



RESEARCH ARTICLE

Applying the "Set of Tourism Destination Evaluation Criteria" for the Museum of Cham Sculpture, Da Nang City, Vietnam

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ARTICLE INFO	ABSTRACT
Received: Jul 22, 2023 Accepted: Nov 27, 2023	<p>"Set of criteria for evaluating tourist destinations" issued by the Ministry of Culture, Sports and Tourism (2016) according to Decision No. 4640/QĐ-BVHTTDL dated December 28, 2016 of Vietnam to strengthen state management and encourage investment, Upgrade service quality at tourist destinations. This study applies the "Set of criteria for evaluating tourist destinations" to evaluate the tourist destination - Da Nang Museum of Cham Sculpture through surveys and assessments of two experts, People working in the tourism industry and tourists have visited the Da Nang Museum of Cham Sculpture. Evaluation results show that the criteria of tourism resources, landscape, facilities, participation of the local community and management of the tourist area are evaluated very well. In contrast, the Museum of Cham Sculpture's entertainment, shopping, entertainment and food services are limited issues. The results of this research are also the basis for the Museum of Cham Sculpture to invest in infrastructure and technical facilities, enhance effective work management, upgrade the quality of tourism services to better serve tourists visiting, research, worthy of being a first-class museum in Vietnam.</p>
<p>Keywords</p> Da Nang Museum of Cham Sculpture Da Nang City Set of Criteria for Evaluating Tourist Destinations Tourist Destinations	
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INTRODUCTION

The Da Nang Museum of Cham Sculpture preserves the cultural values of the ancient Champa Kingdom. It has become an attractive destination for tourists when coming to Da Nang city, Vietnam. The Da Nang Museum of Cham Sculpture contains valuable artifacts about the history of the prosperous Champa period. The museum was started by the French in 1915. The idea of building the museum originated from the large-scale archaeological excavations conducted by French archaeologists. They needed a place to store and display the artifacts found. The museum was inaugurated in 1919 with 160 artifacts. In 1930, the first expansion was carried out because the number of artifacts excavated was quite large. However, in 1946, the French-Vietnamese war broke out nationwide, so the museum was heavily looted. After more than 40 years, the Museum expanded its scale for the second time to increase the exhibition area, research room, and antique restoration workshop in 2002. From 2005 to 2016, Da Nang City renovated and upgraded the museum with the support of French experts. In 2011, the Museum of Cham Sculpture became a first-class museum in Vietnam. Thereby affirming the great role of the museum in preserving and promoting the historical and cultural values of Champa. Da Nang Museum of Cham Sculpture is located at the intersection of Trung Nu Vuong Street and 2/9 Street, Da Nang City, Vietnam (Figure 1). Opposite is the Vietnam Television Center VTV8. Thanks to its

convenient location and easy to find, this is a tourist destination that attracts a large number of domestic and foreign tourists to visit.

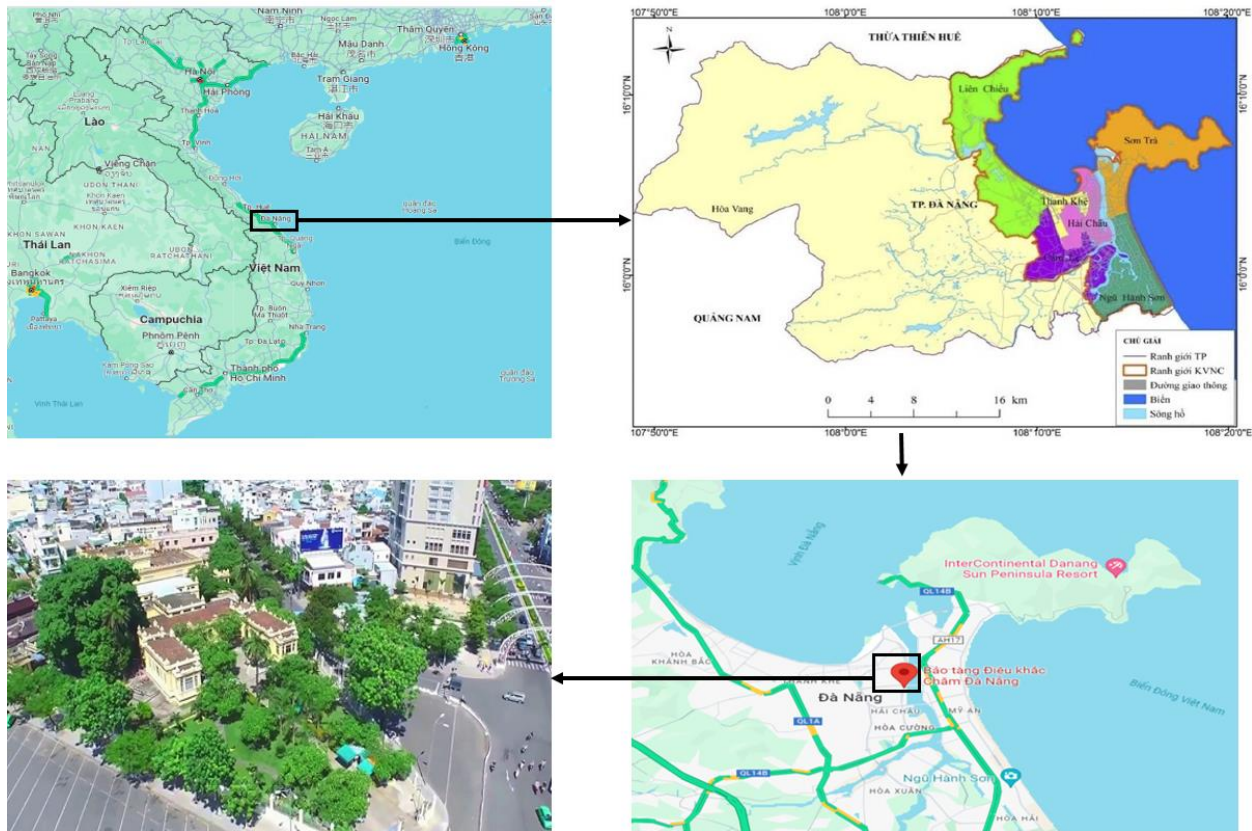


Figure 1. Research area (Da Nang Museum of Cham Sculpture)

2. MATERIALS AND METHODS

Study overview: Destination assessment will help in planning and developing development strategies for the tourism sector in particular, and the economic sector of a country in general. A question that arises is whether publications on destination evaluation, which are currently many and diverse, use what method or criteria system to research and produce results. Awareness of the importance of tourist destinations has motivated many researchers to research this issue. Since the 1990s, the number of studies on destination competitiveness has significantly increased.

Ritchie and Crouch (2003) pioneered research to provide models and theories on the competitiveness of tourist destinations. The research results were published in 1994, 1995, 1999, and 2000, and by 2003, a full and complete model of criteria for evaluating the competitiveness of a destination was introduced. The model by Ritchie and Crouch (2003) is considered a foundational study and a theoretical basis for research in the field of destination competitiveness. Specifically, the model has shown 36 criteria used to evaluate competitiveness, divided into five groups, including resources and supporting factors, resources and key tourist attraction factors, destination management activities, policy factors, destination development planning, and a group of qualitative factors. Some countries have conducted research to evaluate the competitiveness of tourist destinations based on the model of Ritchie and Crouch (2003); however, there has been an adjustment in the system of evaluation criteria to suit its specific characteristics. Each study evaluated the characteristics of the destination and used a different set of criteria. Specifically, the

Brazilian Ministry of Tourism conducted the study "Competitiveness of tourist destinations": A study of 65 key destinations for the development of regional tourism (Barbosa et al, 2010). The study used 13 criteria to evaluate a destination's competitiveness: (1) infrastructure; (2) tourism services and facilities; (3) destination accessibility; (4) entertainment attractions; (5) marketing; (6) public policy; (7) regional linkage; (8) level of inspection and supervision; (9) regional economy; (10) business capacity; (11) social aspects; (12) environmental aspects; and (13) cultural aspects.

In addition to studies on destination competitiveness, assessment models of destination attractiveness are popular worldwide. The first is the assessment of the attractiveness (attractiveness) of the tourist destination on the TripAdvisor website (<https://www.tripadvisor.com.vn>), where the criteria come from tourists' perceptions. The travel website TripAdvisor, one of the major travel websites in the world that evaluates the quality of tourist destinations, also provides annual rankings for destinations. The TripAdvisor review methodology was applied to analyze visitor reviews and feedback regarding travel destinations. These opinions focused on evaluating three main criteria: (1) accommodation location, (2) restaurants, and (3) attractions and entertainment. More specifically, the analysis is based on the content, quantity, and updates of reviews for the above three criteria. In terms of content, TripAdvisor collects travel destination review information online and sends emails to registered members to encourage them to leave reviews of a particular destination. Each of these feedbacks must provide a rating on a scale from 1 to 5 for the criteria of accommodation, restaurants, attractions, and entertainment at the destination (where 1 is a poor quality rating and 5 is excellent quality). The website automatically saves review content along with feedback to analyze the results. Regarding updates, the TripAdvisor review system included in the analysis is always new and is selected each year. This analytical method was applied consistently to all ratings on the TripAdvisor website. The advantage of this method is that the reviews used for analysis are highly updated and the information is always new. The results are highly objective, with no bias due to the analyst's subjective opinions, because the algorithm was applied to analyze the reviews. In addition, the ratings are honest, as countries and destinations do not pay for these reviews. The sources of information collected are widespread and come from all over the world. However, this evaluation method still has the disadvantage that the ranking order of destinations is not very different, often with destinations outside the top 10. This ranking order may also change regularly, as feedback is continuously updated and analyzed. Therefore, the destination rankings of the TripAdvisor website are only temporary for a short period.

