



An Empirical Study on High-Quality Development of Vietnam's Tourism Management Empowered by Chinese Language Services

Do Minh Phuong^{1*}, Do Bui Duc²

¹ Faculty of Foreign Languages, Nguyen Tat Thanh University, Ho Chi Minh City, Vietnam

² School of Business Administration and Tourism Management, Yunnan University, Yunnan Province, China

ABSTRACT: With the deepening of economic, trade, cultural and tourism cooperation between China and Vietnam, China has remained the largest source of inbound tourists for Vietnam for consecutive years. Chinese language service capacity has become one of the core elements for the upgrading of Vietnam's tourism management system. To explore the internal correlation between Chinese language services and the high-quality development of Vietnam's tourism management, this study adopts questionnaire survey, interview and statistical analysis methods. Taking 320 tourism enterprises, 450 tourism practitioners and 600 Chinese inbound tourists in four core tourist cities of Vietnam (Hanoi, Da Nang, Nha Trang and Ho Chi Minh City) as research samples, this paper systematically analyzes the current situation, existing problems and optimization paths of Chinese language services in Vietnam's tourism industry. The research results indicate that the coverage rate of Chinese language services in Vietnam's tourism industry reaches 78.4%, while the qualified rate of professional Chinese language services is only 42.6%. The Chinese proficiency of tourism practitioners, specialized competence in Chinese cultural and tourism services, supporting facilities for bilingual services, and Chinese language service management mechanisms significantly positively influence the travel experience and revisit intention of Chinese tourists ($P < 0.05$). At present, Vietnam's tourism management faces core challenges including structural shortage of professional Chinese talents, absence of standardized Chinese language service systems, insufficient integration of cultural tourism and language services, and lagging digital Chinese language services. Based on the theories of language economics and service quality management, this study proposes optimization strategies from five dimensions: talent cultivation, standard construction, facility upgrading, mechanism improvement and digital empowerment. The findings aim to improve the language service and management system of Vietnam's tourism industry, enhance the quality of cross-border cultural and tourism services between China and Vietnam, facilitate the standardized, international and high-quality development of Vietnam's tourism industry, and provide theoretical references and practical implications for the integrated development of cross-border cultural tourism between the two countries.

KEYWORDS: Chinese language services, cross-border tourism, cultural-tourism integration, tourism management, service quality, Vietnam tourism.

1. INTRODUCTION

1.1 Research Background

China and Vietnam are neighboring countries with contiguous landscapes and homologous cultures, boasting a long-standing foundation for cross-border cultural and tourism exchanges. In recent years, the in-depth docking between the Belt and Road Initiative and Vietnam's "Two Corridors and One Circle" development strategy has propelled bilateral cultural and tourism cooperation into a new stage of normalization, large-scale development and high-quality growth. According to statistical data released by the Vietnam Ministry of Culture, Sports and Tourism, Vietnam received over 18 million international tourists in 2025, among which Chinese tourists accounted for 27.3%, ranking first in Vietnam's inbound tourist source market for five consecutive years. The Chinese market has become a core pillar for the stable development of Vietnam's tourism industry. Meanwhile, the "Chinese language fever" continues to prevail in Vietnam. The number of HSK candidates in Vietnam reached 146 000 in 2025, surpassing Thailand to become the world's largest HSK examination population. Chinese has evolved into one of the most essential foreign service languages in Vietnam's tourism industry.

Against the backdrop of normalized cross-border tourism, language service serves as the core carrier of tourism services, a vital bridge connecting tourists and tourist destinations, and a key support for the standardized and refined development of tourism management systems. For Vietnam's tourism industry, the quality of Chinese language services directly determines the travel



experience, satisfaction and word-of-mouth communication of Chinese tourists, and profoundly affects the stability and growth potential of Vietnam's inbound tourism market. Currently, Vietnam's tourism industry is in a critical stage of transformation and upgrading. The traditional extensive tourism management model can no longer meet the refined service demands of the large-scale Chinese tourist market, and the shortcomings in Chinese language service capacity have gradually become a major bottleneck restricting the high-quality development of Vietnam's tourism management. Numerous scenic spots, hotels and travel agencies in Vietnam suffer from irregular Chinese language services, shortage of professional Chinese talents, confusing bilingual signs and inadequate emergency Chinese language services, which severely undermine the travel experience of Chinese tourists and hinder the international brand building of Vietnam's tourism industry.

In this context, exploring the coupling relationship between Chinese language services and Vietnam's tourism management, accurately sorting out the pain points and shortcomings of current Chinese language service management in Vietnam's tourism industry, and constructing a scientific and comprehensive Chinese language service management system have become inevitable requirements for the quality upgrading of Vietnam's tourism industry and the deepening of Sino-Vietnamese cultural and tourism cooperation. Based on the above background, this paper conducts an empirical study focusing on the core paths for Chinese language services to empower the high-quality development of Vietnam's tourism management, so as to provide practical support for Vietnam's tourism industry to optimize language services, improve management systems and expand the Chinese tourist market.

1.2 Research Significance

Existing academic studies mostly focus on single fields such as Sino-Vietnamese tourism cooperation, Chinese language teaching in Vietnam, and tourism language translation, while few empirical studies integrate Chinese language services with Vietnam's tourism management system, lacking systematic analysis of their coupling development. This study introduces language service theory and service quality management theory into the research field of Vietnam's tourism management, and verifies the influencing mechanism of Chinese language services on tourism management quality, tourist satisfaction and industrial development through empirical data. It enriches the interdisciplinary research achievements of cross-border tourism language services and tourism management, fills the gaps in relevant academic research, and provides a theoretical reference for the empowerment of industrial development through cross-border tourism language services in Southeast Asian countries.

