



**TOURIST**

Co-funded by the  
Erasmus+ Programme  
of the European Union



# SUSTAINABLE TOURISM DEVELOPMENT

## LESSONS LEARNED FOR SOUTHEAST ASIAN COUNTRIES

### BOOK OF ABSTRACTS

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."

Project number: 585785-EPP-1-2017-1-AT-EPPKA2-CBHE-JP

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# Preface

## Background:

The International Tourism Conference with the subject “*Sustainable tourism development: Lessons learned for South East Asian countries*” has the intention to provide a research platform for international researchers, educators, government officers, industry practitioners and postgraduate students worldwide to discuss, acquire knowledge, share empirical findings, and consult in the field of sustainable tourism development. The focus of this conference is to clarify current situation as well as critical issues of sustainable tourism in SEA, including antecedents, challenges, limitations, and collaborations among related stakeholders. Additionally, case studies of sustainable tourism development from different countries all over the world will be discussed as lessons for SEA countries. Solutions, implications, and consultancy activities, will also be proposed based on these results.

## Organisers:

The International conference is organized by the VNU University of Social Sciences and Humanities, Hanoi, supported by the project **TOURIST** - “*Competence centres for the development of sustainable tourism and innovative financial management strategies to increase the positive impact of local tourism in Thailand and Vietnam*”, co-funded by the European Commission through the Erasmus+ programme (grant # 585785-EPP-1-2017-1-AT-EPPKA2-CBHE-JP).

## Conference Content:

Tourism development not only offers economic benefits, but it also contributes to alleviate poverty, create employment opportunities, and facilitate cultural exchange as well as global integration. However, tourism development is also associated with a number of environmental problems, such as increased amount of waste, air pollution, and climate change. Also growth of social evils; like prostitution or higher numbers of pickpockets; are often linked to increased numbers of national and international guests. Concern for this degradation of tourism development has led to the focus on more “sustainable tourism development”. Especially in South East Asia (SEA), the issues of sustainable tourism development have been thoroughly considered, based on the tremendous growth of tourism in all countries within the region. Although all countries in SEA are at the moment in very different stages of the tourism-life-cycle (some are just at the beginning and others are already in the decline stage of development), all of them suffer somehow under problems caused by local and/or international tourism.

We invite contributions from a variety of disciplines including cultural geography, sociology, cultural studies, economics, leisure studies, tourism studies and hospitality/event management. The invitation for abstract submission is extended to topics that include:

- **The concept of sustainable tourism**, such as...
- Theoretical challenges, contradictions and paradoxes;
- Innovative interpretations of Sustainability in Tourism;
- Intercultural Sustainability in Tourism;
- The role of sustainable tourism for the UN sustainable development goals.
- **Different forms of sustainable tourism**, such as...
  - Communities based tourism and homestay;
  - Eco-tourism and other sustainable forms of nature tourism;
  - Volunteer tourism;
  - Pro-poor-tourism;
  - Responsible and ethical tourism.
- **Impacts of Tourism** and strategies to turn them into sustainable development:
  - Applied methods to measure social, environmental and economic impacts;
  - Applied indicators for sustainable (tourism) development;
  - Best practices of measuring carrying capacity in sustainable tourism development;
  - Environmental impact assessment of tourism projects;
- **Stakeholder participation in sustainable tourism development:**
  - practical experience and challenges with stakeholders' attitudes and behaviors;
  - successful strategies to transform individual and collective responses into sustainable collaboration;
  - Gender equality in tourism
- **Community focus in sustainable tourism:**
  - Theoretical models of sustainable community development by tourism, e.g.
  - Creating socially sustainable communities; Community well-being in tourist destinations;
  - The role of health promotion in sustainable tourism development;
  - Best practices of sustainable tourism development in a specific location;
  - Theoretical and practical strategies of conflict prevention in the tourism community.
- **Planning and managing sustainable tourism development:**
  - CSR of tourism enterprises;
  - Human resources for sustainable tourism;
  - Marketing sustainable tourism;
  - Ecolabels and other kinds of "green" certifications;
  - Best practices of developing and managing sustainable destinations;
  - Tourist Pledge actions, successes,

- Climate change as a fundamental challenge for sustainable tourism development;
- Conflicts between/intersection of tourists, local residents and authority;
- Managing and mediating “displeasing” data and assessment results.
- Challenges;
- Challenges of developing and maintaining social networks as promoters of destinations;
- Social sustainability in SEA tourism development;
- Social sustainability and future directions.

Any other topics related to the conference theme are also welcome.

The participation in the conference is free of charge. The language of the international conference will be English, so all papers will have to be submitted and presented in English. Prospective presenters are invited to submit an abstract of their papers (500-600 words) and a short CV (max. ½ page) by September 30th 2019 complying with the attached abstract submission form to the following email: [fts.ussrh.conference@gmail.com](mailto:fts.ussrh.conference@gmail.com). Authors of selected abstracts will be invited to present a paper at the conference in oral format and will be requested to send in an extended abstract with their registration. It is foreseen to publish a selection of the papers, details on this and further information about the conference, instructions for authors, and registration process as well will be available at a later date.

### **Keynote speakers:**

Prof. Jarkko Saarinen, University of Oulu, Finland

Prof. Noel Salazar, KU Leuven, Belgium

Dr. Jaeyeon Choe, Bournemouth University, UK

### **Scientific Committee**

Prof. Inagaki Tsutomu, University of Social Sciences and Humanities, VNU Hanoi

Prof. Harald Friedl, FH JOANNEUM Gesellschaft mbH, Austria

Assistant Prof. Oana Madalina Driha, University of Alicante, Spain

Dr. Giang Phi, Aalborg University Copenhagen, Denmark

Prof. Gyan Nyaupane, Arizona State University, USA

Prof. Joseph Cheer, Wakayama University, Japan

Dr. Aaron Tham, University of the Sunshine Coast, Australia

Dr. Thomas Jones, Ritsumeikan Asia Pacific University, Japan

Dr. Huong Bui, Ritsumeikan Asia Pacific University, Japan

## **Sponsoring Journals**

Tourism Review (<https://www.emeraldinsight.com/loi/tr>)

E-Review of Tourism Research (<https://ertr.tamu.edu/>)

International Journal of Religious Tourism and Pilgrimage (<https://arrow.dit.ie/ijrtp/>)

International Journal of Spa and Wellness (<https://www.tandfonline.com/loi/rspa20>)

## **Time & Venue**

Time: December 3<sup>rd</sup> – 4<sup>th</sup>, 2019

Venue: HiltonHanoi Opera

Address: No.1 Le Thanh Tong Street, Hoan Kiem District, Hanoi, Vietnam

Website: <https://www3.hilton.com/en/hotels/vietnam/hilton-hanoi-opera-HANHITW/index.html>

## **Further Information about the Project**

The **TOURIST** project especially focuses on implementing so called competence centres on sustainable tourism and innovative financial management strategies at partner universities in Thailand and Vietnam in order to be able to increase the expertise on sustainable tourism but also on innovative financial management strategies to enhance the funding for projects focusing on sustainable tourism. Further, the project also aims at advancing university-business cooperation due to the collaboration with external stakeholders in the frame of the project.

TOURIST Co-ordinator:

- FH JOANNEUM Gesellschaft mbH, Austria

TOURIST Co-beneficiary Institutions:

- University of Alicante, Spain
- Haaga-Helia University, Finland
- Hue University, Vietnam
- University of Social Sciences and Humanities Hanoi, Vietnam
- University of Social Sciences and Humanities HCMC, Vietnam
- Kasetsart University, Thailand
- Burapha University, Thailand
- Payap University, Thailand
- Prince of Songkla University, Thailand
- The Thailand Community Based Tourism Institute, Thailand

# Agenda

**Sustainable tourism development: Lessons learned for South East Asian countries**

**Date: December 3<sup>rd</sup> and 4<sup>th</sup>, 2019**

**Venue: Hilton Hanoi Opera, No.1 Le Thanh Tong str., Hoan Kiem dist., Hanoi, Vietnam**

| <b>Time</b>   | <b>Tuesday, 03<sup>rd</sup> of December 2019</b>  |
|---------------|---|
| 08:30         | Arrival & Registration (Room Ballroom A , G floor, Hilton Hanoi Opera)  |
| 09:00 – 09:15 | Welcome speech and Opening of the conference (Prof. Pham Quang Minh, Rector of the USSH, VNU Hanoi)                           |
| 09:15 – 10:00 | Introduction of the TOURIST project and TOURIST partners (MA Claudia Linditsch, coordinator of the project, and all partners) |
| 10:00 – 10:15 | Coffee break  |
| 10:15 – 10:55 | Keynote –Dr. Jaeyeon Choe   |
| 10:55 – 12:10 | Paper session 1: Presentation   |
| 12:10 – 12:30 | Paper session 1: Discussion   |
| 12:30 – 13:30 | Networking Lunch (Ba Mien restaurant, R floor)  |
| 13:30 – 14:10 | Keynote – Prof. Noel B. Salazar   |
| 14:10 – 15:25 | Paper session 2: Presentation   |
| 15:25 – 15:45 | Paper session 2: Discussion   |
| 15:45 – 16:00 | Coffee break  |
| 16:00 – 17:45 | Paper session 3: Presentation   |
| 17:45 – 18:15 | Paper session 3: Discussion   |
| 18:30 – 20:30 | Gala dinner<br>Venue: Hoa Binh hotel, 27 Ly Thuong Kiet Str., Hoan Kiem Dist., Hanoi  |

| Time          | Wednesday, 04 <sup>th</sup> of December 2019   |
|---------------|--|
| 09:00 – 09:40 | Keynote – Prof. Jarkko Saarinen  |
| 09:40 – 10:40 | Paper session 4: Presentation  |
| 10:40 – 11:00 | Coffee break   |
| 11:00 – 11:45 | Paper session 4: Presentation (cont.)  |
| 11:45 – 12:15 | Paper session 4: Discussion  |
| 12:15 – 12:30 | Closing remarks (Dr. Pham Hong Long, Dean of the Faculty of Tourism Studies, USSH, VNU Hanoi & MA Claudia Linditsch, coordinator of the TOURIST project) |

***\* Please take a note that the keynote speaker has 30 minutes for his/her presentation and 10 minutes for Q&A. Other speakers have only 15 minutes for each presentation***



**Introduction** of the TOURIST project and TOURIST partners  
Dr.Claudia Linditsch and representatives of all TOURIST partners

**Keynote – ‘Impact of Spiritual Tourism: Poverty alleviation and sustainable development through micro-entrepreneurship’**  
Dr. Jaeyeon Choe, Bournemouth University, UK

**Paper Session 1: Conceptualization of sustainable tourism development**

**Session chair: Prof. Jarkko Saarinen & Dr. Pham Hong Long**

**Sustained “Babylonian confusion” or meaningful “Sustainability”? The contextual significance of “Sustainability” in tourism and Wittgenstein’s concept of “language games” as a loophole to successful Sustainable Tourism Development**  
Prof. Harald A. Friedl  
FH JOANNEUM – University of Applied Science, Graz, Austria

**Conceptualizing community-based tourism: A Comparative study of CBT practices and praxis in South East Asia and Africa**  
Asoc.Prof. Dr. Mtapuri Oliver  
University of KwaZulu Natal, South Africa

**Circular economy in hospitality– a Nordic perspective**  
Annika Konttinen & Eva Holmberg  
Haaga-Helia University of Applied Sciences, Finland

**Mapping tourism and development in Southeast Asia**  
Alexander Trupp, Claudia Dolezal, & Assoc. Prof. Huong T. Bui  
School of Tourism and Hospitality Management, The University of the South Pacific, Fiji  
University of Westminster, London, UK  
College of Asia Pacific Studies, Ritsumeikan Asia Pacific University, Japan

**Sustainable Tourism Development in Protected Areas: A Case Study of Cu Lao Cham MPA, Vietnam**  
Nguyen Van Hoang  
VNU University of Social Sciences and Humanities, Ho Chi Minh, Vietnam

**Keynote –‘Sustainable Tourism for Development: Critical notes and queries’**  
Prof. Noel B. Salazar, KU Leuven, Belgium

**Paper Session 2: Stakeholder participation in sustainable tourism development**

**Session chair: Prof. Inagaki Tsutomu& Assoc. Prof. Bui Thanh Huong**

**Economic growth and tourism: ways towards a more sustainable tourism**  
Dr. Oana M. Driha  
University of Alicante, Spain

**Exploratory factor analysis of sustainability integrated tourism at local communities in Eastern region of Thailand**

Prof. Setarnawat Sakchai, U-dompon Wannapa, & Vivatvanit Vorrapob  
Faculty of Management and Tourism, Burapha University, Thailand

**Sustainable tourist: How big is your footprint?**

Dr. Daisy G Kanaga  
Sunway University, Malaysia

**The needs and the reality: The resident quality of life in a major tourism area in Chiangmai, Thailand**

Yodmanee Tepanon, Thanwa Benjawan, & Chawan Maleehom  
Kasetsart University, Thailand  
Payap University, Thailand

**Tourist motivation and revisit intention in the top 10 attractions in Batangas province, Philippines**

Dr. Felicen, Sevilia S & Barbosa, Marife S  
Lyceum of the Philippines University – Batangas, Philippines

**Paper Session 3: Different forms of sustainable tourism**

**Session chair: Prof. Noel B. Salazar & Dr. Jaeyeon Choe**

**Analyzing macro-environmental antecedents for Sustainable Innovation in Tourism**

Pham Huong Trang & Dr. Bui My Trinh  
Department of Social Sciences, Economics and Management, Vietnam

**Beyond the Bali "bonking" Ban: Religion and Sustainable Tourism in Indonesia**

Dr. Kelli Swazey  
Australian Consortium of In-Country Indonesian Studies, Gadjah Mada University, Indonesia

**Food and commensality as placemaking strategies. Approaches to community-driven tourism development in Nang Loeng, Bangkok**

Dr. Koen De Wandeler  
KU Leuven Faculty of Architecture, Belgium

**Going beyond the current status quo of community-based tourism: a proposal**

Dr. Andrea Giampiccoli  
Durban University of Technology, South Africa

**Achieving sustainable heritage tourism in Hue: use of Nguyen's imperial archive for tourism development in Hue's Imperial City**

Phan Thi Diem Huong, Chan Thi Xuan  
Hue University, Vietnam

**Sustainability, overtourism, and politics of Tourism: A study of the responsible pet lover**

Dr. Bintang Handayani & Roslizawati Che Aziz  
Graduate School Universitas Sahid, Indonesia

**Create community-based tourism space in the right way - Case study in Bat Trang, (Hanoi) and Quang Yen; Dong Trieu (Quang Ninh)**

Dr. Nguyen Thu Thuy & Vu Thanh Ngoc  
VNU, University of Social Sciences and Humanities, Hanoi, Vietnam

**Wednesday, 04<sup>th</sup> of December 2019**

**Keynote – ‘Tourism and Sustainable Development Goals: Responsibility in Tourism Development’**

*Prof. Jarkko Saarinen*

*University of Oulu, Finland and University of Johannesburg, South Africa*

**Paper Session 4: Planning and managing sustainable tourism development**

**Session chair: Prof. Harald A. Friedl & Assoc. Prof. Tran Huu Tuan**

***A Study on Factors Which Hinder the Sustainable Tourism Practices of Camp Operators Around the Yala National Park, Sri Lanka***

*Namal Wijesundara*

*Sabaragamuwa University of Sri Lanka*

***Factors influencing the expectations of Thailand from the national tourism policy law on sustainable tourism***

*Chutipong Somsup, Thanwa Benjawan, Michael Meallem, & Waruth Kaosol*

*Payap University, Thailand*

***From the Khao San Road to Bui Vien Street: Backpacker Enclaves and their Impacts on Sustainable Tourism Development***

*Dr. Nuno F. Ribeiro, Dr. Gebeyaw Ambelu, & Dr. Nguyen Anh Thu*

*RMIT University Vietnam*

***Some suggestions in promoting and advertising for the tourism branding of Binh Phuoc Province, Vietnam***

*Pham Tan Thong*

*Ho Chi Minh City University of Foreign Languages – Information Technology, Vietnam*

***The impact of international travel bloggers on sustainable destination marketing in Sri Lanka***

*Athula C. Gnanapala, Y.H.K. Peiris & K.K.L.C. Kannangara*

*Faculty of Management Studies, Sabaragamuwa University of Sri Lanka*

***The relationship between tourism Receipt, economic growth, inflation, energy consumption and carbon dioxide emissions: Evidence in Southeast Asia***

*Dr. Nguyen Anh Tru*

*Vietnam National University of Agriculture, Vietnam*

***The localism branding destination for Kamala community-based Tourism in Phuket, Thailand***

*Dr. Aphirom Promchanya*

*Faculty of Hospitality and Tourism Management, Prince of Songkla University, Thailand*

**Introduction of Keynote Speakers**  
*(By Alphabetic order)*

## JAEYEON CHOE



**Jaeyeon Choe** obtained her PhD in Tourism Management with a minor in Cultural Anthropology from The Pennsylvania State University. Her research areas revolve around wellness/spiritual tourism, sustainable community development, poverty alleviation and migration. She is currently leading a funded project, 'Tourism for SDGs: Wellness Tourism and Sustainable Community Development in Bali, Indonesia'. With a passion of knowledge co-production, she actively works with the ASEAN academic communities including Indonesia, Vietnam and Thailand. As an international educator, she has been invited as a visiting scholar to Canada, Germany, Finland and Thailand. She serves as an associate editor

for the e-Review Tourism Journal and fellow of the Royal Geographical Society. She co-founded the Refugee and Migrant Leisure Network with community organisations and local councils based in Southern England.

### **opportunitiesIMPACT OF SPIRITUAL TOURISM: POVERTY ALLEVIATION AND SUSTAINABLE DEVELOPMENT THROUGH MICRO\_ENTREPRENEURSHIP**

**Jaeyeon Choe**\*

**Mahyuni Seputra**\*\*

**Ni Made Eka Mahadewi**\*\*\*

#### **Abstract**

The United Nations (UN) emphasises poverty alleviation and sustainable community development as part of the Sustainable Development Goals (SDGs), with the UN World Tourism Organisation (UNWTO) asserting that tourism can help meet those key goals. Tourism could create jobs, develop linkages with agriculture and other economic sectors, create opportunities for young people and women, encourage local entrepreneurial activity, and improve the quality of life of the poor through funding basic utilities, training and

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\* Bournemouth University, UK

\*\* Udiknas University, Indonesia

\*\*\* Bali Tourism Institute, Indonesia

education. However, in developing nations, the poorest communities do not benefit from tourism development due to weak governance systems, complex political structures/cultures and poor tourism management. As tourism from the global North to developing countries is often based on unequal relations, the competitive and resource-hungry nature of tourism often exacerbates existing unequal, exploitative relationships. Multinational enterprises can exploit cash-strapped governments that subordinate policies that degrade environmental standards and economic redistribution policies.

This on-going research focuses on Bali, where Indonesia's tourism is heavily concentrated and growing, while the poverty rate is simultaneously raising. Whilst Indonesia's poverty rate is 9.8% (Statistics Indonesia, 2018), in 82 villages out of Bali's 706 villages, the poverty rate hovers above 35%, which is even higher than the poverty rates of the poorest countries in Southeast Asia such as Laos, 23.2% and Myanmar, 24.8%. It is also estimated that 85% of the tourism economy is in the hands of non-Balineses (MacRae, 2010), and it is within this socio-economic and political context that tourism accounts for 65% of water consumption (Merit, 2010). The uncontrolled expansion of tourism has led to a loss of wet rice cultivation, and the loss of paddy fields means the loss of one of Bali's major tourist attractions and the loss of a sustainable local food supply (Cole, 2014). In many rural villages, thousands of people live in abject poverty without water, sanitation, roads, schools, health facilities and electricity. While some NGOs help, their initiatives are externally driven, with local empowerment needed for a long-term sustainable community development.

Our study focuses on a rural village Ubud, Bali where tourism has been rapidly developing in the last decade as a potential effect of the book (2006) and film (2010) and book, *Eat Pray Love* (Brenhouse, 2010). Ubud, with a number of internationally significant temples and meditation/yoga centres attracts increasing numbers of wellness/'spiritual' tourists. However, as Western investors and teachers run most of the yoga centres, a tourist bubble and economic leakage occurs, leading locals to increasingly question whether tourism actually benefits the local economy and 'works' for them. The objectives of this project are to (1) explore the recent phenomenon of wellness/spiritual tourism in Ubud (2) understand the local perspectives on its impact on local people and communities by conducting semi-structured interviews with local stakeholders (3) provide recommendations on how this form of tourism can contribute to poverty alleviation and community enhancement by suggesting more sustainable directions. This abstract reports preliminary findings from stakeholder interview data, including observational and participant field-work in January and July, 2019.

We found that community-based micro-entrepreneurship opportunities can contribute to local peoples' lives, poverty alleviation, and community development; and invigorate and create new livelihoods in rural Bali. The government should support micro-

entrepreneurship opportunities for the poor, and other education and training programmes are urgently needed to help reduce poverty and develop sustainable communities. The local authorities and government need to develop and manage tourism in a more sustainable direction, benefitting broader communities including rural regions beyond limited popular tourist destinations. We suggest this form of tourism can help with the invigoration of rural areas across Indonesia as well as other ASEAN countries such as Laos, Myanmar and Cambodia, where poverty rates are very high, even higher in rural areas.

***Keywords:*** *Tourism, Poverty Alleviation, Sustainable Communities, Spiritual Tourism, micro-entrepreneurship, Bali, Indonesia.*

## JARKKO SAARINEN



**Jarkko Saarinen** is a Professor of Geography at the University of Oulu, Finland, and Distinguished Visiting Professor (Sustainability Management) at the University of Johannesburg, South Africa. His research interests include tourism and development, sustainability in tourism, tourism and climate change adaptation, tourism-community relations and wilderness and nature conservation studies. Over the past 20 years he has been

working extensively in the rural and peripheral areas of southern Africa and northern (Arctic) Finland. He is Editor for the *Tourism Geographies* and Associate Editor for the *Annals of Tourism Research* and *Journal of Ecotourism*. His recent publications include edited/co-edited books: *Tourism and sustainable development goals* (Routledge, 2020), *Resilient Destinations* (2019, Routledge), *Borderless Worlds for Whom?* (2019, Routledge), *Tourism Planning and Development* (2017, Routledge), *Political Ecology and Tourism* (2016, Routledge) and *Cultural Tourism in Southern Africa* (2016, Channel View).

### TOURISM AND SUSTAINABLE DEVELOPMENT GOALS: RESPONSIBILITY IN TOURISM DEVELOPMENT

**Jarkko Saarinen\***

#### **Abstract**

Since the turn of the 1990s, many international development and policy-making organizations have perceived the tourism industry with its local and regional connections as a high-potential tool for putting sustainable development into practice. In research, this has resulted a booming interest on sustainable tourism development, its conceptual ground, ideologies, practices and implementation. While scholars have highlighted the value and prospects of tourism for sustainable development in a local and destination scale, others have emphasized the need for critical discussions on the scale, value chains and power issues in tourism development, especially in the Global South context.

Recently, the capacity of tourism to work for sustainable development has been highlighted in relation to the United Nations Sustainable Development Goals (SDGs), which were adopted in 2015. This emerged connection with SDGs, which address global

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\* *University of Oulu, Finland*



pertinent challenges such as poverty, inequality, climate change, environmental degradation, and peace and justice, underlines the responsibility of tourism as one of the world's biggest industries to contribute and make a difference to sustainable development both locally and globally. However, it has turned out to be challenging to locate the responsibility in tourism. This presentation overviews the prospects of tourism in relation to sustainable development and the SDGs and discusses some of the key elements and current challenges of responsibility thinking in sustainable tourism development.

***Key words:*** *sustainable tourism, sustainable development, sustainable development goals, responsibility; governance; resilience; global change.*

## NOEL B. SALAZAR



**Noel B. Salazar** is Research Professor in Anthropology at the University of Leuven, Belgium. He is co-editor of *Tourism Imaginaries* (2014) and author of *Momentous Mobilities* (2018), *Envisioning Eden* (2010) and numerous peer-reviewed articles and book chapters on tourism. Salazar sits on the editorial boards of, among others, *Journal of Sustainable Tourism* and *International Journal of Tourism Anthropology*. In addition, he is past chair of the IUAES Commission on the Anthropology of Tourism, an official consultant for UNESCO, UNWTO & EU and serves as an expert member for the European Parliament's Committee on

Transport and Tourism (TRAN), the ICOMOS Cultural Tourism Committee (ICTC) and the UNITWIN-UNESCO Network 'Culture, Tourism and Development'.

### SUSTAINABLE TOURISM FOR DEVELOPMENT: CRITICAL NOTES AND QUERIES

**Noel Salazar**

#### **Abstract**

In this talk, I approach the (dis)connections between tourism, sustainability and development from my own critical perspective as a sociocultural anthropologist. I start by briefly sketching the historical context. The idea to use tourism as a tool for development is not new and critics were quick to point out that tourism does not offer a cure-all. We had to wait until the 1980s, the decade in which the idea of sustainability was popularized, for the concerns of the critics to become more widespread. A couple of decades later, it is about time to assess whether sustainable tourism in general has been successful. Most social scientists are cautious about classifying tourism development as 'successful'. There are actually multiple criteria to determine whether tourism is successful or not. The standards used are based on different underlying philosophies and values. As a result, success might be something different for the stakeholders involved at local, national, regional and global level. Those who argue that sustainable tourism offers communities a means to escape the confines of poverty often bring alternative forms of tourism to the fore, claiming that these allow development to be achieved sustainably and equitably. I illustrate the general principles through a case study from Yogyakarta, Indonesia. This example confirms that the most successful tourism ventures are not the big projects usually highlighted by the

tourism sector but the myriad small-scale, highly localized enterprises where small groups of tourists spend time learning about the local natural and cultural heritage. In the discussion, I point out that there seems to be something wrong with the way tourism in general is organized—something the critics have known all along. The alternative forms of tourism strategy have failed and we urgently need to change tourism as-a-whole, instead of offering optional ‘sustainable’ packages and products only to those who care. Solutions, however, are complex and require inclusive, multidisciplinary efforts to be successful. Success stories in tourism may not be so hard to find. However, success should not be conceived of as a static result.

**Abstract**  
*(By Alphabetic order)*

# **A COMMUNITY – BASED TOURISM MODEL AND CULTURAL CONSERVATION: PARTICIPATION AND EXPERIENCE**

**(The case study on Po Ina Nagar tower, Nha Trang city, Vietnam)**

**Nguyen Thi Thanh Xuyen\***

## **Abstract**

Tourism plays an important role in the economic and social development of Vietnam in the contemporary context. Tourism has become one of the factors affecting the process of cultural, religious beliefs change. The relationship between tourism and culture represents a multi-dimensional interaction in the economic-political complex. At the same time, cultural preservation is also one of the goals of sustainable tourism development. This study explores the cultural changing on religious practices and ritual performance at the Po Ina Nagar tower (Po Ina Nagar was worshipped as the mother goddess by the Cham and Kinh ethnic) located in Nha Trang city (Vietnam). Besides, activities of domestic and foreign tourists at this ancient tower are excited and busy. The architecture, landscape, and performing ceremonies attract tourists to Po Ina Nagar tower. Especially, constructing locality culture nuances and legalizing traditional inventions affecting the cultural changing. Therefore, how does cultural conservation in tourism development of Po Ina Nagar tower and the community participate in the process of preserving cultural heritage to ensure that culture is a resource owned by the community? This is an opportunity to enhance community participation in the process of protecting cultural resources. This study develops an analytical framework based on such points as participation and power distribution to consider the community – based tourism (CBT) model at Po Ina Nagar tower. The thesis develops an analytical framework from the theory perspectives such as the level of participation, power division and the theory of stakeholders in the decision-making process. The CBT model is developed from citizen participation according to Arnstein (1969), to clarify the level of community participation, the distribution of power among the participants, and the role of the community in influence on decision making by managers. From there, consider the suitability level between exploitation objectives and cultural conservation. This analytical framework guides the way of analyzing the participation in the CBT model and the collaboration among stakeholders and also helps identify the missing aspects in the current development model, that does not truly empower the community as a stakeholder. The thesis proposes a model to participate in cultural conservation in tourism development with four basic steps, determining the level of participation, power distribution, collaboration, and decision-making. The methodology is observed participation and in-depth interviews: Including 24 informants, divided as follows: the managers of the Heritage Conservation Center, Po Ina Nagar Tower.

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\* *Institute of Social Sciences of The Centre Region, Vietnam Academy of Social Sciences, Vietnam*

Management Board, the Management Board Cu Lao communal house, the co-workers who are the head of the temple or head of the dance team, the peoples who contribute merit to the tower, the peoples who are pilgrims Cham. Po Ina Nagar Tower is a cultural and religious heritage, where worshiping practices such as rituals and performances are considered as one of the cultural resources for tourism development. However, tourism has transformed the sacred space and cultural practices. Therefore, the exploitation of cultural resources and cultural preservation interlinked to ensure sustainable development. The CBT model is directly related to the process of exploiting the rituals of the Cham and Vietnamese communities, in particular, the Cham folk dance and the Vietnamese dance is “múa bóng” exploited for tourists. In particular, Cham folk dance and “múa bóng” are part of the Goddess worship rituals that have been artistic to increase the entertainment and aesthetics, meeting the tastes of visitors. In terms of participation, there are levels of collaboration. In particular, the level of cooperation is reflected by the link between the manager and the community in the construction of tourism products. The level of collaboration is reflected in the linkages between the stakeholders and the managers in the construction of cultural symbols.

***Key words:*** *Cultural resources, community participation, power.*

# A DEVELOPMENT OF COMMUNITY- BASED TOURISM NETWORK IN SOUTHERN THAILAND

Witchuta Marchoo\*

Patida Morasilp\*

Amnat Ruksapol\*\*

## Abstract

This article centers on three key objectives: (1) to reflect how CBT network has been developed in Southern region of Thailand, (2) to indicate key success factors of CBT network development and (3) to highlight barriers and opportunities of CBT network development. It is undeniable that community-based tourism (CBT) has been promoted in many countries as a tool to achieve sustainable tourism goal. According to the literature, community-based tourism refers to tourism products and services that offered to tourists in the way that local community owns tourism resources and engage in planning and development. The ultimate goals of CBT are to achieve environmental-economic-social and cultural sustainability, to empower local communities, and to promote local wellbeing (Goodwin & Santilli, 2009; Kontogeorgopoulos, Churyen, & Duangsaeng, 2014; Boonratana, 2010). For this article, Participatory Action Research (PAR) was employed and the data had been collected during the last three years (2016-2019). In Southern Thailand, recently, back to 2012, CBT network was informally formed by a group of CBT leaders in several provinces and in 2015, the Association of Southern Thailand CBT has been founded- a formal network. The members of the association comprise of province-based CBT network from 14 provinces. Nowadays, there are approximately 250 CBT sites in the association. Nearly a decade, the lessons from the association indicate two most important determinants of success for CBT network development. Firstly, transformational leadership of local leaders plays essential role in motivating members of the community to involve in CBT. Local leaders also serve as a bridge between the community and external actors (Kontogeorgopoulos et al., 2014). External support is, secondly, necessity in developing the network. In the case of the association of Southern CBT, continued support from the university scholars through research, academic service, and consultation provides the community knowledge about CBT and skills to operate. Furthermore, government agencies are key sources of financial support through a range of projects according to the government policies. Also, private businesses contribute to the community through their CSR initiatives, Chevron Thailand Exploration and Production Ltd., for example. In terms of barrier and future challenge, during the first few years, the association had encountered the situation that local people did not understand CBT and many CBT leaders did not clearly understand ‘why’ the network is significant. Such issue had been continuously

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solved by several projects, such as organizing the meetings in all 14 provinces, seminars and workshops, creating events. As mentioned earlier, the president of the association and the committees who are CBT leaders play important role in connecting with external supports in terms of funding for those example projects. In doing so, at the same time, a network framework has started to be shaped. Moreover, a challenge should be mentioned here. The fact is that the most of present CBT leaders are senior. Therefore, a preparation of new young generation of CBT leaders is an urgent agenda for both CBT sites and the network. Even though the association of Southern CBT has to deal with such barrier and challenge, there are still opportunities. Government policies support and promote tourism development through government agencies, Tourism Authority of Thailand (TAT), Ministry of Tourism and Sports, DASTA, for instance. Furthermore, CBT network can enhance the impact by connecting with businesses using CSR or community projects as a bridge. In conclusion, this article reveals that a development of Southern CBT network is based on two success factors: transformational leaders and continued external supports. Last but not least, connecting the regional CBT networks to become one-CBT Thailand with an integrated work from all external supports is the next achievement of CBT network development. References Boonratana, R. (2010). Community-based Tourism in Thailand: The Need and Justification for an Operational Definition. *Kasetsart Journal (Soc.Sci)*, 31, 280-289. Goodwin, H. & Santilli, R. (2009). Community-based Tourism: a success? (ICRT Occasional Paper 11). Greenwich: The University of Greenwich and the German Development Agency (GTZ). Kontogeorgopoulos, N., Churyen, A., & Duangsaeng, V. (2014). Success Factors in Community-based Tourism in Thailand: The role of Luck, External support, and Local leadership. *Tourism Planning & Development*, 11(1), 106-124.

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**Key words:** *Community-based Tourism, Thailand, Networking.*



# **A POWERFUL TOOLS IN THE ERA OF TECHNOLOGICAL ADVANCEMENT: HOW TO ENHANCE TOURIST' IMMERSIVE EMOTIONS**

**Vo Kim Nhan\***  
**Le Nhat Hanh\*\***

## **Abstract**

The application of technological advancement such as mobile applications, virtual reality VR and augmented reality AR can be comem or effective and hold attraction for tourist. Technological advancement has considerably transformed in the way businesses organizations have been interacting with customers. According to Moorhouse, Dieck, and Jung (2018), mobile and emergent technologies such as virtual reality (VR) and augmented reality (AR) are among the most recent technological innovations. In marketing and tourism fields, we apply technological innovations to enhance customers' immersive emotion as the main means for helping firms to gain higher performance by influencing consumers' positive emotions and customer values and eventually changing their behavioral responses (Heller, Chylinski, de Ruyter, Mahr, & Keeling, 2019; Hilken, Ruyter, Chylinski, & Mahr, 2017; Novak, Hoffman, & Yung, 2000; Yung, R., & Khoo-Lattimore, C. 2019; Tsai et al, 2019, Kim et al, 2019).

In spite of its significance, a literature review reveals a less relationships cholarly marketing attention between the nature trail of using mobile telephone and emergent technologies as well as tourist' immersive emotions in virtual environments (Hilken et al., 2017). There is, therefore, a call for more studies to provide considerable insights into the applicability of advanced technologies in general and the mobile and emergent technologies, especially in advertising. This paper aims to make a constructive multiface between theory and professional practice by providing a new perspective of mobile apps, virtual reality VR and augmented reality AR on customers' immersive emotion in advertising.

The purpose of this paper is to analyse some main objectives. First, we examine the mechanisms through which customer self-traits and device traits is related to tourists' immersive emotions, value and behavior in advanced technologies such as mobile applications, virtual reality VR and augmented reality AR inside the virtual environments. Second, we develop a self/device traits-actual media experiences-responses model that illustrates the mediating roles of tourist's immersive emotions on the relationships from self-traits and device traits to tourist' value and behaviors. Third, we attempts to investigate the moderating role of different technological advancement (i.e., mobile apps, VR, and AR) in the tourism context. Fourth, we validate the proposed model using experimental design and critical-incident-technique (CIT) survey data from technological interactions between tourist and virtual technologies in tourism sectors in Vietnam. Finally, we propose feasible solutions

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for providing the best actual media experience for customers from the aspects of technological advancement, so as to enhance tourists' immersive emotions, tourist values and behavioral responses. Quantitative methods will be applied in this research study. The data will be collected from the one experiment of 300 participants and the two surveys of 1,000 customers in Vietnam. We will adopt a multiple analytical approaches to check the measurement scales and test the proposed model. Particularly, confirmatory factor analysis (CFA), common method variance (CMV), partial least square-structural equation modeling (PLS-SEM), Hayes' PROCESS will be used in our data analysis process.

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**Key words:** virtual reality, agmented reality, immersive emotions, self-traits, device-traits, behavioral response.

# **A STUDY ON FACTORS WHICH HINDER THE SUSTAINABLE TOURISM PRACTICES OF CAMP OPERATORS AROUND THE YALA NATIONAL PARK, SRI LANKA**

**Namal Wijesundara\***

## **Abstract**

Tourism, identified as the movement of people away from home to other places of interest. Further, it is concerned as one of the largest and fastest growing industries in the world. As an alternative form of export to other commodities, many countries of the world now adopt tourism as a major source of foreign exchange earnings. In Sri Lanka, tourism being a major source of income and employment generator, it depends heavily on environmental resources that include: Wildlife, pristine beaches, warm climate, clean air, landscape formation among others. Moreover, lack of proper management of these resources may lead to environmental inefficiency. The Lodging industry as a sub-sector of tourism industry, has been described as a sector of which their operations and activities constitute a great influence & impact on the environment. In recent years the attention & interest in green and environmentally friendly business practices increased dramatically. This development is applicable to tourism and hospitality sector as well. Camping has become an one of the famous lodging options among the tourists who have great care of Environment and sustainable business operation. Therefore, this research has taken an attempt to explore the prevailing barriers to incorporate with sustainable tourism practices for the camping operators who are operating around the Yala National Park, Sri Lanka. The empirical evidences & background of the study defines related terms such as sustainability, sustainable tourism, and Barriers for sustainable hospitality practices. The research has been initiated as a case study by employing the mixed method and both quantitative and qualitative techniques were utilized to conclude the findings. Both questionnaires and Interviews were carried out to investigate the matter as suggested. The findings of the study explored that camping operators at Yala National Park have been facing many barriers which limit their participation and corporation towards the sustainable business operations. “Limited access to suppliers who sell sustainable products”, “Other business priorities leave little time to plan for sustainability” and “Lack of incentive programmes” were highlighted as the major barriers among others to limit the campers’ efforts on sustainability. “Lack of commitments to the need for STPs ” and “Limited access to ideas on how to be more sustainable” were in moderate level as barriers for sustainable business operations while “Lack of money to invest on sustainability” and “Restrictive legislation” were proved as non-barriers for campers to operate and practice the sustainability for their operations

**Key words:** *barriers, limitations, camping operations, sustainability.*

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# A STUDY ON THE TRAVEL EXPECTATIONS AND PERCEIVED SATISFACTION OF THE RAILWAY TOURISTS IN SRI LANKA

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M. A. F. Azmiya\*

## Abstract

The railway tourism has become one of the most attractive niche market tourism segments in Sri Lanka and the tourists' participation also has increased gradually during the last few years specially after ending the terrorism problem of the country in 2009. Railway tourism defines as a niche segment which includes different activities such as short train rides, railroad park observations, museum visitations, and special events, such as rail fairs, festivals etc. However, the ultimate success of the railway tourism depends on its ability to meet the travelers' expectations. Therefore, the main objective of this study is to identify the travel expectations and perceived satisfactions of the railway tourists in Sri Lanka. Further, the study discusses the difficulties and challenges associated with railway tourism operations in Sri Lanka. The study has conducted using both quantitative and qualitative approaches, specially, a questionnaire survey was conducted with 100 foreign tourists who travelled in Colombo – Badulla route. The study has conceptualized using the tourists' expectations as reliability, amenities, safety & security, personnel comfort, scenic beauty of the route and behavior of the natives (independent variables) and the perceived satisfaction of the tourists (dependent variable). The findings highlight that there is a positive relationship between the travel expectations and the perceived satisfaction of the tourists and the scenic beauty is the main reasons to have railway tours in Colombo - Badulla route. However, there are many dissatisfied areas too, therefore, railway authority and the national tourism organizations in Sri Lanka need to plan and work together to promote and manage the railway tourism effectively with more required facilities without just telling and selling to seek merely the economic advantages.