In addition to the two aspects of considering destination evaluation from the tourism supply and demand sides separately, Vengesai (2003) published research on destination evaluation based on a combination of criteria derived from both aspects between competitiveness and attractiveness of the destination. According to the author, a combination of the two concepts of destination evaluation provides a comprehensive evaluation model of destination factors. This approach allows destination managers to compare what the destination currently possesses with what tourists need in a destination and then make appropriate changes and adjustments. Along with the model, Vengesai (2003) defined the attractiveness and competitiveness of a tourist destination, which is the ability of a destination to bring economic and social benefits and material to the destination's residential community as well as to the satisfaction of tourists. According to Vengesai (2003), the resource factors of the destination and the mix of activities are the basic criteria that determine the attractiveness of the destination. This is also why tourists evaluate and choose one destination over another. Specifically, there were five groups of factors: (1) culture, (2) natural, (3) events, (4) tourism activities, and (5) entertainment activities at the destination. The destination's resource elements and the mix of activities will provide tourists with more options, keeping them in the destination longer, and that is the "pull" factor for tourists. Supporting services, including accommodation,

transportation infrastructure, entertainment, and energy sources, also contribute to attracting visitors to the destination.

Ritchie and Crouch (2003) also agree with this point of view, arguing that the attractiveness of a destination is partly enhanced by its ability to provide services and amenities that visitors can use while they are there. Meanwhile, a destination's competitiveness depends on providing services and amenities superior to other alternative destinations. The destination environment is where tourism products and services are created and tourists interact with tourism companies. This environment is made up of many factors, in which security and safety, crowding level, quality of human resources, competition, cooperation, etc., are considered criteria for evaluating attractiveness and potential. Only when the quality of the natural and social environment of a destination is guaranteed will it be attractive to tourists, and a well-managed environment will help enhance the position of the destination, helping it compete successfully in the global tourism market. In addition, factors such as reputation, brand, and price of tourism services at the destination are also listed in the system of criteria used to evaluate competitiveness and attractiveness. Destination analyses will help managers plan development strategies and allocate appropriate resources to increase the competitiveness of the destination in the tourism market as well as enhance the destination's ability to attract tourists. This contributes to brand positioning and perfecting tourism destination planning during the development stages.

In addition, we can mention research projects on destinations such as Health, Ernie, and Geoffrey Wall (2011); Lawton and Weaver (2005); Steven Pike (2008); and UNWTO (2007): The authors have provided a definition of tourist destinations, classified destinations, and analyzed the elements that constitute a tourist destination. In addition, the works mentioned destination management tourism, destination product development, destination marketing, and tourism destination development strategies. Studies by Hu and Ritchie (1993), McIntosh (2000), Tasci, A. D.A. Cavusgil, and Gartner (2007) need to focus on five main groups: social factors, historical factors, entertainment and shopping conditions, infrastructure, cuisine, and accommodation. However, most of these works are of a general theoretical nature and are not yet practical for a specific destination, province, or city.

Bui Thi Tam and Mai Le Quyen (2012) introduced a system of criteria to evaluate the ability to attract tourists to a tourist destination, Hue City, Vietnam. Of these, 17 criteria derived from destination attributes, divided into 5 main groups, were included in the study. These groups include (1) natural factors, (2) social factors, (3) historical factors, (4) entertainment and shopping conditions, and (5) infrastructure, cuisine, and accommodation. This system of criteria is based on the model for evaluating destination attractiveness proposed by Hu and Ritchie (1993) combined with the addition of the factor "destination safety" - one of the factors top concern of tourists today.

The Ministry of Culture, Sports and Tourism of Vietnam has issued the "Set of criteria for evaluating tourist destinations" (Ministry of Culture, Sports and Tourism, 2016) and the General Department of Tourism issued the "Synthetic report on construction set of criteria for evaluating tourist destinations" to guide the implementation of a set of criteria to evaluate tourist destinations in Vietnam (Vietnam National Administration of Tourism, 2017). This study uses a set of criteria to evaluate the tourist destination Da Nang Museum of Cham Sculpture in Da Nang city, Vietnam. The assessment results will be the basis for helping Da Nang city leaders and the Da Nang Museum of Cham Sculpture Management Board implement reasonable solutions to strengthen the state management of tourism and encourage investment, upgrade service quality at the tourist destination, better exploit the tourist market, increase length of stay, and increase tourist spending when coming to the the Da Nang Museum of Cham Sculpture, Da Nang city.

Research approach:

System approach: When studying a specific object, we must place it in the intra-system correlation (between components in the same system) and extra-system correlation (place the object in research in higher- and lower-level quantile systems). According to this approach, studying the Da Nang Museum of Cham Sculpture means studying the tourist territorial systems that exist and develop in the internal interrelationships of each subsystem, between the tourism subsystems in a system with each other and the surrounding environment, and the tourism leadership system and the socio-economic system of Da Nang City.

Market access: Tourism is an economic industry, so tourism development must comply with economic laws, including market laws, one of the basic economic laws. Reality shows that tourist destinations that are developed based on subjective will or only based on "supply" capacity without paying attention to "demand" cannot develop, or have very limited development. With this approach, the combination of clearly identifying the advantages of tourism resource potential and the tourism product needs of the target markets that Da Nang Museum of Cham Sculpture need to target will contribute to ensuring a more reasonable and effective development.

Participatory approach: The project approaches development in the Da Nang Museum of Cham Sculpture with participation from the relevant parties. From this access, obtain information and see the wishes of tourists, communities, and stakeholders for tourism development, contributing to the development of the Da Nang Museum of Cham Sculpture in the right direction, more reasonably and effectively.

Approach to sustainable development: Sustainable development in general and sustainable tourism development in particular have become trends and goals of many countries around the world, including Vietnam. Therefore, the sustainable development perspective needs to be enlightened and applied in organizing, managing, and implementing the evaluation of tourism activities in research and evaluation of the Da Nang Museum of Cham Sculpture.

RESEARCH METHODS:

(1) Methods of analyzing and synthesizing documents

Synthesize, select, and analyze theoretical and practical bases at home and abroad related to research issues; Viewpoints, trends, and approaches in evaluating tourist destinations...

- Collect secondary information and data: Collect information from economic and social reports of relevant departments and agencies and the Department of Tourism of Da Nang city; of the Da Nang Museum of Cham Sculpture Management Board; policies on tourism development of the Party and State; reports and related research results of domestic and foreign organizations and individuals published in specialized journals, conference proceedings, seminars, and websites...

- Collect primary information and data: Combine the use of questionnaires and discussions, conduct in-depth interviews with tourists and experts, and people working in the tourism sector according to the prepared survey forms.

(2) Investigation and survey methods

This is the main method used to collect data in researching the current situation in the Da Nang Museum of Cham Sculpture related to tourism resources, tourism products and services, tourism infrastructure, local community participation, tourist satisfaction, and destination management at the tourist destinations.

- Experts and people working in the tourism industry

- Number of surveys: 15 people

- Content of the survey: tourism resources, products and services, destination management, infrastructure, and local community participation.
- How to do this: The research team met in person based on a pre-designed survey questionnaire for experts and people in the tourism industry.
- For tourists: Focus on domestic and international tourists (tour and free) visiting the tourist destinations.
- Number of surveys: 286 people.
- Content of the survey: Traffic conditions to and at the tourist destinations; ensuring environmental hygiene of tourist destinations; landscape of the tourist destinations; entertainment and sightseeing services in tourist destinations; accommodation and food services in tourist destinations; service staff in tourist destinations; service policies of the tourist destinations; service prices of tourist destinations.
- How to do this: The research team and collaborators visit tourist attractions to broadcast pre-designed survey questionnaires directly to tourists and then collect them.

(3) Professional solution

During the research process, the authors consulted experts and tourism managers regarding current development issues, evaluation criteria for the Da Nang Museum of Cham Sculpture, as well as orientations and solutions to protect and enhance tourism resources, develop products and services, manage tourism destinations, develop tourism infrastructure, and increase the participation of local communities in the development process.

(4) Data processing methods

This method is applied to make statistics on valuable tourism resources, infrastructure systems, and technical facilities serving tourism to provide a general picture of the current state of development of the area. tourism. Based on the collected data and actual surveys, conduct statistics and arrange them into a logical and scientific system. Survey data were compiled and processed using SPSS and Excel as a basis for drawing conclusions in the study.

(5) Methods of evaluating tourist destinations

Method of applying the "Set of criteria for evaluating tourist destinations" issued under Decision No. 4640/QĐ-BVHTTDL, December 28, 2016, of the Ministry of Culture, Sports and Tourism of Vietnam to evaluate tourist areas. Ba Na Calendar (Ministry of Culture, Sports and Tourism, 2016). This set of criteria was developed to evaluate tourist destinations to strengthen the state management of tourism, encourage investment, and upgrade service quality at tourist destinations.

a. Determine evaluation criteria

Based on six large groups of criteria to evaluate tourist destinations including: (1) Tourism resources, (2) products and services, (3) destination management, (4) infrastructure, (5) participation of the local community, (6) level of tourist satisfaction with the destination, criteria to evaluate the destination as the Da Nang Museum of Cham Sculpture are determined to include 29 criteria (Table 1).