Based on first-hand field survey data, this study accurately identifies the existing problems in the management of Chinese language services in Vietnam's tourism industry, and puts forward targeted and implementable optimization strategies. The research findings can provide practical guidance for Vietnam's tourism enterprises and tourism management departments to improve Chinese language service systems, standardize service standards and strengthen talent management. Furthermore, it helps improve the refined service capacity of Vietnam for Chinese tourists, optimize the cross-border cultural and tourism service experience between China and Vietnam, stabilize the inbound tourist market, promote the standardized and high-quality development of Vietnam's tourism industry, and further deepen cross-border cultural, tourism and economic integration between the two countries.

1.3 Research Innovations

First, innovative research perspective. Breaking through the single research perspective of language teaching or tourism cooperation, this study adopts a new perspective of "language services empowering tourism management", focuses on the enabling effect of Chinese language services on Vietnam's tourism management system, and realizes interdisciplinary integration of linguistics and tourism management. Second, innovative research methods. This study combines quantitative and qualitative empirical research methods, and conducts quantitative analysis based on large-scale first-hand survey data. The research conclusions are more scientific and persuasive compared with existing purely theoretical speculative studies. Third, innovative research content. Integrating the development trend of digital cultural tourism, this study incorporates new research contents such as bilingual smart services and digital Chinese language service management, conforms to the current digital transformation and upgrading needs of Vietnam's tourism industry, and puts forward strategies with greater contemporaneity and operability.

2. LITERATURE REVIEW

2.1 Foreign Research Status

Foreign academic circles started early in the research on tourism language services and tourism management, forming a relatively complete research system. In terms of the correlation between language services and tourism development, Dwyer et al. (2020)



conducted a survey on the Southeast Asian cross-border tourism market and pointed out that the language service capacity of tourist source countries is a core factor affecting the competitiveness of inbound tourism, and the standardization level of language services is significantly positively correlated with tourist satisfaction and tourism industry benefits. Nguyen (2021) focused on Vietnam's inbound tourism market and proposed that the continuous growth of Chinese tourists forces Vietnam's tourism industry to optimize its Chinese language service system, and language service shortcomings are the main factors restricting the development of high-end tourism in Vietnam. In terms of tourism language management research, Tran (2022) took Vietnam's tourist scenic spots as the research object and found that management problems such as non-standard bilingual signs and uneven language proficiency of practitioners significantly reduce tourist experience, highlighting the urgency of establishing a standardized language service management system. In terms of language talent training research, Duy Tan University (2023) found that the demand for applied Chinese talents in Vietnam's tourism enterprises continues to rise, and practitioners with professional Chinese language service capabilities have significantly better job competitiveness and salary levels than ordinary employees.

Overall, foreign studies have confirmed the important value of language services for tourism management and industrial development, but there are few special empirical studies on Chinese tourism services in Vietnam, most of which focus on single service scenarios, lacking systematic analysis of the entire tourism management system. The depth and breadth of relevant research need to be further expanded.

2.2 Domestic Research Status

Domestic academic circles have abundant research achievements on Sino-Vietnamese tourism cooperation, Chinese language services in Vietnam and tourism language management. In terms of cross-border tourism cooperation, Li Guifang (2024) pointed out that the cultural and tourism cooperation between Guangxi and Vietnam continues to deepen, and the construction of border port tourism language service systems is the key to improving cross-border tourism service quality. Luo Yulan (2024) took border scenic spots between China and Vietnam as the research object, analyzed various problems in the translation of tourism public signs, and proposed optimization strategies for bilingual public signs. In terms of Chinese language application in Vietnam, Xing Bin (2026) found that the popularity of Chinese in Vietnam continues to increase, and Chinese has become the core general language in Vietnam's cultural, tourism and commercial fields, while its professional and scenario-based application level remains low. Meng Fanbi et al. (2021) investigated the linguistic landscape of six border port cities between China and Vietnam, and found that these cities present prominent multilingual landscape characteristics, while the standardization and professional management of Chinese language services have obvious shortcomings.

In terms of tourism language service management research, Wang Jing (2023) proposed that cross-border tourist destinations need to build an all-round language service system covering "language talents, service standards, facility supporting and management mechanisms" to adapt to the development needs of tourist source markets. Zhang Wei (2022) empirically proved that the professional language ability, emergency language service ability and cultural adaptation ability of tourism practitioners are core indicators affecting the quality of tourism management services. In terms of Chinese tourism talents in Vietnam, the survey data of Wanfang Database (2025) shows that Vietnamese tour guides learn Chinese mainly for job demands, but lack the ability to apply Chinese in complex scenarios, leading to a mismatch between talent training and job market demands.

2.3 Research Review

Based on the comprehensive review of existing domestic and foreign studies, academic circles have generally recognized the important role of language services in cross-border tourism development, and formed certain research foundations on Sino-Vietnamese tourism cooperation, Chinese popularization in Vietnam and tourism language service problems. However, obvious research gaps still exist. Firstly, most existing studies focus on single dimensions such as Chinese language teaching, linguistic landscape and public sign translation, without in-depth integration of Chinese language services and the construction of Vietnam's tourism management system, lacking systematic research on the enabling mechanism between them. Secondly, most studies are dominated by theoretical analysis, lacking support from large-scale first-hand empirical data, resulting in insufficient persuasiveness of research conclusions. Thirdly, few studies explore the enabling path of digital Chinese language services for the upgrading of tourism management combined with the digital cultural tourism trend. Based on the above gaps, this study systematically explores the enabling effect of Chinese language services on the high-quality development of Vietnam's tourism management relying on empirical survey data, so as to make up for the deficiencies of existing research.