**Key words:** *Effective management; perceived satisfaction; railway tourism; tourists' expectations; scenic beauty.*

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# ACHIEVING SUSTAINABLE HERITAGE TOURISM IN HUE: USE OF NGUYEN'S IMPERIAL ARCHIVE FOR TOURISM DEVELOPMENT IN HUE'S IMPERIAL CITY

Phan Thi Diem Huong\*

## Abstract

Sustainable development can be defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs. There were three traditional aspects to sustainable development: economic, environmental and social. Recently, cultural sustainability is increasingly being perceived as a fourth dimension of sustainable development. Cultural sustainability is based on the principle that the current generation can use and adapt cultural heritage only to the extent that future generations will not be affected in terms of their ability to understand and live their multiple values and meanings. Thus, this dimension of sustainability is primarily concerned with ensuring the continuity of cultural values that link the past, present, and future. Furthermore, the emergence of heritage tourism as a fashionable tourism activity presents both opportunities and threats to cultural heritage sustainable management. As the concept of cultural sustainability began to develop, researchers' attention focused on identifying and analyzing the practical tools and ways through which culture could be preserved, controlled, and modeled in such a way that the objectives of sustainable development are fulfilled.

This paper discusses the way to achieve sustainable tourism in Hue's Imperial City, in term of a balance between heritage conservation and tourism strategy. The working space of Imperial the City and the Nguyen's manuscripts are significant original sources for presenting the power of Nguyen political regime. Importance of Hue's heritage is the former imperial capital was recognized by UNESCO as the first world heritage in Vietnam in 1993 which leads the number of tourist visits in Hue to increase sharply. The local government has focused on the conservation of ritual space in Hue imperial city and reveal ritualised royal traditions to attract more visitors while the working and living spaces less being to preserve. Thus, one of the aims of our paper is to examine the issue of sustainable tourism development in using Hue's heritage. A second aim is to argue that the exhibiting the Imperial Archives of Nguyen Dynasty in Hue Imperial City is a great solution to give the balancing image of Nguyen Dynasty in the eyes of tourists and pass down to next generations. Since the inscription of Imperial Archives of Nguyen Dynasty on The Memory of the World Programme, national and local government have organized some Imperial Archives' exhibitions in Citadel to reflect some aspects of history of Vietnam society over last two hundred years. However, the exhibitions were not noticed by tourists due to the challenges of exhibiting manuscripts which was unlike painting or historical objects in museum. To achieve these goals, a deep-analysis of how the Imperial spaces is preserved/ reconstructed and how the Imperial archives exhibited to attract tourists is conducted. Data are collected by a survey of tourists and from statistic data of Hue Monument Conservation Center.

**Key words:** *sustainable development,, heritage tourism, Imperial Archives of Nguyen Dynasty, Imperial City.*

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# ANALYZING MACRO-ENVIRONMENTAL ANTECEDENTS FOR SUSTAINABLE INNOVATION IN TOURISM

**Bui My Trinh\***  
**Pham Huong Trang\***

## **Abstract**

Tourism has boosted economic development of many countries recently. An increasing significant number of travel destinations and international tourists is valuable endowment to support national economies. By generating income, employment opportunities and foreign exchange earnings, the tourism industry has contributed dominantly to economic growth, especially in developing countries. In 2017, global travel and tourism contributed to GDP was more than USD 8,271.3 billion (10,4% of GDP). Output per employee in American tourism industry reach over USD 60 000, international arrivals is estimated to increase 4% by The World Tourism Organization, reported by (OECD, 2017)

However, many tourism development and management issues are at the forefront of research argument on how this tourism can contribute towards sustainability and how to measure impacts of this progress. Innovative and integrated strategies are needed in order to cope with challenges such as new consumer trends, new technologies, climate changes, rapid growth in tourism flows confront tourism enterprises and politicians.

In current global market, enterprises enhance their competing advantages by offering novel products and many creative management solutions, improving productivity, maximizing quality of products and service performance, minimize the cost and risk for tourists. Organizations, marketers, authorities, and communities acknowledge that innovations are the driving forces for sustainability as innovations respond rapidly to the changing external environment and demographics, social factors. Innovation is the key driver for sustainability in both academic research and practice. With the increased global competitiveness, sustainable development is a pressing issue that requires immediate actions from all stakeholders. Innovation is the driving element to react to the future challenges in all sectors of the economy, especially in tourism industry.

Previous studies mainly focused on innovation to differentiate strategies of destination branding in term of products, services and technologies among micro- environmental elements. The current global challenges including an increasing environmental and social issues are concerned by consumers, habitats and authorities, which provokes innovation as macro-environmental elements. The macro-level innovations are still limited topic in research. This study offers a typology of innovation for sustainable tourism and analyzes antecedents of factors affecting innovation in tourism for a sustainability. Social, technological, environmental and managerial innovation are four main factors

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characterized to measure the innovation outcome in tourism industry.

Green innovation is designed to respond to environmental factors. Tourism is an industry that vulnerable to environmental challenges including waste disposal and management, climate change. Like many other industries, tourism confront a range of significant environmental challenges for sustainable development. Innovation, particularly green innovation has played a fundamental role in achieving tourism sustainability through reducing environmental impact and optimizing the use of resources throughout the lifecycle of related activities. (OECD 2013). The social innovation provide solution to social challenges including unemployment, ageing society, cultural conflict, security, peace and migration. The technical innovation is the application of technologies for tourism industry. The chatbot, blockchain, robotics and artificial intelligence are posing new challenges to transform this industry. A management innovation is marked as a take-off from conventional and customary management principles, processes, practices, and structures that significantly enhance the performance efficiency and effectiveness.

Expected contribution from the macro-environmental analysis will provide cognitive view of sustainable innovation for the tourism marketer, and policy maker.

***Key words:*** Social, technological, environmental, and managerial innovation.

# ASSESSMENT OF SUSTAINABLE TOURISM DEVELOPMENT IN BEN EN NATIONAL PARK, THANH HOA PROVINCE, VIET NAM

**Trinh Thi Phan\***

## **Abstract**

The assessment and recognition of unsustainable issues in tourism development models in Vietnam is still limited, the assessment method is still very qualitative, lacks a solid basis and the solutions for improving the sustainability of tourist attractions are not specific.

Researching the potential and status of tourism development in Ben En National Park has been mentioned by many works, but the sustainability aspect of tourism has not been fully and scientifically evaluated.

Therefore, we conduct this study to assess the sustainability of tourism activities in Ben En National Park. Based on the development of a set of criteria for evaluating sustainable tourism development in terms of economy; community relations and tourism development, the study identifies methods for measuring the sustainability of tourist attractions, concludes unsustainable aspects and proposes improvement solutions. The research team uses a 5-point scale (used in the research of D. Rio et al., 2012) in combination with weighting for criteria with AHP to determine the sustainability score for the whole model. This approach is also based on IUCN's Barometer of Sustainability (1996). The study draws conclusions of the sustainability of tourism activities through sustainability and evaluation scores, finds out unsustainable aspects to make concrete and specific recommendations based on the research results discussed in the hope of making practical contributions to the development and improvement of tourism products in Ben En National Park and its ethnic communities.

**Keywords:** *sustainable tourism development, Ben En National Park.*



# ASSESSING THE SUSTAINABILITY OF COMMUNITY-BASED TOURISM IN CRAFT VILLAGES, A CASE STUDY OF THANH HA POTTERY VILLAGE, HOI AN CITY

Huong Ngo Thi\*  
Pham Hong Long\*\*

## Abstract

Hoi An is a unique city with a melting pot of different cultures. Many parts of these cultures have been preserved and displayed in the form of traditional crafts and craft villages seen as tourism products to host tourists. Recently, community-based tourism in craft villages in Hoi An has been rapidly developing because mass tourism changed the emphasis on natural and cultural tourism.

Community-based tourism in craft villages has a long tradition around the world seen as an effective means of supporting local economies, protecting the environment, and contributing to the preservation of cultural heritage. To be sustainable, community-based tourism in craft villages must be carefully managed and need to be assessed the sustainability so that rising positive tourism impacts and reduce negative tourism impacts relating to natural and cultural values.

This paper introduces an indicator system to evaluate the sustainability of community-based tourism in craft villages, applying the recommendations and definitions of the World Tourism Organization (WTO). We also develop a new synthetic indicator to appropriate the measurement of sustainability in craft villages. This measurement was obtained by applying a procedure to reduce the number of subjective decisions made by the analyst and applied to Thanh Ha pottery village in Hoi An city. We identified the key aspects of Thanh Ha pottery village's sustainable tourism development: Economy, Culture - Society, Environment, and Government policies. In this study, we determined the importance level of the criteria evaluated by the hierarchical analysis method or known as the systematic analysis method - Analytic Hierarchy Process (AHP) was processed by Expert Choice software. The structure of the evaluation criteria consists of 3 levels: Large criteria/Sustainable aspects, component criteria and variables; The determination of criteria were done from the largest level to the lower levels.

Questionnaires with questions related to the selected criteria were sent to the locals. The questions were designed on a Likert scale. The questionnaire was measured by Cronbach Alpha coefficient through the Statistical Package for the Social Sciences (SPSS) version 21 to evaluate the reliability scale of items. 40 representative samples were chosen to survey

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in this research. The surveyed data were tested to evaluate the suitability of the criteria and descriptive statistical analysis to calculate the average value.

The findings show that tourism development has been progressing towards sustainability in these destinations, though present conditions do not meet the ideal state envisioned by the concept of sustainable tourism. Economic and environmental criteria reach the sustainability level, whilst cultural criterion reaches potential sustainability. The results serve as a guideline for tourism planning. The conclusions of this research can be extrapolated to the study of other tourism destinations.

**Key words:** *Sustainable tourism; Community-based tourism; Craft villages tourism*

# BEYOND THE BALI “BONKING” BAN: RELIGION AND SUSTAINABLE TOURISM IN INDONESIA

Kelli A. Swazey\*

## Abstract

Indonesia's tourism industry has recently made international headlines regarding proposed revisions to the country's criminal code that include criminalizing sex outside of marriage. Regions like Bali that are heavily dependent on tourism see the law as an attempt to impose a non-Balinese moral order that will discourage foreign tourists from visiting and is potentially damaging to island's tourism industry. However, the larger context of this debate reflects the role tourism plays in informing and representing how communities understand the link between regional culture and its complex relationship to people's religious identifications.

In the state's view, culture ostensibly should be a domain separate and distinguishable from religion. The relationship between the categories of religion and culture therefore reflect the application of other modernist binaries through an Indonesian national imaginary. Culture and the overlapping concept of *adat*, is indexical of the local and the particular. The public processes of identifying the local and what can be rightfully labeled culture relies on claims of particularity that might seem to be anathema to religion's aterritorial and universalizing tendencies on the surface. Conversely, religion is also a categorical means of national belonging, that while uniting citizens as Indonesians under “one supreme God” (*Tuhan yang Maha Esa*) also delineates their difference in ways that can undermine identities fashioned around the local. Essentially, while the relationship between the categories of religion and culture are nationally articulated and publicly enacted as conceptually distinct, in practical and historical terms they are not. The practices that refashion culture as a tourist object tend to instigate a social frame where religious identity and its relation to culture is simplified. Religion can either be minimized as irrelevant to cultural categories of collective identity, or presented as an inseparable part of cultural practices, as in the case of Balinese Hinduism. As the new Minister of Tourism and Creative Economy Wishnutama Kusubandio has proposed a focus on halal tourism in Bali, Balinese community leaders and tourism stakeholders have responded that he misunderstands Bali's cultural tourism industry, one that in their estimation is not separable from Balinese Hinduism.

Based on ethnographic fieldwork in Java, Bali, and Maluku, and discourse analysis from regional and national Indonesian media, I'll outline how the growth of programs aimed at developing religiously exclusive tourism, like *halal* tourism (tourism according to Islamic principles) and *wisata religi* (religious tourism) has spurred controversy, and how this

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trend poses challenges to the development of socially and culturally sustainable tourism. This paper will outline how debates over tourism encapsulate moral and political concerns linked to the fraught process of creating a distinction between religious and cultural identities, and what challenges that ontological project poses for sustainable tourism models.

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**Key words:** *Tourism, Religion, Sustainability, Indonesia, Controversy, Conflict .*

# BUSINESS ETHICS IN INTERNATIONAL HOTELS IN VIETNAM

Nguyen Ngoc Dung\*

## Abstract

In the current globalization period, economies and businesses either cooperate or compete fiercely during the process of existence and development. Businesses in the world, in general, and Vietnamese enterprises, in particular, are facing great opportunities for and challenges to improving their competing capability in the international market. According to The Global Competitive Ability Report 2018 from WEF (World Economic Forum), Vietnam ranked 77/140 countries and territories, after Singapore, Malaysia, Thailand, Indonesia and Brunei.

The most valuable asset for every business is prestige, brand and business ethics. Therefore, the enterprise may gain a professional, highly educated, loyal team that is devoted to the business. It is possible to assert a common perception in the world today, and this perception is as follows: Competition occurs among nations and enterprises in the global environment and international integration leads to cultural and ethical competition, in which business ethics play a decisive factor. Nowadays, high-qualified workers are not only interested in salary but also in a civilized, professional working environment and incentive policy of the business.

The tourism and hospitality industry in Vietnam is rapidly on the rise, with international arrivals of about 15,6 million people in 2018, an increase of 20% over 2016. Overall trends here before the det. The first hotel in Vietnam is Continental Hotel built in Sai Gon (now HCM City) in 1880. In Hanoi, Sofitel Legend Metropole Hanoi is the first 5-star hotel built by the French to meet the need of accommodation and entertainment of the officials. Since the liberation of Vietnam in 1975, the hotel industry in Vietnam has been developing. During the past 20 years, hotels in Vietnam have increased dramatically in both quantity and quality. In 2018, Vietnam has 28,000 accommodation with more than 550,000 rooms, including 152 five-star hotels and resorts. Luxury hotels and resorts are usually built in tourism destinations and large cities, such as Hanoi, Hue, Da Nang, Nha Trang, Phu Quoc, Ho Chi Minh City...

In Vietnam, the subject of business ethics is primarily concerned with foreign enterprises, especially those operating in the form of transnational corporations. The perception of business ethics in state and private owned hotels is still at an early stage. These hotels are mostly interested in their obligations to the law, while there is little interest in the application and deployment of their moral obligation to employees, customers, the community, the social, environment, natural or legal laws and related subjects. Within 2 decades, many international hotels have appeared in Vietnam. These international hotels

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are mainly operated by international hotel conglomerates renowned worldwide, such as Accor Hotels (France), InterContinental Hotels Group - IHG (UK), Marriott International, Hilton Corporation, Hyatt Hotels Corporation (USA), etc. In these hotels, business ethics are always respected, as they have become part of the identity and are a competitive advantage of each hotel and corporation.

Business ethics brings many benefits to international hotels in Vietnam, it orients business activities and is a resource to promote the hotel's sustainable development. Business ethics helps hotels create a healthy, professional working environment and builds solidarity in hotels. Thereby, it encourages the spirit of innovation, creativity and constitutional ability of employees. At the same time, business ethics makes employees feel valued and more attached to the hotels, helping the hotels build reputation and develop their brands.

Therefore, the objective of this paper is studied the ethical business practices in international hotels in Vietnam and give suggestions for the implementation and development of business ethics in the hospitality industry.

***Key words:*** *Business ethics, business ethics in hotel.*

## CHILD LABOR IN TOURISM IN SAPA, VIETNAM

Vu Huong Lan\*  
Tran Duc Thanh\*

### Abstract

Creating a safe world for children is an important task. However, millions of children around the world are still victims of poverty, disease, armed conflict, and forced labor. Of course, there is work that children do to help their families in ways that are neither harmful nor exploitative. But many children are stuck in unacceptable work for children – a serious violation of their rights. “The latest Global Estimates indicate that 152 million children — 64 million girls and 88 million boys — are in child labor globally, accounting for almost one in 10 of all children” (ILO, 2018). The issue of child labor in general and child labor in tourism in particular are currently receiving great attention of society and researchers. However, major difficulty nowadays is that ILO as well as Vietnam does not have a clear and unified concept of child labor and working children. Boundaries to identify child labor and working children are difficult but need to be clearly defined in the legal regulations.

Sapa district, in Lao Cai province, is a district with 81.7% of the population being ethnic minorities, where the poverty rate reached 25.4% according to 2014 statistics. Sapa has always been considered as an attractive tourism destination for many domestic and international tourists. Its abundant tourism resources including natural landscapes, festivals, and cultures of ethnic minorities have contributed to the development of tourism products. Tourism development changes the appearance of Sapa, affects the lives of ethnic minorities in Sapa, and attracts many ethnic minority children to participate in tourism activities with many different types of work. Tourists coming to Sapa easily caught sight of ethnic children peddling on the street, being tour guides, and serving at restaurants and hotels...These above reasons show the necessity to conduct the research on “*Child labor in tourism in Sapa, Vietnam*”.

The study aims to analyze the situation of child labor issues in tourism in Sapa comprehensively and to point out the causes and the impacts of this issue. And above all, the main object of the study is to contribute suggestions and solutions to support, exploit and properly use children's resources in tourism activities, aiming at sustainable and comprehensive tourism development and for the bright future of children in Sapa.

Field method is applied on this study. On the field survey of Sapa area, the authors have applied various practices including observation, survey, photographing and audio recording in order to study the labor activities of ethnic minority children. Interview, questionnaire survey is a group of methods that play a particularly important role in this

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research topic. In addition, the authors used methods of data collection and analysis. The sources and information have been collected from different sources.

The results will contribute to the literature review regarding child labor in tourism; identify the different between child labor and child work; systematize the theory of child labor in tourism in Vietnam. The studies analyzes the current situation of child labor in tourism in Sapa, points out the push and pull factors that make children involved in tourism; and points out the impacts of child labor on sustainable tourism development in Sapa and the impacts on children, their families and society. Moreover, the study provides suggestions on how to reduce child labor in tourism in Sa Pa for children's legal rights and for sustainable development.

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***Key words:*** *child labor, child labor in tourism, Sapa.*



# CIRCULAR ECONOMY AND SUSTAINABLE TOURISM IN SOUTHEAST ASIAN COUNTRIES: WHAT IS THE LEVEL OF DEPLOYMENT?

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José Miguel Rodríguez-Antón\*

## Abstract

The circular economy (CE) is considered one of best solutions to support sustainable development because CE could be a possible solution to problems such as the increasing global demand for resources, price volatility for raw materials, and the growing population and consumption worldwide, which are putting pressure on future access to resources. This is very relevant for developing countries because they are the owners of the majority of raw materials and natural resources worldwide. Besides, there is a serious problem with waste in these countries. Sustainable tourism is one of the main objectives of tourism enunciated in the Paris Tourism Agreement. This agreement aims to limit climate change through a global commitment and collaboration among all stakeholders. It advises adopting more sustainable patterns of production within tourism industries. The circular economy is considered a possible solution to mitigate problems such as the increasing global demand for resources, climate change and worldwide pollution. Given the importance of tourism worldwide, some authors have started to discuss circular tourism. In economic terms, according to World Tourism Organization, in 2018, tourism grew faster than the global economy, contributing 8.8 trillion dollars to the global economy and generating 10.4 percent of global economic activity and 319 million jobs, representing one in ten of all jobs globally and creating one in five of all new jobs worldwide. Nevertheless, there is a strong scarce of research on CE deployed in Southeast Asian countries, with China exception. Researchers are advised that the change to a CE needs the engagement from macro, meso and micro levels and the involvement of all key actors such as governments, industries and companies. Therefore, the goal of this study is to analyse the CE level of deployment in Asian countries based on the World Bank indicators. To achieve this goal a CE monitoring framework will be proposed and measured. Results show that it is needed to push CE and sustainable tourism deployment since governments with a top-down approach and the use of different enablers. Thus, particularly policymakers should pursue a specific roadmap to solve unsustainability problems and push CE and sustainable tourism.

**Key words:** *circular economy, CE monitoring framework, CE roadmap; sustainable tourism.*

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# **CIRCULAR ECONOMY IN HOSPITALITY – A NORDIC PERSPECTIVE**

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**Konttinen Annika\***

## **Abstract**

Our current economic system with its ever-increasing use of natural resources and overconsumption is unsustainable. At a time when the use of resources is happening at almost twice the rate of population growth (OECD, 2019), we have to think of solutions to the problems. Products need to be designed so that they can be used for longer, resold, repaired, recycled and upcycled into new products. In a circular economy, there is no waste, all energy is renewable, prices reflect the full costs of production and the economy is focused on collaboration and links between different actors and stakeholders (SB Insight, 2019). Transitioning to Circular Economy (CE) means that we will be using and adding value to materials as long as possible, using less energy and resources, improving economic and environmental outcomes along the way. At the moment, only 9 % of the world economy is circular (Circle Economy, 2019).

Circular Economy can be defined as a model of production and consumption which involves sharing, leasing, reusing and recycling existing material and products as long as possible (European Parliament, 2019; OECD, 2018). Circular Economy requires a complete change in the way we view resources, develop business models as well as how we consume and produce services and products (Rizos, Tuokko & Behrens, 2017; Ellen MacArthur Foundation, 2019). In CE, the concept of waste is minimised and resources are maintained in the system with as much value and as long as possible, closing material loops and making the economy less resource dependent (Rizos, Tuokko & Behrens, 2017; Vargas-Sánchez, 2018).

Countries all over the world are taking steps towards making their economies more circular. Finland was the first country in the world to develop the Road Map to a Circular Economy in 2016 (IISD, 2019; Sitra, 2016) envisioning the transition to the new economic system. However, the Finnish Road Map (Sitra, 2016) focuses mainly on traditional industries such as forest industry as well as transport and logistics, and also globally most CE studies are from the manufacturing and construction industries (IISD, 2019; Vargas-Sánchez, 2018; Julião, Gaspar, Tjahjono & Rocha, 2019). Thus, this study aims to explore the current discussions related to CE in hospitality industry in a Nordic context.

This study takes a multiple case study approach (see e.g. Yin, 2014), the cases being the major Nordic hotel chains: Scandic, Nordic Choice Hotels and Sokos Hotels. The data collected and analysed for the first phase of this project is limited to the Internet pages and sustainability reports of the companies in focus.

Based on the analysis, the conclusion can be drawn that there have been a few attempts to introduce CE thinking in the Nordic hospitality business, e.g. in form of waste reductions, renewable energy initiatives, replacing single use items and reusing containers, ending the use of unnecessary plastics, purchasing guidelines, reuse of textiles by other companies and recycling furniture. The most ambitious CE goal is by the Nordic Choice Hotels with its goal of 99 % recycling rate by 2021. The hotel company aims to “introduce circular thinking at all levels, increase the possibilities for recycling, train staff in environmental awareness, and purchase products that can be recycled”.

***Key words:*** *Circular Economy, Nordic countries, Hospitality industry.*

# COMMUNITY BASED TOURISM IN PHONG NHA - KE BANG AREA: CHANGE OF LOCAL LIVELIHOODS

**Mai Thi Khanh Van\***

## **Abstract**

Phong Nha - Ke Bang National Park in Quang Binh province has been established since 2003 (formerly Phong Nha - Ke Bang Nature Reserve). Along with conservation the unique limestone mountain ecosystem, tourism activities and nature exploration are also invested and developed here. As the center of Son Trach commune (belonging to the administrative and service zone of the National Park), Xuan Tien village has become a bright spot for tourism development in the region.

Facing the strong development of tourism, Xuan Tien community has made changes in livelihoods to adapt the real situation and to toward sustainable development based on tourism. The research question, “ What are the impacts of tourism development on local community livelihoods in Phong Nha - Ke Bang area? ”. Tourism is one of the livelihood strategies in the study site, based on the Sustainable Livelihood Framework from DFID, the research will analyze the effects of tourism leading to the change of local livelihoods.

I used the semi-structure interview and dept interview to collect information from 31 local people and two staffs (one from National Park Management Board and the other from People's Committee of Son Trach commune). The key questions are about social-economic situation, history of village and tourism development, their main income-generating activities, the change in their livelihood, issues and suggestion related to tourism sector.

The main generating income activities of local communities in recent years have changed from logging and cultivation to tourism and cage fish farming. 70% of households in the Xuan Tien village have participated in tourism (such as hotel owners, restaurant owners, photographers, guides, tour boat owners, laborers working in tourism activities). In this village, there are 43 hotels and motels. In particular, 26 establishments were established from 2016 to the present. Hotel-owned households can simultaneously own a restaurant to cater to the needs of their visitors. Similarly, for households providing tourist boat services for travelers, they can also give more photographic services ... Cage fish farming activities have been more scalable, meeting the need of restaurants in the region.

The replacement some of local livelihood activities has occurred. Agricultural activities such as rice cultivation and animal husbandry have been proactively eliminated by the local community, to focus on tourism activities.

The developing tourism brings some positive effects to the Xuan Tien people. Local communities have more career options. Tourism becomes the main source of generating

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revenue, helping them obtain a higher income. Through tourism-related training courses, tourism-related skills of local people are also improved.

On the other hand, there are several issues that restrict people's participation in local tourism. The number of tourist boats accommodated for sightseeing in Phong Nha cave are enough, that restricts the people's access to tourist boat providing service. Tourism based nature depends on weather so visitors only come to visit at several times during the year. Because of that, the income of households participating in tourism is quite high but not stable.

Tourism has some positive impacts to the people in terms of economy and service-related knowledge. However, income of tourism-based community is highly dependent on weather. This makes livelihood activities not really sustainable. In the future, continuing to encourage local communities to take part in tourism is necessary. Addition, some adjustments in the type of tourism and how to engage in tourism are also needed. Targets in conservation nature and local livelihoods developing based on tourism have to be done in same time.

***Key words:*** *Tourist impacts; Community based tourism; Sustainable livelihood; Livelihood change; Phong Nha - Ke Bang.*

# COMMUNITY PERCEPTION ON TOURISM IMPACT ON THE NATURAL ENVIRONMENT; A STUDY OF ELLA, SRI LANKA

H.R.N. Hettiarachchi\*

J.A.R.C. Sandaruwani\*

## Abstract

Tourism industry is developing with an emerging number of tourist zones near the tourist attractions. It causes positive as well as negative impacts through tourism development in tourism destinations. According to the pilot survey conducted in Ella tourist zone, it revealed the biggest threat of natural environmental loss due to the tourism development in Ella tourist zone. The pilot survey preceded the researcher towards in-depth identification of community perception on impacts of tourism activities and tourism development on the natural environment. Secondly, it further analyzed the way of enhancing the environmental appeal through tourism development in Ella tourist zone. In order to achieve those objectives, the researcher selected 190 families applying simple random sampling technique (n=190) and a structured questionnaire with likert scale was distributed to collect data from the above sample. Moreover, the researcher has conducted ten face-to-face interviews with tourism operators in Ella tourist zone applying convenience sampling technique. Based on the findings of both quantitative and qualitative data, the majority of the respondents were agreed that there is a considerable amount of impact on natural landscapes from tourism development than tourism activities.

And also, tourism development activities including construction of accommodation premises should be controlled and monitored because tree cutting activities and others can affect the environment. The results of the interviews mainly highlighted that there are issues regarding infrastructure development and maintenance. It further highlighted the requirement of government involvement, suggesting that the government should be highly paying attention to the proper development and maintenance of necessary infrastructure development. Apart from that, there should be strict rules and regulations regarding constructions. It is better to organize the awareness programs of eco-friendly practices for both community and tourism operators in Ella tourist zone for better environmentally sustainable future.

**Key words:** *Tourism, Environmental Impact, Impact Management.*

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# COMMUNITY-BASED TOURISM AND GLOBALIZATION: OPPORTUNITIES AND THREATS FOR PU LUONG NATURE RESERVE, THANH HOA, VIETNAM

Duong Thi Hien\*

Vu Thi Phuong\*

## Abstract

*Purpose:* Basically, globalization refers to a process of increasingly interchange and interdependence amongst countries, regions in the world. This prevailing trend is a driving force for developing countries to promote economic growth, including tourism industry. Nevertheless, globalization is a two-sided phenomenon which brings both opportunities and threats for each destination, especially in developing countries. This paper will analyze major opportunities and challenges for community-based tourism in Pu Luong Nature Reserve, one of the most attractive tourism destination in Thanh Hoa Province, Vietnam.

*Methodology/Approach:* The study is conducted based on analysis of secondary data about globalization and its impacts on tourism industry. The researchers also conducted a field trip and social surveys with 365 households in Pu Luong Nature Reserve.

*Findings:* The study indicates that globalization generates critical opportunities and challenges to Pu Luong Nature Reserve and its tourism development, especially in a long-term prospect. Some opportunities it may gain are new tourist arrival source, investment and experience, lessons from other communities. The most major threats are the changes in awareness, attitude and practice of culture, traditional economy; the disappearance of traditional values which are the quintessence to distinguish itself with other tourist attractions and pull tourist to Pu Luong; the emergence of cross-cultural and western lifestyle. These may critically affect the development of community-based tourism in the future.

*Implication:* From the analysis of globalization and a case study in Pu Luong Nature Reserve, the researchers suggest some reasonable recommendations which may be useful to local government to promote community-based tourism in Pu Luong Nature Reserve sustainably, to help it adapt to the process of globalization and integration. They are also suggestions for other tourist attractions in Vietnam which have the same condition and problem in the new context.

**Keywords:** *Community-based tourism, Globalization, Pu Luong Nature Reserve.*

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# COMMUNITY-BASED TOURISM FROM THE PERSPECTIVES OF LOCAL HOST AND DEVELOPER

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## Abstract

Community-based tourism (CBT) has been promoted as one way for community, environment, and economic development and improvement. Although there is a considerable amount of research carried out on this topic, the majority of them have focused on the economic profitability and development. How locals and developer respond to and perceive CBT, particularly in the early stage of developing CBT has not gained much attention. Only a few researches though, have recognized the possible social conflict. In fact, CBT has mainly highlighted the active involvement of community. Thus, there is insufficient rigor in the interpretation of the term community-based tourism. Thereby, this study attempted to enhance the understanding of CBT by focusing on the local community's perspective. Additionally, opportunities and challenges from CBT developer's point of view were also sought. The study employed a two qualitative method of data collections in small scale, which were interview and focus group discussion sequentially. The location of the study was in Wanagiri Village, an emerging tourism village in Buleleng, North Bali, Indonesia. Samples of the study for both methods were small in scale, 8 local people for the interview and 12 for the focus group consisted of tourism academics, local community, local leaders, government representatives, and local tourism organizations. The data gathered were recorded and transcribed for further analysis that included open coding, axial coding, and reflective coding. The study revealed five themes which are that there is a lack of active participation of the host community in the development of CBT. The majority of local hosts were skeptical toward tourism. The respondents also demonstrated an indifferent attitude. An interesting point here is that while most respondents were not able to articulate the reasons of their attitude, it is likely that such inner tendencies called 'meboya', commonly exist in the original people. That is, they are not very open to changes or new concept or thing. Indeed, the locals' understanding of their role in the development and operations of tourism activities is lacking. These findings were confirmed by the results of the group discussion in which the developer have difficulties in gaining entry to the village with the concept of CBT. Such useful insight expanded the existing understanding toward CBT and may help local officials or government to help socialize the CBT concept and further create policies to accommodate the local host and the developer or tourism organization in the village, thereby CBT may be mutually beneficial. Future study may be interested in the assessment of CBT. That is, what the determining factors of the success of CBT are.

**Key words:** *challenges, community-based tourism, opportunity, sustainable tourism.*

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# COMMUNITY-BASED TOURISM IN VIETNAM: CHALLENGES FOR SUSTAINABLE DEVELOPMENT

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Pham Thanh Thoi\*

## Abstract

Community-based tourism has been growing in Vietnam, contributing greatly to the economic development in many localities and regions. In this paper, the authors first provide a theoretical framework of a sustainable community-based tourism based on experience lessons drawn from the research completed in Chiang Mai and Phuket, Thailand. This work also discusses the model of community-based tourism in Vulkanland, Austria. We made a comparison with other community-based models in a variety of geographical regions such as such as Gong Cultural Tourism of the Lat people (Lam Dong province), Lotus Village Tourism of the Cham people (NinhThuan province), Community-based tourism in Hoi An and Cu Lao Cham (Quang Nam province), Cho Lach Cultural Village Tourism (Ben Tre province), all in Vietnam. Subsequently, similarities and differences are deducted from the comparison which allow us to highlight the challenges for the development of community-based tourism in the context of socio-political and economic contexts of Vietnam.

**Key words:** *sustainable tourism, tourism village, community-based tourism, Vietnam tourism.*

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# CONCEPTUALIZING COMMUNITY – BASED TOURISM: A COMPARATIVE STUDY OF CBT PRACTICES AND PRAXIS IN SOUTH EAST ASIA AND AFRICA

Oliver Mtapury\*

## Abstract

The importance of tourism to national economies cannot be underestimated given its growing contribution to Gross National Product, employment creation and innovation. Innovative creations have found their way in many aspects of tourism in general and community-based tourism (CBT) in particular. Community based tourism is a form of tourism that is grounded in the utilization of local resources and artifacts with many of the benefits accruing to local people who constitute the management and assume control of their enterprises. The ambition of CBT is to ensure that local people control and manage their enterprises for their benefit in the form of a larger project to achieve social justice, self-reliance and empowerment. The aim of this article is to unpack the similarities and differences in community-based tourism as practiced in South East Asia (focusing on Malaysia and Laos) and Africa (focusing on South Africa and Zimbabwe) in order to tease out new concepts and frameworks/models that inform both policy and praxis undergirded by theorization from an African perspective. (appropriate justification will be provided for the selected sites). The problem is that there are not many theories that come from the African continent on their unique experiences of rurality juxtaposed with modernity. Similarly, the experiences of South East Asia, characterized by relative rapid economic growth and development, are equally characterized by aspects of rurality which provide the basis to practice CBT. This provides a rich backdrop to theorise the sustainability of the current practices and praxis because as currently conceived in the various documents from the Government departments of these countries, there are discernible differences which are found in their policies and regulations. In many ways, the countries of South East Asia and Africa have adopted different approaches to achieve the same objectives of job creation and contribution to GDP. It is the nuances that are of interest to this research project in order to explore the possibilities of a re-configured CBT approach that benefits and draws from both regions – from South East Asia and Africa. The article will be based on a systematic literature review. Documents from these selected countries will provide the corpus of information and knowledge for this analysis in order to unpack current practices that inform the performativity of the CBT sector in these countries for use within these regions and outside, for impact and difference on local communities. It is for the benefit of local communities that CBT, ideally, should be practiced.

**Key words:** *Tourism, Community-based Tourism, Local Economic Development.*

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# CONSTRUCTING MODEL ESTIMATING INTERNATIONAL TOURIST'S SATISFACTION USING HOMESTAY IN HOI AN

Huong T. C. Cao\*

Phuong T. Le\*

## Abstract

*Introduction:* Homestay accommodation is a term with specific cultural associations such as private homes, interaction with a host or host-family, sharing of space which thereby becomes public (Lynch & MacWhannell, 2000).

Nowadays, homestay accommodation in Hoi An have strongly increased in quality solving huge tourist's accommodation needs. Since 2006, when the homestay model was launched, the number of tourists and revenue from Homestay services in Hoi An increased rapidly and rapidly. However, the effectiveness of the majority of homestay accommodations are low, some homestays in tourism destinations such as Cu Lao Cham, Thanh Nam (Cam Chau - Hoi An) have more room for rent but few guests stay. Operational quality and standard models are generally not controlled.

So, the purpose of this study is (1) to explore factors which influence tourists' homestay satisfaction, (2) suggesting some solutions for Hoi An city and homestay operators in attracting more tourist returning.

*Methodology:* The study was conducted on both forms of the qualitative and quantitative research through the two-step discovery and formal study. Based on discovery research, we used the cronbach alpha reliability index and the exploration factor analysis (EFA) to evaluate and adjust the discovery scale. Then, the reliability of the scale and theoretical model was verified by confirmatory factor analysis (CFA) and structural equation modeling (SEM). The results of this study are (1) exploring factors which influence tourists' homestay satisfaction, and (2) suggesting some solutions for Hoi An city and homestay operators in attracting more tourist returning.

*Findings:* With 27 variables of 6 components impact on satisfaction of international tourists using homestay in Hoi An was put into analyzing factors analyzing.

Composite Reliability and Average Variance Extracted are over 0.5 (Table 4). So measurement scales of the model are statistically significant.

