's culinary culture can be a special and attractive point to attract tourists to visit and experience. Finally, Ca Mau's culinary culture can contribute to the economic and tourism development of the province as well as the whole country.



(Figure 4.6.2 Analysis results)

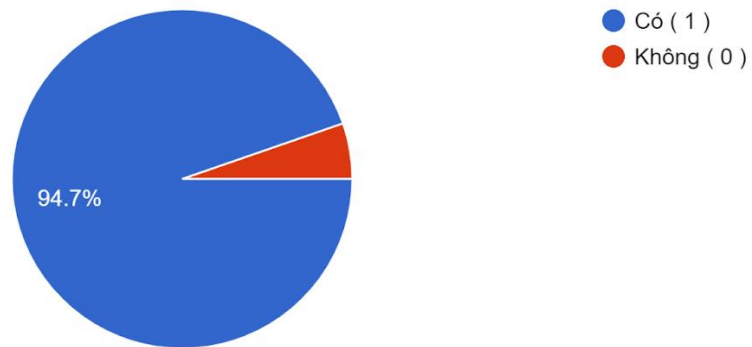
Bạn đánh giá văn hóa ẩm thực của tỉnh Cà Mau bao nhiêu điểm trên thang điểm 5
395 responses



How much do you rate the culinary culture of Ca Mau province on a 5 scale?

Anh/Chị sẽ tiếp tục đi du lịch ở Cà Mau để trải nghiệm văn hóa ẩm thực?

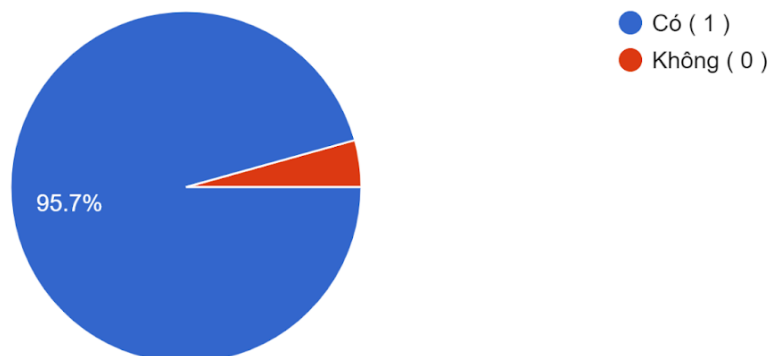
395 responses



Will you continue to travel in Ca Mau to experience the culinary culture?

Anh/Chị sẵn sàng giới thiệu cho người khác đi du lịch ở Cà Mau?

395 responses



Are you willing to recommend others to travel in Ca Mau?

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 Recommendation

5.1.1 Culinary tourism aims at preserving and promoting the traditional cultural values and products of Ca Mau.

Culinary tourism develops on the basis of cuisine imbued with the identity of Ca Mau province, what visitors come to is the unique identity of the culture here. In order not to let the hybridization of other cuisines affect the cuisine of Ca Mau province, it is necessary to preserve and preserve the resources related to cuisine in Ca Mau province such as natural specialties in mangroves, such as mudskippers, Ba Khia, etc.

Culinary development for tourism cannot be done in a way that makes full use of it, at any time or at that time ignoring sustainability, it is necessary to have a strategy to preserve and develop long-term natural ecosystems of the homeland of Ca Mau. This issue is beyond the scope of the tourism industry, but is associated with the future of local tourism development. No matter how talented the human hand is, how mature the processing is when the raw materials are no longer natural and do not have the typical flavor of Ca Mau land, visitors will not support Ca Mau anymore.

It must also be added that today's trend of green tourism, tourism returning to nature enhances the value of culinary culture in general and of Ca Mau in particular. The variations of Ca Mau cuisine are based on local natural products. Ca Mau cuisine is therefore not only diverse, delicate, delicious, nutritious but also clean, evoking the harmony of man and nature. Therefore, in addition to developing tourism, the locality must also pay attention to preserving natural products and promoting the traditional values of Ca Mau cuisine.