3. THEORETICAL FOUNDATION

3.1 Language Economics Theory

Language economics theory regards language as a form of human capital, economic resource and production factor, and holds that language competence can directly affect industrial development efficiency, service quality and economic benefits. In the cross-border tourism industry, as the core service language, Chinese serves as an important human capital for Vietnam's tourism industry to connect with the Chinese tourist market. High-quality Chinese language services can reduce tourists' communication costs, improve service transaction efficiency, optimize tourism consumption experience, and thereby enhance the operating benefits of tourism enterprises and the competitiveness of regional tourism industries. Based on language economics theory, this study analyzes the influence of investment in Chinese language service talents and resources on the quality of Vietnam's tourism management and tourism industry benefits, and explores the core path for transforming language resources into tourism industry development advantages.

3.2 SERVQUAL Service Quality Theory

The SERVQUAL service quality evaluation theory divides service quality into five dimensions: tangibility, reliability, responsiveness, assurance and empathy, which serves as a core theoretical tool for tourism service management research. This study adapts the theory to the scenario of Chinese tourism services in Vietnam. Specifically, tangibility corresponds to hardware supporting facilities such as bilingual signs and Chinese language service facilities; reliability corresponds to the standardization and normalization of Chinese language services; responsiveness corresponds to the efficiency of practitioners' Chinese communication; assurance corresponds to the professional Chinese competence and service literacy of practitioners; empathy corresponds to culturally adaptive and personalized Chinese language services. Based on this theory, this study constructs a quality evaluation system for Chinese tourism services in Vietnam to accurately identify service shortcomings in tourism management.

3.3 Supply-Demand Matching Theory

The core of supply-demand matching theory is to realize accurate adaptation between supply-side resources and demand-side needs, so as to improve resource utilization efficiency and service quality. In the field of Chinese tourism services in Vietnam, the demand side includes Chinese tourists' needs for language communication, cultural experience and emergency services, while the supply side covers Chinese language talents, service facilities, management systems and digital service resources of Vietnamese tourism enterprises. Based on supply-demand matching theory, this study analyzes the mismatch between current Chinese language service supply and Chinese tourists' demand in Vietnam, and proposes targeted optimization strategies for supply-demand adaptation to improve the tourism language service management system.

3.4 Linguistic Landscape Theory

Linguistic landscape theory focuses on the presentation, distribution and standardization of public language signs, serving as an important theoretical support for tourism public service management. Bilingual signs, promotional slogans and service public notices in scenic spots, hotels and transportation hubs are important components of Vietnam's tourism public management, which directly affect tourists' intuitive experience. Relying on linguistic landscape theory, this study analyzes the standardization and completeness of Chinese linguistic landscape in core tourist areas of Vietnam, providing theoretical support for the optimization of tourism public language service management.

4. RESEARCH METHODS

4.1 Literature Research Method

By retrieving CNKI, Wanfang Data, VIP Database, National Philosophy and Social Science Literature Center, official Vietnamese cultural and tourism databases and other platforms, this study systematically sorts out relevant literature, journal papers, dissertations, industry reports and official statistical data on Sino-Vietnamese tourism cooperation, tourism language services, Chinese language application in Vietnam and tourism service management. It clarifies existing research achievements and gaps, defines core research concepts, consolidates the theoretical foundation of this study, and provides reference for empirical research and countermeasure analysis.



4.2 Questionnaire Survey Method

This study designed two sets of special questionnaires for Vietnamese tourism practitioners and Chinese inbound tourists respectively. The survey was conducted from June to August 2025, covering four core tourist cities in Vietnam: Hanoi, Da Nang, Nha Trang and Ho Chi Minh City, and covering all business formats including scenic spots, hotels, travel agencies and tourism transportation. A total of 650 tourist questionnaires were distributed, with 600 valid questionnaires recovered, achieving an effective recovery rate of 92.3%. Besides, 480 practitioner questionnaires were distributed, with 450 valid questionnaires recovered, with an effective recovery rate of 93.8%. Meanwhile, the Chinese language service supporting facilities, management systems and talent allocation of 320 tourism enterprises were investigated to obtain first-hand empirical data. The questionnaire indicators cover Chinese language service capacity, service facilities, management mechanism, tourist satisfaction and supply-demand matching, providing data support for quantitative analysis.

4.3 In-Depth Interview Method

To make up for the limitations of questionnaire data, 30 respondents were selected for in-depth interviews, including 10 tourism enterprise managers, 10 senior tour guides and 10 long-term Chinese tourists visiting Vietnam. The interviews focused on the existing pain points of Chinese language service management in Vietnam's tourism industry, shortcomings of talent training, service optimization needs and digital service development suggestions. Interview data were recorded and combined with questionnaire data for qualitative analysis to explore the root causes of problems and ensure the comprehensiveness and depth of the research.

4.4 Statistical Analysis Method

This study adopted Excel and SPSS 26.0 statistical software to sort and analyze survey data. Descriptive statistics were used to analyze the coverage, talent structure and service quality of Chinese language services in Vietnam. Correlation analysis and regression analysis were applied to explore the correlation between various dimensions of Chinese language services and tourism management quality as well as tourist satisfaction, so as to quantitatively verify core research hypotheses and ensure the scientificity, objectivity and accuracy of research results.