**Table 4. Composite Reliability and Variance Extracted**

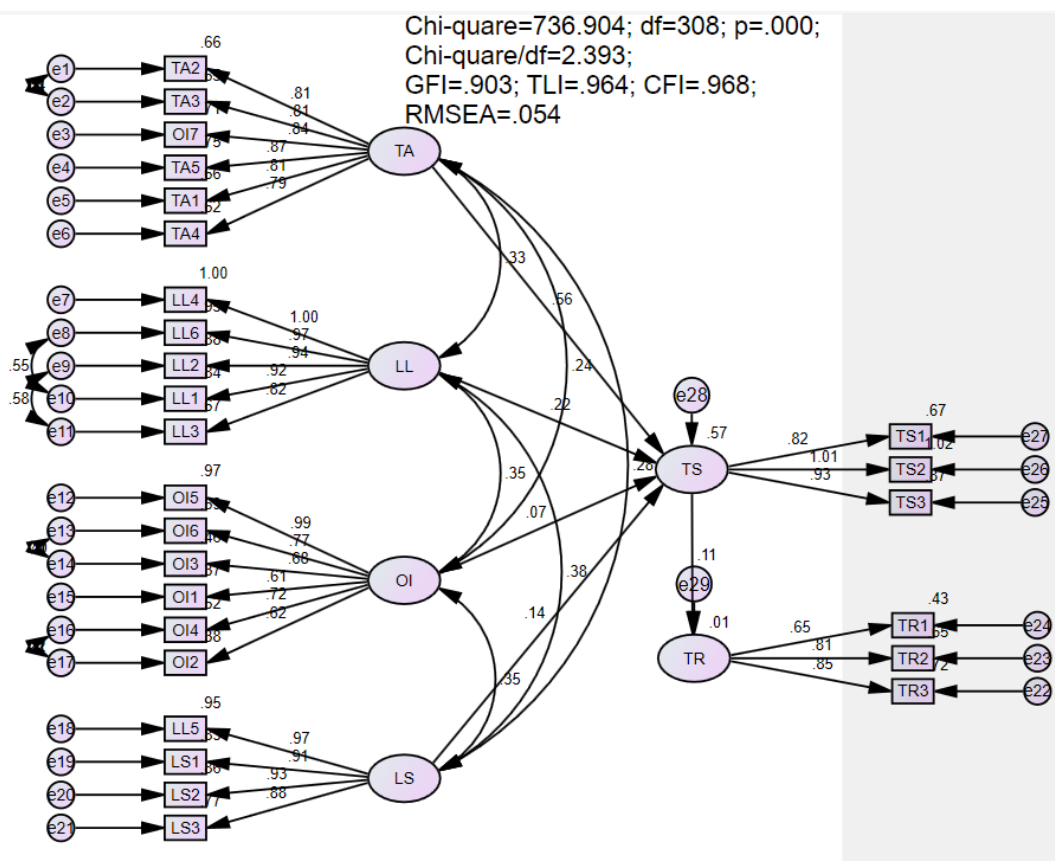
| Factors                      | Composite Reliability | Variance Extracted |
|------------------------------|-----------------------|--------------------|
| Location and Lodging (LL)    | 0.955                 | 90.34%             |
| General Tour Attraction (TA) | 0.927                 | 74.12%             |

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|                               |       |        |
|-------------------------------|-------|--------|
| Offering and Information (OI) | 0.876 | 63.13% |
| Local Services (LS)           | 0.957 | 88.74% |
| Tourist satisfaction (TS)     | 0.942 | 89.90% |
| Tourist return (TR)           | 0.809 | 72.76% |

Source: From calculation of authors

The structural equation modeling



**Figure 3: Standardized SEM model**

The results of estimating shows degrees of freedom (df)=308. Chi - square/df = 2.393; GFI = 0.903; TLI =0.964; CFI =0.968 and RMSEA =0.054. So the model pointed towards the well fit.

**Table 5. Standardized Regression Weight**

|          | Standardized Regression Weight | P-value |
|----------|--------------------------------|---------|
| TS<---TA | 0.561                          | 0.000   |
| TS<---LL | 0.217                          | 0.000   |
| TS<---OI | 0.065                          | 0.056   |
| TS<---LS | 0.139                          | 0.000   |
| TR<---TS | 0.107                          | 0.028   |

Source: From calculation of authors

**Conclusion:** The study determined the relationship between the four components of the destination with the satisfaction and homestay travelers' intentions of returning in Hoi An. Based on statistically significant results of this study, general Tour Attraction attributes would significantly impact tourists' overall satisfaction toward the homestay destination (beta coefficient scores = 0.561, followed by Location and Lodging (beta coefficient scores = 0.217), Local Services (beta coefficient scores = 0.139) and the end by Offering and Information (beta coefficient scores = 0.065).

The satisfaction of international tourists affects on the same way to the international tourists returning intention to homestays in Hoi An.

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**Keywords:** *Homestay, International Tourist Satisfaction, Structural Equation Modeling (SEM), Hoi An.*

## **CORPORATE SOCIAL RESPONSIBILITY (CSR) OF HOTEL ENTERPRISES IN HANOI**

**To Quang Long\***

### **Abstract**

Vietnam has been a member of the World Trade Organization (WTO) since 2006, therefore, the implementation of social responsibility is an indispensable job on the path of integration of businesses which is beneficial for enterprises, to society and the nation, especially improving its competitiveness.

Along with the growth of the tourism industry, the system of hotels has grown rapidly in both quantity and quality. It is a common business rule, an enterprise wants to survive and develop sustainably, besides its own elements, the enterprise must be associated with the community, concerned about the environment and responsible in society. This is a very important issue, especially in the current integration period, so far, very few Vietnamese enterprises have paid attention and properly recognized it, especially in the hotel business.

Up to now, there are hardly any CSR programs, or if any, very few considerations in the strategic management of hotel businesses; and these remarkable shortcomings are also present even in most hotels considered to be big names in Hanoi city. This article analyzes and evaluates the current status of social responsibility implementation of 4-5 star hotels in Hanoi and build a research model that reflects the factors that affect CSR of businesses hotel.

***Key words:*** *Hotel, CSR, research model.*

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## CORPORATE SOCIAL RESPONSIBILITY OF TOURISM ENTERPRISE

**Prof. Manoj Kumar Agarwal\***

**Dr. Anupama Srivastava\***

**Yashraj Singh\***

### **Abstract**

According to the definition of the European Commission, CSR is a concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. Corporate Social Responsibility (CSR) has attained a very important role in tourism, now the time has come for the tourism enterprises and the government to take initiatives to invite these companies to take their responsibility and contribute to sustainable development in tourism. Tourism should not be considered only as a leisure and pleasure business, it should also act like a safeguard to the countries keeping the cultural and historical values intact without affecting the environment of that area. Government and tourism enterprises should spread awareness and explain to these companies/organisations to adopt the tourism sites and to allocate their fund into these sites. Tourism enterprises and the government has to dilute its work on taking care of tourism sites and provide freedom to companies to adopt tourism sites like a child and nurture the sites without affecting and distorting the value of the site. It is very significant for the companies to follow the corporate social responsibility pyramid developed by the Carol in 1991. Valuable responsibilities in the pyramids not be ignored, but strictly to follow these basic fundamental responsibilities mentioned in pyramid viz. firstly, economic responsibilities means to be profitable, the basic foundation upon which all others rest, secondly, legal responsibilities mean obey the law, thirdly, ethical responsibilities means be ethical, obligation to do what is right, just, fair and avoid harm, lastly, the most important responsibility is philanthropic responsibilities which explains to be a good corporate citizen, to contribute resources to the community and improve quality of live. Fulfilling CSR will not only promote organization's brand recognition but it can also boost the company's growth and positive business reputation.

It is a hard truth that, without money we cannot protect, preserve and sustain the existing things which are not only crucial for tourism but for the environment as well. Suppose we want to protect any building which has historical importance for this we need continuous flow of money. We can take another example suppose we want eco- friendly environment for this need recycling methods and techniques which also incur huge cost. Since CSR in tourism is buzz word gradually getting importance and recognition. Governments and tourism enterprises in various part of the world are also coming out of this fear that corporates can distort the values of any sites for the sake of infused money over there. Now the tourism enterprises and the governments of the various part of the world have

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successfully conveyed this message that without non-profitable alliance with corporates we cannot move ahead in the sustainable development of tourism. Basic job of the corporate is to adopt a site with providing basic amenities, operation, maintenance and promotion, providing cleanliness, public conveniences, safe water drinking, signage, illumination, functioning of the ticketing area, barrier- free movement and Wi-Fi.

The multi-diversity of different cultures and privacy of local communities should be kept intact. A coordination between tourism development & conservation organisations and corporate houses doling out funds under CSR should be ensured. In addition to the above, sensitization and capacity building of these corporate houses should be undertaken to disseminate awareness on significance of tourism sustainability. Also, the money should be spend ethically and legally for the community development.

***Key words:*** *Pyramid of CSR, Contribute resources to community ,Good Corporate Citizen.*

# CREATE COMMUNITY-BASED TOURISM SPACE IN THE RIGHT WAY - CASE STUDY IN BAT TRANG, (HANOI) AND QUANG YEN; DONG TRIEU (QUANG NINH)

Nguyen Thu Thuy\*  
Vu Thanh Ngoc\*

## Abstract

Community-based tourism is a global trend and is considered a strategy to improve or develop the local economy. Based on that reason, everywhere want to develop community-based tourism even if they don't really understand what it is or what is the most important element to develop the community-based tourism? This is also the reason why the development of community based tourism is becoming more unsustainable in developing countries. Do you think all places with tourism resources can develop community based tourism? We really want to show some case studies to prove that not almost localities could develop the community based tourism. Therefore, this article will focus on the reality of community-based tourism in some handicraft villages such as the Bat Trang Pottery & Ceramics village in Hanoi, Yen Duc Farm in Dong Trieu and Ha Nam Island village in Quang Yen, Quang Ninh province. They are all handicraft villages that developed or has demand to develop the community based tourism regarding their traditional handicraft, but not all of them can do it in the right way because of their incorrect understanding. In this research, we will give you the comparison between different kinds of community based tourism and also show you the major problems that appeared in these localities which is the community based tourism space. That is not only the natural space but also the cultural space that depend on the local community. Although this element is very important in development and the process to build up the local community based tourism but it is also the element which had wrong understood. Besides, the unknowledge about community based tourism space made them bring the wrong lesson from other localities to develop themselves. Anyway, in this article, we also want to give you some successful model of community based tourism that should be protected and upgrade following the sustainable. From that points to show you the conditions for the development of community based tourism need to be closed link or how to protect and use the community-based tourism space in the right way to ensure sustainable development. In addition, we also want to make suggestions to contribute to build an overview of community based tourism development for localities where having demand of this tourism development.

**Key words:** *Community based tourism; Handicraft village tourism; Community based tourism space.*

# **CUTURAL HERITAGE PRESERVATION AND SUSTAINABLE TOURISM DEVELOPMENT IN VIETNAM**

**Nguyen Pham Hung\***

## **Abstract**

Vietnam has been known as a country with a long-standing history, with an abundant and diverse system of cultural heritages which significantly contributes to the tourism development. In fact, cultural heritages contribute to providing tourism products in order to attract domestic and foreign tourists.

Due to the degradation of several cultural heritages caused by the organization of celebrations or events and due to the demand of tourism development, many cultural heritages have been recently restored, renovated, upgraded, expanded, or built. While a number of heritage sites have been well preserved, others have been refurbished greatly leading to the distortion in their inherent cultural and historical values. This affects seriously the attractiveness of these important tourism resources.

This paper presents the summary of survey from 2010 to 2018, at typical heritage destinations spreading through 3 regions Southern – Central – Northern, such as Co Loa Citadel, Soc Temple, Son Tay Ancient Citadel, Huong Pagoda in Ha Noi, Vestiges from Tran dynasty in Nam Dinh, Keo Pagoda in Thai Binh, Yen Tu Landscape Complex in Quang Ninh, Trang An Landscape Complex in Ninh Binh, Citadel of Ho dynasty in Thanh Hoa, The Complex of Hue Monuments in Thua Thien – Hue, My Son Sanctuary, Hoi An Ancient Town in Quang Nam, Cham Temples in Khanh Hoa, Ninh Thuan, Binh Thuan, Oc Eo culture, Linh Son Pagoda, Thoai Ngoc Hau Tomb in An Giang , Dat Set Temple in Soc Trang,... and even intangible cultural heritage destinations including Lim festival, Lady of the Storehouse festival in Bac Ninh, King Hung Temple festival in Phu Tho, Buffalo Fighting festival in Vinh Phuc, Tran Temple festival in Nam Dinh, Ba Den Mountain festival in Tay Ninh. The findings show that many tourist destinations have displayed obviously heritage distortion at different levels, which negatively affect their original values and attractiveness. Distortion occurs at three different levels: renovating the heritage, creating new non-heritage elements and neo-heritage, which make the heritage lose its original cultural significance gradually.

The distortion of heritage is caused mainly by human from management to implementation level. The paper mentions basic conflicts in the heritage protection, which consist of the inconsistent management model between the central and the local level, the capability and responsibility of the manager, the locality and the ability to link between localities or between the stakeholders involved, the needs of economic development and cultural protection, a lack of awareness from businesses and local people about cultural heritage, etc.

Thus, it is significant to preserve the heritage with its all originality in both content and form. Its historicity creates cultural values, uniqueness, and attractiveness of heritage destinations. Tourism refers to the enjoyment, experience, and exploration of the uniqueness and distinction of originally historical heritages. Therefore, heritage preservation with its originality is also a significant way to protect tourism resources and cultural tourism products in the sustainable tourism development process.

The issue of cultural heritages preservation, embellishment, and restoration which still remains their original values has become more and more essential, which is considered the challenging task of the tourism industry. The protection of cultural tourism resources as well as the preservation of their attractiveness has attracted deep concern owing to the sustainable tourism development in Vietnam.

The paper includes the following parts:

1. The role of cultural heritages in Vietnamese tourism development;
2. The reality in cultural heritage preservation and tourism development in Vietnam;
3. The distortion of cultural heritage at tourist destinations and its causes;
4. Requirements in cultural heritage preservation associated with sustainable tourism development.

The cultural heritage restoration and embellishment is assessed urgent tasks, which require the unified and comprehensive participation of state management agencies, tourism businesses, local authorities, and communities in Vietnam.

# DESIGNING A RESPONSIBLE TOUR PROGRAM IN HANOI FOR THE AMERICAN TOURIST MARKET. CASE ON EVIVA TOUR

Dinh Nhat Le\*

## Abstract

Nowadays, responsible tourism has become a global tourism trend, Vietnam tourism is facing many opportunities as well as challenges to realize this long-term and sustainable navigation. Responsible tourism is no longer a new concept but there has not been much practical research on developing and designing responsible tourism programs in Vietnam in general and Hanoi in particular. However, the city tour programs in Hanoi have not changed much over the years, especially, there are no responsible tourism programs designed for specific tourist markets such as the America tourist market.

Based on the three foundational pillars of Social, Economic and Environment, this research has contributed to systematize the theory of responsible tourism, thereby proposing a responsible tourism program in Hanoi for America tourist market, case studies at Eviva Tour. In this program, tourists will experience unique destinations which is not included in current city tour programs such as: experience on the traditional water puppet art at the family of artisans Phan Thanh Liem, experience on enjoying coffee at a unique recycling cafe cateria in the heart of the capital... The program, which has initially met all three core elements of responsible tourism, the company's commercial goals, contributes to the diversification of city tour programs in Hanoi.

**Key words:** *Tour program, Responsible Tourism, Responsible tour program, America tourist market, Hanoi, Eviva Tour.*

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# DEVELOPMENT OF TOURISM ASSOCIATED WITH SPORT-EVENTS IN VIETNAM: EVENT MANAGEMENT APPROACH

Trinh Le Anh\*

## Abstract

Tourism in association with sport-events is getting more and more attention, exploiting due to the attraction, the ability to attract a large number of followers and attendees, especially when many sports with many tournaments are popularly born. Sports events are increasingly focused on scale and spread. Theoretical and practical studies all over the world show that traveling to and attending sport-events are all transfers from residence to another destination, while sport-events and tourism activities are also often held at attractive destinations which fulfilled up with the infrastructure and the facilities related, leading to the need to visit and consumption of tourism products and services.

Through major sporting events, many countries have focused on ensuring the quality of tourism services, promoting, changing the image of their country's tourism and thereby creating a big leverage for developing both short-term and long-term tourism industry.

In Vietnam, every year sport-events are popular and quite dense, including traditional sport-events, national competitions or international sport-events held in Vietnam.

It can be seen that a thorough research on the theoretical and practical basis, from which proposing feasible solutions for tourism development associated with sport-events in Vietnam is extremely necessary. The research results are not only theoretical but also practical, contributing to boosting the development of tourism, taking advantage of the upcoming major sport-events in Vietnam in the near future; in accordance with the orientation of the Science and Technology Strategy for the 2016-2021 period of the MOCST, in line with the spirit of Resolution 08/NQ-TW; able to contribute to advising solutions to promote cohesion and promote the overall strength of tourism and sports in the context of new development.

Discussion "Development of Tourism associated with sport-events in Vietnam: event management approach" Is part of the above mentioned scientific research needs.

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# ECONOMIC VERSUS EMOTIONAL EFFICIENCY AND SUSTAINABLE TOURISM

Sagar Singh\*

## Abstract

Traditionally, economics has measured economic efficiency (including complex concepts like X-efficiency) as a means of assessing how sustainable is an enterprise. This theory has been extended to tourism, as well. Productive efficiency has also been assessed as a tool for weighing sustainable forms of tourism as against non-sustainable forms (cf. Tribe, 1995; Sinclair and Stabler, 1997; Sinclair, 1997). In a development over traditional thought of sustainability, two solutions to the concept of sustainability are used in this study to conceptualize broadly the efficiency of tourism in social economies (i.e. both monetised and non-monetised aspects of economies where tourism either exists, CORRESPONDING AUTHOR International Conference on Sustainable Tourism Development for Southeast Asia or is introduced): (a) work capacity of employees of tourism and tourism-related firms, as well as of residents who are part of tourism systems (and carrying capacity for 'tourism'), as against 'tourist' carrying capacity (Singh, 2015); and (b) affective balance capacity theory (Singh, 2019) as a broad indicator of trade-offs that are non-monetary. These are used to arrive at an understanding of how sustainable tourism is effectively based on emotional intelligence and emotional quotients; and effectively different from till-now economics-measured sustainability (including in terms of economic capacity of ecological systems). To this end, emphasis in sustainable tourism theory and management practices, especially in less developed countries as found in Southeast Asia and South Asia, needs to be given to sustainable forms of communication in tourism that use or enhance emotional efficiency, rather than economic – which is based on product- based efficiency, transactions and monetary exchange. Only such evaluations will allow true understanding of sustainable tourism in the medium to long term.

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**Key words:** *Sustainability; Emotional Quotient; Economics; Efficiency.*

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# LIFESTYLE TRAVELLERS AND ITS SOCIO-ENVIRONMENTAL IMPLICATIONS

Qi LIU\*

## Abstract

In the wake of ‘liquid modernity’ with uncertainty and self-referring (Bauman 2000), mobilities, i.e. the movements of people, objects and other intangible entities ranging from the local to the global, are centrally involved in social and geographical issues towards the relations of environment and human beings, including generating climate change and altering travel, tourism and migration patterns (Hannam et al. 2006). Derived from the gray zone between migration and tourism, the discussion about seasonal mobilities with desire for a better way of life is associated with multiple terms often defined as ‘residential tourism’ (McWatters, 2009; O’Reilly, 2007; Tomas, 2006), ‘lifestyle migration’ (Benson 2011; Benson and O’Reilly 2009), and ‘second home tourism’ (Hall and Müller 2004; Hiltunen 2007). In a general sense, studies related to these topics reflect the intertwining of self-realisation, self-identification and lifestyle consumption practices resulted from mobilities of defined group types (e.g. western backpackers and retirees).

Given the complex dynamics of the lifestyle-led movements in contemporary China, this paper explores the lifestyle mobility resulted from citizens’ increasing concerns about the pervasive environmental pollutions and unpleasant climatic conditions. Drawing upon a conceptual lens of ‘lifestyle mobilities’ (Cohen et al. 2015), the aim of this study is to analyse how the conventional domestic tourism paradigm intersects with both physical and mental health demands as an emerging lifestyle choice for many Chinese people. First, this involves teasing out emerging lifestyle travellers as a distinctive group with strong environmental and climatic concerns from traditional categories of tourists who always gaze at modern scenarios. Second, this involves elaboration on lifestyle travellers’ demands and expectations on abodes with rationales of a hybrid sense of ‘home’ and ‘away’ during the trip. Therefore, based on the data collected from Chinese lifestyle travellers with mobility and living experience among multiple domestic destinations, this paper argues that: i) in addition to conventional understanding of tourist motivations especially escaping the humdrum of everyday life, lifestyle mobilities may result from people’s increasing concerns about the pervasive environmental pollutions and unpleasant urban climatic conditions; ii) the extension of everyday routines or previous family relations (such as filial piety) to a new place with the mobilities lead to a changing relation of ‘home’ and ‘away’. Rather than understanding lifestyle mobilities as the consumption of stylised and taste-related lifestyles that mass media or businesses crafted, this paper turns to focus on individuals’ rationales of their own socio-environmental contexts and individualised ways of living, which reflexively create and recreate opportunities for related industries, services and authorities in tourism destinations to propose and steer alternative ways of life.

Lastly, exploring alternative dynamics of lifestyle mobility and practices of Chinese lifestyle travellers could shed light on the sustainable tourism development in Southeast

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Asia. Countries such as Thailand and Vietnam are not only preferred destinations for western lifestyle travellers (especially backpackers) (Cohen 2011), but they increasingly attract tourists with various socio-economic backgrounds in China. According to the national statistics of inbound tourists in destination countries in 2017, Chinese tourists account for the largest proportion of the total number of international tourists in Vietnam, Thailand, Cambodia, and Indonesia, respectively 31%, 28%, 21% and 14.95%. Thus, understanding the emerging type of Chinese travellers' expectations, needs and practices would help stakeholders from the provision side to provide a sustainable supply of services and facilities instead of the traditional ones for one-off tourism consumption. Moreover, countries such as Malaysia have branded themselves as 'second home' with environment amenities (Ono, 2015) to boost local economies related to lifestyle migration/mobility. Considering the increasing number of the middle class within these countries in recent years, this paper offers insights for policymakers to pay attention to sustainable challenge rooted in the dynamics of domestic lifestyle mobility such as travellers who desire a better way of life, rather than merely attracting and accommodating western travellers.

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**Key words:** *Lifestyle mobility; Environmental amenity; Home away from home.*

# EVALUATING THE PILOT PROGRAMS OF EDUCATION TOURISM IN THUA THIEN HUE PROVINCE, VIETNAM

**Tran Huu Tuan\***

**Nguyen Thi Thanh Nga\***

## **Abstract**

In the world, education tourism is not new and its popularity in the tourism market is expected to increase [1; 2]. Tourists/visitors want to experience tourism destinations in a new way, including providing knowledge, visitor - community interaction, while incorporating entertainment, sightseeing, cuisine and study elements in tourism as well. The combination of tourism and education has long been confirmed as one of the solutions to improve the efficiency of tourism in one destination [3]. However, there was existed very few researches of education tourism in the literature [4]. Thua Thien Hue province, Vietnam has many potentials and favorable conditions to develop education tourism, and therefore, we carry out the research project "Investigation and designing the education tourism program in Thua Thien Hue province, Vietnam". This research aims to analyze and assess the potentials and needs of stakeholders (travel agencies, tourism experts, students and tourists to Thua Thien Hue) on developing and implementing education tourism programs to serve as a basis for developing education tourism programs for Thua Thien Hue destination; then to propose and test a number of education tours to be widely introduced them to the society. We believe that the development of education tourism in Thua Thien Hue will be a new direction contributing to the diversification of tourism products, associated with the province's sustainable tourism development strategy, and bringing the image of Thua Thien Hue tourism to closer to domestic and international friends.

In order to have a basis for completing these education tourism programs before promoting and widely introducing them to the society, the research team has initially developed three (3) education tourism programs to put into pilot implementation, namely: (i) "Hue - old and present" program ” (Huế – xưa và nay), half day tour; (ii) "Hue - back to the source" (Về nguồn), half day tour; and (iii) "Hue - love for a thousand years" (Huế - thương nhớ ngàn năm), one day tour. In addition, the research team has developed a questionnaire to collect information related to the surveyed participants/visitors and their comments on the content related to education tours were put to the test.

This paper presents information on 3 pilot education tourism programs that were put to the test and the results of the survey of the three groups of participants/visitors took part in these pilot tourism programs, and their recommendations to finalize the education tourism programs.

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After nearly 1 year of pilot implementation, these tours had attracted 522 participants/visitors from 03 groups, including: (i) students of the School of Hospitality and Tourism - Hue University, (ii) students and lecturers from other universities national wide, and (iii) librarians of the Central region libraries. The results show that, in general, all groups of participants are quite satisfied with and have positive evaluations to the related elements of the pilot education tourism programs, besides, participants also have useful suggestions and recommendations which are important for the research team to improve and expand education tourism programs before being widely introduced to the society.

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**Key words:** Education tourism, tourism program, pilot program; Thua Thien Hue province.

# EXPLOITING TOURISM POTENTIAL OF TRADITIONAL CRAFT VILLAGES IN QUANG NINH TO DEVELOP THE SUSTAINABLE TOURISM – THE STUDY OF HUNG HOC TRADITIONAL CRAFT VILLAGE (QUANG YEN – QUANG NINH)

Vu Van Vien\*

Nguyen Thi Mai Linh\*

## Abstract

Current tourism activities not only concentrate on the number of tourists but also focus on the qualities which required for visitors during the trip. The tourists' demand have also changed, not only focusing on experiencing the scenic sightseeings, the facilities and amenities of their accommodation but also their satisfaction owing to their direct participation in the operation of the tourism in the local areas to ensure the sustainable development of the destinations through the protection of the surrounding environment and ensure the socio-cultural life of the local community where the tourist travel to. One of the types of tourism that meets the demand is the craft village tourism.

Traditional craft villages are considered as a human - being resource, a place to store material and unmaterial cultural heritage treasures, both various and vivid and specific. In recent years, Vietnam has had many plans to developing trade village tourism. Going along the length of the country, visitors can stop in any local area to learn about the craft village. Traditional craft villages have become a resource for tourism development, creating attraction for visitors, especially international visitors. The traditional handicraft items of the craft villages reflect the unique indigenous culture such as the symbol of culture and arts of a country, as a meaningful souvenir to visitors. Protecting and promoting the cultural values of craft villages through tourism activities not only contribute to solving a number of socio - economic problems of trade villages but also focus on sustainable tourism development.

Although Quang Ninh is not a land with many craft villages like some other ones in Vietnam, but from the past to present, there are still some villages with regional cultural signs. One of craft villages is Hung Hoc fishing knitting net one (Quang Yen - Quang Ninh). Hung Hoc fishing village is hundreds of years old and was formed in the middle of the 15th century. Dang Van Tuan is a native villager in Chi Linh district, Hai Duong. In 2014, Hung Hoc fishing village was officially recognized by the Provincial People's Committee as a traditional craft village. Over the centuries, it is valuable that the village still remains its traditional values. Traditional products of the village such as bamboo boats, fishing gears etc which are ordered by many places because of their durability, beauty and usefulness, many artisans also create souvenir products to sell to tourists when there are groups of tourists visiting. The potential exists, however, in order to develop craft villages associated with tourism towards sustainable tourism development, Hung Hoc craft village still faces difficulties and challenges that need reasonable solutions to overcome. Therefore, exploiting the tourism potential of craft villages in Hung Hoc fishing village (Quang Yen – Quang Ninh) is a vital direction to contribute to sustainable tourism development, increasing the values of Quang Ninh tourism products.

**Key words:** *Craft village, tourism of craft village, developing sustainable tourism, fishing knitting net village, Hung Hoc village.*

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# EXPLORATORY FACTOR ANALYSIS OF SUSTAINABILITY INTEGRATED TOURISM AT LOCAL COMMUNITIES IN EASTERN REGION OF THAILAND

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Vivatvanit Vorrapob\*

## Abstract

The purpose of this study were to find out the factors influence toward Sustainability Integrated Tourism at local communities in Eastern Region of Thailand by adopted the Richie & Crouch's Conceptual Model of Destination Competitiveness. This research was used qualitative methodology for in-depth interview and focus group of the respondents at five sample local communities in Chonburi province, Chachoengsao Province, Rayong province, Chanthaburi province and Trat province. As this consequent, the first three provinces are the main strategic locations of the Eastern Economic Corridor (EEC) declared by the Thai Government. EEC aims for the systematic development of economic, society, and environment by proactive tactics (Public Private Partnership: PPP) toward smart cities and sustainability. The instrument used in collecting data was qualifiable measures to be analyzed by statistical method of Exploratory Factor Analysis (EFA). The result of the study is expected to illustrate the significant factors that can be influence to increase the positive impacts on each dimension at the community for competitiveness enhancement and its sustainability of the holistic destination. Conclusion of the research can identify which factors should be considered to develop in order to increase the destination competitiveness and sustainability of the tourism destination. Findings interpret in overall can be divided into five dimensions as followings (1) Destination Management Organisation: DMO (2) Marketing (3) Quality of Service and Experience (4) Human Resources and (5) Visitor Management. Concerning each decompose variables of individual dimension can be aggregated as namely: 1) Lack of unity and discrimination; 2) Lack of know-how on marketing implementation and real-time information; 3) Activity and service excellence of the host; 4) Human Resource Management (HRM) is the key success factor and Human Resource Development (HRD) is also an advantage; 5) Contact Point is mandatory for welcoming the visitors, besides Carrying Capacity comes second and inferior to Well-Manipulating at the attraction. Further implications can be also applied those factors influence to the Tourism Destination Management. Contribution of this research is distributed to the beneficiaries who enabling as Destinations themselves (in the name of Communities), Destination Management Organisations (DMO), Destination Management Companies (DMC), Non-Government Organisations (NGO) in the name of Stakeholders, further to the Public bodies as the Regulators or Government Sectors.

**Key words:** *Sustainability Integrated Tourism, Community-Based Tourism, Destination Competitiveness Model.*

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# **EXPLORING THE BARRIERS IN DEVELOPING COMMUNITY-BASED TOURISM: PERSPECTIVES FROM LOCAL GOVERNMENT AND COMMUNITY RESIDENTS IN THUY BIEU WARD, THUA THIEN HUE PROVINCE, VIETNAM**

**Thu Ha Truong\***  
**Huyen Tran Nguyen\***

## **Abstract**

The emergence of alternative forms of tourism, particularly community-based tourism (CBT), has been extensively used as a development approach to reduce poverty and enhance life quality of local communities in developing countries. Although this approach has faced up to several challenges, up to date, there have been inadequate concrete evidences and empirical data about such barriers. Also, there are few studies that have specifically looked at the perceptions of various stakeholders on the obstacles in developing CBT. This research, therefore, seeks to better understand the factors that hinder CBT from development through a case study of Thuy Bieu ward, Thua Thien Hue province, Vietnam where there are CBT services underway. A qualitative exploration study was conducted by adopting face-to-face indepth interviews with local residents operating CBT businesses (homestay, communal house experience, incense making, silk painting, cooking class). There are 12 local people being interviewed in August 2019 in Thuy Bieu ward. In addition, the authors contacted People's Committee of Thuy Bieu ward to issue an official letter requesting the cooperation to collect opinions and information for research. One of the authors visited the study site after receiving the acceptance and met two recommended government representatives of the ward. Each interview lasted approximately between 40 and 50 minutes. At the end of each interview, the interviewer summarised the key points or ideas provided by each interviewee for his or her confirmation. For the data analysis, four steps of thematic framework suggested by Ritchie and Lewis (2003) were applied: (1) identifying initial themes and constructing an index; (2) labelling the data; (3) sorting the data by theme or concept; and (4) summarising or synthesising the data. Moreover, a combination of content analysis technique and textual interpretation was used to clarify the responses.

From the in-depth interviews with 12 local resident and 02 representatives from the People's Committee in Thuy Bieu, the research has found that the key barriers to CBT development include both internal and external factors. In this paper, internal factors are those that the community can directly control, although they are not necessarily easily affected or changed and stakeholder controlling external factors is government. While the former factors include the shortage of qualified human resources, the lack of financial supports and maketing expertise, the latter ones are the poor-performing infrastructure, incomprehensive collaboration between the main stakeholders and the lack of a sustainable tourism planning to preserve natural and cultural values of this place. To minimize such barriers, the paper further discusses some implications for the goverment and communities regarding a more sustainable approach for CBT in the area.

**Key words:** *Community-based tourism; barriers; Thuy Bieu; Thua Thien Hue.*

## FACTORS AFFECTING THE DEVELOPMENT OF SUSTAINABLE ECOTOURISM IN CU CHI DISTRICT – HO CHI MINH CITY

Nguyen Anh Loi\*

### Abstract

Ho Chi Minh City has 5 suburban districts of Cu Chi, Hoc Mon, Binh Chanh, Nha Be, and Can Gio. Cu Chi district is northwest of Ho Chi Minh City. It is a transition area from the highlands of the southeastern mountains to the lowlands of the Mekong Delta. Cu Chi district is located between the two rivers of Saigon and Vam Co Dong, this position has created Cu Chi district with many favorable conditions for tourism development. During the anti-French and anti-American resistance wars, Cu Chi is known as a heroic land “Cu Chi becomes steel and copper”; It is an ideal destination for exploring tourism, ecotourism, community tourism and agricultural tourism. Cu Chi has many advantages of natural resources, unique cultural identity, heroic historical traditions, many high-tech agricultural production models and abundant fruit orchards favorable for ecotourism development as well as tourism integration with neighboring provinces towards sustainable tourism. Cu Chi district tours are being exploited such as Cu Chi Tunnels Tour combined with ecological points, garden houses and Cu Chi Tunnels tour combined with green farm sites, high-tech agricultural areas. There is also a river tour to Cu Chi Tunnels and ecological spots, a fruit garden along the Saigon river and a “one day farmer” tour in Cu Chi in combination with traditional craft villages. However, specific local tourism products have not been exploited effectively and have not been invested in commensurate with the potential. Ecotourism is operating spontaneously, not yet planned, developed, the element of indigenous cultural identity has not shown clearly beyond the mark of war in the war against France and the United States, the prices The traditional cultural and social values of the community outside the traditional handicraft villages, which have been retained, are now gradually mechanized and automated in some stages of weaving, coating and making rice paper, it has not shown the characteristics to be able to attract long-term research visitors. The participation in agricultural ecotourism investment based on the models of farms, cooperatives, and garden houses, it has not been actively involved by the local community to form specific ecotourism models. In this research, the author identifies factors affecting sustainable ecotourism development in Cu Chi district and conducted surveys from tourism businesses and tourism experts who have visited tourism in Cu Chi district to evaluate factors affecting sustainable ecotourism development in Cu Chi district. After collecting research data processed by the support of SPSS 20 statistical software, the scale was evaluated by Cronbach’s Alpha reliability coefficient method and EFA discovery factor analysis, regression analysis. Correlation is used to test the research model. From the results of this research, the author proposes the implications and policies for sustainable ecotourism development in Cu Chi district, this tourism development focuses on economic, social and environmental protection of natural resources to ensure benefits for tourists, local communities and tourism businesses. In addition, Tourism development at Cu Chi district should be associated with cultural activities, associated with economic tasks to promote specific tourism products to attract domestic tourists and international tourists.

**Key words:** *ecotourism, sustainable tourism, Cu Chi district.*

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# FACTORS AFFECTING THE RESPONSIBLE TOURISM BEHAVIORS OF TOUR OPERATORS IN VIETNAM

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Bui Nhat Quynh<sup>\*\*</sup>

## Abstract

Sustainable tourism has utilized various terms to specify its goals, in which responsible tourism is considered a highly applicable one (Neto, 2003; Chettiparamb and Kokkranikal, 2012). This term differs from the concept of sustainable tourism which is universal and theoretical. Responsible tourism presents specific requirements for all stakeholders in tourism activities, stemming from the behavior of each individual, businesses and organizations (Wheeller, 1993; Mihalic, 2016). Many studies have been conducted in the field of responsible tourism. The results have shown that responsible tourism differentiate itself from other concepts related to sustainable tourism by its values and benefits. However, the nature of responsible tourism, the antecedents, and impacting factors on stakeholders' responsible tourism behaviors as well as their impacting measures have not been clarified. A number of studies have also concluded the factors influencing the responsible tourism implementation, but these findings seem not to be systematic and generalized. Moreover, the antecedents of stakeholders' responsible tourism behavior at each tourism destination vary from one to others. Therefore, there is no basis to assure which factors are suitable in the Vietnamese context. These above reasons show the necessity to conduct the research on *“Factors affecting the responsible tourism behaviors of tour operators in Vietnam”*.

Specifically, the study aims to explain the nature and connotation of responsible tourism behaviors of tour operators in Vietnam. It then presents the antecedents of the responsible tourism decision-making process and antecedents to behave responsibly with the society and environment of tour operators in Vietnam. Finally, it clarifies the effects of internal and external organizational factors on the responsible tourism implementation of tour operators.

The quantitative method is applied in this study. The data comes from self-administered questionnaires mailed to international tourism businesses in Hanoi and Ho Chi Minh city (Vietnam). The sample size is estimated about 368 questionnaires. This size ensures the validity and reliability in statistical analysis. In addition, two scenarios are used as part of research instruments in this study. The results will contribute to the literature review regarding responsible tourism, the factors affecting the awareness and behavior of tour operators in the responsible tourism development in Vietnam. These factors include internal organizational factors (organizational ethical culture and peers), external

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organizational factors (stakeholders in the tourism industry) and their demographic variables (organizational size and target market). Based on this, the study concludes the relationship between impacting factors and the responsible tourism behaviors of tour operators in Vietnam as well as the different extent of these impacting factors.

Moreover, the study provides suggestions on how to adjust the influencing factors so that the tour operators concentrate on and undertake their responsibilities in the tourism development.