Table 1: Distribution of evaluation scores of the Da Nang Museum of Cham Sculpture

Criteria group	Evaluation criteria	Maximum score for each criterion	Maximum score for group of criteria
1. Tourism resources	1. Diversity and uniqueness of resources	10	15
	2. Resource point capacity	2	
	3. Protect and enhance resources	3	
2. Products and services	4. Provide information to customers	2	30
	5. Information instructions throughout the tourist destination	2	
	6. Explanation	2	
	7. Tourist information counter	2	
	8. System of technical facilities for accommodation	4	
	9. Services provided to guests in accommodation areas	2	
	10. Restaurant system serving tourists	4	
	11. Catering services	2	
	12. Services for sightseeing, relaxation, exploration, and learning about natural and cultural values	6	
	13. Event, conference and seminar organization services	2	
	14. Shopping services	2	
3. Destination management	15. General management	3	15
	16. Natural environment and general hygiene	2	
	17. Waste treatment	1	
	18. Public toilet system	2	
	19. Social environment	2	
	20. Organization of security and order forces	2	
	21. Plan to ensure security and safety for tourists	1	
	22. Technical facilities to ensure security and safety for tourists	2	
4. Infrastructure	23. Road system	3	15

	24. Signs indicating access to the tourist area by road or waterway	3	
	25. Internal roads	3	
	26. Electrical system	3	
	27. Water supply and drainage system	3	
5. Participation of the local community	28. Proportion of local workers in the tourist destination	10	10
6. Level of tourist satisfaction with the destination		15	15

b. Determine points for evaluation criteria

- Expert evaluation: Based on the role of criteria groups, criteria and evaluation factors, the distribution of evaluation points for the Da Nang Museum of Cham Sculpture, if we take a 100-point scale for each tourist destination, the evaluation scores of the criteria and evaluation factors are shown in table 1. Each evaluation criterion will be considered and evaluated by scoring with a maximum score for each criterion as presented in Table 1, a minimum score for each criterion. The criteria is 0 score, odd score count up to ¼ score. The highest total score of the 5 groups of criteria scored by experts is 85 scores as shown in Table 2 (I).

Table 2: Criteria for evaluating the Da Nang Museum of Cham Sculpture

Criteria group	Evaluation criteria	Request	Maximum score for group of criteria
1. Tourism resources	1. Diversity and uniqueness of resources	There are beautiful or phenomenal landscapes, special relics, including cultural works, historical relics recognized as special national or world heritage sites, national landscapes, conservation areas/gardens country/biosphere reserve/world natural heritage; or you can exploit and develop many tourism activities/products	10
	2. Resource point capacity	More than 150 people/day	2
	3. Protect and enhance resources	Still original, well protected, creating beautiful scenery, still retaining cultural traditions, with protection measures, creating a unique appeal	3
2. Products and services	4. Provide information to customers	- There is a service to provide information to guests via phone 24/24 - There is a service to provide information through a global information network (website or social network), website, social network to post animations, videos, support downloading electronic publications of the tourist area, with a Question – Answer section and answer the most frequently asked questions of tourists, have online consulting support, online contact email address,	2

		<p>and links to other related websites such as: travel agencies, shipping companies...</p> <ul style="list-style-type: none"> - There are informational publications to hand out to visitors. The publications are elaborately designed, have impressive and unique images, are suitable in size to carry, have complete information, are easy to read, and use materials. Environmental friendliness - Information on print publications, electronic publications, websites or social networks is presented in at least 02 languages: Vietnamese and English 	
	5. Information instructions throughout the tourist area	<ul style="list-style-type: none"> - There is a board of rules for the entire tourist destination and a detailed board of rules in functional areas. - Map indicating the entire tourist area and functional areas located in many places in the tourist area. - There is a system of signposts leading to functional areas in the tourist destination. - Signs are in Vietnamese and at least one foreign language, designed with many images and symbols that show high information and have information diagrams to locate visitors' locations. 	2
	6. Explanation	<ul style="list-style-type: none"> - There is an information board explaining the objects to visit or there is a specialized tour guide to serve guests - There is an electronic information board explaining the objects to visit - The narrator has the ability to use foreign languages to explain to guests/There is an automatic voice-over service - There is support for hearing impaired guests 	2
	7. Tourist information counter	<ul style="list-style-type: none"> - There is an information counter displaying promotional publications about tourist attractions for tourists. The shelf for information publications is designed to be compact and convenient for taking publications. - There are specialized staff on duty to provide information - Equipped with computers with internet connection for tourists to search for information about tourist destinations - Tables and chairs are arranged for guests to learn information about tourist attractions - There are 2 or more information counters in tourist attractions 	2
	8. System of technical facilities for accommodation	<p>There are hotels from 3 stars - 5 stars within a radius of 5 km</p>	4
	9. Services provided to guests in	<ul style="list-style-type: none"> - Diverse services and preferential policies for customers - Unlimited service time - Staff have good skills, friendly and enthusiastic 	2

	accommodation areas	<ul style="list-style-type: none"> - Treat all customers equally - Publicize service prices 	
	10. Restaurant system serving tourists	There are restaurants that meet tourist service standards	4
	11. Catering services	<ul style="list-style-type: none"> - Ensure food safety - Diverse menu and preferential policies for customers - Flexible service time - Staff are qualified, have good skills, are friendly and enthusiastic - Treat all customers equally - Publicize service prices 	2
	12. Services for sightseeing, relaxation, exploration, and learning about natural and cultural values	<ul style="list-style-type: none"> - Ensure absolute safety for tourists - Staff has broad and in-depth knowledge about the objects to visit and explore at tourist destinations, good skills, friendly and enthusiastic. - Rich, diverse and flexible tour program - There is official information about the visitors - Treat all customers equally - Publicize service prices 	6
	13. Event, conference and seminar organization services	<ul style="list-style-type: none"> - Diverse services and preferential policies for customers - Flexible service time - Staff are qualified, have good skills, are friendly and enthusiastic - Modern and abundant equipment suitable for the nature of many different types of events - Treat all customers equally - Publicize service prices 	2
	14. Shopping services	<ul style="list-style-type: none"> - There are shopping spots for souvenirs and local specialties to serve tourists, using local materials and human resources, and on-site production to serve tourists. - There are a variety of services to serve the diverse needs of customers (shopping, beauty, fashion consulting, health consulting, personal equipment rental...) - Flexible service time - Employees are qualified, have good skills, are friendly, enthusiastic, and responsible - Publicize service prices - Treat all customers equally 	2

<p>3. Destination management</p>	<p>15. General management</p>	<ul style="list-style-type: none"> - There is a tourist destination management board with clear and specific organizational structure, functions, and tasks - The Management Board operates and handles the tourist destination's issues smoothly and responsibly, ensuring steady annual growth for the entire destination. - Develop, promulgate and control the implementation of internal rules and codes of conduct with relevant subjects within the tourist destination. 	<p>3</p>
	<p>16. Natural environment and general hygiene</p>	<ul style="list-style-type: none"> - Fresh air, not polluted - Surface water sources (lakes, ponds, rivers, streams, fountains...) are not polluted - Garbage is not thrown carelessly along roads, at tourist attractions and surface water sources (lakes, ponds, rivers, streams, fountains, coastal sea areas...) - Equipment in tourist attractions such as lights, signs, monuments, miniatures... are cleaned - Areas selling products, souvenirs, and culinary dishes in tourist destination must ensure general environmental hygiene. - Garbage is collected in the correct location - The construction area is covered 	<p>2</p>
	<p>17. Waste treatment</p>	<ul style="list-style-type: none"> - Have a plan to ensure environmental hygiene in the tourist destination - There is a garbage collection area for the entire tourist destination - There is a retail waste collection system - On average, there is at least 01 covered trash can per 200m along internal roads 	<p>1</p>
	<p>18. Public toilet system</p>	<p>There are standard public toilets to serve tourists in functional areas and main attractions</p>	<p>2</p>
	<p>19. Social environment</p>	<ul style="list-style-type: none"> - The local community does not engage in acts of harassment to tourists (stalking tourists to sell goods, offering services, etc.) - Communication and behavior demonstrate the cultural identity and civilization of local people - Ready to assist tourists (guides, directions...) - Respect the culture and behavior of tourists from different regions to the locality - Ready to introduce and guide tourists to integrate and experience the unique cultural style of the locality 	<p>2</p>
	<p>20. Organization of security and order forces</p>	<p>There is a department to ensure security and order, specialized teams are arranged on duty at locations and there are specialized surveillance and patrol teams.</p>	<p>2</p>

	21. Plan to ensure security and safety for tourists	<ul style="list-style-type: none"> - Have a plan to ensure security and safety for tourists under normal conditions with simple, common incidents - Establish a hotline to connect with local functional departments and agencies to coordinate in ensuring security and safety for tourists (Support tourist areas in coordinating to resolve outstanding issues). exceeding the functions of the tourist area), assigning staff to man the hotline 24/7 - Have a proactive plan to evacuate and rescue guests and property when there are natural disasters, fires and other serious incidents. 	1
	22. Technical facilities to ensure security and safety for tourists	<ul style="list-style-type: none"> - There are security duty points in the tourist destination and at each functional area - Security forces are equipped with uniforms and necessary equipment (gloves, binoculars, whistles, batons, flashlights, boots, hats, walkie-talkies, personal speakers..) serving the work of ensuring security and safety for tourists - Has a modern camera system, wide angle, high resolution to monitor security at main attractions and functional areas - Equip automatic fire alarm systems in buildings - There is a loudspeaker system to announce incidents and emergencies - There is a fence system to isolate dangerous areas - Arrange faucets and water tanks for firefighting in functional areas - Have specialized vehicles for patrolling, controlling security and order in the tourist destination, equipped with additional equipment for specialized transportation or rescue such as bicycles, motorbikes, rope ladders, rescue boat 	2
4. Infrastructure	23. Road system	<ul style="list-style-type: none"> - The road leading to the tourist destination can be directly connected to the national transportation system through at least 2 of the 4 types of transportation: road, rail, waterway, and air (not through the inter-district road system or with short distances) - There is more than 1 gateway to the tourist destination, these gateways are distributed from many directions, many different localities bordering the tourist destination, creating favorable conditions for vehicles. 	2
	24. Signs indicating access to the tourist area by road or waterway	There are directional signs, clearly designed to access tourist attractions in 02 languages, Vietnamese and English, with complete information content, appropriate number and location of signs (there are signs in all junctions and intersections leading to tourist destinations)	2
	25. Internal roads	- There is an internal transportation system connecting to attractions, meeting transportation needs by road vehicles (motorbikes, cyclos, bicycles, electric vehicles)	2