5. RESEARCH RESULTS

5.1 Overall Statistical Status of Chinese Language Services in Vietnam's Tourism Industry

The survey of 320 tourism enterprises in major tourist cities in Vietnam indicates that Chinese language services have achieved relatively broad coverage, but the level of professionalization and standardization remains considerably lower. Among the surveyed enterprises, 251 reported having basic Chinese language service capabilities, representing a service coverage rate of 78.4%. However, only 136 enterprises had established relatively standardized and professional Chinese language service systems, corresponding to a professional qualification rate of 42.6%. These findings suggest a substantial gap between the availability of Chinese language services and the institutional capacity required to provide such services professionally.

Table 1. Overall Status of Chinese Language Services

Indicator	Number of enterprises	Rate (%)
Basic Chinese language service capability	251	78.4
Standardized and professional Chinese language service system	136	42.6

Note: *N = 320 tourism enterprises.*

As presented in Table 1, the proportion of enterprises providing basic Chinese language services is substantially higher than the proportion possessing standardized and professional service systems. The difference of 35.8 percentage points indicates that Chinese language services in Vietnam's tourism industry are more widely available than they are professionally institutionalized. In practical terms, many enterprises appear capable of meeting basic communication needs, while considerably fewer have developed systematic mechanisms involving standardized language use, trained personnel, service procedures, and quality management.

The differences become more evident when the enterprises are examined according to business type. Travel agencies demonstrate the highest level of Chinese language service provision, with a coverage rate of 92.1% and a professional qualification rate of 58.3%. High-end hotels follow, recording a coverage rate of 85.7% and a professional qualification rate of 45.2%. Scenic spots show



relatively lower levels, with 71.4% providing basic Chinese language services and 38.6% meeting the professional qualification criterion. The situation is most limited among homestays and small tourism merchants, where the coverage rate falls to 52.8% and the professional qualification rate remains below 20%.

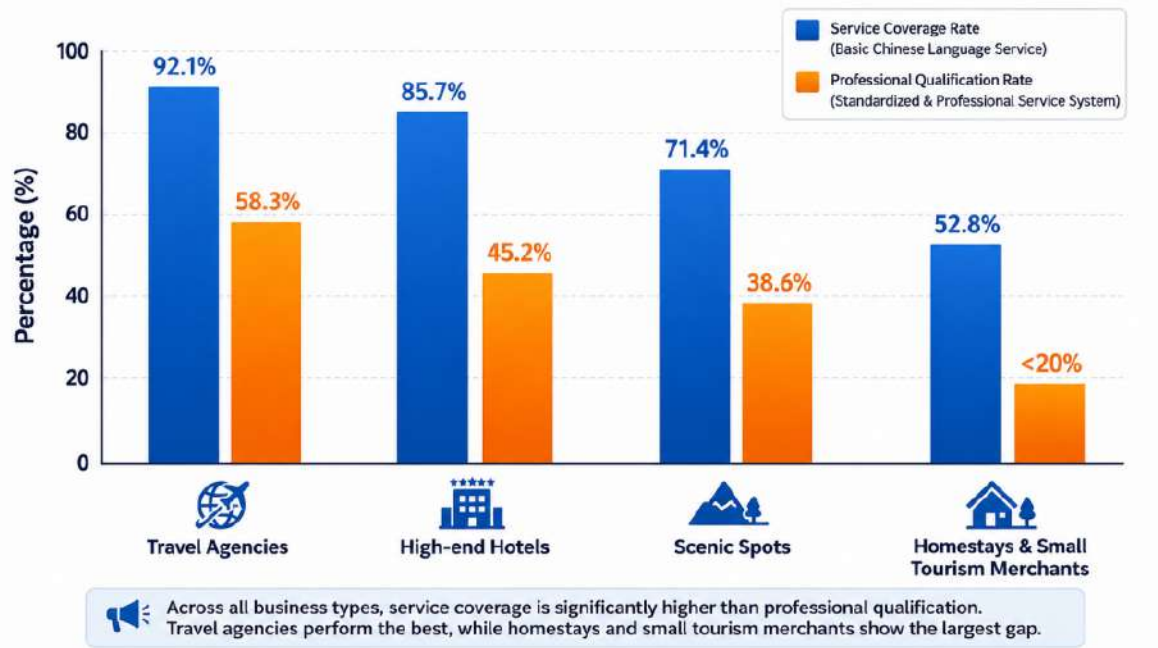


Figure 1. Chinese Language Service Coverage and Professional Qualification by Tourism Business Type

The comparison in Figure 1 reveals a consistent pattern across all four business categories: service coverage is considerably higher than professional qualification. Travel agencies perform relatively well in both dimensions, whereas homestays and small tourism merchants show the largest overall service deficit. The results indicate that enterprise size, service specialization, and exposure to international tourists may be associated with the capacity to provide Chinese language services. In particular, the substantial gap between basic service availability and professional qualification suggests that the expansion of Chinese language services has not been accompanied by equivalent improvements in personnel training, service standards, and institutionalized management. Beyond enterprise-level service provision, the linguistic landscape of tourist destinations provides another important indicator of the development of Chinese language services. The survey recorded a total of 3,218 public language signs in the selected study areas. Of these, 63.2% were Sino-Vietnamese bilingual signs, demonstrating that Chinese has become a relatively visible component of the public linguistic environment in major tourism destinations. Nevertheless, the quality of bilingual signage remains a concern. Among the bilingual signs examined, 41.5% contained at least one problem, including translation errors, awkward or confusing expressions, inconsistent or non-standard fonts, and missing information.

Table 2. Status of Sino-Vietnamese Bilingual Public Signs

Indicator	Result
Total public language signs surveyed	3,218
Sino-Vietnamese bilingual signs	63.2%
Bilingual signs with translation or standardization problems	41.5%

Note: Problems included translation errors, confusing expressions, non-standard fonts, and missing information.