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**Key words:** *Responsible tourism, tour operators, affecting factors.*

# FACTORS INFLUENCING DECISION-MAKING OF MILLENNIAL TRAVELERS CONSUMING COMMUNITY-BASED TOURISM IN RURAL AREAS

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Maren Viol \*

## Abstract

Community-based tourism (CBT) is often seen as a sustainable alternative to mass tourism which should advocate the active involvement of the local community in planning, developing and maintaining their own tourism projects and services from which they directly benefit. Community-based rural tourism (CBRT) can be considered an extended version of CBT that takes place in unspoiled rural settings. The purpose of this paper is to investigate travel motivation, demotivation, and external influences for millennial travelers who are interested in CBRT and to make recommendations for the development of CBRT products in the Southeast Asian (SEA) contexts. In SEA, tourism is no longer a private playground of major firms in the travel business as local people have become more directly involved in the sector through CBT. Whilst each community and thus also each CBRT project is unique, the region has significant potential for CBRT. There are diverse natural landscapes and cultural resources, together with homestay facilities which have been qualified and recognized as national-standard establishments by government agencies to serve the increasing demand of tourists who are keen on exploring remote areas. According to UNWTO (2019), SEA has been leading the world in the number of international tourist's arrival with the strongest growth of 7% in 2018 compared to other regions worldwide, including the millennial segment. Millennial travelers are acknowledged as a fast-growing market segment that has been defining new ways of travel. They tend to avoid mainstream tourism and major gateways and seek for more authentic experiences. However, there is a dearth of contemporary research about millennial travelers' consumption of niche tourism products. This qualitative research was conducted with individual interviews with 15 respondents. Thematic analysis technique was employed for data interpretation. The findings indicate that the respondents were motivated by their personal connection and the sense of helping overlooked communities through traveling, opportunities to experience cultural differences, and the desire to engage in extreme nature and environment-based activities. Some external influences on decision-making are the importance of financial aid, the reputation of exchange programs implementing social projects in rural regions through which they register, destinations' attractiveness, and the overwhelming influence of social media. The paper heightens the understanding about travel behaviors and decision-making process of millennial travelers, as well as the process of developing and managing suitable CBRT experiences to entice this particular target audience. SEA's tourism can benefit from this paper as it provides valuable insights into millennial' motivations for traveling to rural settings. Therefore, it provides a platform for developing suitable strategies regarding provision and marketing of meaningful responsible travel products for the millennial market in rural destinations in SEA.

**Key words:** *Community-based tourism, rural tourism; travel motivation.*

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# FACTORS INFLUENCING THE EXPECTATIONS OF THAILAND FROM THE NATIONAL TOURISM POLICY OF SUSTAINABLE TOURISM

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**Waruth Kaosol\***

**Michael Meallem\***

## **Abstract**

Tourism is an important industry for Thailand's economic development, generating income, creating jobs and spreading prosperity throughout the country (*Bank of Thailand*, 2016). The importance of this sector led the Thai government to enact the National Tourism Policy Act in 2008 that with the stated aim of ensuring the country has sufficient potential to successfully compete on the world market.

The legislation prescribes a mechanism for policy formulation and systematic management to link national tourism strategies and goals from the national to local levels. The legislation had 2 key actions. The first action established the “The National Tourism Policy Committee” which has the responsibility for establishing and proposing policies, strategies, and measures to promote tourism administration and development to the government. The second action established the Thai Tourism Promotion Fund, which according to Garson (n.d) provides “working capital to develop competitiveness management skills, marketing, conservation of tourism resources in the community, maintenance of tourist attraction quality”, and promoting local tourism products.

More recently, the Second National Tourism Development Plan (2017-2021) was enacted under the 20-year National Strategic Framework (2017-2036) which is intended to drive the Thai tourist attraction development towards sustainability. This drive is reflected in the plan’s focus on building competitiveness (strategy no.2), human resource development and capacity building (strategy no.3), creating equality in society (strategy no.4), creating quality of life that is environmentally friendly (strategy no.5), and balancing and developing the public sector management system (strategy no.6) (*Department of Tourism*, 2018).

However, the factors that have influenced Thailand's expectations of sustainable tourism from this national tourism policy law are still questionable, especially from government agencies. In practice, can it be implemented in accordance with other dimensions to generate true sustainability or not?

This article will present an analysis of the links between policy concepts and laws, under the participative conceptual framework and concepts of sustainable tourism. These links

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reflect the expectations of tourism in terms of sustainability, community, tourists' attitudes, laws and local administrative government to provide an overview of various factors which can be used as a guideline for sustainable tourism development in Thailand.

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**Key words:** *Sustainability, Policy, Development, Competitiveness, Law.*

# FOOD AND COMMENSALITY AS PLACEMAKING STRATEGIES. APPROACHES TO COMMUNITY – DRIVEN TOURISM DEVELOPMENT IN NANG LOENG, BANGKOK

Koen De Wandeler\*

## Abstract

This paper reviews and critically reflects on some of the food-oriented, community-driven tourism development strategies that emerged from recent studies on Nang Loeng. The study area is an old, centrally located neighbourhood famed for its market

and food-related businesses. However, it faces population depletion, ageing, and the abandonment of homes, businesses and public places. Moreover, development pressures beyond the control of the community will likely bring about new investments and economic activities, along with displacement, gentrification and tourism influxes that may threaten the vital cultural and historical elements of the neighbourhood.

The proposed food-related strategies sought to preserve one of the core characteristics that made the reputation of the neighbourhood for residents as well as for local and foreign visitors. They were developed as part of workshops and design studios in which students in architecture and urban design relied on an array of transdisciplinary approaches to unravel the imminent transition processes. Students used site analyses to grasp the lay-out of the community, open interviews and participant observation to come to grips with residents' needs and wants, stakeholder mapping to identify relevant stakeholders, ecosystem schemes to outline current and potential interactions, and social enterprise methods to develop community driven business models.

This multi-pronged methodology largely results from the cooperation between the Urban Studies Lab (USL) and the interest in urban issues and lifestyles in academia. USL is a social enterprise operating from the Ford Resource and Engagement Centre in the middle of Nang Loeng. It functions as an urban studies centre, as well as a community lab. Its library space, ample lecture & workshop area and an open-data platform intend to encourage knowledge sharing among academia, local communities, the authorities and the business world. One of USL's prominent academic partners is the Urban Design and Development Program (UDDI) of the Thammasat Design school. The UDDI curriculum is designed to equip students with an environmentally coherent, economically sound and socially responsible mindset. One of the particularities of the UDDI programme is the possibility to specialise in tourism, PPP partnerships or real estate development. Hence the wide range of strategies proposed for the future development of Nang Loeng.

The authors acclaim the cutting-edge quality of the multi-pronged USLUDDI approach,

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but they also wish to fine-tune it and enhance its embeddedness in the lived experience of current residents and newcomers in the examined community. Therefore, this article comprises critical reflections throughout the account of the research processes and the resulting proposals. How could anthropological methods and mindsets feasibly feed and enrich these research processes or make the outcomes more effective and/or tangible?

The paper therefore presents different aspects of the elaborated proposals: setting, issues at stake, methodology, results, but also critical reflections pertaining to methodology and operationalisation of the research. A first section situates the Nang Loeng neighbourhood, its historical background, its social diversity and cultural significance with special attention for its food culture and culinary traditions. A next section describes the challenges and development pressures that the community is currently facing and examines the transition processes Ref # 585785-EPP-1-2017-1-AT-EPPKA2-CBHE-JP which are likely to occur due to these pressures. The third section reviews the research methodologies and outputs of the proposed strategies. Throughout this account, the authors critically examine how the current approaches could be complemented by methods and techniques that foster local ownership of the research processes. They pay special attention to lived experiences such as commensality to enhance the local embeddedness and inclusiveness of proposed tourism development strategies. The conclusion presents an overview of these reflections and offers ways that findings could be made available for further reference, research and action.

**Key words:** *Nang Loeng community, transition, gentrification, community driven tourism development.*

# FROM LIVE-IN DESIGNERS COMMODIFYING LOCAL RESOURCES TO SUSTAINABLE TOURISM: A GOVERNMENT COLLABORATION INITIATIVE IN SIAK, INDONESIA<sup>1</sup>

Ayu Dewanti\*

## Abstract

This paper would like to elaborate on the situation when government initiatives on placing live-in designers for design collaboration can function as helping the emergence of sustainable tourism discourse which eventually leads to cultural sustainability. The initiative comes from the Agency of Creative Economy Republic of Indonesia (Bekraf) as the ministerial-level government agency which deals with creative economy subsectors. Through collaboration program called Ikkon (*Inovatif dan Kreatif Melalui Kolaborasi Nusantara*/Innovative and Creative through National Collaboration), Bekraf aims to place the curated designers from all over Indonesia in five areas per year and make design collaboration with the local creative people like craftsmen, dancers, and artists. The live-in designers only placed in less than a year. Hence, the locals are hoped to gain benefit from the designers which eventually can sustain themselves after the designers are no longer there. Siak is a regency located in Riau Province, Indonesia, which is part of the five areas mentioned and will be used as the case illustration in this research. The project in Siak happened in 2018. Siak is a former Malay sultanate with rich cultural artefacts hence people come for a short visit to the area. With so many potentials, their tourism has not been well-managed. Hence, the collaboration that happens between the designers from Ikkon and the locals in Siak are made to support a big concept: to support Siak as the newly emerged tourism destination. The collaboration was started on the exploration of local potentials like cultures and raw materials which is made into design entities, like furniture and local stilt house based on Malay ornamental variety. Those designs eventually will be helpful to support tourism, as the design for homestay to accommodate tourists. This situation is beneficial for the locals as they have new insights on how to cultivate their local and almost forgotten tradition to be commodified into a new design. This paper is not if at all, trying to assess the continuity of tourism destination, as the focus would be solely on the stay period of live-in designers. Therefore, I will seek about the effort from the government on responding to the needs of a not-yet-established tourism destination through the assignment of sending designers to collaborate with the local people so they can gain benefit. The result expected is not only for the local can sustain themselves in terms of managing the area as a tourism destination. But also, they can explore and commodify the potential local tradition. I will argue that cultural sustainability can be reached through the sustainable tourism discourse which comes from the government's interference.

**Key words:** *collaboration, commodification, cultural sustainability, government initiative, tourism sustainability.*

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# FROM THE KHAO SAN ROAD TO BUI VIEN STREET: BACKPACKER ENCLAVES AND THEIR IMPACTS ON SUSTAINABLE TOURISM DEVELOPMENT

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Gebeyaw Ambelu\*  
Nguyen Anh Thu\*

## Abstract

Tourist enclaves are among the least studied phenomena in tourism studies (Edensor, 2006; Howard, 2007; Khotari, 2015; Minca, 2005). These “serial, homogenous spaces that proliferate globally wherever large-scale tourist industry develops” (Edensor, 2006, p. 32-33) have been the object of little study in spite of their sizable environmental, economic, and social impacts (Howard, 2007; Wilson & Richards, 2008). Further, their impacts on sustainable tourism development, while often alluded to, have been studied only by a handful of tourism scholars. Of these, an even smaller number has focused on tourist enclaves which genesis lies in prolonged backpacker presence and their impacts on sustainable tourism development (Howard, 2007).

Particularly interesting are backpacker tourist enclaves in Southeast Asian countries. Backpackers in Southeast Asia are an important market segment in the region, and several tourism scholars have studied their impact in host countries (Hampton, 1998; Hampton & Hamzah, 2010; Scheyvens, 2002). The extensive corpus of literature on backpackers (e.g., Ateljevic & Doorne, 2004; Elsrud, 2001; Hannam & Ateljevic, 2007; Richards & Wilson, 2004; Sørensen, 2003), is relatively remiss in regard to backpackers’ role in tourist enclaves, on one hand, and sustainable tourism development, on the other. While famous backpacker enclaves such as the Khao San Road in Bangkok, Thailand; Thamel in Kathmandu, Nepal, and Bui Vien Street in Saigon, Vietnam, are the perpetual focus of travel guides, travel bloggers, and popular literature and cinema (e.g., ‘The Beach’ – Garland, 1996; Boyle, 2000), little empirical research has been published on their impacts on sustainable tourism development. Using Bui Vien Street in Saigon (Ho Chi Minh City), Vietnam as a case study, this research project adopted a mixed-methods approach to investigate the impact(s) of backpacker enclaves on the social dimension(s) of sustainable tourism development.

Interestingly, while visiting Vietnam/Bui Vien Street in increasingly large numbers (Milroy, 2014; Tuổi Trẻ News, 2017, 2019; Vietnam National Administration of Tourism, 2017), international backpackers are almost unanimously perceived negatively by local residents, to the extent that *Tây ba lô*, (i.e., “Westerner with a backpack”, in Vietnamese) has become a derogatory term, with the broader meaning of ignorant tourists who do not

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make any effort to understand and/or adapt to Vietnamese culture (Lloyd, 2003; Nate-Chei, 2011). In turn, (Western) backpackers exhibit dichotomous levels of dissatisfaction with their tourist experience in Vietnam (i.e., “love it or hate it” - Lai & Vinh, 2013; Truong & Foster, 2006), comparatively lower intentions to revisit Vietnam (cf. Thailand - Khuong & Ha, 2014; Ngoc & Trinh, 2015; Rittichainuwat et al., 2008) and, in some cases, publicly decry Vietnam as a tourism destination not friendly towards backpackers and to which they vow not to return (e.g., Freal, 2014; Kepnes, 2009, 2019).

Preliminary findings from our study partially support anecdotal evidence about cultural friction between backpackers and hosts and shed light on potential sociocultural negative impacts for Vietnam as a sustainable tourism destination. Preliminary findings highlight the importance of accurate pre-trip information, realistic expectations, and knowledge of local culture, customs, and language as critical for destination attractiveness and overall tourist experience satisfaction. Preliminary findings also stress the need for sustainable destination management practices focused on backpacker tourism, included but not limited to restricting their number(s), regulating their behavior, and devising strategies to minimize cultural friction between backpackers, service providers, and locals. Implications for sustainable tourism development in Southeast Asia and Vietnam, considerations for practitioners, policy makers and planners, and directions for further research in light of extant tourism literature are discussed.

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**Key words:** backpacker, Bui Vien, culture, enclave, sustainable tourism, tourism, tourist, Vietnam

# FROM THE PLACE OF TAI'S DISPOSITION TO THE PLACE OF ECONOMIC INTERDEPENDENCY: STAKEHOLDER PARTICIPATION IN MAI CHAU TOURIST DESTINATION

Achariya Choowonglert\*  
Pham Tran Thang Long\*\*

## Abstract

During the last three decades, ethnic tourism concerns in Southeast Asia centered around several fundamental concepts such as authenticity, commodification, the power relation, and globalization and identity. This paper is going to highlight the cultural economy of stakeholder inclusion and involvement in tourist market development in Mai Châu district, Hoa Binh province, Vietnam. Having been struggling for more than two decades in tourism development, Mai Châu is presently marking its name as a well-known destination of Tai ethnic tourism in the country. Since the early 2000s, the tourist destination has been facing intense waves of external investors coming in the area to run 1- or 2-star homestays and 2- to 5-star hotels and resorts. Although Tai homestay owners with little economic capital faced tough business competition, their businesses have remained firm, and eventually developed into a steady pace. Tai people in Mai Châu displayed excellent social relations in handling business competitions by looking at those as what support further local employment rather than a threat. Accordingly, Mai Châu villagers have minimized conflicts by; (1) sustaining reciprocity and local solidarity, (2) allying businesses, and (3) perceiving Tai authenticities in tourism in flexible ways to allow modern capitalists to interpret and practice Tai's or Mai Châu's culture in their own manner. Furthermore, they tend to base their business networks on mutual recognition and alliance among villagers, and between villagers and the lowlander (Kinh people) or foreign entrepreneurs. For these reasons, the participation in tourist market in Mai Châu is not an independent activity like elsewhere, whose social ties and exchange are separate entities. In contrast, there is an economic interdependency between the Tai and external investors to work out their tourist market, which is also an integral part of the development of Tai cultures and its social ties. By using ethnographic data collected continuously since 2007 (except the years of 2012 and 2015), this paper will acknowledge the stakeholder's participation in Mai Châu tourist market in the framework of cultural economy as an argument to exclusion, which is effortlessly believed from the viewpoint of political economy.

**Key words:** *Sustainable Tourism Development, Community-based Tourism, Stakeholder Participation, Mai Chau Tourism, Tai Ethnic Tourism.*

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# GOING BEYOND THE CURRENT *STATUS QUO* OF COMMUNITY-BASED TOURISM: A PROPOSAL

Andrea Giampiccoli\*

## Abstract

Community-based tourism (CBT) is a form of tourism development where disadvantaged community members should be protagonists who control, own and manage the tourism products/facilities such as accommodation and transport. CBT is meant to decrease inequality, poverty and promote holistic development as well as advance social justice through tourism. Since its appearance in the 1980s, CBT has grown in both relevance and geographical spread. In Southeast Asia countries, such as Thailand and Vietnam, progress on CBT has also occurred thanks to the establishment of organizations (such as the Vietnam Community Based Tourism Network) and the production of specific documents (such as Community Based Tourism Handbook in Thailand).

However, the global tourism sector is circumscribed by hegemonic neoliberal strategies within which the tourism sector works. CBT can often suffer and be influenced and jeopardized by the neoliberal milieu. Conventional/mass tourism, despite its acknowledged problems, continues to work as business as usual and does not counteract the growing inequality around the world. On the contrary, the relevance of the tourism sector as a major global industry should make tourism a protagonist in the fight against growing poverty and inequalities (note the plural). Possible specific initiatives such as corporate social responsibility (CSR) remain minimal and often more crafted as a marketing strategy than for making real change in the tourism industry.

CBT could serve to reconfigure the role of tourism by making it have positive impacts on poverty and inequalities for the benefit of society. However, CBT remains a niche tourism segment and it continues to be, almost totally, confined to rural areas and informal settlements (townships, slums, *bidonville* or *favelas*). Fundamentally, CBT remains essentially dependent on and influenced by conventional tourism. It could be said that CBT suffers a moment of stall and impasse remaining minimal and secondary to mainstream conventional/mass tourism. Because of the often-poor recognition of value and poor image, CBT is struggling to independently grow and to enhance its role within the tourism sector.

At the same time, there is still confusion regarding what CBT itself is; how to facilitate it as it can still be hijacked and exploited by external tourism entities for their own benefits through, for example, ‘misleading’ marketing strategies. However, tourism market trends seem to favour CBT development as a new tourism niche principally because tourists search for more and unique experiences instead of merely spending money on material ‘things’.

This presentation, also taking advantage of the new tourism market trends, intends to propose a number of actions aimed at going beyond the present CBT development impasse in order to increase the relevance, impacts and value of CBT towards mainstream CBT. First, CBT should be fully institutionalized, thus making CBT principles the basic conventional and standard principle upon which tourism development is based nationally (and internationally). CBT principles, characteristics and approach should circumscribe the whole tourism sector. Second, to enhance the institutionalization of CBT, it is also proposed to specifically link, associate and embed CBT principles and characteristics with other types of tourism (e.g. luxury tourism and '*Albergo Diffuso*'). CBT should not be a product of 'charity' through, for example CSR projects, but, on the contrary, it should itself influence the whole tourism sector. Thirdly, CBT should also spread to urban areas, thus making CBT accepted and workable anywhere.

These actions have three distinct aims: first to increase CBT itself, second to make CBT more independent and thirdly, to influence the whole tourism sector itself to become more oriented to CBT principles through their adoption. It is proposed that the role of University should be paramount in assisting in the advancement these actions and CBT itself.

**Key words:** *Tourism, community-based tourism, inequality, community development, Southeast Asia.*

# IMPACT OF BEACH BOYS ON SUSTAINABLE TOURISM OPERATIONS IN COASTAL REGIONS OF SRI LANKA

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## Abstract

Beach tourism is one of the significant segments in tourism and it is the focal motive of tourists to have a vacation in tropical climate during the winter season in their countries. The beach holiday is facilitated by numerous stakeholders who may be formally accepted and unaccepted. Among them, the beach boys play a major role, however, the beach boys are identified and discussed in a negative context generally. As Cabezas (2004) stated the term 'beach boy' refers to young men who work near or on the beaches, typically tourist beaches and who offer sexual services in exchange for some form of payment. These young men may also work as tourist guides and may not all identify as 'Beach boys'. Beach boys may also be working in restaurants, hotels, guest houses and boat-related tourism businesses. The studies have identified the beach boys contribute scientifically to attract the tourists and facilitate them. Therefore, the study is to identify the impact of beach boys on sustainable tourism operations in the coastal areas of Sri Lanka. Further, it investigates tourists' perception about beach boys and their behaviors. The study is carried out using both qualitative and quantitative data collection methods using beach boys, tourists, hoteliers etc. Result highlight the Beach boys are rendering their services at most of beach resorts along the down south coastal belt of Sri Lank. They are generally young men whose ages are less than 30 years, however, there are some elderly people also works as the beach boys and offering various informal services to the tourists. Presently, they are providing different services for the guests such as arranging excursion tours, safari tours, village tours, arranging accommodation facilities and many more. These beach boys normally approach the tourists at the beach and negotiate with their businesses. They ask from the guests whether they want to explore the night life, go for a trip or excursion, or visit their rural settings and their life styles etc. Further, the results revealed that there is a divergent influence of beach boys for the healthy tourism operations, the majority of the hoteliers believe the beach boys are a threat for the beach tourism since they involve in malpractices. However, some hoteliers voice the beach boys are inevitable and they work in mutual understanding. The tourists bear different perception about the behaviour of beach boys. Some tourists hate the beach boys while others like them too much and they revisit country because of beach boys and, therefore, beach boys have become a pull travel motive. A considerable number of tourists maintain romantic and sexual relationship beach boys and the tourists give some gifts and financial supports in returns to improve their socio-economic standards. Some cased are end up with cross-cultural marriage and

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migration to foreign countries. However, some worse cases are reported and which damage the destination image and the sustainable beach tourism operations too. The beach boys also have identified the criticism they get and make efforts to play their role without affecting the sustainability of the industry. The beach boys are inevitable in beach tourism since tourism operates in the traditional home lands of beach boys. Therefore, it is necessary to have effective programs to rehabilitate the existing beach boys providing alternative income sources in tourism also necessary to daunt the new entrance.

***Key words:*** *Beach boys; beach tourism; hoteliers; sustainable tourism operations; tourists' satisfaction.*



# IMPACTS OF TOURISM ON ECOSYSTEMS AND BIODIVERSITY OF NATURAL PARKS AND NATURE RESERVES IN VIETNAM – RECOMMENDATIONS FOR ECOTOURISM DEVELOPMENT ORIENTATION IN CUC PHUONG NATIONAL PARK

Vu Chien Thang\*  
Nguyen Thuy Van\*  
Le Hoang Anh\*

## Abstract

As of 2018, Viet Nam has 164 special-use forests which cover an area of about 2.1 million hectares. In addition to the national parks and nature reserves (NP/NR), many other sites satisfy the international criteria including 8 Ramsar sites<sup>1</sup>, 9 UNESCO world biosphere reserves, 6 ASEAN heritage parks (AHP)<sup>2</sup>, and 2 world natural reserves<sup>3</sup>. This is a valuable resource for tourism development, especially ecotourism. According to the General Department of Forestry Report (2018)<sup>4</sup>, to date, 26/33 NPs perform of ecotourism business and initially made positive contributions to the tourism industry, diversifying tourism products; and improving the local community's income in a certain aspect. Ecotourism creates added impacts on the natural environment, ecosystems and biodiversity in NPs and NRs. Cuc Phuong NP outweighs its advantages of natural landscapes, diverse ecosystems and the presence of ethnic minorities. Cuc Phuong marks its name among the leading an attractive eco-cultural tourism destination for many domestic and foreign visitors. However, if ecotourism development is under a poor management, it will negatively impact the natural and social environment, including ecosystems, biodiversity, water and soil resources, and local communities' life. In this regards, the capacity management is an issue to be considered.

This paper addresses the impacts of tourism activities on environment in NPs and NRs in Viet Nam in general and in Cuc Phuong NP in particular. The evaluation of tourism

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<sup>1</sup> *Xuan Thuy (Nam Dinh), Ba Be (Bac Kan), Bau Sau - Cat Tien (Dong Nai), Tram Chim (Dong Thap), Mui Ca Mau (Ca Mau), Lang Sen (Long An), Con Dao (Ba Ria - Vung Tau), U Minh Thuong (Kien Giang).*

<sup>2</sup> *Chu Mom Ray National Park (Kon Tum), Kon Ka Kinh National Park (Gia Lai), Hoang Lien National Park (Lao Cai), U Minh Thuong National Park (Kien Giang), Ba Be National Park (Bac Kan), Bai Tu Long National Park (Quang Ninh).*

<sup>3</sup> *Ministry of Natural Resources and Environment (2018), review of 5-year implementation of Resolution 24-NQ/TW dated 3 June 2013 of the Central Executive Committee on proactively responding to climate change, strengthening resources management and environmental protection.*

<sup>4</sup> *Vietnam Administration of Forestry (2018), Report on the results of management of special-use and protection forests in 2018 and focused tasks in 2019.*

impacts on environment is determined by calculating the amount of waste generation (sewage and solid waste including plastic waste) generated by tourists, which is compared to the ability of waste collection and treatment system. Besides, this study shows the impacts of tourism activities on ecosystems and biodiversity at specific ecotourism routes in Cuc Phuong National Park. On that basis, we proposed the recommendations on developing ecotourism in association with conservation, which is under the capacity limits of Cuc Phuong NP.

***Key words:*** *responsible tourism, national park, nature reserves, ecotourism, ecosystems and biodiversity.*

# INFLUENCE ANALYSIS OF COMMUNITY RESIDENT SUPPORT TO SUSTAINABLE TOURISM DEVELOPMENT: THE CASE OF DA NANG

Le Thai Phuong\*  
Hung Tuan Tran\*  
Ly Thi Thuong\*

## Abstract

Studies on the support from residents to sustainable tourism have increased in recent years (Sharpley, 2014), due to the importance of the interaction between visitors and the local community. It has been proven that being successful in tourism sustainability depends on the support that the local population intends to tourism (Pearce, 1998). Existing studies of community perception on tourism development did not mention sustainability (e.g., Głabiński & Duda, 2017). In Viet Nam, relative few studies have been conducted on resident involvement on sustainable tourism, or just focused on community and tourism type such as agritourism (Hoa, 2018). Thus, in filling the research gap, the purpose of this study is to assess the support of community residents for sustainable tourism in Da Nang city for some potential recommendations.

Review shows that Kyle, Mowen, and Tarrant (2004) stated that community attachment is a multifaceted psychological process that reflects the affective, cognitive and behavioral domains. Besides, several studies have assessed the support of the host residents to tourism development with a focus on the involvement level of host residents (Kaltenborn, Andersen, Nellesmann, Bjerke, & Thrane, 2008; Nicholas, Thapa, & Ko, 2009). Relate to the diverse dimension of communities that supports sustainable tourism development, Lee (2012) successfully conducted the research based on nine communities within the wetland of Cigu. Particularly, this author showed the direct and indirect impacts of perceived costs, perceived benefits, community attachment, and community involvement on support to sustainable tourism.

It is based on these indicators that this research initiates an eight-hypothesis model to analyze the support intention of Da-Nang residents through the mutual influences among the perceived benefits, perceived costs, community attachment, and community involvement to the support to sustainable tourism development in Da Nang. Refer to the quantitative method, a set of 35 scaled items was developed to measure those influences. A stratified random-sampling method was chosen to collect the field data, which is appropriate to Da Nang as the large and diverse city where its communities and subjects' attributes are heterogeneous. The descriptive statistics and Cronbach's Alpha (CA) were evaluated using SPSS 20.0, and AMOS was utilized to analyze the confirmatory factor analysis (CFA) and structural equation modeling (SEM) to explore the results.

Preliminary findings were given that, statistically, the instrument meets the standard of

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internal consistency among items and the model fit various indices of effective measurement, which allow further reliable discussion. Based on the SEM analysis of this model, the perceived benefits and the perceived costs of sustainable tourism have a partial mediating role between community attachment and support for sustainable tourism development, and between community involvement and support for sustainable tourism development. Additionally, community attachment and community involvement directly and significantly affect the support to sustainable tourism.

Sustainable tourism is a big issue and challenge to all destinations. An orientation of sustainable tourism development should be concerned, in which involvement of societal entities is critical, particularly from Da Nang resident community in this research context. In order to get more support from resident community in developing Da Nang sustainable tourism, Da Nang should seriously consider two recommendations. First, to develop community-based tourism as a way to effectively empower and to promote the contribution of local communities. Second, to frequently exchange and consult with local communities as a way to promptly update and to regulate the environmental, economic, and socio-cultural impacts of tourism for the sustainable development. Practically, this study offers the feasible solutions that can be applied to other similar destinations. At the other side, researchers in this field can also find here the reinforcement of theories and concepts of community supports to sustainable tourism.

**References:** Will provide in full if being accepted.

**Keywords:** *Community attachment, Community involvement, Sustainable tourism.*

# ISSUES AND CHALLENGES RELATED TO THE SUSTAINABLE MUSEUM TOURISM DEVELOPMENT IN SRI LANKA

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W.K.A.C. Gnanapala\*

## Abstract

In the global tourism context, museums are a great success phenomenon in attracting millions of international and domestic visitors. They exhibit the spirit of one destination's history and culture to the widest possible cultural-centric tourists. The phenomenon of 'cultural tourism' has been identified as a growing sector of the tourism industry and there, the museums have become important partners in the tourism industry. Therefore, the greater emphasis is now being placed on their edutainment function beyond the traditional scope of exhibition museum. The heritage of Sri Lanka stretches over many millennia with huge collections of artifacts dating back to the pre-historic period and various types of museums gradually being established all over the country exhibiting the authentic Sri Lankan cultural values under different public and private administrative agencies. The museums in the country are dedicated to different themes, National Museums, Natural History Museums, Folk Museums, Mask Museums, Marine Museums, Gemological Museums, Archaeological Museums, Tea Museum, etc. where it exhibits natural, ethnical, cultural, heritage and religious diversity compacted in the nation. But unfortunately, the statistics recorded only 1.7%-3.8% of foreign tourists visiting museums during their visits to Sri Lanka considering the period of 2006-2018. This study mainly identifies the prevailing issues and challenges related to sustainable museum tourism development as a part of cultural tourism in Sri Lanka. The literature review of this study mainly discusses the definitions of the museum and its roles, museums as an integral part of cultural tourism, sustainable tourism, cultural sustainability, and sustainable museum tourism practices. The researcher has narrowed down the study into the cluster of museums administered by the Department of National Museums of Sri Lanka as it is the major governmental body responsible for maintaining the national museums. The study is purely a qualitative study with primary data collected through 15 semi-structured interviews from key administering positions in the Department of National Museums and respective eleven museums using the judgmental sampling technique. The interview data were analyzed using QDA Miner Lite software; one of the qualitative data analysis tools. Findings revealed the key issues and challenges as the structural and funding issues, location, access and expansion issues, lack of collection management, visitor management issues and unpublished competition in diversifying Sri Lanka's cultural tourism experience. Further, the findings revealed that it is necessary to have, continuous cross-institutional dialogue between the two governmental bodies; the Department of National Museums and Sri

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Lanka Tourism development authority to share interdisciplinary expertise in promoting sustainable cultural tourism. Moreover, it suggested to have futuristic museum management being more visitor-focused with interactive galleries, demolish prevailing dummy culture through taking place cultural demonstrations through public events and activities to promote culture in a way that respect the authentic Sri Lankan cultural capital and values of the society, ensuring the continuity of Sri Lankan cultural asset and values that link past, present and future, and the digital move of museums towards digital preservation of artifacts and enhance visitor e-edutainment activities that ultimately leads towards inclusive cultural participation, expand the classification of thematic museums where Sri Lanka could promote its unique untapped cultures and their values.

***Key words:*** *Cultural Tourism, Issues and Challenges, Museums, Sustainability, Sri Lanka.*

# **LIKE IT DO IT: A QUALITATIVE ANALYSIS OF CHANGES IN ATTITUDES OF ETHNIC MINORITY TOWARDS THE TYPE OF INDIGENOUS CULTURAL TOURISM**

**Tran Thi Mai An\***

## **Abstract**

Attitude is one of the important factors determining the actions that people perform in their society. Attitude is also an important link to create success or failure in work efficiency (A.Ph. Lagiurxki, 1916). Especially in tourism, community-based tourism theory has highly appreciated the role of indigenous communities in the development of local tourism. In academia, there are more articles discussing the attitude of the community when they participate in tourism activities by different authors such as Fishbein and Ajzen (1975), Chang, K.C. (2011), Liu, J. ; Qu, H. ; Huang, D. ; Chen, G. ; Yue, X. ; Zhao, X. ; Liang, Z. (2014), Fan, L. ; Li, Q. (2016), Chi-Ming Hsieh, Bi-Kun Tsai and Han-Shen Chen (2017). The common point of these studies is to confirm that the community's attitudes are very important in sustainable tourism development. This article, using the method of "story flow" and qualitative analysis from an anthropological perspective, deals with the changes in local people's attitude towards the engagement in tourism activities. The stories take place in the Co-tu community in Hoa Bac commune, Hoa Vang district, Da Nang city, where community tourism/ indigenous cultural tourism is showing signs of positive development. The Co-Tu people is one of 54 ethnic minorities in Vietnam, residing mainly in Quang Nam province, Da Nang city and Thua Thien Hue province. The Co-tu ethnic group in Hoa Bac commune, Da Nang city has the population of about 1,000 people. They have a rich cultural life reflected in the customs, traditions from costumes, table manners, brocade weaving and festivals, family marriage, etc... The residence of the group is in the pristine natural ecosystem, with beautiful views of forests, rivers and streams. In this destination, the type of community based on tourism/ indigenous cultural tourism has just been implemented for nearly 2 years, and there are positive signs of development. From the beginning of the implementation of this tourism in Hoa Bac commune, Hoa Vang district, and the Co-tu people, this activity has been a difficult process, but it has brought a lot of nice results in improving community livelihoods as well as preserving and spreading Co-tu cultural identity. The process of changing the attitude of the ethnic group is not only a key for the smoothness of community tourism/ indigenous cultural tourism here, but also a reflection of Co-tu people's views, characteristics and traditional customs, which is one of the motivating factors or barriers limiting their engagement in this type of tourism. "*Like it do it*" is the message indicating that when the ethnic minorities really understand and believe, their participation will be the key to sustainable success for community tourism/ indigenous cultural tourism, contributing to the development of local tourism, as well as the life of the community. This article also shows that all levels of government need to pay more attention and observation to attitudes, changes in the attitude of ethnic groups in receiving changes in local economic mobility and more supportive policies to entice and encourage them to participate in local activities, making the community become the most important participant in local tourism activities.

**Keywords:** *attitude, indigenous cultural tourism, community, participation, Co-tu people.*

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# **LOCAL PARTICIPATION LEVEL AND EMPOWERMENT**

## **A CASE STUDY OF GHANDRUK COMMUNITY TOURISM, NEPAL**

**Khem Kumar Gautam\***

### **Abstract**

The phenomenal tourism growth over the decades and the consequential impacts positive or negative, brought along the way, have been a focal theme that revolve around sustainability, socio-cultural and ecological lives and economics of tourism itself. Accordingly, to minimize the impacts and maximize benefits from tourism at the local level, policy measures are advocated by academia as well as decision makers in a way that integrate community into tourism in a manner that sustains local economy and environment. In this backdrop, Local community's participation in tourism is considered a key stake to the host community welfare as well as socio-cultural and environmental well-being, also because, unless the community members are proactive and conscious enough to keep their socio-cultural integrity and the surrounding ecological health intact, the outsiders' efforts alone may not succeed. Furthermore, the local cultural and environmental aesthetics being tourism resources feed to tourism growth whereas, its deterioration in the absence of local initiatives, backfires and eventually loss of potential local benefits.

A sharp contrast in the tourism literature, however, is the measurement of local participation level in community tourism and the consequential empowerment process of the host community which is, often an overlooked issue and remains hitherto, an under-researched concept. To bridge on this gap, this study examined the participation level of local community members in Ghandruk community (Nepal) applying a case study approach that assessed community-tourism interaction, participation level and empowerment build up process of the community. This was done by distributing self-administered structured questionnaires asking the local tourism hosts chosen from a sample population and other extensive qualitative survey techniques allowed them to express their views on their state of participation in tourism and its management. Also, scoping analysis on and about spheres of empowerment such as economic, psychologic, social and political helped identify the state of their empowerment gained through tourism process in the community. The revelation being that the local enthusiasm in tourism was growing basically for economic reasons, as well as tangible signs of empowerment in all of its dimensions. Some existing theoretical models such as, theoretical perspectives on destination development, community-tourism interactions and participation typologies have been influential and incorporated into the theory building. Conclusively, what this participation level and empowerment mapping study marked is, a growth tendency of

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zones such as core and peripherals, in terms of tourism trade intensity and local involvement in the community. Where, the core area participants were better equipped, more vocal and influential in the decision-making process and more benefitted than those in the peripheral participants. Nevertheless, in communities such as Ghandruk where tourism is slowly taking off, such traits of core and peripherals, are evident. But in due course of destination development and maturity, as the local participation level rises sufficiently to broaden the peripheral zone, merging with the core areas may occur.

***Key words:*** *local-participation level, empowerment, core and peripheral zones, tourism destination development.*

# LOCAL RESIDENTS'S PERCEPTION ABOUT THE FACTORS OF SUSTAINABLE TOURSIM IN SAM MOUNTAIN, CHAU DOC CITY

Le Thi To Quyen\*

## Abstract

The research aims to analyze the local perception on the factors of sustainable tourism development of Sam mountain in Chau Doc City. The study was conducted by quantitative methods by surveyed 116 questionnaires of local residents. It reveals that local economy benefits greatly from tourism, however, there are two concerned issues for sustainable tourism development at Sam mountain namely the insistence of some street vendors and poor children on tourists to buy products and beg for money and the impact of environmental pollution on ecological landscape. Through Exploratory Factor Analys, it is reveal that there are five influenced factors of sustainable tourism development at Sam mountain, namely "Local economy development"; "The status of polluted environment"; "Safe and secure status"; "Satisfaction" ; "Security status" and "The management of local government". A wide range of effective solutions and recommendations on sustainable development of Sam mountain are also proposed in this paper.