5.1.2 Building a rich cuisine and self-experience travel.

Cuisine is an important factor affecting tourists' decision to choose a tourist destination. The richer and more unique the culinary culture, the more attractive it is to tourists. Although the cuisine in Ca Mau is very diverse, there is no link and unity, it is necessary to build a miniature food court that includes all specialties and traditional dishes of Ca Mau from far to near grouped into one place, so visitors can easily have experiences of many dishes.

In addition to dishes that require a complex processing stage, we can add more about experience tourism, in Ca Mau the form of experience hunting and enjoying products already exists in tourist areas but has not yet been completed. There is a complete system and this form has only appeared recently. Tourist sites should link together to create a complete form of experience for visitors, experience activities can let visitors make simple dishes like boiled brick crab: visitors will be guided to choose crabs and will be instructed on how to prepare and cook crab in the most delicious way, etc

5.1.3 Links with other localities.

Cooperate with businesses inside and outside the province to open and build tours to the Southwest region to increase the number of visitors to local tourism, introducing the outstanding local tourism model to emphasize the difference that does not overlap with other localities in the Mekong Delta.

Promote specific tourism products of the province such as: community-based ecotourism with activities on square land, forest land, sea land, etc. to create a difference compared to other provinces and cities in Mekong Delta, serving as the basis for joint tour activities, creating diverse experiences for visitors. In general, Ca Mau meets all the factors to develop tourism and develop tourism in a sustainable way. Facing challenges in the general development of tourism in the country, along with the tourism characteristics of the province, the tourism industry needs to research and propose solutions and strategies for sustainable tourism development in a sustainable way synchronously, to bring Ca Mau tourism further and further.

5.1.4 Improve the quality of the workforce operating in the field of cuisine and tourism.

Human resources related to culinary services in tourism include many objects corresponding to the type of cuisine. For service workers at luxury restaurants, high-class restaurants require high professional qualifications to meet service requirements such as table service skills, foreign language skills, etc. participating in street food and culinary activities associated with community tourism, they must also equip themselves with knowledge of food safety and awareness of traditional cultural values in culinary activities when serving tourists politeness, civilized and polite behavior, etc

In addition, the team of instructors and guides at the training site should be raised with awareness and responsibility in preserving and promoting the value of cuisine through the introduction of the origin of the dishes, ingredients, processing, and enjoyment in the

local style to attract tourists. Culinary tourism research not only stops at culinary culture, but also needs to exploit optimally the advantages of cultural cross-regional, climate and soil conditions for food development. On that basis, orientation for the building of different culinary models, suitable for the diverse needs of tourists, specifically as the majority of tourists come to Ca Mau, tourists prefer this type of tourism. Discover, experience will have access to the culinary experience model. Therefore, tourism cuisine is a real tourism product that needs to be researched scientifically, not only bringing the value of enjoying delicious and typical dishes, but also a message to visitors to learn about tourism local culture and art, and through that will promote the image of Ca Mau.

5.1.5 Propaganda and promotion to raise awareness about culinary tourism.

Up to the present time, Ca Mau province is doing very well in propaganda as well as promoting local cuisine. It is known that since the event program "Ca Mau - Destination 2021", the tourism industry of Ca Mau province has made a big change in creating its own brand and image with characteristics of the land and people. Ca Mau. Especially raise the awareness of all levels, sectors and local people in organizing tourism business, promoting tourism in the locality.

Particularly, the event program "Ca Mau - Destination 2022" is evaluated as an effective tourism promotion and promotion activity of stable nature, long-term development, attracting the attention and participation of tourists. Tourists and tour operators build connecting tours every year on the occasion of events. The program has attracted more than 159,000 tourists, revenue of more than 108 billion VND. Following the success of the events "Ca Mau - Destination 2021" and "Ca Mau - Destination 2022", from the results of the above events, Ca Mau province has built a program and event "Ca Mau - Destination 2023" with many attractive culinary-related activities to attract tourists such as: Culinary contest; experience at Ca Mau Cape National Park (unloading scrubs and catching fish, checking three slots, square books, visiting oyster farming models), Southern Folk Cake Festival, etc.