The findings in Table 2 demonstrate that the expansion of Chinese in Vietnam’s tourism-related linguistic landscape has not yet been matched by adequate quality control. Although bilingual signage is relatively widespread, the high proportion of problematic signs indicates weaknesses in translation accuracy, linguistic consistency, information completeness, and visual standardization.



This situation may negatively affect tourists’ comprehension of tourism information and, more broadly, the professional image of Vietnamese tourism destinations.

Overall, the results demonstrate a “high coverage–low professionalization” pattern in Chinese language services within Vietnam’s tourism industry. At the enterprise level, basic Chinese language services are relatively widespread, but professional service systems remain much less developed. At the public-language level, Sino-Vietnamese bilingual signage is increasingly common, yet a considerable proportion requires improvement in translation and standardization. These findings provide an empirical basis for further discussion of the institutional, human-resource, and language-management factors affecting the quality of Chinese language services in Vietnam’s tourism sector.

5.2 Analysis of Chinese Proficiency of Tourism Practitioners

Survey data collected from 450 tourism practitioners indicate that Chinese language proficiency within this workforce exhibits a distinct structural pattern, characterized by the widespread prevalence of basic competence alongside a marked scarcity of advanced competence. Specifically, 28.7% of practitioners possess no Chinese language foundation, while 57.3% have attained only basic communicative ability (HSK Levels 1–3), sufficient for simple daily interactions. By contrast, merely 14.0% of respondents have reached intermediate-to-advanced proficiency (HSK Levels 4–6), and professionals capable of undertaking complex tasks—such as cultural tourism interpretation, dispute resolution, specialized consultation, and emergency service provision—remain exceedingly scarce.

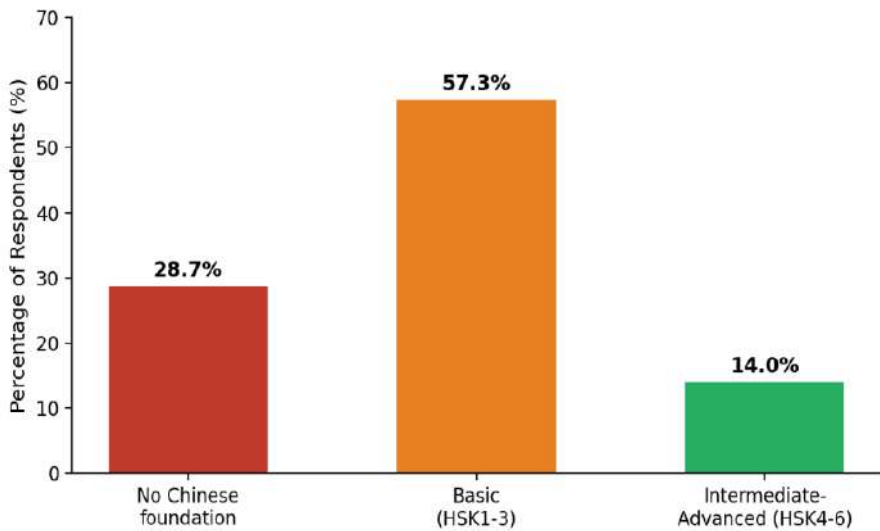


Figure 2. Distribution of Chinese Proficiency Levels Among Tourism Practitioners

With respect to occupational distribution, tour guides recorded the highest proportion of intermediate-to-advanced Chinese proficiency, at 27.5%. In comparison, the corresponding proportions among hotel front desk staff, scenic spot service personnel, and tourism administrative staff were considerably lower, at 12.3%, 8.6%, and 5.2%, respectively. This pattern underscores a pronounced shortage of professional Chinese-language competence among grassroots service and management positions.

Table 3: Chinese Proficiency Level by Occupational Position

Occupational Position	Share with Intermediate-Advanced Proficiency (HSK4-6)
Tour guides	27.5%
Hotel front desk staff	12.3%
Scenic spot service staff	8.6%
Tourism administrative staff	5.2%

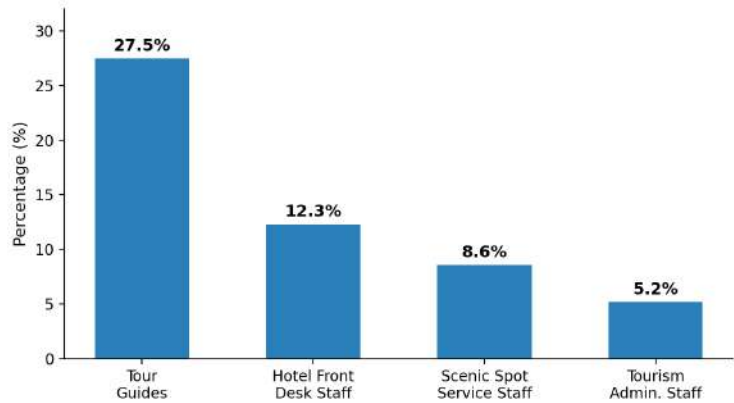


Figure 3. Share of Intermediate-to-Advanced Chinese Proficiency by Occupational Position

Furthermore, 82.4% of practitioners possess only general Chinese language skills, lacking specialized tourism Chinese, knowledge of Sino-Vietnamese cultural contexts, and cross-border tourism service etiquette. This deficiency results in insufficient scenario-based service capacity across the sector.

5.3 Correlation Analysis Between Chinese Language Services and Tourist Satisfaction

Based on the SERVQUAL model, this study constructed a variable system with tourist satisfaction as the dependent variable and five dimensions (Chinese hardware services, personnel Chinese competence, service standardization, culturally adaptive services, and digital Chinese services) as independent variables for correlation and regression analysis.