**Key words:** *Sam mountain, Chau Doc city, sustainable tourism, factors.*

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# MAKING HERITAGE AS RECREATION OF TOURISM DESTINATION: A CASE OF “AN OLD HANOI”

Dang Thi Phuong Anh\*

## Abstract

Tourism destinations are constantly changing, they rise and fall in popularity and their success can often be influenced by changes in fashion or to external influences outside the control of the destination. This process can be understood in terms of a life cycle as explained by the Tourism Area Life Cycle (Butler R.W, 1980). This model postulates that tourism destinations tend to experience five distinct stages of growth: exploration, involvement, development, consolidation and stagnation. At the stage of stagnation, various scenarios are possible, including decline, stabilisation, or rejuvenation and re-invention. Obviously, the sustainability of the destination depends on the attraction is renewed. (UNWTO, 2007). Heritage and the process of making/remaking heritage are resources for making attractions for a new life circle of tourism destination. On another side, heritage is considered that was not only about the past and not just about material things – though it was that – heritage was a process of engagement, an act of communication and an act of making meaning in and for the present (L. Smith, 2006). Therefore, for the purpose of tourism attraction as a current demand, heritage always is in creation or construction. This helps lengthen the tourism life cycle or create a new one which maintains the sustainable development at the destination. Hanoi is a prominent tourist destination in Vietnam because its landscape and space are rich in culture and history for thousands of years. Hanoi which is the capital and a major tourism centre, is also an indispensable destination for both domestic and international tourists. Although it is a destination which is rich in cultural heritage, it is impossible to avoid the recession rule in the life cycle. Recently, to renew the attraction of some sites in Hanoi, an image of “an old Hanoi” has been created. “An old Hanoi” is images of Hanoi in the time before Doi Moi policy (1986). After nearly 40 years, Hanoi have had comprehensive changes in both material and spiritual life. However, the relics of this time is still exist such as some old house, streets, markets beside a modern life... A mordern life will destroy them if tourists do not discover their attraction through image of an old Hanoi. The attraction is made by the nostalgia for domestic tourists and the strange impression for international tourists. The discovery of the value from the past has made the image of an old Hanoi become heritage. Thence, space of “an old Hanoi” has been created in many places such as restaurants, coffee houses or street decoration to attract more and more tourists. Therefore, “an old Hanoi” is blowing a new wind to Hanoi tourism to replace tourists’ familiar and boring experiences. The research will find out how heritage of “an old Hanoi” was made, how much it is attracting tourists as a case study for the recreation of tourism destination. The study was conducted using systematic approach and interdisciplinary approach to tourism study and culture study. Methodologically, this research relies on a range of qualitative methods: archival research, in-depth interview, and textual analysis. The contribution of this study helps tourism destination managers to correctly recognize the role and function of the heritage in the current context; at the same time, orient tourism development towards sustainable development.

**Key words:** *sustainable development, heritage, making heritage, recreation of tourism destination, an old Hanoi.*

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# MAPPING TOURISM AND DEVELOPMENT IN SOUTHEAST ASIA

**Bui Thanh Huong\***

**Alexander Trupp**

**Claudia Dolezal**

## **Abstract**

This research provides an overview of the status quo on tourism and development research in Southeast Asia through a systematic quantitative literature review by drawing on the Scopus research journal article database for the years 2000-2019. By mapping the geographical distribution of keywords and concepts relating to tourism and development research, we envisage not only which countries have been the centre of attention of research, but also which thematic areas.

The topical and geographical distribution of tourism and development research across different countries in Southeast Asia. The two most researched countries of the region in this context are Malaysia (308) and Thailand (269), which are also the countries with the highest number of international tourist arrivals. Indonesia, the region's fourth most visited destination and the biggest country in regards to population showed 214 results in the Scopus analysis. With 792 results in total, these three countries clearly receive most attention of scholarly work in Southeast Asia. Less research has been conducted on the region of Southeast Asia at large (123), Vietnam (84), and the Philippines (78). The least researched countries in the field of tourism and development are Cambodia (49), Lao PDR (40), Singapore (26), Myanmar (18), Timor-Leste (11) and Brunei (2). These countries with the exception of Singapore are also the least visited countries in the region and feature (with the exception of Singapore and Brunei) comparatively low human development indices.

There are further interesting aspects to note in terms of spread of thematic areas that research in the region focuses on. What emerged from the analysis is that most tourism and development research centers around sustainability. Most research on sustainable tourism is conducted in the Malaysian, Thai and Indonesian context – the three countries that also score highest in terms of tourist arrivals and hence need to urgently mitigate the negative impacts of tourism. One way of doing so is through adopting community-based or ecotourism, forms of tourism that, if based on real values of participation and conservation, can indeed be viable engines for sustainable development. Indeed, these forms of tourism are ranked second in terms of thematic research areas in the region, again with Malaysia, Thailand and Indonesia at the fore. This is followed by a discourse on pro-poor tourism, poverty and participation, all terms which relate to tourism's increasing developmental role in Southeast Asia, improving the role it plays for society. While the environment and

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climate change still see a good level of research contribution, topics like gender, human rights issues and empowerment are at the bottom of topics researched in the region. As Table 1.3 above has demonstrated, gender inequality and environmental pollution are indeed important issues to be addressed and hence need to be researched more to make sure tourism incorporates all aspects of sustainability. Interestingly, what further emerges is that no research was found on either the MDGs or SDGs as part of the sample. The SDGs still constitute a new terrain, one that also receives much well-deserved criticism; however, they are essential in driving the current post-2015 development agenda. More research on the region, particularly critical in nature, is therefore needed, not least because ASEAN claims to actively work towards the SDGs, even though more progress is needed to make sure Southeast Asia does not lag behind in their achievement.

***Key words:*** *Tourism, development, Southeast asia.*

# OVERCOME THE LOW TOURIST SEASONS THROUGH COUNTRYSIDE EXPERIENCE TOUR PROGRAMS

(Case study for Huong Pagoda destination)

Do Hai Yen\*

## Abstract

One of the problems in tourism research, which is receiving a lot of attention now, is the seasonality in tourism. According to statistics from the Vietnam National Administration of Tourism [4]: As of August 2019, the number of international visitors to Vietnam in August 2019 was estimated at 1,512,447, an increase of 14.9% compared to July 2019 and an increase of 14, 3% compared to the same period in 2018. However, through my in-depth interviews at Viet Nam travel and tourism companies (Sun travel, OYO, Thai Son Travel...) [5]: Vietnam tourism is still affected by that seasonality. This creates negative impacts on the stable growth of travel businesses, the economic balance of the local community. These are also the causes of cultural and social problems at the destination.

Huong Pagoda has long been known as an attractive tourist destination, welcoming up to 1.5 million visitors each year [3]. Huong Pagoda preserves a lot of tangible and intangible tourism resources. It owns many of architectural monuments and the longest festivals in Vietnam ... However, like many other tourism destinations affected by the influence of a tourist season, the pagoda is facing the overcrowding of tourists at the peak of tourist season (from January to March each year). Tourists flock to Huong Pagoda in great numbers causing overcrowding and overloading at the site, then threatening the sustainability of tourism resources. Meanwhile, at other low tourist seasons of the year (September, January), February, December), Huong Pagoda has almost no tourists [3]. The absence of tourists at Huong pagoda at this time has caused difficulties for the economy and the local communities in Huong pagoda. Concerning the uneven visits to Huong pagoda, the development and exploitation of new tourism programs to attract more visitors at low seasons of the year to Huong Pagoda as contributions to balance local economy and reduce the pressure of mass tourism to the heritage sites at other times of the year is a scientific and practical work.

Using research methods of literature review, Sociological investigation method at Huong pagoda, interviewing experts and people involved in tourism businesses, in this article, the author will mention the type of rural experience tourism in the world and the application to the tourist destination of Huong Pagoda, Hanoi, Vietnam. The article will provide an overview of the research situation of rural experience tourism in the world, concepts, and components related to the type of rural experience tourism. The article will also provide a

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description of lessons in exploiting agriculture with tourism enterprises and building a model of rural experience tourism at Huong pagoda tourist destination, contributing to solving seasonal problems in Huong pagoda at low tourist times.

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**Key words:** *Low tourist season, countryside tour, experience tour, Huong pagoda.*

# PERCEPTIONS AND PRACTICES OF RESPONSIBLE TOURISM: THE CASE OF THE MEMBERS OF VIETNAM RESPONSIBLE TRAVEL CLUB

Pham Hong Long\*

Le Thi Huyen Trang\*

## Abstract

Tourism has become a key economic sector in many countries. With its fast growth, tourism has revealed a large number of impacts on three main dimensions: *Economic*, *Environmental*, and *Socio-cultural*. On one hand, it is not denied that the positive effects of tourism, especially on economic dimension, are helping local communities improve their quality of life. On the other hand, a large amount of harm brought out by tourism activities are perceived. In the latter years of the 20<sup>th</sup> century, the concept of “sustainable tourism” and “responsible tourism” appeared. Then, “responsible tourism” was defined in Cape Town in 2002 alongside the World Summit on Sustainable Development. Responsible tourism has become a development tendency in over the world. There is a fact that people have been talking about “responsible tourism” frequently for these years, particularly tourism enterprises; however, not all of them are comprehending it. We find that it is essential to conduct a research to measure tourism enterprises’ perceptions and practices of responsible tourism.

With members of Vietnam Responsible Travel Club (RTC Vietnam) as the research samples, this study aims to evaluate tourism enterprises’ level of involvement in responsible tourism, to indicate the variety of their implementations, and to state the obstacles that they meet. Simultaneously, by adopting evaluation scales from previous studies (Mihalic, 2013) then formulating a proper model, this study helps strengthen the theoretical foundation of study in responsible tourism.

Three methods are utilized in this study: Questionnaire survey, in-depth interview, and observation. In questionnaire survey, travel enterprises are required to complete two questionnaires which are given as checklists to self-assess the responsible criteria implementation. The first questionnaire consists of 40 criteria on RTC responsible tourism criteria STEP 1, the second one is a pre-audit checklist. The responses of two questionnaires were collected by the researcher, as a coordinator of RTC Vietnam, in the end of 2018. After that, in-depth interviews with several enterprises are arranged to collect data as a way of eliciting their perceptions and practices of responsible tourism. This process was carried out in over 6 weeks between March and April 2019. Concomitantly, observation method is applied in order to see their performances towards responsible tourism in communications, and actions in reality.

The findings of the study have shown that the majority of travel enterprises are at the stage

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of **Action**. They all perceive tourism harm and their important role in sustainable tourism development, thus they set “sustainable development” as their goals and have actions towards responsible tourism. However, many enterprises do not have a written strategy/policy of practising responsible tourism. This causes the fact that their actions do not belong to a systematic strategy, hence it is supposed to be hard for these enterprises to reach the stage of **Influence**. Practices of responsible tourism are diverse, and are sorted out in four forms: *internal sustainability management, product development, social responsibility, and communication*. In implementation, enterprises also meet lots of obstacles that have prevented them from doing future activities. Some of them are pointed out: *lacking of a sustainable development strategy, partners do not share the ideology, small-and-medium sized, limitations in public policies*.

This study is expected to provide helpful information about tourism enterprises’ perceptions and practices of responsible tourism to policymakers, tourism strategists, and tourism enterprises, so that they can adjust their strategies and action plans properly.

**Key words:** *Perception, practice, sustainable tourism, responsible tourism.*

# PRO-POOR DIRECT AND INDIRECT IMPACTS OF HANDICRAFT-BASED TOURISM - THE CASE OF THUA THIEN HUE PROVINCE, VIETNAM

Le Minh Tuan\*

## Abstract

The term 'pro-poor tourism' (PPT) was coined in 1999, with the aim to put 'poverty at the heart of the tourism agenda' and "increase net benefits for the poor and ensures that tourism growth contributes to poverty reduction" (Ashley & Roe; 2001). Using Bao La - a traditional bamboo-rattan weaving village in Thua Thien Hue, Vietnam as a case study, the objective of this study is two-fold. On one hand, it thrives to conceptualize poverty and to understand its perceived causes both theoretically and practically. On the other hand, it aims to understand the pro-poor tourism effects and examines how they contribute poverty alleviation and generate benefits for the local communities to alleviate poverty.

This research used in-depth interview methodology, combined with personal observations and case study for three different groups: (1) craftsmen who working for the Co-operative, (2) Household craftsmen who are not working for the Co-operative and (3) Non-craftsmen (farmers or small businesses). The interview guides included 17 key open questions that respectively related to three main topics: (1) *Personal's perception of poverty*, (2) *Development of Tourism in the village* and (3) *Pro-poor impacts of HBT in the village*. Besides, this research also conducted interviews with local authorities and tour guides to have a multi-dimensional perspective for research issues.

This study identified differences in the conceptualization of poverty between theory and practice. Although poverty is profoundly considered to be multidimensional theoretically, it is majorly perceived based on income by the local communities. Moreover, poverty can be also considered as a multidimensional effect that performs in social relations. This study also finds a strong relationship between poverty, social inequality and social exclusion.

While *heavy dependence on agriculture* and *elderly* are the main causes and common characteristics of poverty, the particularly high indirect contributions in terms of *providing working opportunities* and *increasing income* in Bao La village especially for middle-aged women and elderly suggest the potential substantial contribution of handicraft-based tourism for poverty alleviation.

Tourism's pro-poor impacts are different among various locals and through variety pathways. The case of Bao La show that although geographical limitations and lack of tourism connections are considered as factors that impeded the direct participations of villagers and then limited the direct effects from tourism, local people still benefited from tourism significantly by participating in handicraft production to serve tourism demands indirectly.

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This study results also showed that a Co-operative are necessary and also play an important role in the process of transformation and orientation of handicraft production to serve tourism demand for craft villages. Although the Co-operative under the support from the government also indirectly reproduce poverty through creating production distance with producing households, its greater pro-poor impacts in playing role as representative organization for the village, providing jobs with higher income, developing markets, linking the village with tourism are undeniable.

Strengthening linkages between local community and tourism is an effective way to enhance pro-poor tourism because it is directly involving in building the connections between tourism and the poor. However, the current connection between Bao La and tourism is weak. The Co-operative is the only chain link that has the participation of the poor in the current tourism value chain. Moreover, there is a need of proposed suggestions to promote the key role of the management board in linking tour operators with the village, improving the participations of local people especially the poor in the tourism value chain and developing potential local service suppliers in order to enhance pro-poor impacts and develop handicraft-based tourism.

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**Key words:** *Pro-poor tourism, handicraft-based tourism, tourism direct impacts, tourism indirect impact, Bao La village, Thua Thien Hue.*

# RAISING MANAGEMENT CAPACITY IN SUSTAINABLE DEVELOPMENT MICE TOURISM AT HO CHI MINH CITY

Ta Tuong Vi\*

## Abstract

Ho Chi Minh City, with a history of more than 300 years old, was once dubbed the “Pearl of the Far East”; Ho Chi Minh City is known as the most economy, cultural, educational and center of tourism in Vietnam. The city also attracts visitors by the diverse architectural and cultural works intertwined with the system of temples, pagodas, assembly hall, palaces and ancient museums. At the same time, the city also offers an unforgettable experience because of the break-out of the shopping centers, amusement parks and hundred-years-old traditional markets. With the advantage of abundant tourist resources and rich cultural identity from Can Gio mangrove ecosystem to the famous Cu Chi Tunnels spanning five continents in the proud history of the resistance against France and the United States, and It is the place where the quintessence of Vietnamese ethnic cuisine interfered. It can be said that Ho Chi Minh City is a place where converges all conditions for sustainable tourism development, especially MICE tourism (MICE). MICE is a type of tourism combining Meeting, Incentives, Conventions, exhibitions events – one of the superiority of Ho Chi Minh City tourism in recent years. According to the statistics of 2017, visitors travel to Ho Chi Minh City for bussiness accounted for about 17%, higher than percentage of the others countries in the region to 14-15%. MICE also contributes positively to raising the national income, promoting the image of the destinations at Ho Chi Minh City in general and Vietnam to the international tourism market. It can be seen that MICE have a special attraction and prospect in the tourism development strategy in Ho Chi Minh City. However, the sustainable development of tourism MICE depends very much on the establishment of complete plans, implementation policies, comprehensive management capacity of the organizers and coordination of tourism activities. Therefore, researching on improving management capacity in the sustainable development of MICE tourism in Ho Chi Minh City under the KAP model is indispensable. KAP is a research method to collect and process information and data based on surveys of: knowledge, attitudes and behaviors of research subjects. In this case, the KAP model of research and analysis focused on: knowledge, attitudes and behaviors related to the capacity of managers involved in MICE tourism development activities in Ho Chi Minh City. On the basis of research results, the author aims to sustainable development of MICE tourism associated with the general tourism growth orientation in Ho Chi Minh City. At the same time, propose solutions to improve tourism management capacity to attract tourists, improve the effectiveness of MICE promotion and advertising, as well as create jobs for human resources to participate in tourism business at Ho Chi Minh City. It can be said that this research result makes an important contribution to the sustainable development of MICE tourism, and brings a harmonious benefits for indigenous people, economic, social and environmental protection at Ho Chi Minh City in global and integrating trend in tourism.

**Key words:** *management capacity, MICE tourism, MICE, sustainable development, Ho Chi Minh City.*

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# RECONCEPTUALIZATION OF VISITOR ENGAGEMENT WITH WAR SITES IN VIETNAM

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## Abstract

Visitors to the site of death and sufferings resulted from wars and conflicts, often known as dark tourism, constitutes one of the largest segment of travel and tourism industry. Visitor experience and engagement with war sites entail multidimensional nature depending on visitors' relations to, the conversation they have with the sites, the events and the people at the destination. Their connections to the sites either through personal and family history shed different lights on their cognition, emotion and action. When the first-hand generation would no longer tell the vivid stories about their times imprinted in their personal memory, there is a need to transfer the memory to the young generations. This is when memorial sites, museums, exhibits and interpretations of the war sites come into play an important role to cultivate indirect connection and memory. However, there is paucity of literature examining the interactions between visitors and the war sites, particularly in relation to the Vietnam War, as the country has been closed after the war and just opened to welcome visitor since late 1990s. Having researched about the heritage of Vietnam War, the authors of this study collected visitors' comments in guest books at former DMZ sites in Quang Tri, dividing the North and South Vietnam from 1954 to 1975. Findings emerged from discourse analysis reveal multilayer notion of visitation to the war sites, including internal element (emotion, cognition and action) interacting with and external element (sites, events and people). The intertwine of internal and external element develop a dialogue between the visitors and the sites. Thus, the visitation to the war sites is a reciprocal process in which visitors experience psychological transformation through the interactions. It is argued that motivation, perception and experience of visitation to the dark sites are more complicated than conventional bipolar dark-light spectrum. Consequently, authors have revised and reconceptualise the interactions between visitors and the sites as a multi-layered and reciprocal process. The findings from this research advance our understanding of dark tourism experience in general and in the context of Vietnam, where understanding the war from Vietnamese perspective has been neglected in tourism literature.

**Key words:** *Dark tourism, Vietnam War, tourist experience, dimension, cognitive psychology.*

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# RETHINKING RELATIONSHIPS AMONG LOCALS, NGOS AND VOLUNTEERS IN SUSTAINABLE TOURISM DEVELOPMENT

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## Abstract

This paper aims to re-think the forms of relationship among local community, NGOs and volunteers in sustainable tourism development and subsequently seek an alternative way of re-conceptualising such development. On one hand, Villagers in the so-called developing countries have been assumed to be lacking agency to take lead in development projects. On the other, international volunteers or volunteer tourists have been framed as saviours from the Global North to the Global South, resulting in recent critique on volunteer tourism or international volunteering for causing more negative impacts on the local community but positive impacts on the volunteers. Using the example of Trapeang Sangkae Community in Kampot City, Cambodia, this paper explores the forms of partnership in development and reclaiming justice through tourism. Villagers from the Community were mobilised by a local fisherman to participate in an initiative of developing community fishery and community-based ecotourism project in light of diminishing fishing plot and loss of mangrove forest. With the help from NGOs for knowledge of human rights and skills in community organisation as well as recruiting local and international volunteers to take part in the community-led, community-based ecotourism and fishery project, this presents a different form of moral community in achieving and promoting sustainable tourism development. It embodies the bottom-up initiative in preserving fishing as their cultural heritage and reclaiming justice in the face of environmental challenges. It also shows a reversed aid sender-recipient relationship when international volunteering has become a subsidiary of the sustainable tourism model. This bottom-up project for justice and development is largely owned by the Community while volunteers are passive based on the needs of the Community. This has shuffled the projected or imagined role of the international volunteers and recognised the role of local community in leading projects towards sustainable tourism development. This drives us to examine this direction of tourism development for communities facing similar challenges in the region.

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# **SOLUTIONS DEVELOPMENT COMMUNITY-BASED TOURISM AT PHU QUOC MARINE PROTECTED AREA, KIEN GIANG PROVINCE.**

**Nguyen Thi Nhu Tuyet\***

## **Abstract**

Phu Quoc sea is considered to be a rich fishing ground with large reserves of aquatic species: Shrimp, crabs, pearls,... Besides, this area also has coral reefs, sea grass and ecosystems of high biodiversity with great economic, scientific and environmental value. And, Marine Protected Area the Marine Reserve is a potential source for developing the regional marine tourism. Along with the wild and attractive natural resources system, the traditional cultural characteristics of the communities living in the coastal fishing villages favorable points to attract large number of visitors to Phu Quoc in recent years.

The author has systematized the theoretical basis of community tourism. In addition, the prerequisites for community-based tourism development have been clarified through issues of principles, conditions and key stakeholders involved in community-based tourism and the influencing factors to community tourism. In practical terms, the author has studied models of community-based tourism development in the world and in Vietnam to draw lessons to develop the most appropriate community-based tourism model to apply. Used for Phu Quoc Marine Protected Area, Kien Giang province.

The author has studied the most general overview of the conditions as well as the real situation in the exploitation of natural and social resources for the needs of economic development of tourism. However, due to the fact that community-based tourism activities at Phu Quoc Marine Protected Area still new and spontaneous, they have not been properly planned - scientific, socio-economic and environmental. The lower the environmental resources decline. Business activities attracting guests of coastal village communities are exposed to many issues such as environmental discharge; Commodity prices rise; Service quality standards have not been paid attention; The way to divide, profit contribution to local are also overlooked.

Therefore, in order to develop community based tourism in Phu Quoc Marine Protected Area, it is necessary to have policies, solutions and research investments to provide the best possible community-based model in local development conditions.

The author presents the need for community-based tourism development in coastal and island areas, along with an analysis of the DPSIR (DRIVER – PRESSURE – STATE - IMPACT) model that identifies the current status of coastal island communities, the facility offers solutions for building a community-based tourism model that creates a long-term and sustainable path. Finally, in order for the solution to be effectively implemented,

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the author also made recommendations to the state authorities in tourism as well as to the partners from the tour operator and the people living in Marine Protected Area.

Up to now, there is no new model of livelihood development in Phu Quoc Marine Protected Area, especially tourism-based livelihoods for the community, so that the community can have opportunities to change livelihoods and improve income, improve lives and thereby reduce pressure on the environment and biodiversity. Therefore, it is necessary to research and develop a tourism model in which people can participate, transform their livelihoods and benefit from tourism. Thus, living conditions of coastal communities are becoming increasingly difficult, the development of community tourism can be a good way to consider and also in line with the general trend of tourism in Vietnam. And in the world, it is sustainable tourism development. The research results help Phu Quoc Marine Protected Area have an overview of the community tourism development. And, other Marine Protected Areas can refer to the research results of the topic during the advanced research on community based tourism model in their locality.

**Keywords:** *community-based tourism, sustainable tourism.*



## SOME SUGGESTIONS IN PROMOTING AND ADVERTISING FOR THE TOURISM BRANDING OF BINH PHUOC PROVINCE, VIETNAM

Pham Tan Thong\*

### Abstract

Located in the southern key economic region, Binh Phuoc is a province with a border adjacent to the Kingdom of Cambodia. As a transitional area between the South Central Highlands and the Southeast, the province has a very diverse topography, including highland terrain, hills and plains. This is the residence of many ethnic groups. Most of them are S'Tieng, the few are Khmer, Nung, Tay,... (Binh Phuoc Portal , 2017). Binh Phuoc is not far from Ho Chi Minh City – the largest economic center of the whole nation, having many opportunities to develop commercial trade, export and especially for tourism - A land with many cultural and historical landmarks, having many tourist attractions to domestic and foreign tourists. The tourism potential is huge, a land endowed with green grasslands, majestic rapids, and the beauty in life of the S'tieng people in Soc Bom Bo, and a lot of interesting things to visit, travel and experience such as : Bù Lạch Grasslands, Bù Gia Mập National Park, Bà Rá Mountain, Mơ Waterfall,... (Tran Van Chung, 2017)

The issue that needs to be raised is the story of building and developing for Binh Phuoc's tourism in the coming time, helping this land can demonstrate correspondingly to its position. That is one of the urgent issues of the local government. Within the scope of this article, the author will present some suggestions in promoting and advertising the tourism branding of Binh Phuoc province, especially in terms of sustainable tourism. In order to do these things well, Binh Phuoc should invest infrastructure, transportation; professional employees serving the tourism industry; improve accommodation facilities; diversify types of entertainment and recreation for tourists; strengthen the multilateral - bilateral cooperation domestically and internationally, namely cooperation with Ho Chi Minh City, Binh Duong Province, Tay Ninh Province as well as Phnom Penh capital of Cambodia. Besides, Binh Phuoc also transfers its tourism messages into public, spreads out a sustainable tourism campaign called "Lively tour", identify exactly five important factors to diversify its products: culture, people, food, adventure and hospitality. When performing these activities effectively and efficiency, Binh Phuoc's tourism branding will position itself as a fresh, attractive and friendly image for domestic and foreign tourists.

**Keywords:** *Binh Phuoc province, tourism branding, cultural and historical landmarks, sustainable tourism, promoting and advertising.*

# STRENGTHENING AGRICULTURE-TOURISM LINKAGES IN THE DEVELOPMENT OF SUSTAINABILITY (CASES STUDY IN KLUNGKUNG REGENCY)

Ni. L. Henny Andayani\*  
N.Trianasari\*

## Abstract

Tourism and agriculture have become two primary sectors in many destinations. In the tourism literature, much work has been dedicated to examine the linkage between the two sectors. Previous studies have also investigated the potentials to integrate and complement each other. However, little work has focused on the agricultural or supply side. Building on the previous research on such linkage, this study aimed to gain deeper understanding on how the local farmers practically benefit from the influx of tourist. It is arguable that taking mainly from the perspective of local farmers would help enhance the understanding of the link. Thereby, the relationship of the two sectors can be strengthened based on which sustainability of both sectors can be better managed. Moreover, this study aimed to utilize the agricultural potential as a tourist attraction, using the 4A Concepts of attraction, accessibility, amenity, and ancillaries, as an effort to diversify tourism and to analyze factors that strengthen the relation between tourism and agriculture sector. This study was undertaken in Klungkung Regency, the smallest district in Bali that mainly relies on tourism and agriculture for their contributions to the local revenue. A two-step qualitative methodology was used. The first stage involved observation in order to acquire a general view of agricultural and tourism practices. The next stage employed semi-structured interview with local farmers, community leaders and local officials to understand their perceptions toward tourism and to identify key factors constraining the linkage of agriculture and tourism. Data were transcribed and analyzed using three-step coding using system theory approach. The study revealed that Klungkung has the ability to develop land farming to become an agro tourism area. It was found that there were a number of commodities that can be developed as an agribusiness products, such as mango, coffee, papaya (plantations), chili, yam, soybeans, long beans, mustard greens, cucumbers, henna flowers, bitter melon, sweet corn, and kale (wetland farming), fishing industry, and Bali cattle farms. However, the results also showed increasing changes in the use of agricultural land, which the farmer tends to rent their land farming rather than to manage it. Furthermore, the study also suggested that it is important to pay attention to agro-industry development, infrastructure improvement as well as the quality and number of attractions improvement. Next, increasing relations with stakeholders especially with hotels industry, increasing promotion cooperation and developing product, and improving the quality of human resources capacities were also found to be essential.

**Key words:** *sustainable development, agro tourism, agro-industry.*

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# STUDENTS' EXPERIENCE AND CAREER DIRECTION AFTER COMPLETING HOSPITALITY INTERNSHIP: A CASE STUDY OF HUE UNIVERSITY

Tran Thi Ngoc Lien\*

## Abstract

Nowadays programmes in hospitality management always emphasize the importance of practical training and offer internship programmes for students (Hsu 2012). The hospitality internship practice can be considered the critical turning point in which students decide whether to stay in or leave the industry. The aim of this paper is to: (1) investigate the expectations of students prior to taking internship and compare it with their perception after taking the internship and (2) explore the influence of hospitality internship to students' career choice after graduation. A questionnaire survey among 250 students who have already finished their internship was conducted in April and May 2019 at School of Hospitality and Tourism, Hue University. The findings suggest that overall students demonstrated an tolerable satisfaction towards their internship practice. There are significant differences among different groups of students on their internship experience as well as the internship's influence on the choice of their future job. The results from the study confirm that most students will engage the hospitality industry after graduation, despite their internship's performance did not meet their expectations.

**Key words:** *Hospitality Internship, Students' Experience, Career Direction, Hue University.*

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# SUSTAINABILITY, OVERTOURISM, AND POLITICS OF TOURISM: A STUDY OF THE RESPONSIBLE PET LOVER

Bintang Handayani\*  
Roslizawati Che Aziz\*

## Abstract

### Research-in-Progress

Politics of tourism has turned its attention to persuasive technology in conjunction with the notion of growth and development. Consequently, desire fuels the creation and consumption of content, i.e. value-content production, for example, Instagram posts pertaining to sustainability and overtourism with corresponding hashtags. Hashtags change the meaning of the right to travel and residents' rights (i.e. tourists vs. local people/residents). Moreover, they frame destination images and influence the relative importance of destinations in terms of visuals and visiting experiences in the tourism ecosystem. However, such addition to the politics of tourism also sheds light on the right to non-human vacations, i.e. animal leisure, which is considered a marginalised issue in the said ecosystem. This paper presents the evaluation derived from Goffman's frame analysis on animal and responsible pet lover behaviour (ARPLB). Furthermore, perspectives concerning sustainability, overtourism, and politics of tourism have been classified. The hashtags regarding ARPLB used in Instagram posts, such as #petlover, #animallover, #petinfluencer, #cats\_of\_instagram, #dogs\_of\_instagram, #petstagram, and #overtourism have also been classified; the aim is to examine the way they affect the meanings of sustainability, overtourism, and politics of tourism intertwined with ARPLB. Additionally, this research seeks to examine hashtags' language about ARPLB as a social phenomenon and the way it may construct the perception of the meanings attributed to the aforementioned phrases.

**Key words:** *sustainability, overtourism, politics, responsible pet lover, Instagram.*

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# SUSTAINABLE RURAL TOURISM DEVELOPMENT, A STUDY IN THE RED RIVER DELTA

Nguyen Quang Vinh\*  
Tran Thi Yen Anh\*

## Abstract

Tourism is one of the fastest growing and largest industries in the world (Edgell, 1990; Lo & Lai, 2003). In both developed and developing countries, tourism is often considered as an effective means to enhance regional economic activities (Hall, 1994). In addition, tourism development also promotes the images of tourism destinations, preserves traditional cultural values, enhances the living standards for local communities and helps the region achieve many other goals. In the process of industrialization and rapid urbanization, the labor movement from rural areas to urban areas is increasing, the pressure of urban life is increasing, tourists tend to seek a peaceful space for vacations.

Rural tourism has been in Europe since the late nineteenth century and popular since the 1980s. Since the end of the 20th century, rural tourism has expanded globally. In Vietnam, rural tourism has been formed for about 15 years.

Rural tourism is a type of exploitation of rural values as a valuable tourism resource in attracting tourist markets. Rural tourism is not only a new type of tourism to make a difference but also a great contribution to economy, culture and society in preserving and promoting traditional values and protecting the environment. In other words, a direction towards sustainable development. (Richard Sharply, 2002), (Fariborz Aref & Sarjit S Gill, 2009).

Vietnam is an agricultural country with about 64.08% of the population living in rural areas, nearly 40% of the national labor force works in the field of agricultural economy (1). Agriculture accounts for a relatively high proportion in the economic structure. Rural areas in Vietnam account for over 92% of the country's area, and are distributed into 7 tourism areas including the Red River Delta.

The Red River Delta in Viet Nam with the values of wet rice culture and the culture of the northern villages, rural agriculture, ancient villages, agricultural villages, and traditional craft villages, lively village spaces and lyrical beautiful landscapes, have the potential to become attractive rural tourist destinations for domestic and foreign visitors. However, compared with the potential advantages of the region, rural tourism in the region has not been developed but only spontaneous, small, duplicated, has not promoted the core values of traditional cultural identity, sophistication, regional imprints in products, without attracting domestic and foreign visitors, low spending on tourism activities and lack of sustainability.

The paper is based on the study of secondary data, research works to make hypotheses and research models, showing 10 factors of rural tourism development in the Red River Delta, the relationship between those factors, 06 criteria to develop rural tourism in the Red River Delta. Using the method of analyzing the reliability of scales, analyzing EFA, CFA and SEM from the data of the questionnaire, interviewing tourists directly as well as tourism managers, travel businesses, community residential areas in the Red River Delta period 2010 - 2018, from which to give orientations and solutions to develop sustainable rural tourism in the Red River Delta region to 2025, vision to 2030.

**Keyword:** *Sustainable development, rural tourism.*

# **SUSTAINABLE TOURISM DEVELOPMENT AND POTENTIAL IMPLICATIONS FOR TOURISM SECTOR IN THE VIETNAMESE MEKONG DELTA UNDER CLIMATE CHANGE**

**Huynh Van Da\***

## **Abstract**

This paper provides an intensive literature review of research that has been conducted on the concept and applications of sustainable tourism development and climate change in the Vietnamese Mekong Delta. Firstly, the literature on concepts of sustainability and sustainable tourism development underlines the content of this study. In addition, this study provides an in-depth evaluation of tourism and climate change correlation in the region. In this perspective, sustainable development defines as a long-term and principal approach for climate change adaptation in tourism sector in the area. Finally, implication for tourism sustainable development is recommended as a necessary foundation for a long-term tourism development in the context of the Mekong Delta.

To acquire the ‘Triple bottom lines’ of sustainable development strategic planning and stakeholders’ participation is a very important agenda. Effectively planning is the most crucial factor in any climate change adaptation process. Numerous studies such as Siders (2017), Mahlkow and Donner (2017) and Fulvia (2014) support this argument. This study found that absence of strategic planning for climate adaptation in tourism sector in the Mekong Delta is the biggest challenge facing the industry there. This absence leads to a number of negative effects for tourism businesses in the region. Therefore, establishing an action program in the tourism sector to face the climate change challenge is critically necessary and is essential for the survival of tourism businesses of the region in the future. Central and local authorities, in this case, must be the main players in this process. Together with other stakeholders such as local businesses, non-government organizations, scientific institutions, local inhabitants and tourists and with the top-down and bottom-up approaches, central and local authorities can form this plan. Eventually, this plan can become the blueprint for any further development initiative in tourism sector in the region.

This study has inferred that two principal combinations of approach will have the greatest effectiveness in the Mekong Delta to adapt with climate change: the hard approach and soft approach. The hard approach focuses mainly on infrastructure solutions while the soft one concentrates on non-infrastructure solutions. The hard approach is much more focused on buildings while the soft one concentrates on actions such as ‘mitigate climate change threats’ or ‘live together with climate change initiatives’. Experience from climate change adaptation in other sectors in the Mekong Delta demonstrates that tourism in the Mekong Delta cannot only adapt on its own. It will be essential to strategize the role of tourism in climate change adaptation as part of a wider program of economic and social sectors that

seek to tackle climate vulnerabilities. Therefore, the whole umbrella for a climate change adaptation guidelines for the tourism sector in the Mekong Delta is the approach from sustainable development. In this guideline, the soft approach must be considered as central to every action. Experience from Mekong Delta region also indicates that a hard approach is not the best choice and may be harmful for the long-term development of the region. In the case of Mekong Delta, the application of slogans ‘reputation of being natural’ and ‘live with nature’ will benefit in a long-term and create an outstanding local value. These actions may bring much benefit for the ecotourism businesses in the region.

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**Key words:** Sustainable development, tourism, Mekong Delta, climate change.

# SUSTAINABLE TOURISM DEVELOPMENT

## IN DUONG LAM ANCIENT VILLAGE

**Do Tran Phuong\***  
**Pham Thi Hai Yen\***

### **Abstract**

*Background:* Located 50 km from Hanoi, Duong Lam has the value of an old Vietnamese village in the Red River Delta and is considered as "Living Museum of rural and agricultural lifestyle". This is also the first ancient village in Vietnam awarded as the National Historic Relic on May 19, 2006. This place not only preserves the basic features of the old village such as communal house, pagoda, temple, ancient houses for hundreds of years ... but also retains the typical rural lifestyle of rural people in the plains of Red River Delta. These are extremely important and necessary factors to develop tourism.

Recognizing those advantages, tourism has been identified as a key economic sector in Duong Lam in recent years. Many tourism development policies have been implemented here such as: Preserving old houses, improving the infrastructure system, opening training courses on tourism business, encouraging community participation. Therefore, Duong Lam tourism has achieved initial results such as: Domestic and international tourists come to Duong Lam more, some households have also benefited. From tourism, the road system is more convenient ... However, the development of tourism here is still inadequate, the number of visitors is mostly free visitors, lack of cooperation between the management of monuments and tour operators. Tourism activities are mainly spontaneous, national relics are seriously degraded; many old houses have been terminated; households have not benefited from tourism ... Moreover, the development policies are not comprehensive, many modern constructions have sprung up, disrupting the landscape of the village. Poor tourism services cannot keep visitors ... Therefore, it leads to the situation that people do not agree to develop tourism and claim to return the national title.

This is an alarming situation in Duong Lam. In order to develop sustainable tourism in Duong Lam tourism, we need to have a synchronous approach from the mechanism of tourism development policies, preserving cultural values, ensuring the interests of the stakeholders involved. Tourism activities of the village (Relic management board, business households, local people, tourism companies, local authorities...).

### *Objectives:*

- Point out the potentials in cultural tourism, agricultural – farming tourism development in Duong Lam Ancient Village
- Analyzing the inadequacies in tourism development in Duong Lam Ancient Village
- Recommend the comprehensive measures to develop tourism in sustainable way in Duong Lam Ancient Village

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### *Main Methodology:*

- The Fieldtrip: This method is very important. We will come to the site to analyze all factors relating to tourism development here from: Relics, monuments, old houses, cuisines, festival, tradition, tourism labour resource, tourism product to tourism services. It will bring us material to do the research in a consistent way.
- The in-depth method of interviewing to some households living in Duong Lam ancient village to analyze the current tourism development situation in this area, then give some suggestions to help tourism in Duong Lam develop in the most sustainable way, commensurate with its own potential. It is the material from the direct voices of the local community

### *Result and implication:*

- Find the main cultural values from the cultural heritage in Duong Lam Ancient Village to develop tourism: Relics, old house, festival, cuisine, tradition
- Find out the main inadequacies in tourism development in Duong Lam: lack of cultural protection, labour resources, tourism product, promotion
- Give some most urgent measures: Must build the vivid tourism product, raising the experiencing of agricultural and cultural activities of local community; Must develop community based tourism, local community has rights to attend all tourism activities in Duong Lam.