		- There is a specialized transportation system such as cable cars, elevators, and slides	
	26. Electrical system	<ul style="list-style-type: none"> - Design and installation of domestic electrical and lighting systems with appropriate equipment along internal roads, at sightseeing stops and related service areas - Use energy saving equipment - There is a backup power system - There is an artistic lighting system (decoration, miniatures, fountains...) - Use environmentally friendly energy supply systems and energy equipment 	2
	27. Water supply and drainage system	<ul style="list-style-type: none"> - There is a clean water system to ensure guests' clean water needs - There is a clean water filtration system according to international standards (can be drunk immediately without boiling) to serve the needs of tourists - There is water and a system of pipes and faucets for firefighting - There is a drainage system to ensure environmental hygiene - There is a wastewater treatment system to ensure environmental safety - There is a wastewater treatment process to reuse for needs such as watering plants, cleaning, etc. 	2
5. Participation of the local community	28. Proportion of local workers in the tourist destination	<ul style="list-style-type: none"> - Employing local people (from 3 - 10% of the total workforce in the entire tourist destination) - Deduct revenue from tourist attractions to support local movement activities every year - Deduct revenue from tourist attractions to support the construction and upgrading of local public works every year - The rate of local households participating in business in tourist destinations reaches 5 - 10%. 	10
		Total maximum expert assessment score (I):	85

- Tourist evaluation: Regarding the factor of tourist evaluation of the Da Nang Museum of Cham Sculpture under the criterion "guest satisfaction," to quantify tourist satisfaction with the tourist destination, it is necessary to use questionnaires and direct interviews with tourists. Tourist satisfaction with the Da Nang Museum of Cham Sculpture is calculated by the average value of the following factors: (1) traffic conditions to and at the tourist destination; (2) ensuring environmental hygiene of the tourist destination; (3) landscape of the tourist destination; (4) entertainment and sightseeing services in tourist destination; (5) accommodation and food services in tourist destination; (6) service staff in tourist destination; (7) service policies of the tourist destination; and (8) service prices of the tourist destination. Guest reviews about the Da Nang Museum of Cham Sculpture are as follows: (1) completely satisfied: 15; (2) satisfaction: 10; (3) normal: 7; (4)

dissatisfaction: 3; and (5) very dissatisfied: 1. The highest total score of the criteria group "Tourist satisfaction" was 15 (II).

c. Synthetic assessment: The aggregate assessment score of the Da Nang Museum of Cham Sculpture is equal to the sum of expert assessment scores for 28 criteria in five criteria groups and tourist assessment scores for the final group of criteria (total score = I + II). Accordingly, the highest total score that the Da Nang Museum of Cham Sculpture could achieve was 100.

3. RESULTS AND DISCUSSION

(1) Evaluation results of experts and people working in the tourism industry

a. Results of evaluating the group of criteria on tourism resources

- Diversity and uniqueness of tourism resources: Da Nang Museum of Cham Sculpture is a place to preserve the cultural values of the ancient Champa Kingdom. This place has become an attractive destination for tourists when coming to Da Nang city, preserving precious artifacts and discovering more about the history of the prosperous Champa period. The first building of the Museum was built in 1915. In fact, more than 20 years before that, many Cham sculpture artifacts were found in the Da Nang and Quang Nam areas and neighboring provinces have gathered at this location, with the name "Tourane park". The collection of Cham sculptures starting from the late 19th century was the work of French people who loved archeology, especially those working for the French School of the Far East (L' École Française d'Extrême - Orient, abbreviated as EFEO). Some Cham sculpture artifacts were transferred to France, others were transferred to the Museum in Hanoi and the Museum in Saigon (now Ho Chi Minh City) but most of the typical works still remain in Da Nang. The idea of building in Da Nang a museum for Cham sculptures was born in 1902 with a project of the EFEO, in which there was a major contribution from Henri Parmentier, head of the Department of Archeology of the EFEO. The first building was built according to the design of two French architects, Delaval and Auclair, based on Parmentier's suggestion of using some lines of Cham architecture; and despite many expansions, the entire building and the museum's original architectural style still remains today.

The first expansion was carried out in the mid-1930s to have enough space to display new artifacts collected in the 1920s and 1930s. The museum building's space of nearly 1,000 m² has been arranged into display areas, including Tra Kieu Room, My Son Room, Dong Duong Room, Thap Mam Room and corridors of Quang Nam, Quang Ngai, Binh Dinh, Kon Tum. In 2002, a 2-story building was added to the back, adding more than 1,000 square meters to display artifacts collected after 1975. Since 2005, a plan to upgrade the museum has been launched. With the help of French experts from the FSP project, the two rooms My Son and Dong Duong were renovated and inaugurated in 2009. By 2016, a comprehensive project invested by the city of Da Nang has completely restored buildings and renovated and upgraded galleries in an effort to create a connection between the museum's buildings in a tour itinerary. Overall, including the main display of Cham sculpture collections and thematic rooms on inscriptions, ceramics and music, festivals, and traditional crafts of the Cham people today. The space for performances and educational activities is located on the second floor and the renovated service area is located in the garden. In 2011, the Museum was ranked among the first-class museums in Vietnam, affirming the role and contributions of the Museum of Cham Sculpture in the work of conservation, promote cultural heritage values and develop tourism. Therefore, the criterion: Diversity and uniqueness of tourism resources is evaluated as 7.2 scores.

- Resource point capacity: The Museum of Cham Sculpture is famous for its unique architecture, a convergence of Eastern and Western cultures. The museum was officially opened to the public in 1919. Tens of thousands of tourists come here every year to find traces of the once prosperous Cham kingdom. with historical cultural value and unique sculptural quintessence. The space of the Museum of Cham Sculpture has a total area of up to 6,673 square meters divided into 16 different areas. Of

which, 2,000m² is used to display ancient relics, the remaining is the most rare collection of pictures and documents about Cham culture. The museum has quite a large capacity, it can welcome over 400 tourists per day (on holidays it welcomes nearly 1,000 tourists/day). Therefore, the criterion: Capacity of resource points is evaluated as 2.0 scores.

- Protect and enhance resources: Currently, the Museum of Cham Sculpture in Da Nang city is storing more than 2,000 precious antiques, about 500 of which are on display for tourists to visit. The artifacts are arranged into rooms corresponding to the excavated geographical location, including: My Son room; Tra Kieu room; Dong Duong room; rooms of Quang Binh, Quang Tri, Hue; Da Nang room; Quang Nam room; Quang Ngai room; Thap Mam room; Binh Dinh room, Kon Tum. Most of the sculptures date from the 7th to 15th centuries. Ancient Cham people used three main materials to create antiques like today: bronze, sandstone and terracotta. The works often truly reflect the culture and beliefs of the Champa country. Each place that once belonged to Champa territory will have unique characteristics in shape and architecture. The Da Nang Museum of Cham Sculpture recreates a prosperous period of the Champa Kingdom. The sculptures clearly reflect the spiritual life and religious beliefs of the ancient Cham people. In addition to antiques with precious historical value, the Da Nang Museum of Cham Sculpture preserves 6 antiques recognized as national treasures, which are: Statue of Bodhisattva Tara: Dated to the 9th century, made of pure bronze. This is the largest bronze work of art of Champa sculpture; Tra Kieu altar: An immortal masterpiece of Cham sculpture. The Tra Kieu altar has a Linga; Yoni set on top, and an excerpt from the famous Ramayana epic of the Hindu scriptures below; My Son E1 altar: Found while excavating the E1 tower block of the Champa temple tower at My Son. Compared to other altars, the My Son altar depicts the daily life of Hindu monks; Dong Duong altar: Is the largest altar among all altars. The antique is embossed with stories related to the life of Buddha Shakyamuni; Ganesha statue: According to Indian mythology Ganesha is the god of luck and wisdom. Through the hands of the ancient Cham people, Lord Ganesha appeared in the form of a human body and elephant head; Gajasimha Statue: Gajasimha Statue is made of sandstone, shaped like an elephant's head and a lion's body. This is a sacred beast in Indian mythology, symbolizing the power of the gods and the majesty of the king.

In particular, on January 18, 2024, the Prime Minister issued Decision No. 73/QĐ-TTg on recognizing National Treasures (phase 12). In the list, there are 03 artifacts belonging to the collection kept at the Da Nang Museum of Cham Sculpture, bringing the total number of national treasures being kept at the unit to 09 treasures. Recognized artifacts in the Museum's collection include: My Son E1 Brahma Birth Relief (dated: 7th - 8th centuries, origin: My Son, Quang Nam), My Son Shiva Statue C1 (dated era: 8th century, origin: My Son, Quang Nam), Tra Kieu Apsara relief (date: 10th century; origin: Tra Kieu, Quang Nam). These are unique artifacts, with unique forms, typical themes and artistic styles, reflecting the unique value of Champa religious art through many historical periods. In the list of 29 artifacts and groups of artifacts recognized in phase 12, in addition to the 03 artifacts currently kept at the Da Nang Museum of Cham Sculpture, there are also 04 groups of artifacts belonging to the Champa culture also registered, including: Po Dam golden Linga, dated VIII - IX centuries, currently kept at Binh Thuan Provincial Museum; Phuoc Thien stele, dated from the end of the 8th century to the beginning of the 9th century, is currently kept at the Ninh Thuan Provincial Museum; Two stone lion statues of Do Ban Citadel, dating from the late 11th - early 12th centuries, are currently kept at the Binh Dinh Provincial Museum; Statue of King Po Klong Garai, dated: XVI - XVII centuries, currently worshiped at Po Klong Garai Tower, Do Vinh ward, Phan Rang - Thap Cham city, Ninh Thuan province.