Table 4. Correlation Between Chinese Language Service Dimensions and Tourist Satisfaction

Variable	Correlation coefficient (r)	Significance
Personnel Chinese competence	0.826	P < 0.01
Service standardization	0.793	P < 0.01
Chinese hardware services	0.741	P < 0.01
Culturally adaptive Chinese services	0.715	P < 0.01
Digital Chinese services	0.688	P < 0.01

Note: Pearson correlation coefficients are reported. All correlations are statistically significant at the 1% level.

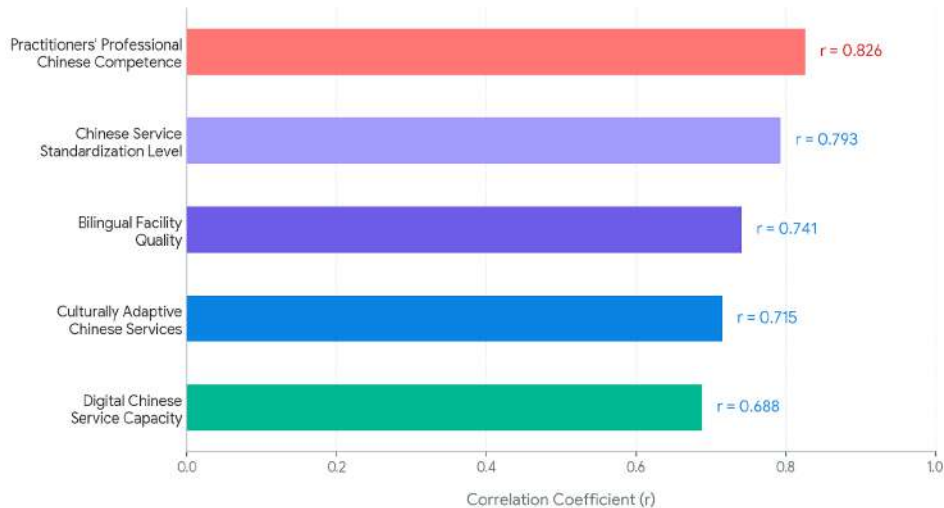


Figure 4: Correlation Coefficients by Dimension (r)



The correlation results show that all dimensions of Chinese language services have a significant positive correlation with tourist satisfaction ($P < 0.05$). Among them, practitioners’ professional Chinese competence has the highest correlation coefficient ($r = 0.826$), followed by Chinese service standardization level ($r = 0.793$), bilingual facility quality ($r = 0.741$), culturally adaptive Chinese services ($r = 0.715$), and digital Chinese service capacity ($r = 0.688$).The regression analysis results indicate that the five dimensions of Chinese language services all exert significant positive effects on tourist satisfaction, collectively explaining 76.8% of the variance of tourist satisfaction ($R^2 = 0.768$). This confirms that Chinese language service quality is the core factor affecting tourism management service quality and tourist experience in Vietnam.

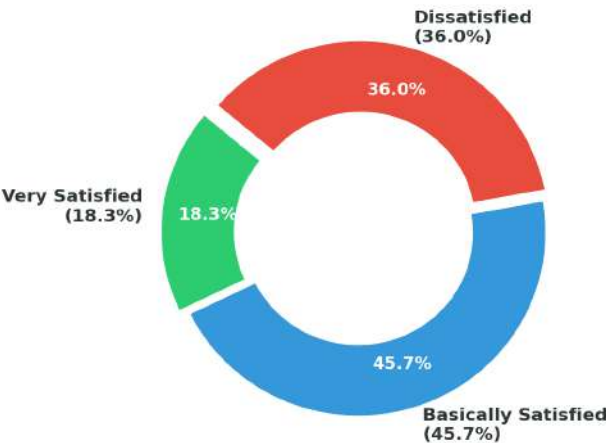


Figure 5: Tourist Satisfaction Breakdown (%)

In terms of tourist satisfaction statistics, only 18.3% of tourists are very satisfied with Vietnam’s Chinese language services, 45.7% are basically satisfied, and 36.0% are dissatisfied. The main complaints focus on four aspects: poor professional communication, incorrect sign translation, inadequate emergency Chinese services, and low cultural service adaptation.

5.4 Core Problems of Chinese Language Service Management in Vietnam’s Tourism Industry

Based on enterprise surveys, staff interviews, and tourist feedback, four major problems in Chinese language service management were identified. First, talent management. A total of 91.3% of tourism enterprises reported a serious shortage of qualified Chinese-speaking personnel. Recruitment, training, assessment, and retention mechanisms remain inadequate, limiting the availability of professional Chinese-language tourism services. Second, service standardization. 87.5% of enterprises reported a lack of unified Chinese language service standards. Inconsistent bilingual signage, terminology, and service procedures lead to variations in service quality. Third, supporting facilities. 78.2% of scenic spots and small tourism businesses have incomplete bilingual facilities, while the coverage of digital Chinese services, such as AR navigation, online consultation, and intelligent translation, remains below 30%. Fourth, institutional supervision. 94.6% of regions lack dedicated mechanisms for supervising, evaluating, and improving tourism Chinese language services. This contributes to persistent service deficiencies and low overall standardization.

Table 5. Core Problems of Chinese Language Service Management

Problem	Key indicator	Proportion
Talent management	Shortage of qualified Chinese-speaking personnel	91.3%
Service standardization	Lack of unified Chinese service standards	87.5%
Supporting facilities	Incomplete bilingual facilities	78.2%
Institutional supervision	Lack of dedicated supervision mechanisms	94.6%

Overall, the findings indicate that Chinese language service management faces systemic challenges involving human resources, service standards, infrastructure, and institutional supervision. Addressing these issues requires an integrated management approach rather than relying solely on increasing the number of Chinese-speaking personnel.