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**Key words:** *Duong Lam Ancient Village, Sustainable tourism development.*

# SUSTAINABLE TOURISM DEVELOPMENT IN PROTECTED AREAS: A CASE STUDY OF CU LAO CHAM MPA, VIETNAM

Nguyen Van Hoang\*

## Abstract

Although many protected areas consider conservation as important strategies, social-economic impacts on local people's lives are also paid attention (Brockington & Wilkie, 2015). In these special environments, tourism is often seen as a factor of conservation interventions that is promoted to provide benefits to local people and to contribute to conservation purposes at the same time (Sandbrook, 2010). Cu Lao Cham was recognized as a marine protected area (MPA) in 2005 and a UNESCO World Biosphere Reserve in 2009 due to its rich biodiversity value. The primary objectives for establishing the Cu Lao Cham MPA were to preserve the biodiversity value (i.e. protecting the fish and their ecosystem) and to improve the local livelihoods of Cu Lao Cham Island. Therefore, together with protecting the beauty of nature, enhancing local livelihoods due to the impacts of the protected areas' regulations are also considered in Cu Lao Cham. This paper aims at discussing three main aspects: (1) an overview of tourism development in Cu Lao Cham; (2) economic situation in Cu Lao Cham; and (3) local perceptions of tourism impacts on their lives. Beside reviewing related documents on tourism in Cu Lao Cham, participant observation, questionnaire survey, and semi-structured interviews were also conducted with multiple tourism stakeholders and local people. Results suggest that tourism on Cu Lao Cham island has just started recently, especially since the establishment of the Cu Lao Cham MPA in 2005. Local residents have witnessed substantial changes, as their home island has gone from a small fishing community to a tourist destination. Traditionally, the fishery industry was an important livelihood of many local people in Cu Lao Cham. However, tourism plays an important role in contributing to the local economy, becoming a spearhead economic sector on the island today. The results also revealed that the tourism sector has made a significant improvement to many local people's lives by providing many job opportunities including the poor and women on the island. This study suggests that tourism in protected areas in particular in the case of Cu Lao Cham MPA could be seen as a good example of tourism's contribution to local people's lives towards sustainable tourism development. However, future research is needed to explore the relationship between tourism development and conservation outcomes in protected areas to see whether or not sustainable tourism development and sustainable conservation goals can be achieved at the same time.

**Key words:** *sustainable tourism, local perspectives, protected area, MPA, Cu Lao Cham.*

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# SUSTAINABLE TOURISM IN THE SOUTH OF VIETNAM FROM THE TOURGUIDE'S VIEWPOINT

Nguyen Thi Van Hanh\*

## Abstract

Since the 1990s, sustainable tourism development has gained attention and been adopted as a policy and planning approach by many governments around the world. However, while the concept of sustainable tourism development is widely considered integral to successful tourism development, there remain a range of problems which mitigate against positive sustainable tourism development outcomes. These include a lack of clear understanding of the key stakeholders in implementing sustainable tourism development and secondly, not all stakeholders have the same level of interest in sustainable tourism development and may be less active or not active at all. An essential element for sustainable tourism development in any tourist destination is the participation of active stakeholders and their collaborations. Among them, the tour guides play a major role but seem not to be paid attention as much as other stakeholders like the authorities, travel agencies or tourists. This paper aims at exploring the tour guides's point of view on sustainable tourism. The primary data collection involved in-depth interviews undertaken with 10 tour guides and data were analyzed using content analysis. From the tour guide's viewpoint, it seems like there has not been enough care and activities from other stakeholders concerning sustainable tourism. The result also shows the tour guides's sound awareness of sustainable tourism and their environmental friendly behaviors.

**Key words:** *tour guide, sustainable tourism, Vietnam, stakeholder.*

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## SUSTAINABLE TOURIST: HOW BIG IS YOUR FOOTPRINT?

Gayathri Daisy\*

### Abstract

As one of the fastest-growing economic sectors in the world, tourism is responsible for 9% of global GDP. Tourism is progressively identified as a vital contributor to job and wealth creation, environmental protection, cultural preservation and poverty alleviation. A well-designed and managed tourism sector can help preserve the natural and cultural heritage assets, empower host communities, generate trade opportunities, and foster peace and intercultural understanding.

Notwithstanding, UNWTO reported 1.4 billion international tourists for the year 2018 (UNWTO 2019) in addition to domestic tourists. This growing number of tourists poses growing challenges, including those related to greenhouse gas emissions, economic leakages, resource management or impact on local communities and cultural assets. Each tourist will leave some impact on the places they visit.

As the sustainable tourism movement gathers momentum, the question that is being raised is how aware and sustainable are the tourists when they travel? Moreover, the tourist predominantly visiting the traditional sun, sand and sea destination is shifting towards more experiential holidays; hence, that calls for proper stewardship of the environment. As such, it is pivotal to understand the collective action of the tourists who make the trips if they can act ethically and responsibly during their holidays.

Adopting a mixed-method approach, this research sets to examine tourists at the heart of sustainable tourism. This research aims to gauge the extent to what motivates a tourist to be sustainable by implementing observations and a survey. Such an understanding may assist other researchers and policymakers committed to achieving UN Sustainable Development Goals.

The research was conducted in Penang, Malaysia. Penang's capital, Georgetown, has been accorded a listing as a UNESCO World Cultural Heritage Site and simultaneously, Penang is Malaysia's most tourist-visited destination. Malaysia too welcomed in the year 2018 welcomed 25.83 million tourist arrivals (UNWTO 2019). On the other hand, recently, Malaysia was ranked as eighth among the top 10 worst plastic polluters. Most of the plastics are dumped, a small portion burnt, and a very tiny fraction recycled. These plastics take approximately 400 years to decompose, which is equivalent to sixteen generations.

Plastic has polluted the soil, rivers and oceans. Every year, many the sea creatures such as

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dugong, turtles, dolphins and whales are dying because of ingesting plastic in Malaysia. In particular, sea turtles ingesting even a single piece of plastic can be deadly for them. Indirectly, the effects of plastic pollution are also threatening smaller species of marine life such as fish and clams, which are among protein sources in the human food chain. Interestingly, human also digests plastics when they consume seafood. The findings identified three segments of tourists: (1) The Unconcerned, (2) The Contemplative, and (3) The Sustainable Tourist. Sustainable tourism strives to sustain local economies without damaging the environment on which it depends and protecting it for future generations. Therefore, each and every tourist needs to start to act in a way that will minimise the environmental impact. Will they think about what happens to their rubbish? Will they use biodegradable products and a water filter bottle? Will they be sensitive towards limited resources like water, fuel and electricity? Moreover, the bigger question is are they able to preserve local wildlife and habitats by respecting rules and regulations such as littering, sticking to footpaths, not standing on corals and also buying products made from endangered plants or animals.

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UNWTO, 2019. International Tourist Arrivals Reach 1.4 billion Two Years Ahead of Forecasts. Madrid: UNWTO.

***Key words:*** Sustainable Tourism, Malaysia, Ethical, Responsible Tourism, Plastic Waste.

# SUSTAINABLE URBAN TOURISM AND NEW TOWN DEVELOPMENTS IN VIETNAM: A CASE STUDY OF PHU MY HUNG

Nguyen Hong Truc\*

## Abstract

Ho Chi Minh City has long been an important destination of Vietnam's tourism industry. However, overcrowded populations together with insufficient infrastructures have caused serious threats to the future development of the City as well as its attractiveness. Indeed, under the fast-paced development of commercial and hospitality facilities, many historic buildings have disappeared together with the city's memories and the local's lifestyles. In old district areas, the formations of luxurious residences have not only erased urbanites' sense of place but also exerted negative impacts on communities' identity. Meanwhile, new urban zones outside the city's center, such as Phu My Hung, appear to lack social features, which have adversely affected the local's well-being. In fact, those new towns' infrastructures are currently underutilized while there is neither cultural spots nor travelling facilities. With the milestone of ten million people, Ho Chi Minh City urgently needs innovative approaches to balance between developing its tourism industry and solving the puzzles of sustainable urbanization.

Using the development of Phu My Hung as a single case study with the exploratory approach based on the framework of Davies and Herbert (1993) and Diener et al. (1999) pertaining to social sustainability, the paper illustrates how the incorporation of travelling factors can effectively contribute not only to the sustainable future of this town but also to the sustainable tourism of the City. First, the shift from a "bed town" to a tourist destination can help Phu My Hung become livelier and more attractive, which will in turn make the town achieve self-sufficiency and economic vitality. Second, thanks to special culture activities targeting international travelers, the town's shortage of social aspects will be alleviated, leading to the improvement of social capital and place identity. Third, owing to their important roles in facilitating emotional connection, various tourism spots integrated into residential zones can promote sense of belonging and community attachment which are critical to the future development of Phu My Hung. Finally, the current pressures of the City's core can be mitigated by different approaches, namely diverting international flows, creating new attraction hubs, and educating national customers. With the rapid urbanization around Vietnam, the findings of this study can be helpful for developing new towns and promoting sustainable tourism in other regions. By taking into account the needs of tourists, the planning process of those new towns will be more effective, resulting in social and economic sustainability. Additionally, since those areas will equally share the burden of travelling infrastructure, traditional destinations which are currently overcrowded or heavily exploited can improve their natural conditions, leading to environmental sustainability.

**Key words:** *sustainable urban tourism, new town developments, tourism management, social sustainability.*

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# SUSTAINED “BABYLONIAN CONFUSION” OR MEANINGFUL “SUSTAINABILITY”? THE CONTEXTUAL SIGNIFICANCE OF “SUSTAINABILITY” IN TOURISM AND WITTGENSTEIN’S CONCEPT OF “LANGUAGE GAMES” AS A LOOPHOLE TO SUCCESSFUL SUSTAINABLE TOURISM DEVELOPMENT

Harald A. Friedl\*

## Abstract

Since the acknowledgement of critical indicators of environmental threats such as climate warming (Chen & Unsworth, 2019), the pest of plastic in the oceans and overfishing (Stafford 2019), soil degradation (Bateman & Munoz-Rojas 2019) and overtourism (Seraphin et al. 2019), sustainability became a fashionable term. It seems to play the role of a kind of incantation as it is required for the solution for almost every burden, as indicated by the 17 Sustainable Development Goals for 2030, declared by the United Nations (2015).

Especially in the field of tourism, the term is used very often in contradictory contexts. For example, to the new masterplan for tourism in Austria, it was given the very prominent aim of making Austria “*the most sustainable destination in the world*” (Austrian Ministry for Sustainability and Tourism 2019). While recognising the challenges of climate warming and the necessity to reduce carbon emissions (p. 10, p. 26), this globally as well as regionally important aim is contradicted just a few pages later by the explicit aim of getting more customers from Asia (p.31). This one obvious example – among many others - indicates the widespread use of the term “sustainability” more in the meaning of “sustaining tourism” (Higgings-Desbiolles 2018) then sustaining our living conditions. This misapplication of the term “sustainability” has a long tradition in the field of tourism as already shown by Saarinen (2006) and again underlined again by Buckley arguing that despite decades of research on sustainable tourism, the industry, still favouring market measures and avoiding environmental restrictions to foster growth, is “not yet close to sustainability” (2019).

Are all those, using the term “sustainability” in an unsustainable way, simply liars? In order to find a loophole in this “Babylonian confusion” about “sustainability” in tourism, the qualitative method of participating observation (Kawulich, 2006) has been used in order to collect data about contradictive application of the term “sustainability” in tourism in several workshops, project teams and conferences during the last 20 years. In order to interpret the findings, I take reference to the analytical philosophy of Ludwig Wittgenstein. According to him, the phenomenon of using terms within different cultural contexts with

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different meanings is inevitable. In his “Philosophical investigations” he argued that “meaning” of a term results from its contextual usage (1958). Wittgensteins model for word and language learning basing on the idea of “language games” was proven by Nelson (2009) as pretty modern and helpful in current debates.

It confronts us with the simple but fundamental condition that also the meaning of a globalised and popular term such as “sustainability” depends always and necessarily on the cultural context of the “user”. In consequence, a Vietnamese professor for macro-economics has a different language conditioning compared to a Greek environmentalist, a Canadian psychologist or a South African marketing expert. They all live in different cultural contexts with different challenges, demands and organisational as well as personal aims. They all live, work and research in different social world. Even following Valere Tjolle, defining sustainable tourism quite precisely ‘*just and equitable trade with economic benefits for the destinations: tourism which honours and prospers destination cultures, promotes social benefits and exchanges and in particular promulgates peace and assists in the environmental stewardship of the destination*’ (cit. in Guiver, 2013), we still face the same problem: We would have to fill all these explaining terms such as “just”, “equitable”, “peace” or “stewardship” with meaning by referring them to our personal life and research circumstances.

In consequence, in order to coordinate activities to make projects heading for sustainable tourism more successful and political interventions in order to make tourism more “sustainable”, we have to come together and communicate (Friedl 2015): to negotiate and coordinate our ideas of the problems we are confronted with when fighting against critical impacts of tourism as well as vision of a “better world”. In this perspective, the term “sustainability” seems to express nothing but a globalised concept for “staying well on the long run”, and the apparent contradictions of “sustainable tourism” are simply the expression of the dynamic diversity of our (tourist) world.

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**Key words:** *Concept of Sustainability, contradictions, cultural context, communication, intercultural challenges.*

# TEA CONSUMING BEHAVIOR AND TOURIST SATISFACTION WITH SPECIAL REFERENCE TO TEA CENTERS IN BADULLA DISTRICT

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J.A.R.C. Sandaruwani\*

## Abstract

The tea plantation industry plays a vital role in the Sri Lankan economy in terms of gross domestic production (GDP) and tourism contexts related to the international market. But the problem is the percentage of the tea industry in total foreign exchange earnings is gradually decreasing. In this situation, tea tourism is an alternative concept that gives Sri Lanka the opportunity to increase foreign exchange earnings of tea through increasing a high-end brand and obtain a win-win situation for both tourism and tea sectors. The objectives of this study are; to identify the demographic profile of tea tourists, their tea consuming behavior and satisfaction on Ceylon tea. The study is based on Badulla district which is famous for its unique aromatic Ceylon tea. The sample consisted of 100 tea tourists and a structured questionnaire was adopted in primary data collection. Research findings outlined the tea tourists' profile, majority as females, aged between 30-39 years from Western Europe. The descriptive results of the tea drinking behavior suggested that tea drinkers are drinking tea very often, from morning to afternoon, prefer loose tea leaves and green tea, mostly they like taste and prefer tea leaves originated from China and Sri Lanka. The results further revealed how the quality of the product model, the price, the channel of distribution of the product, and promotions influence tourists' satisfaction on Ceylon tea through applying regression analysis. As a result of the analysis, product quality and promotions have a positive influence on tourist satisfaction for Ceylon Tea. But the results showed that there was no significant influence on the price of products and the distribution channel for the tourists' satisfaction. These findings are practical results for tea commercial activities and production of the Ceylon tea industry. This helps tourism professionals and the tea industry to understand the influence of each of the factors and steps to monitor, manage and adjust the factors that influence tourist satisfaction with Ceylon tea.

**Key words:** *Badulla District, Tea Centers, Tea Consuming Behavior, Tourist Satisfaction.*

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# **THE IMPACT OF INTERNATIONAL TRAVEL BLOGGERS ON SUSTAINABLE DESTINATION MARKETING IN SRI LANKA**

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**Athula C. Gnanapala\***

**Y.H.K. Peiris\***

## **Abstract**

Tourism industry is one of the most extensive industries in the world and it has created more positive impacts to solve the malnutritional issues faced by the global economy. Similarly, tourism is the third largest income earner of the Sri Lankan economy and the government also considered tourism as one of the major strategies for its development. One of the key component of tourism industry is the destination of the host country. Marketing a destination is identified as a pedestal of the future growth of the industry. Using the destination marketing to achieve economic growth as well as saving them for the future generations is crucial in current context. The using of destinations for economic growth while saving the destinations for the future generations is defined as sustainability. Therefore the term sustainable destination marketing has emerged. The sustainable destination marketing has become a must because World Tourism Organization (WTO) has proposed destinations as the fundamental unit of analysis in tourism. Further it has emerged as the biggest brand in the travel industry. The world is currently thriving the technological and internet era, the traditional tools and strategies which have been used to market tourism destinations need to be redesigned. Influence of internet, majority of tourists tend to choose tourism destinations using social media. Among the social media platforms travel blogs creates more impacts since it has a larger number of stakeholders. Therefor the objective of this study is to identify the impact of international travel bloggers on sustainable destination marketing. Even though Sri Lanka has hosted several international bloggers for multiple years to promote Sri Lanka globally, it has not materialized the impact of the travel bloggers on destination marketing. It has identified that the impact of international travel bloggers on destination marketing can be measured by the significant impact of number of posts on destination marketing, significant impact of posts reaches on destination marketing and significant impact of posts engagement on destination marketing. The study is conducted using quantitative approach. A questionnaire survey was conducted using 44 international travel bloggers who visited Sri Lanka through the facilitation of Sri Lanka Tourism Promotion Bureau (SLTPB). The data was analyzed using multiple linear regression analysis. Multiple regression analysis is used to examine the impact of number of posts, posts reach and posts engagement on destination marketing. The results indicated that number of posts and posts engagement effect significantly on destination marketing in Sri Lanka, while posts reach does not significantly effect on

destination marketing in Sri Lanka. The research has identified that promoting destination through travel blogs is a growing segment, there is a new trend of increase using social media platforms and can gain a huge impact on destination marketing which increase tourist visitation. However, the destination marketing organizations need to handle the bloggers effectively and strategically to get the expected benefits. Further, it is necessary to maintain the long-term commitment and motivation of travel bloggers to get their support to have sustainable destination marketing efforts and also to have cost benefits advantages.

***Key words:*** *Destination Marketing; Social Media; Sustainable marketing; Travel Bloggers; Posts and Post Engagements.*

# **THE IMPACTS OF TOURISTS' PERCEIVED RISK ON ATTITUDE AND BEHAVIORAL INTENTION TOWARDS STREET FOOD: A CASE STUDY OF CENTRAL COLOMBO**

**R.S.S.W.Arachchi\***

**Dulani Mudunkotuwa\***

## **Abstract**

Consumers' perceived risk can be identified as a major impact creator to attitude and behavioral intention towards street food. Therefore, perceived risk should minimize to enhance the tourist experience and minimize negative attitude. Many researchers have been taken into account about various risk factors which differ from country to country, target population and culinary culture. Among those studies, the researcher only considers four factors. They are hygienic risk, health risk, environmental risk and socio-psychological risk. The researcher did a pilot survey in central Colombo to identify the true context of the issue. In here, the researcher tried to identify perceived risk dimensions and its effect on attitude towards street food and behavioral intention by conducting few interviews and discussed about their experiences comparing to other countries who have consumed street foods in central Colombo area. The main aim of the research was to identify the impact of perceived risk on attitudes and behavioral intention of street foods. The study mainly focused about street food consumers in central Colombo in Sri Lanka. The customers consisted individuals of all genders and across all age groups above eighteen years. This population consisted all the travelers who visited Central Colombo. Further, unknown population can be identified because there is no any system to calculate the visitor amount in particular area. The scope of the sample included adult male and female travelers in the Central Colombo area. This research was conducted under Quantitative method and deductive approach. 145 questionnaires were distributed, and 5 questionnaires were removed due to missing data. And also, two models are fitted in order to check the two hypotheses considered in this study. Model 1 analyzed using Multiple Linear Regression Model and Model 2 analyzed using Binary Logistic Regression Model via SPSS. According to the findings of first model, there is a negative relationship between perceived risk and attitude. Further, this research has found that hygienic risk, health risk and environmental risk factors were highly influenced on attitude. Considering second model, there is a positive relationship between perceived risk and behavioral intension can be identified. Considering the positive relationship, it can be concluded that tourists are recommending the street food to other travelers despite the risk. Hence, they have given their priority to experience and their interest. Further, to provide the better experience to both consumers' venders, responsible parties including government should develop proper infrastructure, strategies and Acts to regulate the street food industry as a formal one. Also,

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awareness programs and proper guidance help to reduce malpractices of vendors and take them to proper track. Moreover, creating quality competition among vendors will help to enhance industry by introducing new concepts, professionalism and productivity. Travelers will be benefited with new experiences such as live cooking, experiencing new fresh vegetables and more concern about nutritional values as well. Further, to minimize the perceived risk and to provide the better experience to consumers both vendors and responsible parties including government should be integrated. Finally, street food represents the local authentic culture and this concept is becoming more popular in the destinations which attract the tourist who need local exposure.

**Keywords:** *Attitude, Behavioral Intention, Perceived Risk, Street Food Tourism.*

# THE LOCALISM BRANDING DESTINATION FOR KAMALA COMMUNITY-BASED TOURISM IN PHUKET, THAILAND

Aphirom Promchanya\*

## Abstract

Community-based tourism is aggressively promoted by Tourism and Sports department in Thailand. Community-based tourism provides recreational real experiences by combining local production and recreation activities. Many forms of tourism have developed, such as home stay, local food, are lately developed as one form of localism destination. The localism provided recreation opportunities to experience and close to the nature and culture.

This action research study aims to the localism creating brand for community was: 1) to enhance knowledge and understanding of local community on concept and principles of community-based tourism on natural and cultural resources 2) to study the opportunities of local product to discover, define, develop and deliver apply the process to create social capital awareness leading to the development plan of community-based tourism in Kamala, Phuket Province. The study used qualitative research method for data collection and established the key 4 D's attributes developed the community-based tourism focus on the special area development for sustainable tourism. The analyze to general information, status of the community, readiness, potential, context, environment and society. The qualitative data from group discussions by content analysis.

The results have found that the potential of people in the development need to be active rather than passive based on learning processes integrated into the social fabric innovative and dynamic sustainable based on local resources (Greg Richards,2017). A case study of Kamala has group member in the community amount 9 community enterprises in local, divided into product processing the community activity group, housewife group, social capital has been found together, is belief the community based provides the value of natural resource conservation that leads to tourism income. From the potential of community to study the localism branding destination design, can integrate with the 4 D's model developed the Muslim community based that has a Malayu culture that coexist with different ethnic communities. In addition, the first community discovered products that led to the increase in the value of "Garcinia" (which may also refer specifically to *Garcin mangostana* or *Som-Khwai* : ส้มคหวาย) which is a local product branding. The second, define an opportunity for further development of the community to the creative economy, aims to elaborate on the different components of the local, making the local residents understands the context of the tourism products. This means that designer must bear in mind the finances of the community, its resources, and market situation before designing

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anything. The third, purpose develop of localism brand is, the same as it happens with other destination brands, to attract customers from the rest of the world. It also sets the context for product development, assesses the localism of what can be done and analyzes how this agrees with the corporate brand. The localism study had their own preferred methods, brainstorming, visualization, making of different scenarios and participate in the design process. The fourth, research has been diliver constructed around a perception built on the key destination strengths including nature, culture, history and food. The campaign appears to be a new, original, way of the destination branding.

Finally, the localism branding destination image can be understood with marketing organization by TAT (Tourism Authority of Thailand) is responsible to promote the destination and create a brand there are an integrated part of this image. The destination image experts influence to the behavior of tourists. So, the development plan for the local community makes the experience to tourists who come here get so pleasure. The sharing experiences knowledge to visitors will help to enhance sustainability in the concept of conservation, culture and lifestyle. And causing the income distribution to the people in the community for sustainability.

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**Key words:** *community-based tourism, participation, social capital, localism, branding.*



# THE MODERATOR EFFECT OF SPIRITUAL BELIEF IN THE RELATIONSHIP BETWEEN DESTINATION IMAGE AND TOURIST LOYALTY IN SPIRITUAL DESTINATION IN VIETNAM

Than Trong Thuy\*  
Dao Trung Kien\*\*

## Abstract

*Background:* The significant economic growth together with the substantial increasing number of middle-class people, especially the urban ones, has led to the rising tourism demand of Vietnamese people including spiritual tourism. Spiritual tourism has developed noticeably due to the expansion of religious beliefs and the process of traditional religion restoration. Therefore, studies in the field of spiritual tourism are becoming more and more necessary in order to attain the sustainable tourism development target.

*Purposes:* This study aims to evaluate the effect of destination image on tourist satisfaction and loyalty with the moderator effect of tourists' spiritual belief.

*Methodology:* It is conducted by using structured surveys at several well-known spiritual destinations located in three different regions, namely the Northern Vietnam (Huong pagoda, Yen Tu pagoda, Bai Dinh pagoda), the Central Vietnam (Thien Mu pagoda, Linh Ung pagoda, La Vang Sanctuary) and the Southern Vietnam (Holy Mother of the Realm Temple on Sam mountain). We use multivariate data analysis methods to analyze the data and test the hypotheses, which includes reliability test by using Cronbachs' Alpha coefficient, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modelling (SEM).

*Results:* The results of surveying 502 tourists from three Vietnamese main regions showed that destination image indirectly affects tourist loyalty through their satisfaction. Spiritual beliefs act as a moderator variable in the relationship between destination image and tourist satisfaction as well as their loyalty. The increasing spiritual belief will gradually lead to the increasing relationship between destination image and loyalty.

*Implications:* The results also withdraw important implications in order to promote the spiritual tourism development in Vietnam. We proposed several solutions for the sustainable tourism development at spiritual tourism destinations including: (1) Enhance the attractiveness of the spiritual destination through (i) natural environment preservation; (ii) cultural tourism products development; (iii) community awareness raise related to sustainable tourism development; (iv) government supports growth for tourism businesses, local community and tourists; (2) Improve tourist satisfaction towards tourist destinations; (3) Develop products which are associated with spiritual beliefs as well as religion of the

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spiritual destinations and (4) Promote social interaction ups and build the destination familiarities with tourists.

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**Key words:** *Spiritual tourism, destination image, tourist loyalty, tourist satisfaction, spiritual belief.*

# THE NEEDS AND THE REALITY: THE RESIDENT QUALITY OF LIFE IN A MAJOR TOURISM AREA IN CHIANGMAI, THAILAND

Yodmanee Tepanon\*

Thanwa Benjawan\*

Chawan Maleehom\*\*

## Abstract

### *Introduction*

Sustainable tourism management has recently been emphasized as a main driver to better develop a tourism destination. It spotlights on the balance amongst the triple bottom line, which are economic, society and culture, and environment. Chiangmai, one of the most popular destinations in Thailand, has experienced the high and low in tourist arrivals like other destinations. Nevertheless, through decades, Chiangmai has welcomed millions of both international and domestic tourists every year. Several tourist attractions are scattered around the city of Chiangmai, receiving different numbers of tourists throughout the year. However, there are certain areas where visitors visit the most, such as the old city, the highland/hilltribe traditional area, and the Royal projects. Definitely, the residents in those main tourist attraction areas would be directly and directly affected by the high number of visitors.

Resident quality of life (QOL) is one of emerging issues in the tourism academia. The importance of maintaining life as an individual is not less significant than what is viewed from the economic perspectives. The triple bottom line is still equally weighted to achieve the global sustainable goals. As Chiangmai has been a well-liked tourist destination for both international and domestic tourists since 1980s, this study aims to identify the impact of tourism on resident quality of life by comparing the residents' perceived importance and their satisfaction of QOL attributes, particularly in the touristic area.

### *Methodology*

Drawn from the tourism quality of life literature, this study looks at the differences between the perceived importance and the satisfaction level of tourism activities of locals in the main tourism area in Chiangmai. The questionnaire was adapted from Andereck & Nyaupane's (2011) QOL study, consisting of 38 items. During September 2019, a data from 103 residents in the Pra-Singh area, which is the main temple and tourist attraction in Chiangmai old town, and the surrounding neighborhood has been collected. The greater Pra-Singh sub-district contains roughly 3,850 households (Chiangmai statistical office, 2018). However, not the whole area comprises tourist attractions. Therefore, this study only focusses on the area which covers approximately 350 households that contain most tourist attractions and activities (Ratchadamneon street and the neighboring area). Using the convenience sampling method of collecting data, the questionnaires were given to one resident per a household. A

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series of paired sample t-test were performed to identify the differences between the respondents' perceived importance level and their satisfaction level of QOL.

## Results

The majority of the respondents are female (78.6%), age 21-30 years old (34%). Most of them are business owners (48.5%) and freelancers (22.3%) and have lived in the Pra-singh area for an average of 15.19 years. The results showed that the importance QOL dimensions rated by respondents are significantly higher than the rated satisfaction levels. When comparing in detail amongst attributes of the three dimensions of the sustainability concept, the results also showed dissimilarities.

This study illustrates the indirect impact of tourism development on the perceived Quality of Life (QOL) of the residents in the main tourist district in Chiangmai, Thailand, especially in the cultural and societal aspect. Coming from different paths of life, involving in tourism business or not, the quality of life of the residents are directly and indirectly affected by tourism related activities. The results provide a glimpse of comparison between the residents' needs and their satisfaction in the reality. Tourism practitioners and the local government can apply the findings to prevent the impacts created by tourism activities to prevent conflicts from an over-tourism issue in the future.

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**Key words:** Sustainable tourism, quality of life, residents, Thailand.

# THE RELATIONSHIP BETWEEN SATISFACTION, INTENTION TO RETURN AND LOYALTY OF TOURISTS: A CASE STUDY IN PHU QUY ISLAND - VIETNAM.

Dinh Phi Ho<sup>\*</sup>  
Bang Nguyen Viet<sup>\*\*</sup>  
Tran Toi<sup>\*\*\*</sup>

## Abstract

*Purpose:* The purpose of this paper is to explore the relationship between satisfaction, intention to return, and loyalty of tourists in Phu Quy island.

*Methodology:* This study has used qualitative and quantitative researches: (i) qualitative research carried out through focus group discussions with 10 tourists in 03/2019, and (ii) quantitative research conducted through direct interviews with 315 local tourists in Phu Quy island from 04/2019 to 07/2019.

*Result and conclusion:* The results show that: (i) tourist loyalty is affected by tourist satisfaction, intention to return; (ii) intention to return of tourist is affected by tourist satisfaction; and (iii) tourist satisfaction is affected by service quality, cultural contact, local food, and local transport. However, the research subject has certain limitations: (i) due to limited resources in conducting research, the sample size consisted of 345 tourists in the peak season, (ii) This study conducted the sampling technique of using direct interview methods from local tourists.

**Key words:** *Satisfaction; Intention to return; Loyalty; Phu Quy Island.*

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# THE RELATIONSHIP BETWEEN TOURISM RECEIPT, ECONOMIC GROWTH INFLATION, ENERGY COMSUMPTION AND CARBON DIOXIDE EMISSIONS: EVIDENCE IN SOUTHEAST ASIA

Nguyen Anh Tru\*

## Abstract

In Southeast Asia, by 2017, the total contribution of tourism to gross domestic product (GDP) reached US\$329.5 billion (or 12 percent of GDP), and it created 14.4 million jobs and is forecasted to increase by 3 percent annually to 20 million jobs in 2028. However, tourism in Southeast Asia has to face new challenges such as the degradation of environment due to a fast growth of visitor arrivals. Moreover, organization of private local and foreign tourism enterprises in the aspect of tourism management decisions in the region, shortage of skilled human resources, and domination of the large number of small and medium enterprises have been identified as the main challenges faced by the tourism sector in the region. Besides, the region must deal with recent obstacles, including economic uncertainties associated with financial globalization, rapid urbanization, high levels of informal employment, and highly unequal gender division of labours. In Southeast Asia, although tourism can improve infrastructures in the transportation sector, employment might be seasonal, and this affect negatively economy. Consequently, the increase in the demand of goods and commodity may influence their price and generate inflation. Further, carbon dioxide (CO<sub>2</sub>) emissions have increased since 1970 and the temperature has risen 1 to 3 degree Celsius between 1950 to 2000. By 2010, five countries, including Indonesia, Malaysia, the Philippines, Thailand, and Viet Nam accounted for about 90 percent of greenhouse gas emissions in Southeast Asia. Energy-related CO<sub>2</sub> emissions in the Association of Southeast Asian Nations (ASEAN) region are predicted to increase from 1.26 billion tonnes in 2014 to 3.14 billion tonnes in 2040. What is the relationship between tourism receipt, economic growth, inflation, energy consumption, and CO<sub>2</sub> emissions in Southeast Asia? How do these variables correlate in the short and long run? The study aims to investigate the causal relationship between tourism receipt, economic growth, inflation, energy consumption, and CO<sub>2</sub> emissions of five developing countries in Southeast Asia, namely Indonesia, Malaysia, the Philippines, Thailand, and Viet Nam, between 1995 and 2014 using the vector autoregressive (VAR) model. In the VAR model, we found that tourism receipt and CO<sub>2</sub> emissions have positive relationships with inflation, while GDP and energy consumption negatively affect inflation. Further, results show that GDP has a negative effect on CO<sub>2</sub> emissions. The Granger causality Wald test demonstrates that there is a directional causality running from inflation to tourism receipt, energy consumption, and CO<sub>2</sub> emissions. However, the result of the Johansen test indicates that there is no long run relationship among variables. Lastly, policies are recommended to facilitate economic growth and achieve sustainable tourism in Southeast Asia.

**Key words:** *Tourism receipt, economic growth, inflation, energy consumption, carbon dioxide emission, Southeast Asia.*

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# TOURISM DEVELOPMENT ALONG THE SOUTHERN ECONOMIC CORRIDOR ACROSSING VIETNAM, CAMBODIA AND THAILAND

Ngo Thanh Loan\*

Nguyen Thi Hong Phuong\*

## Abstract

Given the context of Vietnam's integration into the ASEAN Economic Community (AEC), developing cross-national tourist routes will help Vietnam take advantage of its favorable conditions and overcome challenges in an increasingly competitive economic environment to integrate into regional tourism market.

In International Seminar on Multi Destination Opportunities for Regional Integration by UNWTO (2015), multi-country destination trip is defined as a single trip that includes visitation to destinations shared by two or more countries which offer and promote a joint tourism product or route. Basic challenges were thoroughly analyzed to overcome as implement this tourism strategy such as: travel facilitation; transportation connectivity; positioning and branding; roles of tour operators, hotel chains and travel supplier; route development and infrastructure investments. This is the first theoretical basic of our study.

Other documents related to the research's topic were also consulted, such as:

- The Program G "Sustainable tourism development along corridors", project G.5 *"Tourism and Infrastructure Feasibility Study along Coastal Route of the Southern Economic Corridors"* implemented by Mekongtourism (Cambodia), which analyzed and confirmed the role of the Southern Economic Corridor in the development of tourism among Cambodia, Thailand, and Vietnam;
- ADB report entitled "Strategy and Action Plan for the Greater Mekong Subregion Southern Economic Corridor", in which the term "Tourism Corridor" was used to refer to cooperative relationships among the countries in the region in the field of tourism (ADB, 2010).
- Recently, the Vietnamese Ministry of Culture, Sport and Tourism held in 2017 in Phan Thiet city an international conference on *"Cooperation to develop tourism of Central coastal zone, Central Highlands and provinces in Northeast Cambodia and Southern Laos"*, with the participation of Tourism Authorities, representatives of tourism industry and local governments from countries in Southeast Asia region. The participants have emphasized the need of assessment of tourism activities in each locality to find out best solution for cooperation among countries in order to promote regional tourism. Based on literature, field investigation and in-depth interview with tourism companies managers,

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our research tries to analyze current tourist activities between Vietnam, Cambodia and Thailand, and then indicates the potential for developing tourist circuits connecting the three countries in which each country is one link in the chain of tourism promotion.

The Southern Economic Corridor (SEC) was selected to set the limitation of our study. Besides the role of important trade corridor between Vung Tau (a maritime port in Southern Vietnam) and Bangkok, passing Ho Chi Minh City and Phnom Penh also expected to become a tourism corridor.

The result shows two different tendencies: if tourists from Vietnam prefer travelling to Cambodia by land, they rather choose to take airplane to Thailand. Distance is one of the reason, but the fact that more and more cheap flights are exploited between Ho Chi Minh City and Bangkok make travelling by air become more affordable.

In order to promote tourism route along SEC, new tourism products and programs along the corridor are suggested as well as a model of cooperation, which helps to enhance the cooperative relationship among three countries and aims for sustainable tourism development in the region.

***Key words:*** *Multi-national tourism development, Southern Economic Corridor, tourism corridor.*



# TOURISM FOR INCOME GENERATION AND POVERTY REDUCTION IN VIET NAM

**Manoj Kumar Agarwal\***

**Anupama Srivastava\***

**Dinh Thi Hoa Le\***

## **Abstract**

Viet Nam has experienced some high economic growth and development in recent years, from a closed economy with per capita income of around \$100 in the 1980s, Viet Nam achieved per capita income of \$2,400 (current US\$) in 2018. The economy which is used to rely heavily on agriculture gradually moved towards more services and manufacturing oriented with only 17 percent of GDP generated from agriculture sector, 39 percent from industry sector and the remaining from services. More than a third of gross domestic product is generated by services, which include the hotel and catering industry and transportation. It is noted that in the last two decades, Viet Nam has implemented many policies for socio-economic development. But it was still 76.6 percent employment to population in 2017. Viet Nam government activities are working on policies to improve human capital. However, many issues are still there. Human Capital Index (HCI) of Viet Nam was 0.67 and it is ranked 47 in 2018. Viet Nam had human development index 0.694 that is ranked 165 in 2017. Unemployment rate in Viet Nam was 2.1 percent in 2017. As per the World Bank Standard, 7.8 percent of the country's population was under poverty. Given this situation, when the country is emphasizing on human capital and infrastructure development, it becomes an opportunity to expand the service sector in general as well as tourism sector in particular. Tourism not only contributes towards more economic activities but also generates more employment, revenues and plays main role in development. Tourism currently affects the livelihoods of many of the world's poor. Around the world, tourism provides the leading source of employment; generates millions of jobs and fosters economic growth. Tourism with poverty reduction is the goal of many poor and developing countries, including Viet Nam. Viet Nam set a target that makes tourism to become a key economic sector and to create a driving force for socio-economic development. Viet Nam is a country with great potential for tourism development, especially community-based tourism, ecotourism, cultural tourism...With over 3200 kilometers of coastline, pristine beaches, mountainous highlands, abundant of hot mineral water, Karst Land, and diverse cultural and historic sites. Viet Nam's tourism industry continues to rank amongst the fastest-growing tourist destinations in the world, with the revenue 2018 reached VND 637 trillion (up 17.7 percent compared to 2017). The Vietnamese government released the "Strategy on Vietnam's tourism development until 2020, vision to 2030" in 2011 to define that develop the tourism industry as a major driver

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of economic growth. In early 2017, the Prime Minister approved Decision 08/NQ-TW on developing tourism as a key economic sector. However, the tourism industry is still limited. Tourism development is not commensurate with the potential, strengths and expectations of society. Specially, local communities live in tourist destinations lose their economic, social and cultural holds. The paper systematized the theoretical about role of tourism for reducing poverty and generating income. In addition, the authors also applied Tourism Satellite Account (TSA) to assess economic contribution of tourism in Viet Nam. Moreover, the paper studied models of tourism development for income generational and poverty reduction in the world to draw lessons for Viet Nam.