At the same time, there are other events such as: U Minh Forest Incense Event organizes a trade fair combining honey products and freshwater aquatic products, and Shrimp Festival - Ca Mau 2023 with the theme "Ca Mau joins hands to raise the level of Vietnamese shrimp", etc

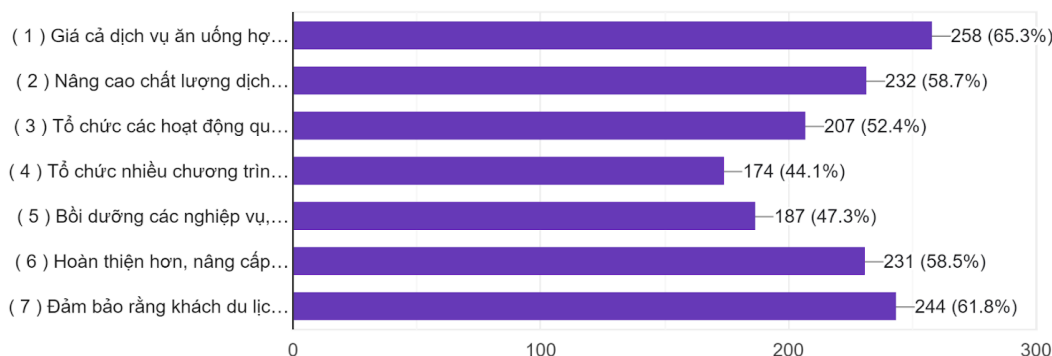
In addition, localities should also build an English portal mechanism and make good use of social networking sites (Google, Youtube, Twitter, Facebook, TikTok, Zing, etc.),

contributing to promoting the introduction. City's images and products along with activities such as promotion, events, and tourism festivals of the city come to the people more easily and conveniently.

In addition, the group also made one more proposal to bring food culture closer to everyone, especially today's young people, through a board game about food called Vietnamese culinary chess set. The product includes an instruction sheet, a checklist, a set of 3 dice and a penalty card. The Vietnamese Culinary Chess set gives players three main values: evoking interest in food, providing knowledge about culinary culture, and promoting Vietnam's culinary culture and tourism. Because the game of this chess set is based on dice, every time the chess set is played, a random result is not duplicated. This chess set has the flexibility to be played in any situation without limitation of space and time, playing any group unit suitable for educational as well as entertainment purposes. When players play this deck, it will leave an impression on them about that dish and when players have the opportunity to go through places with dishes they have known, they will be curious and want to try it; here what the project wants to bring to players is through this game to promote Vietnamese cuisine.

Theo Anh/Chị giải pháp để hoàn thiện và nâng cao sức ảnh hưởng của văn hóa ẩm thực đối với phát triển du lịch tại tỉnh Cà Mau? (MA)

395 responses



(Figure 5.1.1 Analysis results)



(Figure 5.1.2 product of the solution)

5.2 Conclusion

The research has achieved its primary objectives as follows: The study confirms the influence of Culinary Culture on the Development of Tourism in Ca Mau Province. The article utilizes 6 research methods for analysis.

The qualitative research method was used to collect information and data in the form of 'phi numbers' to obtain detailed information about the research subject. This method aims to address questions related to the development of understanding about the significance and experiential aspects of human life and society. Secondary information was gathered from various scientific research works, research projects, doctoral theses, conferences, and scientific journal articles, as well as tourism planning documents in Ca Mau. Primary information was collected through surveys conducted with 497 respondents, which included the synthesis of image attributes obtained from group discussions and structured questionnaires for tourists.

The quantitative research method involved collecting data from survey responses to quantify the answers using a likert scale with 5 levels ranging from 1 ("strongly

disagree") to 5 ("strongly agree"). The research data was collected through social media platforms, inviting Vietnamese people in the Mekong Delta to participate in the survey using Google Forms. The quantitative research is scientifically objective, reliable, and allows for swift analysis.

The preliminary research and Field Method involved adjusting the constructed measurement scales and supplementing observation variables for database measurement. This method aimed to gain in-depth understanding of customer psychology to supplement any missing information and adjust the questionnaire to be more appropriate. Field Method research group liaised with local culinary businesses, obtained permission, and conducted site surveys to better understand the research destination. The opinions of expert consultants were sought through scientific information gathering, analysis, and evaluation by a team of highly qualified education experts. The results were then synthesized to find the most appropriate analysis to demonstrate the influence of Ca Mau culinary culture on tourism development in the province.