6. DISCUSSION

6.1 The Empowerment Logic of Chinese Language Services for High-Quality Development of Vietnam's Tourism Management

The empirical results clearly show that Chinese language services are the core enabling factor for the quality upgrading of Vietnam's tourism management, and its empowerment logic is reflected in three levels. First, the basic empowerment level. Standardized bilingual facilities and basic Chinese communication services can improve the tourism public service system, make up for the hardware shortcomings of tourism management, enhance the fundamentality and inclusiveness of tourism services, and meet the basic travel needs of Chinese tourists. Second, the quality empowerment level. Professional Chinese competence of practitioners and standardized Chinese service processes can improve the accuracy and professionalism of tourism services, reduce communication disputes and service errors, strengthen the reliability and responsiveness of tourism services, and comprehensively upgrade the quality of tourism management services. Third, the value empowerment level. Culturally integrated Chinese characteristic services and digital smart Chinese services can enhance tourists' immersive experience, strengthen the attractiveness and word-of-mouth of tourist destinations, help build Vietnam's tourism brand, and promote the transformation of the tourism industry from "scale expansion" to "quality improvement".

From the perspective of language economics, the rational allocation of Chinese talents and language service resources can effectively reduce communication and transaction costs of cross-border tourism services, improve the operational efficiency and added value of tourism enterprises, realize the transformation from language resources to economic resources and industrial advantages, and provide core impetus for the high-quality development of Vietnam's tourism management.

6.2 In-Depth Causes of Problems in Vietnam's Tourism Chinese Language Service Management

Combining survey data and interview results, the deep-seated causes of chaos in Vietnam's tourism Chinese language service management are summarized into four aspects. First, the mismatch of talent training and market demand. The Chinese teaching in Vietnamese universities focuses on general language education, lacking targeted training in tourism-specific Chinese, cultural tourism service practice and cross-border service etiquette, leading to disconnection between university talent output and industrial job demands. Meanwhile, the internal training system of tourism enterprises is imperfect, without regular Chinese skill training and assessment mechanisms, making it difficult for practitioners to improve their professional capabilities. Second, the absence of industrial standard systems. Vietnam's tourism management authorities have not issued unified standards for tourism Chinese language services, bilingual sign translation and service processes, resulting in unregulated industrial services and insufficient standardized management. Third, unbalanced resource investment. Large travel agencies and high-end hotels attach importance to the construction of Chinese language service supporting facilities, while scenic spots, homestays and small tourism merchants have insufficient resource investment with unbalanced development across business formats. In addition, the construction of digital Chinese services lags behind, and the traditional service model cannot adapt to the development trend of smart tourism. Fourth, imperfect supervision and assessment mechanisms. The tourism industry lacks special supervision, evaluation and reward-punishment mechanisms for language services, resulting in no assessment or constraints on enterprises' Chinese service quality and slow improvement of overall industrial service level.

6.3 Comparison and Expansion with Existing Research

Most existing domestic studies focus on single dimensions such as border tourism public sign translation and Chinese language teaching in Vietnam. Scholars including Luo Yulan (2024) and Meng Fanbi (2021) have confirmed the non-standard problems of Vietnam's tourism linguistic landscape, but failed to quantitatively analyze the influencing degree and internal mechanism of these problems. Based on large-scale empirical data, this study quantitatively verifies the weight of each dimension of Chinese language services on tourism management quality and tourist satisfaction, clarifying that professional talent shortage and standard absence are the core bottlenecks, making up for the deficiency of qualitative analysis in existing research. Meanwhile, few existing studies involve the integration of digital Chinese services and tourism management. Combined with the current trend of smart cultural tourism, this study adds research on digital services, expands the research boundary of tourism language service management in Vietnam, and provides new research ideas for industrial digital transformation.

6.4 Research Limitations

The survey areas of this study focus on four core tourist cities in Vietnam, without covering niche tourist destinations and border



rural tourism areas, leading to limitations in sample coverage. In addition, this study only focuses on the influence of Chinese language services on tourism management, without comparing the differentiated influences of English, Korean and other foreign language services. Future research can expand the survey scope to cover all tourist areas in Vietnam and carry out multi-language comparative research to further improve the research conclusions.

7. CONCLUSIONS

Based on the theories of language economics and service quality management, this study systematically explores the internal mechanism and existing problems of Chinese language services empowering the high-quality development of Vietnam's tourism management through questionnaire surveys, in-depth interviews and quantitative statistical analysis. The core conclusions are as follows. First, the overall popularization rate of Chinese language services in Vietnam's tourism industry is relatively high, while the professionalism and standardization level are low. The service quality varies significantly across different business formats and posts, with prominent shortcomings in small merchants and grassroots service posts. Second, the Chinese competence of practitioners presents a structural shortage: basic Chinese talents are sufficient, while high-level professional Chinese talents are severely scarce, and most practitioners lack specialized cultural tourism Chinese literacy and cultural service capabilities. Third, five dimensions of Chinese language services (hardware facilities, professional personnel competence, service standardization, cultural adaptation and digital services) all significantly positively affect tourism service quality and tourist satisfaction, serving as core factors for the quality upgrading of Vietnam's tourism management. Fourth, the current Chinese language service management in Vietnam's tourism industry faces four core bottlenecks: mismatch between talent training and market demand, absence of industrial standards, unbalanced resource investment and imperfect supervision mechanisms, which restrict the high-quality development of Vietnam's tourism management.