The Museum of Cham Sculpture was officially built in 1915, however the "foundation" for this project was done many years before that. Specifically, the collection of Cham sculptures began in the late 19th century by French archeology lovers, especially those working for the Old School of the Far East (EFE). All the artifacts found were gathered in one location, at that time called Tourane Park. The idea of building a museum to protect and display traces of Champa civilization also came from here.

In 1915: The museum officially started construction;

In 1916: The museum was basically completed; 1919: The museum opened to the public;

In 1930: The museum was expanded for the first time because the number of excavated antiques increased significantly. At the same time, reshape the tour itinerary according to regional order and this itinerary remains the same until now;

In 2002: The museum was expanded a second time, adding display and storage areas, restoration workshops, working and research rooms;

In 2011: The Museum of Cham Sculpture was ranked number 1 museum in Vietnam, thereby affirming the museum's great contributions in preserving the values of Champa cultural heritage;

In 2016: Da Nang city restored and upgraded buildings and galleries, rearranged functional spaces to ensure requirements for display activities, organize events, preserve artifacts, as well as improve the quality of service for tourists who come to visit, research and study. Through many restorations and upgrades, the museum still retains its original beauty.

Therefore, the criterion: Protecting and enhancing natural resources is evaluated as 3.0 scores.

b. Results of evaluating criteria groups for products and services

- Providing information to customers (via phone, global information network, publications): The Museum of Cham Sculpture is considered one of the museums and tourist attractions that provides information to customers very well via 24/7 phone, global information network via website and social networks. Websites and social networks post animations and videos, and support downloading electronic publications of the tourist area. In particular, there is a Q&A section, contact, answers to the most frequently asked questions of tourists, online consulting support, online contact email address, and links to other related websites such as: Travel agencies, shipping companies... In addition to providing information to customers by phone, through the global information network via website and social networks, the Museum of Cham Sculpture also has informational publications to distribute to visitors. These publications are elaborately designed, have impressive and unique images, are suitable in size to carry, have complete information, are easy to read, and use environmentally friendly materials. Information on electronic publications, websites, and social networks is presented in two languages: Vietnamese and English. Information on printed publications is presented in many languages such as Vietnamese, English and Korean to facilitate tourists in accessing tourist area information in the best way. Therefore, the criterion: Providing information to customers (by phone, global information network, publications) is evaluated as 2.0 scores.

- Information instructions throughout the tourist destination: To ensure safety for tourists while visiting the museum. The Museum of Cham Sculpture has a rescue plan, arranges security forces to promptly handle and respond to incidents and risks that occur; Maintain and ensure communication with tourists during their visit to the museum. In particular, the Museum of Cham Sculpture always arranges a team of enthusiastic staff and tour guides, ensuring safety and timely guidance for tourists during their visit here. In addition, the museum also has rules of visitation for tourists and rules for civil servants, public employees, museum employees and visitors to the working system. At functional areas, there are also some regulations to let tourists know how to follow the regulations at the museum well. The Museum of Cham Sculpture also has diagrams indicating the entire museum and functional areas located in many convenient and easy-to-see locations. There is a system of signposts for tourists to go to areas in the museum. The rules, diagrams, and signage are displayed in different languages for tourists to conveniently visit, research, etc. at the museum. The signposts are designed with many images and symbols that show high information and have information diagrams

to locate visitors' locations. Therefore, the criterion: Information instructions in the entire tourist destination is evaluated as 2.0 scores.

- Interpretation (directly or via audio tape, images, bulletin boards, etc.): To ensure that tourists can visit, research and experience the most effectively, in addition to publications and signage systems, the Museum of Cham Sculpture also has information panels (images and video clips) about objects visiting the entire museum located in many places has a convenient location, easy to see and observe. Tourists visiting the museum will receive enthusiastic explanations from the tour guide and have in-depth knowledge of the museum's historical and cultural knowledge. Interpretation for groups of 5 people or more, in languages: Vietnamese, English, French. Service hours: From 7:30 a.m. to 11:00 a.m. and 2:00 p.m. to 5:00 p.m. daily. (Note: The department will stop accepting group registrations at the counter before 10:00 in the morning and before 4:00 p.m. in the afternoon to ensure minimum time for explanation according to the itinerary; Groups must be accompanied by a tour guide or have a tour guide. If you require instructions in English and French, please contact us at least 3 days in advance). In particular, at the Museum of Cham Sculpture, there is an automatic voice-over format that has been put into use since 2015. The purpose is to introduce the museum through a pre-recorded voice. This is a form of narration that is not new in the world, but very new in Vietnam at that time. With a unique Museum like the Cham Sculpture Museum, creating "private moments" for visitors to listen and learn about the content of the sculptural works of art displayed at the museum is a must. Museums without being "disturbed" are something visitors enjoy. This is the ideal choice for solo travelers or small groups. With just a smartphone, tourists can easily access the application and begin their journey of historical discovery, including steps such as:

Step 1: Access the wifi system at the Museum.

Step 2: Open a web browser and visit the address: <https://chamaudio.com>

Step 3: Select the language (Vietnamese, English or French) and the object you want to hear information about. Visitors can scan the codes posted next to the artifacts or follow the tour sequence introduced in the app. In addition, the Museum of Cham Sculpture has also deployed support services for deaf tourists and people with disabilities.

Therefore, the criteria: Explanation (directly or via audio tape, image, bulletin board...) is evaluated as 2.0 scores.

- Tourist information counter: The Museum of Cham Sculpture has a team of dedicated staff on duty to provide information, receive and resolve tourist complaints very enthusiastically and professionally. In addition, the museum has information counters arranged in areas within the museum (ticket office, ticket control room, reception room, security room) to display advertising and introductory publications including many languages such as Vietnamese, English, Korean... to facilitate tourists in accessing museum information in the best way. These information booths for informational publications are designed to be compact and lightweight, making it very convenient for tourists to pick up publications... The museum is also equipped with computers connected to the internet. and there are tables and chairs for tourists looking for information about the museum. Therefore, the criterion: Tourist information counter is evaluated as 2.0 scores.

- System of technical facilities serving tourist accommodation: The Museum of Cham Sculpture is located in the center of Da Nang city, so the number of hotels is very diverse for tourists to choose where to stay. The number of hotels from 3 stars - 5 stars within a radius of 5 km from the Museum of Cham Sculpture is about 210 hotels, typically there are some famous hotels such as: Furama Villas Danang (5 stars), Pullman Danang Beach Resort (5 stars), Grand Tourane Hotel Danang (5 stars), Meliá Vinpearl Danang Riverfront Hotel (5 stars), Hilton Da Nang (5 stars), Novotel Danang premier Han river (5 stars). Therefore, the criterion: System of technical facilities serving tourist accommodation is evaluated as 4.0 scores.

- Services provided to guests in accommodation areas: Hotels from 3 stars - 5 stars within a radius of 5 km from the Museum of Cham Sculpture have diverse services and many preferential policies for tourists, with very flexible service times such as: Furama Villas Danang (5 stars), Pullman Danang Beach Resort (5 stars), Grand Tourane Hotel Danang (5 stars), Hotel Meliá Vinpearl Danang Riverfront (5 stars), Hilton Da Nang (5 stars), Novotel Danang premier Han river (5 stars).

Hotel staff all have a balanced and beautiful appearance. Be present in hotel uniform, clean, neat, beautiful and wear your name tag according to hotel regulations. Hotel staff can communicate in English, Russian, Korean, Japanese, and Chinese. Have good skills, warm, enthusiastic, friendly, sociable and polite attitude when communicating with tourists and colleagues. In particular, we always create sympathy for tourists with a friendly smile and proactively greet guests, treating all tourists who come to visit and relax here equally.

Hotels publicize service prices (food, accommodation and other services) to let tourists know and choose to suit their preferences and needs, in accordance with their finances. Therefore, the criteria: Services provided to guests in the accommodation areas are evaluated as 1.7 scores.

- Restaurant system serving tourists: The Museum of Cham Sculpture is located in the center of Da Nang city, so the number of restaurants is very diverse for tourists to choose to enjoy the dishes. Within a radius of 5 km from the Cham Sculpture Museum, there are more than 300 large and small restaurants serving tourists different European and Asian dishes, typically some famous restaurants such as: Huong Viet restaurant, Cardi Pizzeria Vo Van Kiet, Rasoi Indian Vegetarian Restaurant Danang, Song Han Dragon Boat, Ca Fire seafood restaurant... However, in the Cham Sculpture Museum area there are no restaurants serving tourists. Therefore, the criterion: The restaurant system serving tourists is evaluated as 0.0 score.

