

the attractions because their uniqueness is not enough to attract tourists. Only after that, effective marketing policies can be developed. It is necessary that the market starts to perceive and value the entire values of this Island as a tourist destination.

In other word, the Sardinian tourism system still needs to implement a model of central Governance with a clear vision and achievable goals, but strongly relying on the collaboration and cooperation between private and public stockholders. The future of the Sardinia tourism market necessarily depends on the implementation of policies able to guarantee strategic planning and sustainable growth. Under this perspective, it is noteworthy the recent Strategic Tourism Plan, named «Destination Sardinia 2018–2021», proposed by the Regional Government with the aim to establish the strategic lines of development, marketing and promotion to be implemented in the coming years. It has received strong consensus among stakeholders, but high uncertainty regarding its real implementation still remains.

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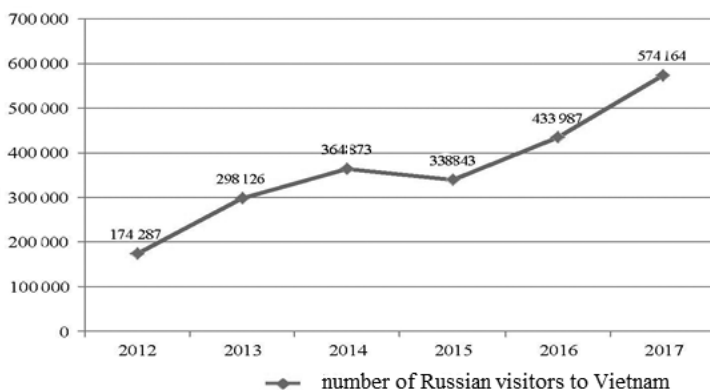
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EVALUATION OF RUSSIAN VISITORS ON VIETNAMESE TOURISM SERVICES

Russian Federation has been acknowledged as one of the largest inbound markets of Vietnam with an overall significant increase in the number of Russian tourists within 2012–2017 period, except for a minor fall in 2015 due to Ukrainian crisis.

In 2017, Russia ranked the 6th and the 1st among international and European tourist markets in Vietnam, respectively. Russian tourists concentrated mainly in provinces of Khanh Hoa, Binh Thuan and Kien Giang. In order to understand the needs as well as the tastes of Russian tourists

towards Vietnam's tourism services, the authors have conducted a survey among them, whose results are synthesized as follows:



The number of Russian visitors to Vietnam from 2012 to 2017

Source: General Statistics Office of Vietnam.

– Regarding Vietnam's tourism resources: In general, Russian tourists highly appreciate Vietnamese people as well as the beauty of Vietnamese natural landscape. Specifically, 75.5 % of survey respondents rated Vietnamese natural landscape «excellent», while only 3.8 % rated «normal» and no «poor» rating was recorded. Similarly, 90.8 % of survey respondents rated Vietnamese people «very good» as opposed to 6.8 % rated «good» and only 2.5 % rated «normal» with no bad reviews.

The same pattern was found when it came to Russian tourists' evaluation on Vietnam's climate. While 60.3 % of surveyed visitors rated Vietnam's climate «very good» and 28.5 % rated «good», the percentages of «normal» and «poor» ratings were 9.3 % and 2 % respectively. All surveyed Russian visitors shared the same view that Vietnam's climate has a high humidity, which partly makes it difficult for them to adapt.

Concerning driver and vehicle quality, approximately 70 % and 20 % of surveyed tourists rated «very good» and «good» respectively. However, there were over 4 % of survey respondents rated «poor» when being asked about driver and vehicle quality. Worse still, some even delivered negative comments on Vietnamese drivers such as lack of friendliness, courtesy, service responsibilities and careless driving on the way, to name a few.

– In terms of aviation services, most of surveyed Russian tourists rated them «very good quality» and «good quality» (41.3 % and 33 % respectively). The rest rated «normal quality» and «poor quality» (19.5 % and 6.3 % respectively). Most surveyed visitors highly appreciated the quality of the aircrafts and plane customer services.

– Most Russian tourists expressed their great favor towards Vietnamese cuisine and restaurants. Several Vietnamese dishes which received much liking from Russian tourists could be specified as seafood, spring rolls and noodle. In general, Russian tourists rate relatively well in terms of humidity. 70 % and 25.3 % of surveyed tourists rated Vietnamese restaurants and cuisine «very good» and «good» respectively, as opposed to 4.5 % and merely 0.3 % rated «normal» and «poor quality».

– In terms of tourism services, though the majority of surveyed Russian tourists liked Vietnamese cuisine, what made them unhappy was that in most Vietnamese restaurants, there were virtually no waiters who can speak Russian. Besides, the availability of menus in Russian was mainly confined to also some restaurants in Phan Thiet and Nha Trang.

– Regarding Vietnam's air and airport services, feedbacks varied among surveyed Russian visitors, but most devalued Vietnam's aviation procedures. The majority commented that Vietnam has not managed to develop the industrial style in conducting aviation procedures, especially flight and immigration procedures for travelers.

– Additional tourism services received relatively positive feedbacks from surveyed Russian tourists. 12.3 % and 42.5 % of them rated «very good quality» and «good quality» respectively, 41 % rated «normal» and only 4.3 % rated «poor quality». This can be explained as that although most Russian tourists enjoyed Vietnam's massage, spa and sea-sports services, other services such as entertainment, especially night entertainment, were still very limited and of low quality.

– The least favorable ratings of surveyed Russian visitors belonged to Vietnam's environment. Many said that Vietnamese people were not well aware of maintaining environmental hygiene and that more measures should be taken to tackle environmental issues. Otherwise, it might be difficult for Vietnam to attract more international visitors.

There were both positive and negative assessments from surveyed Russian visitors about international tourism services in Vietnam. However, when being asked about the intention to come back Vietnam, only 7 % of survey respondents answered «no».

In conclusion, it can be said that Vietnam's tourism services over the past few years have generally fitted with the tastes of Russian tourists at the basic level. In order to enhance the attraction towards Russian tourists in coming years, Vietnam's tourism industry could need to more systemic investments to develop service quality and enhance service diversification, so that Russian tourists' demands on other services such as entertainment, shopping could be closely met.