By examining the differences between gender, age, and income groups, samples were selected using non-probability sampling through social media platforms, inviting Vietnamese people in the Mekong Delta to participate in the survey using Google Forms. Additionally, the research group relied on their own experiences and those of individual members, as well as tourist experiences with the culinary culture at the destination, to identify the attractive features of Ca Mau culinary culture for tourists' destination choices. The opinions of expert consultants were also consulted to gather scientific information, evaluations, and assessments of a scientific education product using the expertise of a team of highly qualified education experts. Based on these findings, it can be concluded that there are differences between these groups in the level of influence of Culinary Culture on Tourism Development in Ca Mau. The research has achieved its primary objectives.

Specifically, after re-analyzing the process, four factors were identified to have a positive impact on Culinary Culture's influence on Tourism Development in Ca Mau: Ca Mau culinary culture has a positive influence on tourist destinations in Ca Mau; Ca Mau culinary culture positively influences tourism development strategies in Ca Mau; Ca Mau culinary culture positively influences the quality of tourist experiences in Ca Mau; and Ca Mau culinary culture positively influences tourism promotion in Ca Mau. These factors were found to be prominent in the survey results. Thus, it can be seen that the research group's proposed model was feasible and recognized. Finally, in the survey,

77.7% of respondents indicated that they chose to travel to Ca Mau because of the region's diverse and unique culinary culture. Through these studies, it can be seen that culinary culture has contributed to the success of the tourism industry in recent years due to its uniqueness, diversity, and richness.

The research contributes to further refining the theoretical foundation of Culinary Culture's influence on Tourism Development in Ca Mau. By statistically reevaluating variables from previous research models to propose a new research model, it helps to better assess the significance of each research variable on the intention to choose Culinary Culture for Tourism Development in Ca Mau. Based on the research results, it can be concluded that culinary culture has contributed to the success of the tourism industry in recent years due to its uniqueness, diversity, and richness. For Ca Mau city in particular, and for Vietnam in general, the development of culinary culture has played a part in the strong development of tourism and the experience of culinary culture in those areas. Ultimately, Ca Mau culinary culture can contribute to the economic and tourism development of the province and the country as a whole.

5.3. Limitations and future research

This study yielded remarkable results, but there are limitations to be aware of. For example, the small sample size (395 Vietnamese) is not representative of the entire population, which also limits the representativeness of the study results. Therefore, in the course of further research, it is necessary to strengthen the sample and expand the scope to ensure the representativeness of the results. Secondly, the study only focuses on people who have had culinary experiences in Ca Mau, so the research nature of the research results is still limited. Although the team has actually surveyed tourists in Ca Mau, the data collected is quite small, which makes the data only focus on a certain object and the data of the study is not diversified. Third, for the 395 questionnaires, most of them are students on campus, so the data obtained is not diverse in terms of age as well as information. Finally, this study has not fully considered the factors associated with many other culinary experiences in Ca Mau as well as the subjects surveyed. Therefore, in further studies, it is necessary to add these components to the analysis and expand other survey subjects to give more accurate and complete research results.

In the last chapter of the study, through the data and analysis in the previous sections, the group has proposed 5 recommendation to improve the culinary value for tourism development in Ca Mau, which are Culinary tourism aims at preserving and promoting the traditional cultural values and products of Ca Mau; Building a rich cuisine and self-experience travel; Links with other localities; Improve the quality of the workforce operating in the field of cuisine and tourism; Propaganda and promotion to raise awareness about culinary tourism. Besides, the group also made one more proposal to bring food culture closer to everyone. That is through a board game about cuisine called Vietnamese culinary chess set, the board game gives players 3 main values that are evoking interest in food, providing knowledge about culinary culture, and promoting Vietnam's culinary culture and tourism. After the recommendation, the group will draw the general final conclusion of the whole study along with the limitations that need to be overcome in this research paper.

