

KSUC-OI-051

The Cham Islam Values for Tourism Development in An Giang Province, Vietnam

Vo Van Thang¹ and Nguyen Huu Tri^{2,*}

¹ An Giang University, 18 Ung Van Khiem Street, Long Xuyen City, An Giang Province, Vietnam 90000

² Faculty of Economics and Business Administration, An Giang University, 18 Ung Van Khiem Street, Long Xuyen City, An Giang Province, Vietnam 90000

*Corresponding author: nhtri@agu.edu.vn

Abstract

An Giang is a province with many advantages in tourism development. However, tourism products of the province have not yet affirmed their own brand in the tourism product system in the Vietnamese Mekong Delta due to overlap in resources between localities. Tourism development based on the values of Cham culture is one of the solutions to build specific tourism products, locating An Giang tourist destination in the present and in the future. The paper aim to understand how the Cham values will help tourism development and how solutions will improve the competitiveness of the province.

Keywords: Cham Muslims value, Tourism development, Cham An Giang