**Key words:** *Tourism development, Pro Poor Tourism, Sustainable tourism development.*

# TOURIST MOTIVATION AND REVISIT INTENTION IN THE TOP 10 ATTRACTIONS IN BATANGAS PROVINCE, PHILIPPINES

Felicen, Sevilla S\*  
Barbosa, Marife S\*

## Abstract

This study assessed the tourist motivation and revisit intention in the top 10 tourist attractions in Batangas province. Descriptive method was used with 305 tourists as respondents of the study. According PTCAO data, resorts are the top attractions in the province. Based on the result, motivation and revisiting intention factors that affects the purpose of visit are security and safety, and maintenance and cleanliness and attractions. It was also found out that female have higher assessment with prices, facilities, attractions and behavior of town residents. Also, those who visit the place for 1 – 3 times have higher assessment with prices and facilities.

*Introduction:* Tourists visit an attraction due to different factors. These factors may vary depending on what drives the tourists to visit the rich culture and history of the site. As the tourists visit, they bring their expectations with them which may be caused by the various attractions that they could visit and/ or the hospitality and friendliness of the locals. Lastly, as the tourists leave, the level of satisfaction felt could be finally evaluated. Satisfaction may vary depending on how well the location met the tourist's satisfaction. Motives, expectations, and satisfaction could greatly impact the image of an attraction and how these attractions could innovate.

The challenge is how to encourage the visitors to revisit the destination. Without any special interest attractions, they will come only once and for the next holiday they will rather spend it elsewhere. Motivation is the main factor that the visitors select certain places to visit. If the visitors have not been to the place yet, the word-of-mouth and images of the places play the important role to motivate the visitor to select the place. The first-time travel experiences will lead to whether the visitor will be motivated to revisit the place.

*Objectives of the Study:* This study assessed the tourist motivation and revisit intention in top 10 attractions in the province. Specifically it identified the profile of the tourists in terms of age, gender, civil status, reason for visiting, frequency of visit, and family income; assessed the tourist motivation and revisit intention in terms of security and safety, maintenance and cleanliness, information and communication, prices, facilities, attractions, behavior of town residents, and factors affecting the purpose of visit and tested the significant difference on the tourist motivation and revisiting intention when grouped according to profile variables.

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*Methods:* The study made use of descriptive method with 305 tourists who visits the attractions as respondents. The number of respondents was based on the total number of tourists arrivals dated 2018 as presented from the data released by PTCAO. This was based on an effect size of 0.25, a power probability of 0.95 and an alpha level of 0.05 using G\* Power 3.1.9. The instrument undergone reliability test using Cronbach Alpha with the over-all coefficient result of 0.759. Percentage and frequency distribution, weighted mean and ANOVA was utilized to analyze the result.

*Results and Discussion:* As to safety and security provided by the beach resorts, tourists are very satisfactory because of the presence of security guards, technology and identification of safety hazards. One of the greatest challenge of beach resort is to maintain the safety and security of their customers due to the presence of different hazards. Having water as their basic service such as beach and swimming pool can create issues regarding safety of customers and staff.

Maintenance and cleanliness of the beach resorts were rated very satisfactory because of how the resort management were able to conserve the natural environment and would not affect the biodiversity present in these bodies of water. This refers to the use without exploitation of natural, cultural and all other tourist resources from the current generation, it means to preserve them for future use by future generations. Since the development of tourism in a certain area largely dependent on natural and anthropogenic attractiveness which are located in the surrounding, the practicing of sustainable development gets more and more important.

Tourists are very satisfactory with the information and communication available in the beach resorts because of how the marketing advertisement and the staff were able to communicate with guests. The management must assure that there is clear communication to reduce conflicts and problems in the future and increase the satisfaction among the customers.

Price or entrance fees of the beach resorts can motivated tourist to visit the place because they are willing to pay the value of the experience they have. The resorts are giving prices on their products, accommodation and services based on their operational cost and marked up value. Price can affect the product and service quality for it can increase or decrease the feeling of satisfaction among customers.

Presence of other attraction that would make tourists feel relaxed and stress-free motivates them to visit the destination. Destination attraction is a way the attractions are using their natural beauty as means for the growth of their local tourism. The importance of this do is to enhance the income profit and job opportunities for the local residents as well as the local government revenues.

Facilities is another factor that motivates tourist to revisit the destination. Infrastructure in

the attraction was the things people use to enjoy the scenery on the specific location. Infrastructure will be approved by the government since it requires a lot of things to accomplish. It is also important to tourism and to the destinations because it makes the travel more easy and convenient.

*Conclusion:* Based from the result, most of the tourists visiting Batangas province are 18-35 years old, female, single, visiting to have leisure time, visited 1-3 times, and earning 15,000 – 19,999.99. The respondents assessed motivation and revisiting intention factors that affects the purpose of visit are security and safety, and maintenance and cleanliness, attractions. However, the item information and communication, behavior of town residents, prices, and facilities were also considered. It was also found out that female have higher assessment with prices, facilities, attractions and behavior of town residents. Also, those who visit the place for 1 – 3 times have higher assessment with prices and facilities. While income ranging from 10,000 – 14,999.99 have higher assessment on factors affecting the purpose of visit.

*Recommendations:* It is recommended that tourist attractions in the province may seek help from investors to improve their facilities and restoration of the sites. The local government may conduct forum to the people about the importance of their behavior to attract more tourist to visit attractions in the province.

***Key words:*** *Tourist Attractions, Tourist Motivation, Revisit Intention.*

# TOURISTS' PERCEPTION AND SATISFACTION ABOUT THE SUSTAINABLE TOURISM OPERATIONS IN MADU RIVER, SRI LANKA

**K.M. Gimhani\***

**G.V.H Dinusha\***

**Athula C. Gnanapala\***

## **Abstract**

Historically, man traveled a lot for reasons but many of them were second to “search for water”. When it comes to leisure, much recreational activities are based on water. In that rationale, wetlands had more touristic value to mix with tourism, hence, eco-tourism, boat safaris on rivers, edu-tourism, golf tourism, resorts etc. are being developed around wetlands or Ramsar sites. The wetland tourism has become one of the most attractive, environment based niche tourism segments in Sri Lanka. Therefore, the tourists’ participation for those activities is gradually increasing during the last few years, especially after ending of the thirty years of civil war in Sri Lanka in 2009. The Madu River can be identified as a popular natural wetland destination which uses mainly for boat safaris and subsequently for other tourism related activities. Also, the river is used by the surrounding local community as a means of livelihoods, especially for fishing and related activities. The ever-increasing tourist arrivals have created both positive and negative impacts to this destination. The main objectives of this study are, first, to identify the tourists’ perception and satisfaction about the tourism operation in Madu River and second to discuss the problem and issues related to sustainable tourism development in Madu River. The study was adapted to a mixed method by considering two populations as per objectives. Tourists’ perception and satisfaction was measured by a questionnaire survey which was conducted with 170 tourists who witnessed boat safaris and semi-structured interviews were conducted with stakeholders around the area which matured within 10 interviews, for both by utilizing a convenience sampling method. The quantitative part of the study was conceptualized using the tourists’ perception regarding the destination attributes such as attractions & services, quality of boats, price & payments, safety & security, food & beverage, environmental management, guide services & information, service quality, support services as the independent variables and the tourists’ satisfaction as the dependent variable. Descriptive statistics, correlation and multiple regression analysis were utilized to examine the survey data. While positive relationship between tourists’ perception on destination attributes and their satisfaction was observed, tourists were positively satisfied with quality of boats, attraction & services, and guide services & information as per hypothesis testing with an impact of 0.401, 0.285, and 0.104 respectively in the multiple regression analysis. However, for other observed factors, null hypothesis were accepted.

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According to the qualitative data, the contamination of water with Kerosene oil leaked from boats that changes the taste of fish could be identified as a major issue suffered by fishery community in the area. In addition to that the price discrimination, unequal distribution of benefits, noise pollution due to fast riding of boats, cutting of mangroves and less economic benefits to the locals are the suffering problems and issues in the area. This is also supported by acceptance of null hypothesis for environment management in quantitative analysis. These negative environment impacts can be occurred in any wetland, which supports for both community livelihood and tourism. Therefore, the relevant and responsible authorities should intervene to solve the problems and issues by really concerning about the triple bottom line of planet, people and the economy.

**Keywords:** *Tourist's Perception & Satisfaction; Wetland Tourism; Madu River, Sri Lanka.*

# TOWARDS A SUSTAINABLE SMART TOURISM DESTINATION ECOSYSTEM, CASE OF HANOI, VIETNAM

Nguyen Viet Hoang\*

## Abstract

*Purpose:* Industry 4.0 has rapidly developed and strongly affected many fields in tourism and hospitality industry. Correspondingly, smart tourism destinations (STDs) have been innovated to satisfy new tourists' trends, to enable pleasure and experiences for tourists worldwide in recent years with the crucial support of Information and Communication Technologies (ICT). An ecosystem of STDs has been established with the aim of enhancing the competitiveness of a smart tourism destination and improve the quality tourism products and services for tourists and quality of life for residents. However, a route from a traditional tourism destination to a smart tourism destination is a complicated process with the participation of a smart ecosystem with different smart components. Although many investigators have focused on STDs, researches and practice currently do not supply the necessary conceptualizations that could inform smart ecosystem of a STD, and have not shown out effectiveness of ecosystem on tourism industry in term of sustainable development. This paper aims to: 1) clearly identify the definition of STD, 2) demonstrate roles of ecosystem in creating value for a STD, and 3) figure out model to build a smart and sustainable ecosystem for a STD (case study of Hanoi). Findings of the research will be evidence for stakeholders (local government, tourism enterprises, tourism destination managers, hotel and restaurant managers, tourists, local residents...) to consider the best solutions to execute sustainable plans for the development of sustainable smart ecosystem among STDs.

*Methodology/approach:* This paper use the STD model for Antalya of G. Baser et al (2019). A literature review on tourism destination, smart tourism destination and its components, Hanoi as a smart tourism destination, was presented. Secondary data was collected from Vietnam Ministry of Culture, Sport & Tourism and other published journals.

*Findings:* The results of the research show: 1) STD is an ecosystem with the support of modern ICT, stakeholders' willingness to join the components of smart city and smart tourism to enhance experiences, service quality of tourism industry and quality of life of local people, 2) STD and its ecosystem have crucial effect on the development of tourism sector, Hanoi (Vietnam) is a concrete case; and 3) a model of sustainable STD ecosystem in Hanoi, Vietnam, was fingered out.

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*Research implications:* The findings have relevant implication for local government, destination managers in their further policy and solutions to develop model of smart city as a smart tourism destination in Ha Noi, Vietnam

*Practical implications:* Based on the findings and current issues, the paper suggests some solutions to help Hanoi to be a sustainable tourism destination among its own ecosystem in the context of fierce competition nowadays.

*Originality/value:* Previous studied about smart tourism destination have seldom considered the effects of smart tourism destination ecosystem on its related components in the context of sustainable development. Consequently, the contribution of this paper lies on the specific understanding of STD, the evaluation about values of STD ecosystem, and learned experiences for Hanoi – a modern city on the way to become a smart tourism destination.

# THE IMPACT OF SUSTAINABLE DEVELOPMENT ON THE TOURISM AND THE INTENTION TO RETURN IN THE COMMUNITY BASED TOURISM AT THE NORTHERN MOUNTAINOUS AREAS, VIETNAM

La Thi Bich Quang<sup>1</sup>

Dao Trung Kien<sup>2</sup>

## Abstract

*Background:* The development of community based tourism orientating the sustainable development of the living areas of ethnic minorities in the Northern mountainous provinces. It creates the need to make a research systematically about the sustainable tourism development, and the impacts on the development in the local destinations.

*Purposes:* The objective is assessing the effect of sustainable development in the local tourist destination on the tourists' experience, their satisfaction and their intention to return.

*Methodology:* The research applies three dimensions in the theory of sustainable development. They include economics, sociocultural and environment, which combine to the image theory of the local tourism destination, and the tourists' intention to return under the tourist perspective.

The research uses the survey completed by the tourists in the local tourism destination in the Northern mountainous provinces in Vietnam such as Lao Cai, Son La, Hoa Binh and Ha Giang. The survey's structure is designed to collect the data from the homestays and travel companies.

The study applies the analysis of multivariate data as well as tests the proposed hypotheses.

*Findings:* The research's result expresses the positive effects of the consumer behavior in tourist for the sustainable development (economics, socio-culture, and environment) on the destination image, the other tourists, and the rise of consumer satisfaction. Significantly, word of mouth also affects to the image, the tourist consumers' fulfilling, and indirectly to their intention to return. The tourist consumer's behavior affecting positively on their satisfaction have an indirect impact on their consumer's intention to return.

The differences between the foreign tourists' behavior and the domestic tourists' behavior are significant. Typically, although the foreign tourists tend to assess the tourism service better than the domestic ones, they nearly have no intention to come back.

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*Implications:* The research proposes several suggestions about the sustainable development for tourism destination which consist of: (i) growing the tourism experience service for the local living standard and the traditional culture; (ii) cooperating with authorities to promote the management and protection policy for the indigenous cultural heritage; (iii) developing the responsible tourism to protect environment; (iv) varying the tourism service to categorize the consumer in each destination; ( v) building the tour system in the different places having the same geographical characteristics

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*Key words:* Sustainable tourism, community-based tourism, perceived value, intention to come back of tourist.

# UNDERSTANDING THREE-LAYER ENVIRONMENTAL FACTORS FOR DESIGNING INNOVATION IN SUSTAINABLE TOURISM

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## Abstract

Vietnam is becoming the most attractive tourism and fastest-growing tourist destinations in the world for its diversified and abundant cultural, natural, and historic resources. Impressively, Vietnam tourism revenue in 2018 reached US\$26.75 billion, international arrivals to Vietnam reached 15.5 million. When various tourism potentials are still unexplored, the processes to design innovative products, services and activities in tourism and hospitality are occurred rapidly and frequently. The innovations are appeared in many forms which are including human resource innovation (Sun & Walsh, 2011), branding innovation (Withiam, 2012), customer preference for innovations (Dixon, Kimes, & Verma, 2009), management innovation (Nieves & C., 2015), innovative practices (Vila,ENZ, & Costa, 2012), innovation performance (Hu, Horng, & Sun, 2009). Innovation is based on the knowledge transfer and transformation. Specifically, the process of translating ambiguous and context-dependent knowledge into the marketable services and products is a need. Generated by young population, dynamic growing cities, Vietnamese tourism and hospitality firm is small in their size yet sensitive to the technological and non-technological innovation. However, the innovation outcomes of tourism and hospitality firm is still in a puzzle. Scarce research and studies related to firm innovative performance are qualitatively and quantitatively measured, which make tourism innovation become underdeveloped research theme. However, the call for a systematic research in various tourism and hospitality sectors to develop firm innovation strategies is very urgent. Using the more than 100 data of journal, articles and research in hospitality, tourism and related field to formulate the firm strategy model of innovation toward sustainability. This paper is theoretically based on knowledge-based view. in this view innovation is ambiguous and contextual dependence. Specifically, the model is formulated into three innovation layers of different environmental elements including the macro, meso, and micro level. The macro layer comprises of the general environmental factors including technology, market, social-culture, and legal, political. The meso layer comprises of the task environmental factors which are competitor, supplier, customer. The micro layer consists of firm innovative culture. The innovative culture is the most important layer to improve the individual performance and firm performance. Innovative culture make individual (1) fit to new changing work practices, which is depart from individual conventional work process; (2) fit to work style, to the extent innovative practices consistent with expected work style (3) fit to prior experience, the match between expected innovation and past practices; and

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(4) fit to values, the match between innovation and individual beliefs. The (5) fifth dimension of strategic fit which given by the business situation is match the individual preferences, hence he/she is likely accept the way of strategic evaluation of the way to decide knowledge using mode. Each layer is expected to influence differently onto the innovation strategy which is formulated into knowledge using mode. The study shows that influencing general environmental factors are used to design replication strategy and/or adaptation strategy of tourism and hospitality service and product in the innovation process. The expected contributions from the three-layer environmental factors will offer new insightful and valuable implications for policy makers, tourism firms.

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**Key words:** *Micro-layer, Meso-layer, Macro-layer environmental factors, Replication, Adaption, Innovation.*

# WHO REALLY BENEFITS FROM TOURISM? INDIGENOUS PERSPECTIVE ON REVENUE SHARING FROM TOURISM AT A CHAM SACRED-HERITAGE SITE IN VIETNAM

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## Abstract

In the context tourism, economic benefits for local communities are one of the most important factors that create the sustainable tourist destinations. Benefit sharing of tourism revenue has been a popular theme in research focused on national parks around the world (Makame & Boon, 2017, Munanura et al., 2016), while more recent scholarship has taken interest in revenue sharing at cultural-heritage sites and how the development of tourism impacts the lives of indigenous people (Chong & Balasingam, 2019, Kiss, 2004, Wunder, 2000). Through a case-study investigation at Po Klaong Girai temple in Vietnam, this research explores how members of the indigenous Cham community perceive economic benefits and revenue sharing associated with cultural tourism at sacred living-heritage sites, and in particular, how these perspectives intersect with the tourism development initiatives and programs of the state. Based on ethnographic fieldwork conducted in Vietnam during 2016 and 2017, this research study includes data from participant observation of events at Po Klaong Girai, semi-structured interviews with members of the local Cham community, and group discussions with 32 individuals, including Cham dignitaries and local authorities from outside of the community, who are directly associated with the everyday management and preservation of Po Klaong Girai temple. This research demonstrates that benefit sharing of revenue from cultural tourism at this religious site often excludes the majority of the Cham community, but is especially lacking in resources dedicated to the religious dignitaries and Cham priests who are responsible for the management of this site and the organization of religious festivals and ceremonies. While Cham Ahier priests face different economic and educational barriers to uphold these services to the community, annual revenue from ticket sales at Cham heritage sites, for example, is only allocated for state budgets and government staff. Such economic hardships put pressures on religious dignitaries to seek alternative economic avenues in support of their families, and are forced to do so at the expense of their traditional commitments to communal, cultural, and religious activities. As a result, the various imbalances in revenue sharing from Cham cultural tourism have significantly impacted efforts at successful and sustainable heritage conservation. Such inequalities have led to strained tensions between members of the local community and the government authorities who utilize their indigenous heritage for the purposes of economic development in the tourism sector. The present research demonstrates the imperative nature of equitable revenue sharing within the context of heritage tourism, where financial benefits from the commoditization of minority culture may be used in ways that support local communities, and, crucially, the custodians of indigenous heritage, in ways that help advance aspirations for sustainable tourism development in the 21 st century.

**Key words:** *living heritage sites, local communities, benefit-sharing, sustainable tourism, the Cham community, Vietnam.*

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# SHARING ECONOMY-A CASE STUDY OF ACCOMMODATION TO PROMOTE TOURISM IN THAILAND

Sanyalux Panwattanalikit\*

Michael Jack Meallem\*

Waruth Kaosol\*

## Abstract

The purpose of this article is to propose a solution to Thai regulations that pose an obstacle to increasing income generation opportunities for owners of private residential properties in Thailand who could support and participate in the sharing economy and so promote tourism in second-tier destinations within the kingdom.

In 2009, there were about 14 million tourists entering Thailand, while by 2013, this number had almost doubled to 28 million tourists, and 2017 saw a record 35 million entries. Tourist accommodation is an important element of tourism accounting for up to 30% of the total Thai tourism revenue. Accommodation is important to both the safety of the tourists themselves and as an issue of national security. Daily accommodations for tourism come in many different forms and the growth rate of these businesses has been rapid through OTA (Online Travel Agent) marketing companies and the booming global sharing economy tourism through companies such as Airbnb.

Data from Airbnb, the application provider of booking accommodation directly with property owners revealed that in 2017, Airbnb Thailand, created both directly and indirectly, economic activities at the community level of up to 2.2 billion baht. The growth in this economic sector is, in part, due to the attractiveness to the general public of being able to utilize their own resources that are not used to full capacity (idle capacity) to provide accommodation for tourists.

The current Thai law stipulates that daily accommodation operators with non-monthly compensation must submit hotel registration records except for activities which the government wants to promote such as small daily accommodation business that promotes ecotourism like homestays. This means that platforms such as Airbnb are, in essence operating, as illegal businesses because the applicable Thai laws consisting of Hotel Act B.E. 2547, and Ministerial regulations prescribing categories and rules for hotel business 2008, still cannot support these business models.

The amendment to the above Thai laws being proposed in this article, should help create additional income to Thai domestic households and promote national tourism, especially in second-tier destinations. In addition, changes to the law will provide the opportunity to generate revenue from tourism growth in-line with other countries.



**Key words:** *Sharing Economy, Tourist Accommodation, Law.*


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**Introduction of Participants**  
*(By Alphabetic order)*



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|  | <p>and Tourism, Prince of Songkla University since 1992. His research interests have focused on ecotourism, environmental management, community based tourism, coastal and marine tourism. Aphirom Promchanya, Ph.D. is also a leading consultant in environmental management, local food and drink for tourism, rural tourism, sustainable tourism, community-based tourism, ecotourism in protected area in Andaman zone.</p>   |
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Chawan has gained a vast experience in German language and social science studies through his background in teaching and administrative roles in international affairs and student development. His teaching areas and expertise include cultural studies, languages, contemporary world affairs, international relations, community and sustainable tourism development, and social enterprise. Chawan received his BA degree from Chiangmai University and MA from Chulalongkorn University, Thailand.



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A PhD graduate from Bournemouth University, UK, Dr Daisy Gayathri currently lectures at School of Hospitality, Sunway University. As a social science researcher, Dr Daisy leverages both quantitative and qualitative data to learn more about tourism experience. Her research focuses on heritage experience, destination marketing, sustainability, and sports tourism. Her PhD examined critically the tourist flow experience in Maritime Greenwich where she collaborated with English Heritage, Historic England, Greenwich Tourism and UNESCO. She also worked closely with the Silverstone Circuit to explore brand association and its memory decay effects of sponsorship using British Grand Prix as her case study.

Recently, Dr Daisy has two accepted T1 publications. Subsequently, she sits on the Editorial Team for e-Review of Tourism Research and also is the Chair for Research & Enterprise Committee, School of Hospitality. She collaborates with a diverse group of colleagues across the university and international universities to conduct tourism-related research. Apart from that, she was awarded a sum of £60,000 for her heritage tourism experience grant from the government.

Prior to that, she served the National Tourist Board (NTO) over 10 years. She has organised a number of high-profile events for academic, professional and governmental audiences which involved Prime Minister's Department. She worked closely with major industry players such as UNWTO, PATA, ICCA, and IAPCO. Aside from that, Daisy was in the founding committee for the National Convention Bureau.







### **Dang Thi Phuong Anh**

Dang Thi Phuong Anh is a lecturer at the Faculty of Vietnamese Studies, now is head of Tourism department, Hanoi National University of Education, Vietnam. She earned PhD degree in major of Cultural Studies at Vietnam National Institute of Culture and Art Studies (2017). She completed her Master and Bachelor degree at Faculty of Tourism Studies, Vietnam National University in Hanoi (2005 & 2012). Phuong Anh's enduring research focus is tourism, heritage and cultural studies, including the conservation & promotion of heritage, the sustainability of tourism development, especially the role of community in developing plans. More broadly, she has developed her academic interest in applying inter-disciplinary perspectives in social and cultural studies. Her research on cultural heritage, community development, sustainable tourism has been published on a number of domestic as well as abroad journals such as *"The relation between a mega sport event and the host destination"* (2014), *"The relationship between intangible cultural heritage and community development: A case study of kite playing in Vietnam's Red River Delta"* (2017); *"Sustainable development of community based tourism sites in the north-west region"* (2017)...




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|  | <p><b>J.A.R.C. Sandaruwani</b></p> <p><i>Lecturer (Probationary), Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka</i></p> <p><i><a href="mailto:jarudmi@gmail.com">jarudmi@gmail.com</a>; <a href="mailto:rudmi@mgt.sab.ac.lk">rudmi@mgt.sab.ac.lk</a></i></p> <p>Ms. J.A.R.C. Sandaruwani graduated from Sabaragamuwa University of Sri Lanka with a First-Class degree in B.Sc. (Special) in Tourism Management and completed her Master of Business Administration (Tourism) in the Faculty of Graduate Studies of Sabaragamuwa University of Sri Lanka. She joined the Sabaragamuwa University as an academic in 2014 and currently working as Lecturer (Probationary) attached to the Department of Tourism Management, Faculty of Management Studies of Sabaragamuwa University of Sri Lanka. She is specialized in teaching e-Tourism, Hospitality Management and Hotel Housekeeping subjects. Her research interests fall in the areas of sustainable tourism, cultural and heritage tourism and e-tourism. In addition to that, she is working as a resource person to the capacity building programmes for tourist facilitators organized by the provincial councils of Sri Lanka.</p> |





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|    | <p><b>Kelli A. Swazey</b></p> <p><i>Academic Program Officer, Sustainable Tourism Professional Practicum ACICIS - Sustainability Consultant</i></p> <p>Dr. Swazey is a cultural anthropologist who researches the complex relationship between religion and culture in defining identities in the Indonesian public, and the role that tourism plays in those processes. She has served as a faculty member at the Center for Cross Cultural and Religious Studies (CRCS) at Gadjah Mada University's Graduate School in Yogyakarta, and as a Visiting Professor at the Tourism Studies Program at Gadjah Mada's Cultural Sciences Faculty. She has also designed and managed experiential education courses for students and educators in sites across Indonesia since 2011. Dr. Swazey is passionate about creating opportunities for collaborative knowledge production through projects combining research, public education, and media production with local scholars and communities. She is currently developing sustainable frameworks for community-led educational tourism programs in Indonesia, Vietnam, Thailand and Cambodia.</p> |
|  | <p><b>Khem Kumar Gautam</b></p> <p>PhD Student, <i>Department of Business Management, Osaka Sangyo University, Osaka, Japan</i></p> <p>Email: <a href="mailto:gautamkhem0@gmail.com">gautamkhem0@gmail.com</a></p> <p>I am currently living and studying in Japan as a PhD student after completing master's degree in development studies from the College of Development Studies, a graduate school affiliated to Purvanchal University in Nepal with tourism as a major research subject. During and after the university course, I worked as a teacher and then I had some work experience related to tour guide in Nepal and have published articles occasionally in local English magazines and digital papers (eg. <a href="https://setopati.net/views/121573">https://setopati.net/views/121573</a>)</p>  |

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|  | <p>often on tourism issues. As a PhD student in Osaka Sangyo University, my research area has been centered basically around tourism in communities which I am focusing my dissertation on. During my study period in the university, I have even published two research papers in the university journal, Journal of Business Administration, vol 19(1&amp;2):2017.10 &amp;2018.6 with research focus revolving around tourism and its intersection with community and ecology, a core research interest of the author.</p>   |
|  | <p><b>Koen De Wandeler</b></p> <p>KU Leuven Faculty of Architecture, Belgium, Bualuang Fellow Thammasat University, Thailand</p> <p>ORCID number: 0000-0002-5993-7733</p> <p>Dr. De Wandeler obtained a Bachelor and Master of Architecture from the St. Lucas School of Architecture (Now: KU Leuven Faculty of Architecture), a special Diploma in Social and Cultural Anthropology from KU Leuven and a Ph.D. in Anthropology from the School of Oriental and African Studies (U. of London). He acquired first-hand competencies in capacity building, project management, monitoring and evaluation by conducting in-house training and consultancies in Africa and Asia for various NGOs, the governments of Flanders, Belgium, and Finland, the FAO, UN-ESCAP and the World Bank.</p> <p>He has complemented these extensive research and consultancy experiences by teaching at the KU Leuven Faculty of Architecture and extensive guest-lecturing in Cambodia, Laos, Slovenia, Sri Lanka and Thailand. After helping to launch a Master track in Urban Management at the King Mongkut University of Technology Thonburi (TH), he has recently been granted a Bualuang ASEAN Fellowship at Thammasat University.</p> <p>His current research interests are on urban crises, urban transition processes and temporality. Given his extensive working experience in development issues in the Global South, he remains actively involved in various action research and consultancy networks.</p> |

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|    | <p><b>Le Minh Tuan</b></p> <p><i>Lecturer, Head of Department for Event Management and Tourism Marketing – School of Hospitality and Tourism, HUE University, Vietnam.</i></p> <p><i>Global Experts of the International Institute of Gastronomy, Culture, Arts and Tourism (IGCAT), Spain.</i></p> <p>He was recruited to the HUE University as a lecturer in Tourism Marketing and Sustainable Development since 2009 right after finishing a Bachelor in Business Administration. In 2014, he was the only Vietnamese candidate received an NFP full-time scholarship (Netherlands Fellowship Programmes) from the Dutch government for a two-year Master program at Wageningen University, the Netherlands. In 2016, he graduated and came back to Vietnam with a diploma of MSc in Leisure, Tourism and Environment. Currently, he is working for HUE University and IGCAT. His study and research fields are: economics, communication, marketing and tourism, especially focusing on sustainable development.</p> |
|  | <p><b>Le Thai Phuong</b></p> <p><i>Hospitality and Tourism Institute, Duy Tan University</i></p> <p>MBA. Le Thai Phuong graduated from Da Nang University of Economics and received Master degree of business administration in 2013. She is currently working as lecturer of Hospitality and Tourism Institute, Duy Tan University.</p> <p>Her major teaching and research areas are community-based tourism, tourism labor, quality management in tourism, economics in tourism.</p> <p>She continuously participates in teaching and research workshops, seminars, and conferences in Da Nang and Viet Nam, advise undergraduate final projects, and cooperate with colleagues in various activities for the institute development.</p>   |



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|   | <p><b>La Thi Bich Quang</b></p> <p><i>Graduate school, National Economics University</i></p> <p>Mrs. La Thi Bich Quang got her bachelor's degree and master's degree at National Economics University. And, at the present, she is a Ph.D candidate, major in Economic management (Tourism economics). Being a chief of staff in Graduate school at National Economics University, Mrs. Quang not only completes her mission but also carries out the research carefully. As a result, a considerable number of her articles is published in the domestic magazines and in the international conference which is hold in Vietnam. She concentrates on researching in the sustainable tourism and the community based tourism at the Northern mountainous in Vietnam.</p> |
|  | <p><b>Le Thi Huyen Trang</b></p> <p><i>University of Social Sciences and Humanities, VNU Hanoi, Vietnam</i></p> <p><u><a href="mailto:huylje.lee@gmail.com">huylje.lee@gmail.com</a></u></p> <p>Le Thi Huyen Trang graduated from Vietnam National University with a major in Hotel Management. She is currently working as a coordinator for Vietnam Responsible Travel Club – a non-profit association aiming to practice and develop responsible travel in Vietnam. Her research areas are sustainable tourism development, responsible tourism, community-based tourism, and conservation.</p>   |

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|    | <p><b>Le Thi To Quyen</b></p> <p>Tourism - Geography - and History Department, School of Social Sciences and Humanities,, Can Tho University</p> <p>Email: lttquyen@ctu.edu.vn</p> <p>Le Thi To Quyen graduated Bachelor Degree of Tourism from Can Tho University and Master degree of Chulalongkorn University, Thailand. She is currently working as lecturer of School of Social Sciences and Humanities, Can Tho University. She is teaching some subjects namely culture, population, environment and tourism of Mekong Delta, Community – based tourism and homestay, and domestic and international travel. Her researches specialize on culture, sustainable tourism, impact of tourism, ethnic groups, community-based tourism. She has published 18 articles in domestic and oversea journals. Besides, she has been taken part in not only projects at provincial, but only at school.</p>                 |
|  | <p><b>Loshan Kannangara</b></p> <p><i>Department of Tourism Management, Faculty of Management Studies,, Sabaragamuwa University of Sri Lanka</i></p> <p>Mr. Loshan Kannangara graduated from Sabaragamuwa University of Sri Lanka in BSc (Special) Hospitality Management with a second-class upper division. He is currently working as a Lecturer (Probationary) attached to Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. Also, he has worked as a Visiting Lecturer for IDM Colombo Campus and MSU (Management &amp; Science University) Sri Lanka. He has worked in the Hospitality industry for two years in all the operational departments. When he was joining the academics, he was a Sales &amp; Marketing Executive for Taj Hotels. His major interests of tourism is destination marketing, travel bloggers, complaints in hotel industries.</p> |

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|  | <p><b>Mai Thi Khanh Van</b></p> <p><i>Department of Tourism Studies, School of Hospitality and Tourism, Hue University, Vietnam</i></p> <p><i>Email: khanhvands@gmail.com</i></p> <p>Ms. Mai Thi Khanh Van graduated with excellence from University of Economics – Hue University in 2017. Now, she is studying as Master student in Okayama University in Japan to gain the Master Degree in 2020. She is a lecturer of Department of Tourism Studies, School of Hospitality and Tourism, Hue University in Vietnam. Her major teaching and research areas are ecotourism, sustainable tourism, community-based natural resource management, payment for environmental services, environmental and resource economics.</p> |
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|  | <p><b>María del Mar Alonso-Almeida</b></p> <p>María del Mar Alonso-Almeida is professor of Business Administration in Autonomus University of Madrid in Spain. The author is interested in explore the corporate governance and sustainability in tourism organizations. The author has published over 50 JCR articles and has participated like coauthor in two books about sustainability from the strategic and practical point of view. In addition, she is interested in the study of the operations that affect to these companies, as well as in the analysis of their organizational structures and the role of women in sustainability development.</p> |
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### **Michael Jack Meallem**

*Center for Social Impact, Department of International Business Management, Payap University, Thailand*



Mr. Michael Jack Meallem is the manager at the newly founded Centre for Social Impact at Payap University. Previously he was the department chair for the International Business Management program at Payap's International College. Michael holds a M.B.A from Sir John Cass Business School in London and his current teaching and research areas include Social Enterprise, Sustainable Development, Intercultural Communication and Business Ethics. For the past 7 years he has also been the PYU project coordinator for numerous development and capacity-building programs delivered by the university in the ASEAN region, particularly in Myanmar, in partnership with organisations such as the USAID, International Rescue Committee, the European Union and others. Michael has lived and worked in the UK, Israel, US and Thailand and has over 15 years of business experience in management, entrepreneurship and training.



### **Namal Wijesundara**

*Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, Sri Lanka*



Mr. Namal Wijesundara is currently working as a senior lecturer attached to the Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka. Namal completed his B.Sc. Tourism management degree from Sabaragamuwa University of Sri Lanka in 2006 and completed his Master in Tourism economics & hospitality management from University of Colombo, Sri Lanka in 2015. Namal is teaching many tourism related subjects such as Travel agency operations, Tourism resources & recreation management, Service quality management, Front office management and Resort planning & management. His research areas are community participation for tourism and sustainable tourism operation. He has published nearly 15 research papers in both local and International journals and published 01 book chapter as well. Namal has presented many research papers in International conferences and once he was awarded as the best paper presenter in 6<sup>th</sup> VIPSAR international conference organized by Vishisht school of management, Indore, India. Mr. Namal has gained a reputation as a national level tourism trainer and he is involved with many tourism related capacity building programmes to enhance the skills of many tourism and hospitality entrepreneurs.



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|    | <p><b>Nana Trianasari</b></p> <p><i>Faculty of Economics, Universitas Pendidikan Ganesha, Singaraja, Bali- Indonesia</i></p> <p>Dr. Nana Trianasari earned her doctorate degree from Griffith University, Australia. She took her master degree, majoring in marketing, at Udayana University and her bachelor of Hotel Administration in Bali Hotel Institute. She is currently working as a Head of Hotel Operations Program at Universitas Pendidikan Ganesha, in Singaraja, Bali. Her major teaching and research areas are hotel operations, hospitality service, service failure, service quality, community-based tourism, and sustainable tourism. She has received research and community service grant from the Government of Indonesia and her university. She has published in a well-recognized journals both international and national (Indonesia). She is an editorial board member of Journal of Entrepreneurship and Journal of Applied Science of Travel and Hospitality. Trianasari is also a leading consultant in sustainable tourism, community-based tourism and hospitality service in the local tourist destinations.</p> |
|  | <p><b>Ngo Thanh Loan</b></p> <p><i>Faculty of Tourism, University of Social Sciences and Humanities, Vietnam National University in Ho Chi Minh City</i></p> <p>Ngo Thanh Loan is a senior lecturer and researcher at the University of Social Sciences and Humanities, VNU Ho Chi Minh City, where she was former Dean of the Faculty of Geography (2007 – 2012) and former Dean of the Faculty of Tourism (2013- 2017). After having completed her Master degree in Development Studies from Ecole Polytechnique Federale de Lausanne (EPFL, Switzerland) in 1999 and her PhD in Geography from University of Montreal (Canada) in 2006, her main activities are teaching and leading research projects on sustainable development and tourism.</p>   |



### **Nguyen Anh Tru**

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Vietnam National University of Agriculture, Viet Nam*  
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Dr. Nguyen Anh Tru graduated from Vietnam National University of Agriculture before receiving his Master degree in the Philippines and PhD degree from the University of Newcastle, Australia. He is currently working as a lecturer at the Faculty of Accounting and Business Management, Vietnam National University of Agriculture. His major teaching areas are basic marketing, marketing management, and market and prices. Dr. Tru's research interest focuses on marketing research, value chain analysis, and sustainable tourism. He has published nearly 30 articles in peer-reviewed journals. Dr. Tru has worked as a consultant and researcher for international organisations such as ADBI, JICA, and WB.