ACKNOWLEDGMENTS

We acknowledge Nguyen Tat Thanh University, Ho Chi Minh City, Vietnam for supporting this study.

REFERENCES

1. Chen L. Research on the Demand Status of Southeast Asian Chinese Tourism Service Talents[J]. *Crossroads of Southeast Asian Studies*, 2023(04):67-73.
2. Chen S. Construction of Applied Chinese Talent Training Model for Vietnam's Tourism Industry[J]. *International Chinese Language Education*, 2025(03):45-51.
3. Dwyer L, Forsyth P, Spurr R. Economic impacts of cross-border tourism language services[J]. *Tourism Management*, 2020,89:104567.
4. Fang Y. Research on the Construction of Tourism Emergency Language Service System: Taking Southeast Asian Cross-Border Tourism as an Example[J]. *Safety and Environmental Engineering*, 2024(04):156-161.
5. Gao J. Current Situation and Digital Service Upgrading Path of Smart Tourism in Vietnam[J]. *Science, Technology and Economic Market*, 2025(02):78-82.
6. Huang T. Current Situation, Problems and Development Path of Sino-Vietnamese Cross-Border Tourism Cooperation[J]. *Commercial Economic Research*, 2024(10):145-147.
7. Jiang F. The Upgrading Path of Cross-Border Tourism Digital Language Services Empowering Industry[J]. *Tourism Technology and Application*, 2025(01):56-62.
8. Lee S. Language human capital and tourism industry competitiveness[J]. *Journal of Travel Research*, 2023,62(3):412-425.
9. Li G. Docking Strategy Between Vietnamese Translation Talent Training and Cultural Tourism Industry Demand[J]. *Modern Vocational Education*, 2024(06):45-50.
10. Li M. Evaluation Research on Cross-Border Tourism Service Quality Based on SERVQUAL Model[J]. *Tourism Science*, 2023(03):56-68.
11. Lin X. Research on Supply-Demand Mismatch and Optimization Countermeasures of Cross-Border Tourism Language Services[J]. *Market Forum*, 2023(09):89-93.



12. Liu M. Research on the Development Characteristics of Chinese Tourist Sources in Vietnam's Inbound Tourism Market[J]. World Regional Studies, 2022(05):134-142.
13. Luo Y. Translation Problems and Countermeasures of Tourism Public Signs in Border Cities[J]. Foreign Language Education, 2024(02):89-95.
14. Lv W. Research on the Optimization of Tourism Language Talent Supply-Demand Structure Under the Background of Chinese Language Fever in Southeast Asia[J]. Human Resources Development, 2024(12):67-70.
15. Meng F, Tang S. A Study on the Linguistic Landscape of Border Port Cities Between China and Vietnam[J]. Linguistic Sciences, 2021(03):321-330.
16. Ministry of Culture, Sports and Tourism of Vietnam. 2025 Statistical Report on Vietnam's Tourism Industry Development[R]. Hanoi: Vietnam Ministry of Culture, Sports and Tourism, 2025.
17. Nguyen T T. Research on Chinese language service demand in Vietnam's inbound tourism market[J]. Asian Tourism Research, 2021,6(2):45-53.
18. Tran V H. Standardization construction of tourism language services in Southeast Asian countries[J]. Journal of Hospitality Management, 2022,41:78-85.
19. Wang J. Research on the Construction of Cross-Border Tourism Destination Language Service System[J]. Tourism Forum, 2023(02):78-86.
20. Wang X. Research on the Development Path of Sino-Vietnamese Cultural-Tourism Integration Under the Belt and Road Initiative[J]. Foreign Economic and Trade Practice, 2024(08):67-70.
21. Wu H. Research on Cross-Border Tourism Language Resources Empowering Industrial Development from the Perspective of Language Economics[J]. Economic Research Guide, 2023(15):112-115.
22. Xing B. Current Situation and Motivation of Chinese Language Fever in Vietnam[J]. People's Tribune, 2026(05):112-114.
23. Xu M. An Empirical Study on the Improvement of Vietnamese Chinese Tourism Service Quality from the Perspective of Cultural-Tourism Integration[J]. Southeast Asian Studies, 2023(06):112-120.
24. Yang Y. Research on the Standardized Management Mechanism of Border Tourism Language Services Between China and Vietnam[J]. Border Economy and Culture, 2024(05):34-38.
25. Zhang W. Research on the Improvement Path of Tourism Language Service Quality Under the Background of Cultural-Tourism Integration[J]. Tourism Overview, 2022(18):102-104.
26. Zhang Y. Research on the Construction of Tourism Language Digital Services Under the Background of Smart Cultural Tourism[J]. Digital Economy, 2025(01):89-94.
27. Zhao X. Current Situation and Training Optimization Strategy of Chinese Proficiency of Vietnamese Tour Guides[J]. Vocational Education Research, 2025(02):76-81.
28. Zheng J. Research on the Standardization Construction of Tourism Linguistic Landscape in Southeast Asian Countries[J]. Applied Linguistics, 2022(04):123-130.
29. Zhou T. Research on the Influence of Sino-Vietnamese Cultural Differences on Tourism Language Services[J]. Cultural Industry Research, 2024(03):98-105.

Cite this Article: Minh Phuong, D., Bui Duc, D. (2026). An Empirical Study on High-Quality Development of Vietnam's Tourism Management Empowered by Chinese Language Services. International Journal of Current Science Research and Review, 9(9), pp. 4975-4986. DOI: <https://doi.org/10.47191/ijcsrr/V9-i9-13>