- Food service: Food service in restaurants around the Cham Sculpture Museum ensures food hygiene and safety, with a very diverse menu, abundant and have preferential policies for tourists. Flexible service times with different time frames are very convenient for tourists. Treat all tourists equally when using food and beverage services here. In particular, the prices of food and beverage services in restaurants are publicized for tourists to choose services that suit their finances. Qualified, well-skilled, friendly, cheerful, enthusiastic, thoughtful and polite service staff have created a professional and comfortable space when coming to experience sightseeing, relaxing and enjoying the services. Food and beverage service in Da Nang city. On the premises of the Museum of Cham Sculpture, drinks and soft drinks are served to tourists. As for the food service, it is temporarily closed and not serving. Therefore, the criteria: Catering service is evaluated with a score of 1.4 scores.

- Services for sightseeing, relaxation, exploration, and learning about natural and cultural values: Da Nang Museum of Cham Sculpture is a place to preserve precious heritage of the ancient Cham Kingdom, and is the coordinates Ideal travel for those who love culture and history. Coming to this exhibition space, visitors will have the opportunity to learn about Cham sculpture art and admire ancient artifacts dating back hundreds of years. In addition, this place is also one of the hottest check-in coordinates in Da Nang. Coming to the Da Nang Museum of Cham Sculpture, visitors will have the opportunity to explore the history of the ancient Cham kingdom and learn about the unique art of Cham sculpture. In addition to precious artifacts, the museum also has documents and pictures related to Cham culture and many other cultures. With exhibition spaces such as:

Dong Duong Gallery: Dong Duong is the Buddhist center of the ancient Champa Kingdom, about 20 km from My Son Sanctuary. Therefore, Dong Duong Gallery is a place to store Buddhist-themed sculptures. Visiting this room, visitors will have the opportunity to admire 21 precious and unique works, including the statue of Deva, Bodhisattva statue, Dong Duong altar...

My Son Gallery: My Son Gallery - a place dedicated to artifacts discovered from My Son Sanctuary. Antiquities in this room are divided into 3 groups: main tower, secondary tower and ancient tower walls.

Thap Mam Gallery: Thap Mam Gallery is an area displaying ancient artifacts bearing the cultural imprint of the Champa people in Binh Dinh. Currently, the room holds about 67 exquisite sculptures, preserved almost intact.

Tra Kieu Gallery: Antiquities from the first capital of the Champa Kingdom will be displayed in Tra Kieu room. This place currently preserves more than 40 sculptures, dating from the 7th - 8th and 11th - 12th centuries.

Cham Museum is one of the largest museums in Vietnam, playing an important role in preserving cultural heritage values. Coming to this exhibition space, visitors will experience wonderful and interesting things only found at the Cham Museum such as:

Admire the unique architecture and thousands of precious antiques: Da Nang Museum of Cham Sculpture is a unique combination of ancient Champa sounds and European Gothic architectural style designed by 2 architects French. The most prominent feature of this museum is the arc-shaped roof with a sharp peak. The galleries have many windows to make the most of natural light, beautifying the artifacts. The grounds outside the museum are rows of green ancient trees mixed with mossy yellow walls. All of these things have created an impressive, time-honored Cham Museum. In addition to beautiful architecture, this place also attracts tourists from all over with thousands of precious antiques.

See antiques and listen to explanations about the history of the museum: At the Cham Museum, antiques are divided by excavation area, including: Thap Man, My Son, Tra Kieu... This will help visitors easily more in searching and sightseeing. According to statistics, the Da Nang Museum of Cham Sculpture currently stores more than 2,000 artifacts of the Champa dynasty, the number of artifacts on display is 500. Most of the artifacts are made from baked clay and sandstone. and copper. The most prominent are the dancing statue of Lord Shiva, the altar of Linga-Yoni, the Tra Kieu Dancer... Behind the museum is a gallery of documents and pictures related to Champa and Southeast Asian architecture. Through the series of antiques and documents mentioned above, visitors will learn many interesting things about ancient Champa culture. To better understand the history of the museum, you can choose the interpretation service for groups of 5 or more tourists.

Explore antiques that are national treasures: Visiting the Da Nang Museum of Cham Sculpture, visitors will see with their own eyes 9 precious antiques belonging to the group of national treasures, including: Statue of Bodhisattva Tara, Altar Tra Kieu, My Son E1 Altar, Dong Duong Altar, Ganesha Statue, Gajasimha Statue, My Son E1 Brahma Birth Relief, My Son C1 Shiva Statue, Tra Kieu Apsara Relief. Among them, the Tra Kieu Altar is considered an immortal masterpiece with details on the pedestal meticulously carved down to every millimeter. The statue of Bodhisattva Tara is the largest bronze sculpture of Cham sculpture to date. The lines on the statue are delicately polished, exuding majestic and worldly beauty. The museum is open for visitors from 7:00 a.m to 5:30 p.m every day of the week. Ticket price for Da Nang Cham Museum 2023 is 60,000 VND/adult and 10,000 VND/student. In addition, groups of 5 or more members can choose to add the service of listening to explanations of specimens in 3 languages: English, French and Vietnamese. In addition, the service staff at the museum are qualified, well-skilled, friendly, cheerful, enthusiastic, thoughtful and polite, creating a professional and comfortable space to experience visit and explore, learn about cultural values here.

Therefore, the criteria: Services for sightseeing, relaxation, exploration, and learning about natural and cultural values are evaluated as 5.8 scores.

- Event, conference and seminar organization services: Cham Sculpture Museum is a public service unit under the Department of Culture and Sports of Da Nang city. It is a place where events, conferences, and seminars related to activities in the field of museums and museum education programs are regularly organized with typical events such as:

Organize and implement educational programs for students majoring in history, culture, architecture, and tourism with the theme "Learn about Champa Religious Art".

Organize academic exchanges with the topics "Sivaism expressed through the collection of sculptures displayed at the Da Nang Museum of Cham Sculpture" and "Champa Buddhism through the Dong Duong sculpture collection" for more than 140 students and lecturers from the Department of History and Literature of the University of Education - University of Danang; Faculty of Tourism belongs to University of Economics - University of Danang and Faculty of Tourism belongs to Danang University of Architecture.

Organized 08 activity sessions "Let's explore together" for 570 students from Phan Thanh Primary School, Kim Dong Secondary School and Trung Vuong Secondary School (Da Nang).

Collaborated with Tran Phu High School (Da Nang) to conduct 09 activity sessions for 778 grade 10 students to study and experience at the Da Nang Museum of Cham Sculpture.

Collaborated with Phan Chau Trinh High School (Da Nang) to organize 16 tours and experiences for 1,252 grade 10 students "Learning about ancient Champa culture", integrating the lesson content "Diverse world" of information" (Literature 10, lesson 8).

Consulting and supporting information and documents introducing the Museum to Phuoc Ninh Ward Youth Union and Hai Chau District People's Procuracy Branch to make clips to participate in the "Pride of Hai Chau" contest.

Consulting on educational programs at the Museum for schools in Da Nang city, specifically: Primary schools (03 schools), Middle schools (10 schools), High schools (04 schools).

In addition, the Museum of Cham Sculpture also organizes a number of conferences and seminars and welcomes diplomatic delegations from Da Nang city such as: The Consulate General of Italy in Ho Chi Minh city and the professor group of Marche Polytechnic University (Italy); High-ranking National Assembly Delegation of Lao PDR; Police Delegation of the Lao People's Democratic Republic; Party Committee of Da Nang City agencies; Delegation of the State Committee for Vietnamese People Abroad - Ministry of Foreign Affairs; Party Committee of Da Nang Infrastructure Construction and Urban Development Investment Project Management Board; Ambassador Sandeep Arya, Indian Ambassador to Vietnam; Group of professional training courses on Preservation and risk prevention organized by the Department of Culture and Sports of the City. Organized by Da Nang; The working delegation of the Department of Culture, Sports and Tourism of Dien Bien province, including the Provincial Monuments Management Board, the Provincial Museum, and the Dien Bien Phu Historical Victory Museum; Senior leadership delegation of the Singapore People's Association; Delegation of Governors of Jeju Province, Korea; Hai Phong Provincial Propaganda Committee Delegation; The delegation of leaders of the State Audit of three countries: Vietnam, Laos, and Cambodia. Therefore, the criterion: Event, conference, and seminar organization services is evaluated as 1.6 scores.

- Shopping services: Previously, the Da Nang Museum of Cham Sculpture had a rich and diverse shopping area for souvenirs and local specialties to serve tourists. However, currently this shopping spot is temporarily closed for repairs. Therefore, the criterion: Shopping service is evaluated as 0.0 score.

c. Results of evaluating the criteria group on destination management

- General management: The Museum of Cham Sculpture has an organizational structure including the Board of Directors and functional departments with clearly defined functions and tasks to carry out administration, handle the museum's issues smoothly and responsibly, ensuring the museum's sustainable development. In addition, the Museum of Cham Sculpture has also developed, promulgated and controlled the implementation of internal regulations and codes of conduct for related subjects within the museum to ensure passengers, staff and all museum activities are carried out in accordance with regulations. Therefore, the criterion: General management is evaluated as 3.0 scores.

- Natural environment and general hygiene: Da Nang Museum of Cham Sculpture - is a place to preserve and promote the cultural heritage value of the prosperous period of the ancient Champa Kingdom. The museum is on the list of historical sightseeing destinations with high cultural and artistic value for tourists when coming to Da Nang. The Cham Sculpture Museum has fresh air, not polluted by the impacts of industrial and handicraft production establishments... Garbage is collected according to regulations, not thrown carelessly along roads. internal communication, at tourist attractions. Equipment in the museum such as lights, signs, statues, miniatures... are cleaned and sanitized. Commercial areas ensure general environmental hygiene throughout the museum area. Construction areas are carefully covered, ensuring safety for tourists and museum staff. In short, the museum's air and noise environment are still within allowable standards. Therefore, the criteria: Natural environment and general hygiene are evaluated as 1.9 scores.