### **Nguyen Bao Linh**

*Tourism Management, Staffordshire University –  
British University Vietnam*

Ms. Nguyen Bao Linh is a recent graduate from British University Vietnam with a Bachelor of Arts (First Class Honor) in Tourism Management awarded by Staffordshire University (UK). Her keen academic interests include ecotourism, community-based tourism, sustainable tourism development, corporate social responsibility in tourism, and destination management and branding. Ms. Nguyen is a young tourism professional with a strong desire to join the tourism academic community that she has actively participated in certain international conferences since she was at school. Ms. Nguyen is also a young sustainable tourism advocate that she is the founder and project director of “Viet Youth on Sustainable Tourism” and “ASEAN Youth on Sustainable

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|  | <p>Tourism” - two students projects with the aim of raising youth awareness about sustainable and responsible tourism in Vietnam and Southeast Asian region. Ms. Nguyen’s future plan is to pursue higher education to gain more far-reaching and integrated knowledge of the dynamics of tourism development and management through the framework of sustainability.</p>   |
|  | <p><b>Nguyen Hong Truc</b></p> <p><i>Center for Vietnamese and Southeast Asian Studies, University of Social Sciences and Humanities, Vietnam National University Ho Chi Minh City</i></p> <p>Researcher Truc H. Nguyen holds an MSc in Sustainable Urban Management from Heriot-Watt University – United Kingdom (2019). He became a Chevening Scholar after receiving a scholarship from the British Government in 2018. He also holds a BSc in architecture from University of Architecture Ho Chi Minh City (2003) and a BA in economics from University of Economics Ho Chi Minh City (2007). He has been conducted many studies in the field of social sustainability, policy transfer and affordable housing. His research interests focus on sustainable developments in Asia’s megacities, effective uses of AI in housing regeneration and urban management. Since October 2019, Mr. Truc H. Nguyen has been a researcher at Center for Vietnamese and Southeast Asian Studies, University of Social Sciences and Humanities HCMC. From 2004-2015, he worked as a senior officer at People Committee’s of District 11, Ho Chi Minh City, expertise in residential design, infrastructure development, and urban planning.</p> |





### **Nguyen Quang Vinh**

*Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi*

As an official lecturer of Hanoi National University since 2016, he has trained thousands of tourism students, and also has been a trainer of hundreds of training courses for managers, staff and communities on tourism development.

With over 20 years of operation in the field of tourism, Dr. Nguyen Quang Vinh has participated in many tourism development projects and programs. With his dedication in bringing benefits to the community, he regularly supports localities and people to develop tourism by consulting, planning and training. These efforts have contributed to the tourism development of many provinces in Northern Vietnam such as Quang Ninh, Ninh Binh, Ha Giang, Hung Yen, Hai Duong, Hai Phong...



### **Nguyen Ngoc Dung**

*Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi*

Dr. Nguyen Ngoc Dung was graduated and recieved her Master degree in Vietnam National University in Hanoi. She had got PhD degree from Vietnam National Institute of Culture and Arts Studies. She is now a Vice Dean and lecturer of Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi. Her major teaching and research are hospitality management, front office operations, food & beverage operations, housekeeping operations, human resources in hospitality industry, safety and security in accomodations, leisure business in hotels, event organising in hotels and restaurants, corporate culture in hospitality industry... She has published over 20 articles related to tourism and hospaltly. Especially, she has just published a book named "Corporate culture in hospitality business in Vietnam" (2018) from Vietnam National University in Hanoi Publisher. She is a member of some organizations in tourism & hospitality and a longtime partner of many accomodations in Vietnam.



**Nguyen Thi Mai Linh**

*Faculty of Tourism, Halong University, Quang Ninh Province*

MA. Nguyen Thi Mai Linh graduated and also received her Master degree from University of Social Sciences and Humanities, Vietnam National University in Hanoi.

Currently she is a lecturer of Faculty of Tourism, Halong University. Her major teaching and research areas are human resource management of tourism, psychology of tourism, marketing of tourism, sustainable tourism, eco tourism, destination management. She has some articles that published in Vietnam Tourism Review and she has worked as a member of some local researches for the development of Quang Ninh tourism.



**Nguyen Thi Nhu Tuyet**

*Teacher of Tourism and Nursing Department, Ba Ria Vung Tau University,*

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Master Nguyen Thi Nhu Tuyet graduated from Ho Chi Minh City Open University before receiving her Master's degree at Ho Chi Minh City University of Technology. She currently teaches at the Faculty of Tourism and Nursing, Ba Ria Vung Tau University. Her main areas of teaching and research are ecotourism, community based tourism, and sustainable tourism development in Vietnam. Besides, Master Nguyen Thi Nhu Tuyet is also in charge of the Hospitality subjects such as: Overview of tourism and hospitality, Housekeeping Room Attendant Skill, Housekeeping Management, Restaurant & Hotel Planning and Development, Bar and Beverage Service Skill.



**Nguyen Thi Thanh Xuyen**

*Center for Cultural and Anthropological Studies,  
Institute of Social Sciences of The Central Region,  
Vietnam Academy of Social Sciences*

Dr. Nguyen Thi Thanh Xuyen received Ph.D. degree from Vietnam National University in Hanoi. She currently works as a researcher at the Institute of Social Sciences of The Central Region, Vietnam Academy of Social Sciences. Her researches in Anthropology are the process of cultural change in coastal and urban areas of the central region in Vietnam, the impact of tourism on cultural change, the community participation in tourism development and cultural preservation. His other research includes studying the popular religion and ethnic communities of the central region in Vietnam. She has published some articles in journals in Vietnam and two books in the VNU press.



**Nguyen Thu Thuy**

*Lecturer of Faculty of Tourism Studies & Director of  
Tourism and Scientific Services Company Ltd.,  
University of Social Sciences and  
Humanities, Vietnam National University in Hanoi*

*Artist, Member of Vietnam Fine Arts Association*

Dr. Nguyen Thu Thuy graduated from Vietnam National University in Hanoi before receiving her PhD degree from Vietnam National Institute of Culture and Arts Studies. She is currently working as a lecturer in Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi. Her major teaching and research areas are consumer behavior, marketing, promoting, branding in tourism, culture tourism, community-based tourism, sustainable tourism development, responsible tourism, volunteer tourism, and educational tourism. She has published nearly 60 articles in well-recognized journals both in Vietnam and overseas. Besides, Thuy Nguyen is an artist, a member of the Vietnam Fine Arts Association. She has got many awards in logo and poster design contests and took part in many international and domestic exhibitions.

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|    | <p><b>Nguyen Thi Van Hanh</b></p> <p><i>University of Social Sciences and Humanities, Vietnam National University in Ho Chi Minh</i></p> <p>Hanh Nguyen is an Associate Professor in the University of Social Sciences and Humanities, Vietnam National University in Ho Chi Minh City where she has been a faculty member since 2013. From 2002 to early 2013, Hanh Nguyen held the position of a lecturer in the Faculty of Sociology, University of Social Sciences and Humanities, Vietnam National University Hanoi.</p> <p>Hanh Nguyen completed her undergraduate study and Ph.D in Sociology at the University of Social Sciences and Humanities, Vietnam National University Hanoi. She has been a visiting fellow at the University of Queensland, Australia and a visiting scholar of Seoul National University, Korea and the University of Findlay, United States.</p> <p>Her research interests lie in the area of Sociology of Tourism and Sociology of Management. Hanh Nguyen is the author or co-author of 7 books and about 40 articles published in well-recognized national and international journals.</p> <p>Hanh Nguyen currently serves as Vice-Dean of the Faculty of Tourism, USSH, VNU-HCM.</p> |
|  | <p><b>Nguyen Van Hoang</b></p> <p><i>Faculty of Tourism, University of Social Sciences and Humanities, Vietnam National University, Ho Chi Minh City, Vietnam</i></p> <p>Dr. Nguyen Van Hoang received a BA in Tourism Geography and an MA in Natural Resources Preservation, Rational Exploitation, and Restoration from Vietnam National University in Ho Chi Minh City before obtaining his second MA and a PhD degree from Hiroshima University, Japan. He is currently working as a lecturer and researcher of the Faculty of Tourism, University of Social Sciences and Humanities, Vietnam National University in Ho Chi</p>   |



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|   | <p>Minh City. His research focuses on tourism and poverty alleviation, sustainable tourism development, especially in the protected areas, marine environments. He has published several papers in the Scopus journal list such as <i>Tourism Planning &amp; Development</i>, <i>Tourism in Marine Environments</i>, <i>Parks</i>. He is also interested in teaching subjects relating to sustainable tourism, ecotourism, tourism planning, and tourism geography.</p>   |
|    | <p><b>Nguyen Viet Ban</b></p> <p><i>School of Management,, University of Economics Ho Chi Minh City</i></p> <p><i>ORCID number: 0000-0001-9395-1937</i></p> <p>Dr. Nguyen Viet Bang graduated from University of Economics Ho Chi Minh City. He got a doctorate degree in 2006. He is currently working as a lecturer of School of Management, University of Economics Ho Chi Minh City. His major teaching and research areas are tourism, marketing, international business. He has published nearly 20 articles in well-recognized journals both in Vietnam and overseas.</p>  |
|  | <p><b>Nguyen Viet Hoang</b></p> <p><i>Master of Management in International Hospitality Management, Faculty of Social Sciences, Hong Duc University, Thanh Hoa, Vietnam</i></p> <p>Mr. Nguyen Viet Hoang graduated from Hanoi University of Culture before obtaining his Master degree in Mahidol University International College, Thailand. He is currently working as a lecture of Vietnamese Studies and Tourism Department, Faculty of Social Sciences, Hong Duc University (Thanh Hoa, Vietnam). His major teaching and research areas are tourist behaviour, sustainable tourism development, responsible tourism, smart tourism. He has published around 10 articles in both international conferences and national reliable journal of sciences. He is pursuing a Ph.D degree in Tourism Management at Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi.</p> |



**Ni Luh Henny Andayani, SST.Par.,M.Par**

*Hotel Operation Program, Faculty of Economic, Universitas Pendidikan Ganesha, Singaraja-Bali*

Ni Luh Henny Andayani was graduated from Sekolah Tinggi Pariwisata (Tourism Institute), Bali for her bachelor degree in tourism management. She then earned her Master degree in tourism from Udayana University, Bali. She was the former Head of Hotel Operations Program at Universitas Pendidikan Ganesha. At present, she is continuing her study in a doctoral program at Udayana University. Her major research areas are tourism planning, sustainable tourism development, and agrotourism.




**Nuno F. Ribeiro**

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Dr. Ribeiro's professional background is in hospitality and international tour operations management. He holds degrees in Tourism Planning and Development (BSci, Lusofona), Tourism Management (MSci and PhD, Penn State), and Culture and Behavior (Post-doc, University of Regina). Having grown up in the hospitality business, Dr. Ribeiro has devoted his career to understanding how culture impacts travel behavior, and how different stakeholders can use this knowledge to better plan and develop tourism destinations, optimize international travel, and enhance the delivery of hospitality services. Dr. Ribeiro's research agenda deals primarily with the comparative study of culture and behavior in tourism and leisure contexts. Broadly, Dr. Ribeiro's research interests comprise culturally-derived belief and behavior models in tourism destinations; young

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|   | <p>people's behavior in tourism destinations; visual methods in tourism research; and cross-cultural tourism behavior. Dr. Ribeiro has published more than 25 peer-reviewed publications in outlets such as the Journal of Travel Research, Tourism Analysis, Tourism Review International, and Leisure Sciences, among others. Dr. Ribeiro has been the PI or co-PI of several grants totaling in excess of US\$1.5million. Before joining RMIT Vietnam, Dr. Ribeiro was a post-doctoral scholar at the IPHRC/University of Regina (Canada) and an Assistant Professor at the University of Illinois at Urbana-Champaign (USA). Dr. Ribeiro has received accolades for his teaching in the form of multiple awards and teaching grants.</p>   |
|  | <p><b>Oliver Mtapuri</b></p> <p><i>University of KwaZulu Natal, School of Built Environment and Development Studies, Denis Shepstone Building, Office A713, Level 7, Private Bag X54001, Durban 4000, South Africa</i></p> <p><i>Email: <a href="mailto:mtapurio@ukzn.ac.za">mtapurio@ukzn.ac.za</a></i></p> <p><i>ORCID number: 0000-0001-7698-9482</i></p> <p>Oliver Mtapuri is an Associate Professor in Development Studies at the School of Built Environment and Development in College of Humanities at the University of KwaZulu Natal (UKZN), Durban South Africa. He has a PhD in Development Studies (UKZN) and an MBA degree from the University of Zimbabwe. He is an Associate of the Institute of Chartered Secretaries and Administrators. Oliver's areas of research interest include poverty, redistribution and inequality, community-based tourism, public employment programmes, research methodologies, financial management, climate change and project management.</p> |

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|    | <p><b>Pham Hong Long</b></p> <p><i>Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi</i></p> <p>Dr. Pham Hong Long graduated from Vietnam National University in Hanoi before receiving his Master degree in Malaysia and PhD degree from Rikkyo University in Japan. He is currently working as a Dean and lecturer of Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi. His major teaching and research areas are ecotourism, community-based tourism, sustainable tourism development, responsible tourism, environment and tourism resources, tourism laws and policies, state management for tourism, and tourism in Southeast Asia Countries. He has published nearly 40 articles in well-recognized journals both in Vietnam and overseas. Long Pham is an editorial board member of International Journal of Tourism Sciences and a member of steering committee of Critical Tourism Studies – Asia Pacific. Long Pham is also a leading consultant in sustainable tourism, community-based tourism and ecotourism in protected areas in Vietnam for international organisations such as British Council Vietnam, KOICA, GIZ, USAID, ILO and JICA.</p> |
|  | <p><b>Pham Huong Trang</b></p> <p><i>Faculty of Social Sciences, Economics &amp; Management, International School, Vietnam National University Hanoi</i></p> <p>Pham Huong Trang graduated from University Hanoi before receiving a Diploma in Tourism management in Austria and MBA degrees from University of Applied Sciences Bremen, Germany. She is currently working as lecturer of Faculty of Social Sciences, Economics &amp; Management, International School-Vietnam National University Hanoi. With the international experience in term of management through numerous jobs and projects, her major teaching and research areas are international business management, strategic management, tourism branding, tourism management and innovation.</p>   |



## **Pham Tan Thong**

*Faculty of International Relations, Ho Chi Minh City University of Foreign Languages and Information Technology*



MA. Pham Tan Thong graduated from Social Sciences and Humanities University – Vietnam National University in Ho Chi Minh City with Master of Asian Studies. His Thesis researches on Culture of Thailand in 2 Festivals: Songkran Festival and Loy Krathong Festival. He is currently working as a Lecturer of Faculty of International Relations, Ho Chi Minh City University of Foreign Languages and Information Technology.

His major teaching and research areas are Culture in Southeast Asian Countries, Tourism Promoting and Advertising, Tourism and Hospitality Public Relations, Diplomatic Protocol, Marketing Communications Management and Event Management. He has published the academic articles such as The characteristics and the role of Songkran Festival in Thai Culture, HUFLIT JOURNAL OF SCIENCE ISSN 2354-113X ; Apply communicative approach methods in teaching specialized subjects and soft skills coaching for undergraduate students. An Interdisciplinary Dialogue International Conference “Beyond Dichotomies: Vietnam from Multiple Perspectives” ; Applying communicative approach in teaching Public Relations and Event Communication for those who major in Tourism and Hospitality. ASTEN International Conference on Teaching and Learning Methods and Strategies.


**Pham Tran Thang Long**

Mr. Pham Tran Thang Long has extensive experience in teaching and researching under the topics including community development, sustainable development and social security. Holding a BA degree in Sociology and a MA degree in Sustainable Development, he has been a lecturer at Department of Tourism, Thang Long University since 2012 as well as a visiting lecturer at Faculty of Sociology, Academy of Journalism and Propaganda. His interest is about cultural practices of resource management of local people, increasingly cultural communication between lowland-upland people in terms of tourism, and social practices of Vietnamese grassroots in the face of rapid process of market economy.

**Phan Thi Diem Huong**

*School of Hospitality and Tourism, Hue University*

Phan Thi Diem Huong graduated from Hanoi University of Culture before receiving her Master degree from National DongHwa University in Taiwan. She is currently working as a lecturer of School of Hospitality and Tourism, Hue University. Her major teaching subjects are cultural heritage and heritage tourism. She have particular interest in exploring the idea of cultural heritage through examinations of the acts of remembering/commemoration or forgetting. She also have a short-term research interests in the way how to integrate tourism with cultural heritage conservation in term of sustainable development.

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|   | <p><b>Phuong M. Ngo</b></p> <p>Phuong M. Ngo is an officer of the Investment, Trade and Tourism Promotion Agency under umbrella of Quang Tri People's Committee, and currently pursuing a master's program at Ritsumeikan Asia Pacific University, Japan. She also published the national and international articles on Vietnam Review for Indian and Asian Studies, Journal of Tourism and Adventure. She has a lot of empirical experience working in the tourism sector in Quang Tri. With the aim of creating positive and effective contributions to the provincial tourism sector, she endeavors to add to the academic attentions on "Quang Tri" – a former DMZ, home of 436 important vestiges mostly related to the Vietnam War, from which commit to the improvement of policies and strategy for tourism industry not only in Quang Tri but in Vietnam also.</p>  |
|  | <p><b>Qi Liu</b></p> <p><i>Department of Geography, University of Manchester</i></p> <p>Qi Liu is a PhD candidate with research interests in the areas of lifestyle mobilities, green lodging industry, sustainable tourism and everyday/tourist practices related to water and energy consumption. She uses mixed methods and theories of social practices to understand the dynamics of sustainable consumption practices in the context of tourism development. She is particularly interested in the constellations and tensions between cultural conventions, technologies and materiality which lead to rising consumption demands for water, energy and resources of tourists. She is also involved in research projects which analyse people's everyday activities around water and energy consumption and their intersections with underlying understandings of hygiene, health and environmental issues in Chinese households.</p> |

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|  | <p><b>Quang Dai Tuyen</b><br/> <i>Lecturer, Faculty of Tourism, Van Lang University, Ho Chi Minh City, Vietnam</i><br/> <i>PhD Candidate, Anthropology, University of Queensland, Australia.</i><br/> <i>Email: uqdquang@gmail.com, d.quang@uq.edu.au</i></p> <p><b>Quang Dai Tuyen</b> is a member of the ethnic Cham minority in Vietnam and has previously worked at the Cham Cultural Research Center in Ninh Thuan for 10 years. His broad research interests include indigenous knowledge, culture of Champa (eg. Raglai, Cham H'roi, Churu...), cultural heritage tourism and management, and community development. Tuyen is a lecturer in Faculty of Tourism, Van Lang University, Vietnam and currently a PhD Candidate in Anthropology at the University of Queensland, Australia. He is currently conducting his doctoral-dissertation research on the conservation of “living heritage sites” among the Cham community in Ninh Thuan Province, Vietnam. This investigation examines how the contemporary Cham—the rightful owners of those living heritage sites—perceive current issues of tourism development impacting cultural heritage preservation, and how to effectively incorporate Cham participation within practices of conserving ancestral heritage.</p> |
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**Rangana Sri Shalika Wadippuli Arachchi**

*Department of Tourism Management, Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, Belihuloya*

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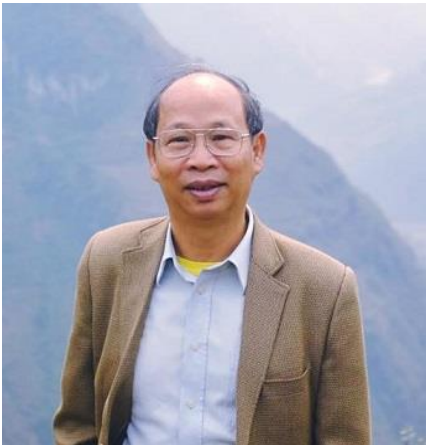
Dr. Rangana Shalika graduated from Sabaragamuwa University of Sri Lanka before receiving his Master degree from Colombo University, Sri Lanka and PhD degree from Management and Science University in Malaysia. He is currently working as the Head, Department of Tourism Management and a Senior lecturer of Faculty of Management Studies, Sabaragamuwa University of Sri Lanka, Belihuloya. His major teaching and research areas are ecotourism, community-based tourism, sustainable tourism development, responsible tourism, environment and tourism resources and homestay tourism in South East Asian Countries. He has published nearly 20 articles in well-recognized journals both in Sri Lanka and overseas. Dr. Rangana is an editorial board member of Journal of Tourism and Hospitality Management, International Journal of Education Humanities and Social Science and a member of Global Association for Humanities and Social Science Research. Dr. Rangana is also a leading consultant in sustainable tourism, community-based eco-tourism and regulatory advice, curriculum development and quality parameters development projects in Sri Lanka.

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|  | <p><b>Assistant Professor Sakchai Setarnawat.</b></p> <p><i>Vice-President for Strategic Planning, Burapha University</i></p> <p>Assistant Professor Sakchai Setarnawat, Ph.D. graduated in Bachelor of Business Administration in Tourism and Hotel Management from Khon Kaen University, later Asst. Prof. Setarnawat had obtained the Master of Business Administration in Marketing from Kasetsart University, Thailand. Further fulfilled his professional expertise by Graduate Diploma in International Hotel Management funded by WTO at Scuola International di Scienze Turistiche, Italy prior to Ph.D. in Corporate Management at Xiamen University, PR China scholarship granted by Chinese Government and Ministry of Foreign Affairs, Thailand. Asst. Prof. Setarnawat currently taking a position of Vice-President of Burapha University for Strategic Planning. He is also the former Dean of Faculty of Management and Tourism (called Burapha Business School).</p> <p>As the consequences of his work experience and expertise, Asst. Prof. Setarnawat was appointed as the Board of Committee of Tourism Authority of Thailand (TAT), additional to be selected for the National Master Assessor for the Mutual Recognition Arrangement on Tourism Professionals (MRA on TP) as well Asst. Prof. Setarnawat has been inviting to be the Board of Committee for MICE Industry in accordance with the strategic development in Pattaya City and the Eastern Region of Thailand.</p> |
|  | <p><b>Sanyalux Panwattanalikit</b></p> <p>Asst. Prof. Dr. Sanyalux Panwattanalikit is a co-founder of the Law Faculty at Payap University. Previously, his roles at the university have included Dean of the Law Faculty for two terms, Head of Law programs, both bachelor and master programs. In addition to his work in academia, Dr. Sanyalux has vast experience in the public sector within Thailand, having been a committee member for several</p>  |

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|  | <p>government committee both national and local level in Thailand, and a consultant for the business sector. He also founded and owned the Law office in Chiang Mai, Thailand.</p>   |
|  | <p><b>Sevillia S. Felicen</b></p> <p>DR. SEVILLIA S. FELICEN is a Professor in the College of International Tourism and Hospitality Management and Graduate School of Lyceum of the Philippines University in Batangas, Philippines. She finished Bachelor of Science in Commerce major in Accounting, Bachelor of Science in Hotel and Restaurant Management, Master in Business Administration and Master in International Hospitality Management from LPU Batangas. She is a graduate of Doctor of Business Administration from Batangas State University, and currently finishing her Dissertation Writing for Doctor of Philosophy in International Hospitality Management in LPU Batangas.</p> <p>Felicen holds a TESDA National Certification in Commercial Cooking NC III, Tour Guiding Services NC II, Tourism Promotions NC II, Events Management NC II and Travel Services NC II. She is a consistent research presenter in the different national and international research fora including IFSSO and APacCHRIE in Thailand, APTA in Macau, TOSOK in South Korea, ICMURE and ATRA in Singapore, Critical Issues for Sustainable Tourism Development in Vietnam, COHREP, PAIR, IAMURE, and ICAMERP. She is also a recipient of various national and local research awards. She is an author of various institutional and college researches. She is a co-author of the following books : Supervised Field Training Guide, Front Office Services, Tour Guiding Services and Guides for On-the-Job Training Course, Food and Beverage Control System and Let's Explore Philippines.</p> |

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|  | <p><b>Thang Vu</b></p> <p><i>Researcher and Interpreter , Insitute for Tourism Development Research, Vietnam National Administration of Tourism</i></p> <p>His career began as a hotelier in Sofitel Metropole Legend Hanoi Hotel and then a student in Tourism Faculty of Hanoi Open University. For two years he served his government Vietnam National Administration of Tourism and four years later at United Nations Educational, Scientific and Cultural Organization (UNESCO) as an Assistant to the Head of UNESCO Representative office in Viet Nam.</p> <p>He joined the EU-funded Environmentally and socially responsible tourism capacity development programme in 2015 and have been working for Institute for Tourism Development Research (ITDR) since 2017. Working towards a balanced and sustainable tourism development, he provided services in various areas of technical support the ITDR, including undertaking research, carrying out international cooperation affairs among others of research management and interpretation. Meanwhile, he mainstreams ecotourism and community-based tourism in projects within and beyond the ITDR's cooperation.</p> |
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|    | <p><b>Thanwa Benjawan</b></p> <p><i>Faculty of Humanities and Social Sciences, Payap University, Chiangmai, Thailand</i></p> <p>Thanwa has an extensive background in sociological and anthropological works relating to cultural studies. He has worked in diverse fields, particularly in sociology involving different ethnic groups and social entrepreneurship projects in Thailand's Northern provinces. He had developed and served as the head of sociology and anthropology and social enterprise innovation program at Payap University. Thanwa has continually been working with local communities aiming to improve their businesses through tourism involvement. He earned his BA in Sociology &amp; Anthropology from Payap University, MA in Cultural Studies, and M.Ed. in Educational Administration from Mae Fah Luang University and Naresuan University, Thailand.</p> |
|  | <p><b>Tran Duc Thanh</b></p> <p><i>Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi</i></p> <p>Associate Professor Tran Duc Thanh, PhD graduated from Kiev National University, Ucraina, former USSR and he received his PhD in 1995 at VNU-Hanoi, Vietnam. After 42 years working as lecturer at Hanoi University (in the past), and Vietnam National University Hanoi (in present time), he went to retreat from May of 2017. His major teaching and research areas are ecotourism; community-based tourism; sustainable tourism development; responsible tourism; tourism, travel and hospitality research; human resources management in tourism. He has published nearly 60 articles in well-recognized journals in Vietnam.</p>  |

**Tran Huu Tuan**

*School of Hospitality and Tourism, Hue University, Vietnam.*

*ORCID number: 0000-0002-9625-1343*

Tran Huu Tuan completed his PhD at the Norwegian University of Life Sciences, Norway. His specialities are Economics of Tourism, Sustainable Tourism Development, Economic Valuation of Cultural & Natural Resources, Economics of Environmental and Natural Resources. Tuan has more than 10 papers published in ISI/Scopus journals. Tuan had the experience in working as a project leader/project holder of a number of research projects funded by EU, WB, IDRC, ERASMUS, CDKN. Tuan is currently the Dean of the School of Hospitality and Tourism - Hue University, Vietnam.

More details, please see:

<https://www.scopus.com/authid/detail.uri?authorId=36920196200>

[https://www.researchgate.net/profile/Tuan\\_Tran23/contributions](https://www.researchgate.net/profile/Tuan_Tran23/contributions)

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|    | <p><b>Tran Thi Mai An</b></p> <p><i>Faculty of History, University of Sciences and Education, Da Nang University in Danang, Vietnam</i></p> <p>Dr. Tran Thi Mai An is a main lecturer of the University of Sciences and Education, University of Danang. She received her B.A in Ethnology at the University of Science, Hue University, Vietnam, after that she chose Gender and Development at the Asian Institute of Technology, Thailand to continue her studies. She achieved her doctorate in Anthropology in 2013. She has chaired and participated in 10 scientific research projects, 1 book, 1 syllabus and over 30 articles published in magazines, conference proceedings. She has a strong interest in Cultural Anthropology, Tourism Anthropology, Gender, and Vietnamese Studies. Her major teaching at the University include: Introduction to Anthropology, Museology, Methods in Anthropology, Anthropology of Tourism, Champa Culture and History, Culture of ethnic minorities in Vietnam.</p> |
|  | <p><b>Tran Thi Yen Anh</b></p> <p><i>Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi</i></p> <p>MA. Tran Thi Yen Anh received her Master's degree Tourism Studies in Faculty of Tourism Studies, University of Social Sciences and Humanities, VNU. She is currently a PhD student in development economics of Development Strategy Institute, Ministry of Planning and Investment. She is currently working in Faculty of Tourism Studies, University of Social Sciences and Humanities, VNU</p> <p>Her major research areas are tourism economics, tourism market development, tourism products and types of tourism. She has published a number of articles in domestic and international magazines and conferences. And a member of the tourism development consulting projects of some provinces in the country.</p>   |



### **Trinh Le Anh**

*Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi*

Dr. Trinh Le Anh, Head, Department of Events Management, Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University Hanoi, is also an inspiring lecturer and a well-known TV show host, MC, and event conductor. Le Anh has been engaged in different forms of the arts and performances alongside his interests and expertise in tourism and development studies, and the social and cultural issues surrounding festivals and events in Vietnam. In his capacity as MC Le Anh in numerous major events, he has had a strong public influence in the Vietnamese society.



### **Trinh Thi Phan**

*Faculty of Social Sciences and Humanities, Hong Duc University, Thanh Hoa province*

I graduated from Hanoi National University of Education; I have received my Master degree and PhD degree from this one, too. I am currently working as a lecturer of Faculty of Social Sciences and Humanities, Hong Duc University, Thanh Hoa province of Vietnam. My major teaching and research areas are tourism geography, community-based tourism, sustainable tourism development, environment and tourism resources, socio-economic geography, regional geography. I have published 10 articles in well – recognized journals in Vietnam.

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|    | <p><b>Thu-Ha Truong</b></p> <p><i>Division of Event Management &amp; Marketing, School of Hospitality and Tourism - Hue University - Vietnam</i></p> <p>Mrs. Thu-Ha Truong is a lecturer from Hue University, Vietnam. She has been teaching at School of Hospitality and Tourism for six years after finishing a Bachelor in Business Administration and has been responsible for various business subjects such as principles of management and strategic management. With a Master's degree in Tourism and Travel Management, Thu-Ha has continued her research works with various articles publishing on well-recognized journals in Vietnam. Her research interests include economics, ecotourism, community-based tourism and sustainable tourism development.</p>  |
|  | <p><b>Vo Kim Nhan</b></p> <p><i>PhD.student at University of Economics Hochiminh City</i></p> <p><i>Lecturer at Tien Giang University, Faculty of Business Management and Law Department,</i></p> <p><i>ORCID number: 0000-0003-3797-0556</i></p> <p>MBA. Vo Kim Nhan graduated from University of Economics Hochiminh City before receiving his Master degree in Can Tho University and Institute International Foreign Trade, New Delhi. She is currently working as a lecturer of Faculty of Business Management and Law, TienGiang University. Her major teaching and research areas are ecotourism, community-based tourism, sustainable tourism development, responsible tourism, tourism marketing, customer behavior. She has published more than 20 articles in journals both in Vietnam and overseas.</p> |



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|    | <p><b>Vorrapob Vivatvanit</b><br/> <i>Lecturer, Faculty of Management and Tourism , Burapha University</i></p> <p>Mr. Vorrapob Vivatvanit graduated in Bachelor of Business Administration in Tourism Management and Master in Management Program of International Tourism Management from Burapha University in Thailand, further to obtained Master of International Business from IAE School of Management, University of Montpellier in France. Mr. Vivatvanit were selected to be the representative of Thailand to participate The 1st ASEAN+3 Tourism Students' Summit since 2009.</p> <p>Mr. Vivatvanit currently carrying his position of Full-time Lecturer at Faculty of Management and Tourism, Burapha University which a field of expertise in Tourism and Hospitality Industry particularly its business operation and practical, additional to the International Relations and Services.</p>   |
|  | <p><b>Vu Huong Lan</b><br/> <i>Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi</i></p> <p>MA. Vu Huong Lan graduated from Vietnam National University in Hanoi and received her Master degree in 2008. She is currently working as a Vice Dean and lecturer of Faculty of Tourism Studies, University of Social Sciences and Humanities, Vietnam National University in Hanoi. She is also a PhD student in the Institute of Vietnamese Studies and Development Sciences. Her major teaching and research areas are tour guiding skills, supplementary services in tourism, communication skills, community-based tourism, child labor in tourism, sustainable tourism development, responsible tourism and tourism in Southeast Asia Countries. She has published nearly 20 articles in magazines and conferences. She is a guest lecturer in some universities in Vietnam and also an international tour guide.</p> |

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|   | <p><b>Vu Thanh Ngoc</b></p> <p><i>Head of Travel Department at Tourism and Scientific Services Company Ltd., University of Social Sciences and Humanities, Vietnam National University in Hanoi</i></p> <p>MA. Vu Thanh Ngoc graduated from University of Social Sciences and Humanities - Vietnam National University in Hanoi. She is currently working at Tourism and Scientific Services Company and is responsible for developing the tailor-made tours related to researches, charity, volunteer and responsible programs. She used to be a tour leader before becoming a visiting lecturer for courses such as: Tourism operator; Tour Guide Skills... at universities and colleges. Based on her experience in volunteer tourism she participates in researches and teaching about responsible tourism, sustainable tourism development and community based tourism.</p> |
|  | <p><b>Vu Van Vien</b></p> <p><i>Faculty of Tourism, Halong University, Quang Ninh Province</i></p> <p>Dr. Vu Van Vien graduated from Phuong Dong University in Hanoi and he received his Master degree from University of Social Sciences and Humanities, Vietnam National University in Hanoi and PhD degree from Commerce University in Hanoi.</p> <p>Currently he is a Dean and lecturer of Faculty of Tourism, Halong University. His major teaching and research areas are human resource management of tourism, marketing of tourism, environment and development, trademark management, sustainable tourism, receptionist... He has published nearly 10 articles and is the head of a research for Quang Ninh tourism, is also a member of some research and project of Quang Ninh province.</p>  |



**Wannapa U-dompon**

*Lecturer, Faculty of Management and Tourism, Burapha University*

Miss Wannapa U-dompon graduated in Bachelor of Business Administration in Tourism Management and Master in Management Program of International Tourism Management from Burapha University in Thailand, further to obtained Master of International Business from IAE School of Management, University of Montpellier in France. Miss U-dompon has testimonial selected to be the representative of Thailand to attend ASEAN+3 Tourism Students' Summit during her graduate studies at The Philippines.

Miss U-dompon currently carrying her position of Full-time Lecturer at Faculty of Management and Tourism, Burapha University which a field of expertise in Tourism and Hospitality Industry particularly Destination Management and Competitiveness Enhancement of the tourist attraction.



**Waruth Kaosol**


*Center for Social Impact, Department of Banking and Finance, Payap University, Thailand*

Waruth Kaosol is a founder of the newly opened Centre for Social Impact at Payap University. Previously, his roles at the university have included Assistant to the President for International Affairs, Director of Academic Services Office, Manager of New Entrepreneur Creation Program, Head of Asset Management Office, Assistant to the president for Finance, and Dean of the International College. In addition to his work in academia, Waruth has vast experience in the financial sector within Thailand, having been a lecturer and trainer for The Stock Exchange of Thailand and a consultant for the Banyan Tree Resort, and WS Wire mesh Company. He also founded and owned the Singha Beer Terrace in Chiang Mai, Thailand. Waruth has also developed and



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|  | <p>delivered numerous teacher trainer workshops and trainings both at PYU and in other organisations related to social entrepreneurship, risk management, creative thinking, feasibility analysis, and innovative financial management.</p>   |
|  | <p><b>Witchuta Marchoo</b><br/> <i>Faculty of Liberal Arts and Management Sciences,<br/> Prince of Songkla University, Surat Thani Campus,<br/> Surat Thani, Thailand</i><br/> Email: <a href="mailto:Witchuta.m@psu.ac.th">Witchuta.m@psu.ac.th</a></p> <p>Dr. Witchuta Marchoo received PhD in Tourism Management from Griffith University, Australia. She is currently a lecture and head of tourism and recreation department, Prince of Songkla University, Surat Thani Campus. Her major teaching courses are tourist behaviour, tourism marketing and hospitality, service psychology and research methodology. Also, corporate social responsibility, human resources development for tourism, community-based tourism are her research areas. She has published the research articles in both national and international journal, including Journal of International and Thai Tourism and Journal of Travel and Tourism Marketing. Besides teaching and researching, she has been invited to lecture in a range of university in Thailand. Also, she has been doing consultation for local tourism businesses and serving as a team of the Association of Southern Thailand CBT for three years.</p> |

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|  | <p><b>Yashraj Singh, Researcher</b><br/> <i>Institute of Tourism Studies, Lucknow University in Lucknow, Uttar Pradesh, India</i></p> <p>With Masters in Tourism Management from Lucknow University, Lucknow, Yashraj is currently pursuing his research from Institute of Tourism Studies, Lucknow University on the topic “<b>Branding India as a Destination for Convention and Conference Tourism: A Study of Major Business Cities</b>”. He has presented papers on <b>Alternative forms of Tourism</b> in International Conference on “<b>Tourism for Developing Economies</b>” at Indian Institute of Tourism and Travel Management, sponsored by Ministry of Tourism, Government of India and also on <b>Role of Smart Tourists and their Success Stories for Tourism Promotion</b> in International Conference on “<b>Smart Tourism, Smart Destinations and Limits of Being Traveller</b>” at Indian Institute of Tourism and Travel Management, sponsored by Ministry of Tourism Government of India. He has also, presented paper on “<b>Need and importance of Digitalization in Tourism</b>” in a National Seminar. As a lecturer, he has given lectures on Travel and Tourism in Mother Teresa Girl’s Institute of Technical Education. As a tourism trainer, he has capacitated around 2000 guides, vendor, boatmen/boatwomen about behavioural aspects related to tourists. He possesses Certification of Proficiency in Russian and French language from The English and Foreign Languages University, Lucknow and has vast experience of over 16 yrs. as financial advisor.</p> |
|  | <p><b>Yim Ming Kwong</b></p> <p>Connie obtained her BSocSc. and MPhil degrees from the University of Hong Kong, and has completed her PhD in Durham University, UK very recently. Her PhD project titled ‘Navigating with East Asian</p>  |

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|   | <p>Volunteer Tourists: Moral Landscape, Community, Transformation’ aims to re-conceptualise volunteer tourism through wider theoretical questions and analytical approach in order to contribute to developing a more holistic theoretical framework for understanding volunteer tourism. This research is premised primarily on the question: ‘why do individuals travel as volunteers?’ Focusing on volunteer tourists from Hong Kong and Taiwan travelling to Cambodia, it seeks to unpack how volunteer tourism becomes a social trend. This study also offers a ‘post-normative’ analytical framework to understand how a good self is cultivated, experienced and re-invented through volunteer tourism. It further responds to the urge for ‘Asianising the field’ through more research of the emerging phenomenon of Asian tourists/tourism within Asia. Her research interests covers: 1) cultures, identities and practices; 2) moral geographies, responsibility, tourism and development in Asia; 3) host-guest relationship and community building for sustainable development; 4) qualitative methods.</p> |
|  | <p><b>Yodmanee Tepanon</b><br/> <i>Faculty of Business Administration, Kasetsart University, Bangkok, Thailand</i></p> <p>Yodmanee’s research lies in the realm of hospitality, service, and tourism management. Her interests and research include service operations and tourism management, innovation in hospitality and tourism, special interest in tourism, consumer behavior, and social entrepreneurship/business. She has actively involved in projects for capacity building to strengthen local community entrepreneurship skills within the realm of tourism industry. Yodmanee received her Ph.D. from Virginia Tech in Hospitality and Tourism Management and MS from Arizona State University in Recreation Management and Tourism.</p>   |