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Author contributions

Conceptualization, methodology: Quynh, P.T.D., Thuy, N.T., My, P.D., Quyen, V.P. and Cam, N.N. Formal analysis, investigation writing: Quynh, P.T.D., Thuy, N.T., My, P.D., Quyen, V.P. and Cam, N.N. Review and editing: Quynh, P.T.D., Thuy, N.T., My, P.D., Quyen, V.P. and Cam, N.N. All authors have read and agreed to the published version of the manuscript.

Disclosure statement

The authors declare no conflict of interest.

Data availability statement

The data will be made available on request from the corresponding author.

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QUESTION LIST

Research on the influence of culinary culture on tourism development in Ca Mau province.

Quynh Pham Thi Diem, Thuy Nguyen Thanh, My Pham Diem, Quyen Vo Phuong, Cam Nguyen Ngoc.

Hello Mr (Mrs), I'm doing my graduation thesis with the topic: "Research on the influence of culinary culture on tourism development in Ca Mau province". I hope you will take a few minutes to help me complete some of the questions below. I look forward to your enthusiastic cooperation.

Respondent's name:

Current place of
residence:Telephone:.....

Date of interview:Code:.....

I. Screening section

1.1. Have you ever experienced the culinary culture of Ca Mau province?

No 1 (Stop)

Yes 2 (Continued)

1.2. Do you experience the culinary culture of Ca Mau province when traveling in Ca Mau?

No 1

Yes 2

II. General information

2.1. Please indicate your gender?

Male 0

Female 1

Other 2

2.2. Please indicate which of the following age groups do you belong to?

15 – 25 Year old 1

From 25 – 35 Year old 2

From 35 – 45 Year old 3

From 45 – 55 Year old 4

> 55 Year old 5

2.3. What is your education level?

High school 1

Intermediate 2

College 3

University 4

After university 5

2.4. Your current occupation?

Student 1

Public servants and public employees 2

Workers – Employees 3

Business 4

Freelance work 5

2.5. Your average monthly income: million VND/month

< 5 million 1

From 5 – 10 million 2

From 10 – 15 million 3

From 15 – 20 million 4
 > 20 million 5

III. Studying the Influence of Culinary Culture on Tourism in Ca Mau Province

3.1 The question part analyzes the influence.

| S t t | Criteria | Satisfaction level | | | | |
|-------------|------------------------------------------------------------------------------------------|--------------------|---|---|---------------|---|
| | | Totally disagree | | | Totally agree | |
| 1 | Ca Mau culinary culture positively affects tourist destinations in Ca Mau? | 1 | 2 | 3 | 4 | 5 |
| 2 | Ca Mau culinary culture positively affects the quality of tourism experiences in Ca Mau? | 1 | 2 | 3 | 4 | 5 |
| 3 | Ca Mau culinary culture positively affects tourism development strategy in Ca Mau? | 1 | 2 | 3 | 4 | 5 |
| 4 | Ca Mau culinary culture positively affects tourism promotion in Ca Mau? | 1 | 2 | 3 | 4 | 5 |
| 5 | Do you choose to travel in Ca Mau because of the culinary culture here? | 1 | 2 | 3 | 4 | 5 |

| | | | | | | |
|---|-------------------------------------------------------------|---|---|---|---|---|
| 6 | Ca Mau's culinary culture is very rich and unique? | 1 | 2 | 3 | 4 | 5 |
| 7 | Ca Mau's culinary culture is very delicious and attractive? | 1 | 2 | 3 | 4 | 5 |

4. In your opinion, the solution to improve and enhance the influence of culinary culture on tourism development in Ca Mau province? (MA)

| | |
|-------------------------------------------------------------------------------------------------|---|
| Reasonable food service prices | 1 |
| Improve the quality of food service | 2 |
| Organize cultural promotion activities | 3 |
| Organize many promotions, reasonable discounts at food service points in Ca Mau | 4 |
| Professional training, professional knowledge for service staff in Ca Mau | 5 |
| Improve and upgrade the infrastructure system at food service providers in Ca Mau. | 6 |
| Ensure that tourists enjoy all legal rights as well as achieve the maximum level of experience. | 7 |

5.1. Will you continue to travel in Ca Mau to experience the culinary culture?

No 0
Yes 1

5.2. Are you willing to recommend others to travel in Ca Mau?

No 0
Yes 1