- Waste treatment: The Museum of Cham Sculpture has plans to ensure environmental hygiene in the museum area, with staff collecting individual waste and gathering it in one area for vehicles to transport waste to the city's waste treatment facility. Da Nang City (Khanh Son solid waste Treatment Complex) with a frequency of 1 time/day. On average, every 30-50m there is at least 1 trash can with lid along the internal roads so that visitors can easily put their trash in the right place. Therefore, the criterion: Waste treatment is evaluated as 1.0 score.

- The public toilet system: The Cham Sculpture Museum has a public restroom to serve tourists during their visit to the museum:

There are clear public restroom signs, in Vietnamese and English (with the English abbreviation: WC), with visual symbols to distinguish restrooms for men and women, located at conspicuous place; the toilet system is conveniently located, easy to access, ensuring security and safety for tourists and staff when using; there are a number of restrooms appropriate to the number of guests who need to use them; have all necessary equipment and amenities, work well, firmly installed, and neatly arranged; there are separate restrooms and handwashing areas for men and women; have a wastewater management and treatment system according to prescribed standards.

Equipment in each bathroom: There are internal door latches; door-mounted bag/clothes hanger and wall-mounted shelf; toilet; toilet paper; trash can with lid. Equipment in the hand washing area: sink and faucet; half-length mirror (mounted above the sink); hand soap, antiseptic water; paper towels and automatic hand dryers; trash can with lid; the men's restroom only has a hanging urinal. Lighting system: install enough lighting for all areas (entrance, bathroom and hand washing area).

There are service staff to clean, clean, and provide utensils; hygiene is always guaranteed to be clean in all areas, without bad odors; the floor is always kept dry, without stagnant water; waste is collected and treated according to regulations.

Therefore, the criterion: The public toilet system is evaluated as 2.0 scores.

- Social environment (friendliness of the local community): At the Museum of Cham Sculpture, there are no acts of harassment to tourists (stalking customers to sell goods, offering services...).

Communication and behavior demonstrate the cultural identity and civilization of local people. Always ready to support and guide tourists to have the best experience at the museum (guides, directions...), always respecting the culture and behavior of tourists from different regions, International visitors come to the museum.

Therefore, the criterion: Social environment (friendliness of the local community) is evaluated as 2.0 scores.

- Organization of security and order forces: The Museum of Cham Sculpture is considered one of the museums with a very good level of security and order. There are departments here to ensure security and order, with security forces in all functional areas of the museum such as at the tourist reception gate, at the galleries and at the parking lot. For the purpose of welcoming visitors, controlling the flow of people in and out, guiding visitors to work contacts to ensure working with the right departments and subjects; tourists are advised to comply with the museum's rules and regulations. Protecting the safety of people and property; maintain security and order in the entire museum area. Therefore, the criterion: Organization of security and order forces is evaluated as 2.0 scores.

- Plan to ensure security and safety for tourists: In recent years, the Board of Directors of the Museum of Cham Sculpture has always coordinated with local functional departments and agencies such as Binh Hien Ward Police, Hai Chau District Police, Da Nang City to coordinate in ensuring security, safety and promptly handling museum-related incidents. The Museum of Cham Sculpture also established hotlines to support tourists in many areas of the museum's activities such as: buying tickets, booking interpretation services for the group and other incidents. In addition, periodically once a week, carry out a review of the fire prevention system, electrical equipment, supplies... in the museum to also have a proactive plan to evacuate and rescue visitors. travel and property when natural disasters, fires and other serious incidents occur. Therefore, the criterion: Plan to ensure security and safety for tourists is evaluated as 1.0 score.

- Technical facilities to ensure security and safety for tourists: In the Museum of Cham Sculpture, there are security checkpoints at each functional area (at the entrance gate, exit gate and in the galleries) with the aim of ensuring security and safety for tourists, preventing and promptly handling problems occurring in the museum. Security forces and guards are equipped with uniforms and equipment such as batons, flashlights, hats, walkie-talkies... to serve the task of ensuring security and safety for tourists during the tour. There is a camera system and automatic fire alarm system. The system of water faucets and fire extinguishers is conveniently and fully arranged to serve firefighting in all areas of the museum. Therefore, the criterion: Technical facilities ensuring security and safety for tourists is evaluated as 2.0 scores.

d. Results of evaluating the group of infrastructure criteria

- Road system: Da Nang Museum of Cham Sculpture is only located about 3km east of Da Nang city center, Located at the intersection of 2/9 Street and Trung Nu Vuong street, opposite Vietnam Television Center (VTV8) in Da Nang, about 100m from Dragon Bridge and Han River. Domestic and international tourists to the Museum of Cham Sculpture can travel by road, rail, waterway and air (Da Nang is a city with a road system connected to the national and international traffic system). Thanks to its convenient location, traveling to the museum is also quicker. Travel routes to the Da Nang Museum of Cham Sculpture include:

Route from the airport to the museum: The distance from the airport to here is very close, about 3km. From the airport, move on Duy Tan street, turn right to Nguyen Van Linh street, go straight near Dragon Bridge, look to the right to see the museum, then turn onto 2/9 street.

Route from the bus station to the museum: If traveling from the bus station, it will take longer because the distance is quite long, about 10km. From the bus station, follow Ton Duc Thang street to the

overpass at Hue intersection. Continue going straight on Dien Bien Phu street, reach 29/3 park, turn right onto Nguyen Van Linh street, move straight near Dragon bridge, look right to see the Da Nang Cham sculpture museum and turn onto street 2/9.

Route from the train station to the museum: The distance from the airport to here is very close, about 2.9km. From the train station on Hai Phong Street, turn right to Ong Ich Khiem Street, go straight to Nguyen Van Linh Street, turn left and go straight near Dragon Bridge, look to the right to see the museum, then turn to Street 2/9.

Route from Tien Sa port to the museum: Distance from Tien Sa port to the museum is about 11.6km. From the port moving on Yet Keu street, turn right and move on Le Duc Tho street, go straight across Thuan Phuoc bridge, turn left across 3/2 street and go straight to Tran Phu street, if you look opposite and see the museum, turn onto 2/9 street.

In addition, here is the distance from some typical points to the museum for tourists to refer to: From Han market: 1.1km; From Con Ga church: 1km; From My Khe beach: 4.2km; From Asia Park: 2.9km.

Therefore, the criterion: The road system is evaluated as 3.0 scores.

- Signs indicating access to the tourist area by road and waterway: To facilitate tourists' easy and convenient access to the Museum of Cham Sculpture. The museum has also placed a sign system to guide access to the museum. Signposts help guide and introduce visitors to the museum in the simplest and most accurate way. Signposts also have the effect of informing, guiding, and warning visitors so that everyone knows and follows. From there, ensuring safety, order, preserving relics, landscapes... for the museum. The number and location of signs indicating access to the Museum of Cham Sculpture is very appropriate, there are signs at almost all forks and intersections of roads leading to the museum. Directional signs are bilingual, including Vietnamese and English. All signs meet the criteria of being clear, easy to read, and easy to understand; Font size, informative images, beautiful and appropriate colors, complete information content. Therefore, the criterion: Signs indicating access to the tourist area by road or waterway are evaluated as 2.7 scores.

- Internal roads: Cham Sculpture Museum space with a total area of up to 6,673m² divided into 16 different areas. Of which, 2,000m² is used to display ancient relics, the rest is the rarest collection of pictures and documents about Champa culture. With a relatively small area remaining for offices of departments, warehouses, parks, ornamental plants, etc., therefore, the internal road system in the museum is mainly covered with concrete, paved with bricks/stones for pedestrians, meeting the needs of visitors when moving, commuting, visit and experience the museum. Therefore, the criterion: Internal roads is evaluated as 2.8 scores.

- Electrical system: Currently, the Cham Sculpture Museum is powered by Da Nang Electricity Company Limited, Hai Chau Electricity manages and operates the museum's electricity supply. In case of a power outage, there is a backup power system from the generator. The electrical system at the museum is designed and installed with a lighting system with modern, environmentally friendly, energy-saving equipment along internal roads and within the campus and especially, there is an automatic on/off electrical system installed in the showrooms, with many different colors creating a good impression on tourists. With this electrical system, as long as a tourist enters the room, the electrical system automatically turns on and automatically turns off when the tourist leaves the room. In addition, the device also helps people reduce contact with electrical sources, avoid unnecessary accidents, and save electricity for the museum. Therefore, the criterion: The electrical system is evaluated as 3.0 scores.

- Water supply and drainage system: The Cham Sculpture Museum has a clean water system to ensure the clean water needs of tourists. There is water and a system of pipes and faucets to serve firefighting when an incident occurs. There is a drainage system to ensure environmental hygiene

and a wastewater treatment system to ensure environmental safety. Therefore, the criterion: Water supply and drainage system is evaluated as 2.8 scores.

e. Results of evaluating the criteria group on local community participation

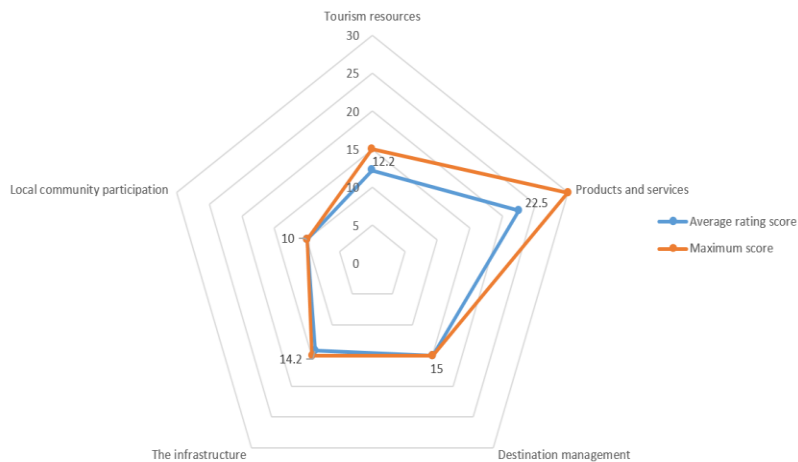
The majority of officials and employees of the Museum of Cham Sculpture are local people. The proportion of local people participating in museum business is high. In addition, every year, the Board of Directors of the Museum of Cham Sculpture uses revenue to invest, renovate and deduct a part to support local movement activities, support the construction and upgrading of public works. local public works. Therefore, the criterion: local community participation is evaluated as 10.0 scores.

