

FEASIBLE SOLUTIONS FOR DEVELOPING ECO-TOURISM IN MANG DEN TOWN, KON PLONG DISTRICT KON TUM PROVINCE, VIETNAM

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Abstract. *This study analyzed and evaluated primary data obtained from interviews with 120 domestic tourists, households and managers of tourist areas or destinations in Mang Den Town, Kon Plong District, Kon Tum Province, to evaluate the current situation of eco-tourism development in Mang Den Town, thereby offering solutions to develop eco-tourism here in the future. The analysis results showed that, currently, the development of ecotourism in Mang Den Town is quite developed, but it is still not really prominent on the tourism map of Vietnam, and worthy of what the town is. Mang Den exists and needs more attention and development. Through the research, the solutions proposed by the researchers will bring good results in developing tourism in Mang Den Town in particular and Kon Tum Province in general, in the hope of improving the economy of local people with better life.*

Keywords: *Tourism, Eco-tourism, Mang Den Town, Kon Plong District, Kon Tum Province, Vietnam*