Results of expert evaluation: The expert evaluation result of the Cham Sculpture Museum (Table 2 and Figure 2) is 73.9 scores (reaching a rate of 86.9%), of which: destination management and local community participation are evaluated by experts with maximum score (100%); infrastructure is rated very highly with a score of 14.2 scores (94.7%); tourism resources are evaluated quite well with a score of 12.2 scores (81.3%).

Table 2: Results of expert evaluation

No.	Evaluation criteria	Maximum score	Average rating score
1	Tourism resources	15	12.2
2	Products and services	30	22.5
3	Destination management	15	15
4	The infrastructure	15	14.2
5	Local community participation	10	10
	Total score	85	73.9

Regarding tourism products and services: Survey results show that this is the group of criteria with the most points deducted (7.5 scores) and this accurately reflects the fact that the Museum of Cham Sculpture does not have and lack of some services such as: no shopping services or souvenirs; there is no restaurant system, as well as a lack of accommodation and food services to serve tourists during their visit.



(2) Result of tourist evaluation

Through the scoreboard, the average rating of 08 criteria of tourists for the Museum of Cham Sculpture (Table 3 and Figure 3) is 9.7 scores (reaching a rate of 64.7%). This rating is greater than 7 but lower than 10, so it can be seen that tourists are quite satisfied when coming to the Museum of Cham Sculpture.

Environmental hygiene of tourist destinations: highly appreciated by tourists, with a score of 13.6 scores (accounting for 90.7%); followed by service policies of the tourist destination reaching 12.9 scores (accounting for 86%) and traffic conditions to and at the tourist destination reaching 12.2 scores (accounting for 81.3%). Meanwhile, tourists' ratings for accommodation and dining services in tourist attractions and entertainment, entertainment, and sightseeing services in tourist attractions are the lowest, with scores of 4.9 scores and 3.6 scores respectively. Because many tourists believe that the Cham Sculpture Museum has no entertainment, shopping, or souvenir services; lack of accommodation and food services for tourists

Table 3: Result of tourist evaluation

No.	Evaluation criteria	Average rating score
1	Traffic conditions to and at the tourist destination	12.2
2	Ensuring environmental hygiene of tourist destination	13.6
3	Landscape of the tourist destination	11.8
4	Entertainment, entertainment and sightseeing services in tourist destination	3.6
5	Accommodation and food services in tourist destination	4.9
6	Service staff in tourist destination	10.5
7	Service policies of the tourist destination	12.9
8	Service prices of tourist destination	8.3
	Overall average score	9.7

Thus, tourists' assessments of the Museum of Cham Sculpture have a large similarity with experts' assessments. Both subjects gave good reviews on destination management and service policies of the tourist destination. On the contrary, entertainment, sightseeing and accommodation services in tourist attractions are limited issues of the Da Nang Museum of Cham Sculpture.

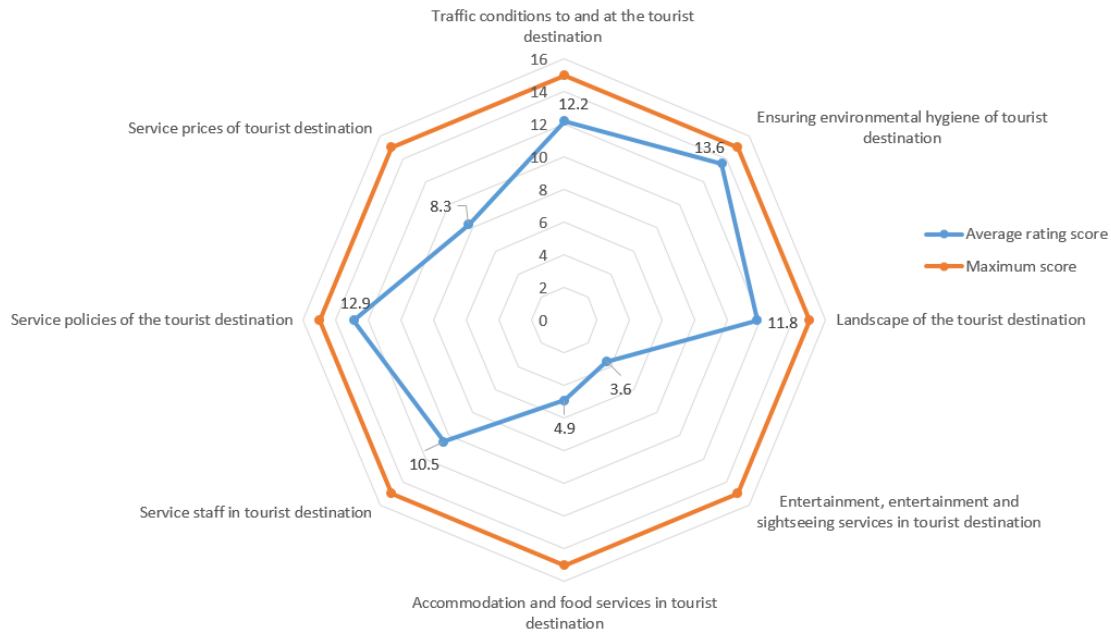


Figure 3: Result of tourist evaluation

(3) Overall assessment results

The aggregate assessment score of experts and tourists for the Museum of Cham Sculpture (Table 4) reached 83.6/100 scores. In particular, experts have a high evaluation for the Museum of Cham Sculpture, so the rating reaches 86.9%, while tourists only rate it at 64.7%.

Although, in terms of evaluation, both experts and tourists surveyed rated destination management and service policies of the tourist destination higher than entertainment, recreation, and sightseeing services. Tours and accommodation and dining services at the tourist destination of the Museum of Cham Sculpture. However, considered overall, the Museum of Cham Sculpture from the perspective of experts is rated higher than that of tourists. This comes from the main reason: compared to tourists, experts highly appreciate infrastructure; and in the expert evaluation criteria include destination management and local community participation. These are the criteria that the Cham Sculpture Museum tourist destination has implemented very well.

Table 4: Overall assessment results

No.	Evaluation object	Maximum score	Result of evaluation	
			Evaluation score	Achievement rate %
1	Expert	85	73.9	86.9
2	Tourists	15	9.7	64.7
Total score		100 scores	83.6 scores	83.6 %

4. CONCLUSION

Through the study, it was found that the criteria for tourism resources, landscape, facilities, participation of local communities and management of the tourist area were assessed as good; while the services for entertainment, shopping and dining at the Museum of Cham Sculpture are still limited issues in tourism development. From there, the research team proposed a number of measures to promote the value and strengths, meeting the standard criteria in tourism activities at the Museum of Cham Sculpture, including:

- Over the past 108 years, due to the impacts of nature and climate, many items of the Cham Sculpture Museum have been degraded. Meanwhile, the management and proposed conservation and restoration plans of the specialized management agency have not been timely, there are still confusion and disagreements in proposing solutions. This leads to some times when repairs, additions and restorations are localized, causing inconveniences during use. The degradation of construction items directly affects the historical, architectural and landscape values, raising many issues regarding the management and conservation of relics for the authorities. The roof and wall areas of the museum are leaking in both blocks of buildings and the restroom area, so they need to be repainted to serve tourists.

- Artifact collection: Continue to collect and supplement artifacts for Cham cultural exhibitions. Regularly research documents, collect information, and search for sources of artifacts related to the Museum's exhibition themes to develop a long-term collection plan to better serve tourists when visiting and researching at the museum.

- Preservation of artifacts: Carry out preservation work well, periodically clean artifacts, open ventilation doors in warehouses, ensure artifacts are preserved in a stable environment to avoid damage and deterioration of artifacts. Periodically review fire prevention systems, electrical equipment, and damaged materials in artifact warehouses. Regularly monitor and check the status of artifacts in the warehouse to promptly take measures to overcome factors that cause damage to artifacts.

- Tour guiding and experience learning: Ensure and implement well the tour guiding work on weekdays, weekends and holidays. Continue to organize training for the tour guiding department at relic sites and museums related to Cham culture.

- Continue to implement and ensure security, safety of artifacts and environmental sanitation. Build open, official information sources and channels to provide to the press and tourism promotion units (outstanding images of the Museum and its collections, typical events; summaries by topic such as introduction to national treasures, achievements in digital transformation, etc.).

- Balance and harmony between relic preservation and tourism development. Practice over the years has shown that architectural relics that are treated appropriately in both conservation and promotion, preservation and exploitation for tourism development will achieve positive and long-term results. This is the most ideal and encouraged tendency to treat relics, thus achieving the "dual goal" of both protecting relics and achieving the goal of tourism development. Expanding the scale of the Da Nang Museum of Cham Sculpture at the present time is necessary because the number of artifacts still stored in the warehouse is much larger than the number of artifacts displayed outside, causing a waste of a human resource that can serve well for tourism development.

- In addition, it is necessary to develop some more entertainment, shopping, souvenir, and food services to serve tourists.

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