

Stakeholder model application in tourism development in Cat Tien, Lam Dong

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Abstract

Aim: The purpose of this research was to examine the potential of Cat Tien as a tourist destination by analyzing the advantages and disadvantages of the industry, with the ultimate goal of constructing a tourist industry that is respectful of Cat Tien's cultural heritage and that contributes to the city's economic growth.

Method: Quantitative methods were used for data collection and presentation, with a survey of local residents processed through SPSS for statistical analysis and Likert scales for measuring local residents' awareness and expectations.

Findings: Therefore, it is clear that there is no connection between the dependent and independent variables. These results suggest that respondents of all backgrounds and familiarity with Cat Tien's history and culture strongly favor the industry's expansion. Those who work in the tourism industry are also more likely to believe that the industry plays a significant role in the economy.

Implications/Novel Contribution: This study has uncovered some concerns, particularly from local residents who participated in the research, that tourism development in this area has not improved their quality of life, even though on a macro level, tourism has a strong link to other sectors. As a result, society's stakeholders won't be able to make effective contributions, which will slow the expansion of the local economy in the eyes of the general public.

Key Words: Community Perception, Culture, Stakeholder, Tourism Development

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INTRODUCTION

The role of sustainable tourism in protecting irreplaceable cultural artifacts is crucial (Cope 1995; Herbert 1995; Van der Borg, Costa, and Gott 1996). Stakeholder definition is difficult because it requires identifying the complexity of tourism development in terms of destinations with low interest for collectively organized (Reed 1997). To increase the attractiveness of sustainable tourism development (Bramwell and Lane, 2000; Williams and Hall, 2000; Selin, 1999; Timothy, 1999), as well as to incorporate and participate in community-based tourism, cooperation and collaboration are crucial (Mitchell and Reid 2001; Tosun 2000). As stated by Aas et al. (2005), it is the responsibility of the state parties to ensure the protection, maintenance, and revitalization of cultural heritage. Developing channels of communication between heritage and diversity tourism groups, maintaining heritage preservation and management with funds generated from tourism services, basing decisions and tourism activities on input from the local community, evaluating the success of stakeholder collaboration, etc., are all examples of what could be accomplished through effective stakeholder cooperation. Tourism planning involves many stakeholders, some of whom may have competing interests (Garrod and Fyall 2001; Ladkin and Bertramini 2002). Many insights can be gained from assessing the cultural worth and economic growth based on tourist numbers. Despite the partnership's many benefits, some limitations have been imposed on its growth. Plan and develop with cost considerations in mind (Marien and Pizam 1997; Swarbrooke 1999), determine the legal standing of stakeholders (Bramwell and Sharman 1999; Reed 1997; Tosun 2000), and gauge stakeholders' participation capacity (Araujo and Bramwell 1999; Reed 1997; Simmons 1994). In 1989, Gray was concerned with realism and believed that any local minorities could be easily replaced (Taylor 1995; William and Hall 2000; Tosun 1998: 2000). Some authors have written about the problems that arise from an imbalanced power dynamic (Jamal and Getz 1995;

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Brohman 1996; Marien and Pizam 1997; Rocha 1997; Stolton and Dudley 1999; Bramwell and Sharman 1999; Tosun 2000). In addition, Reed (1997) discovered that the requested capability is shared by only some parties who stand to benefit. If you look at it from an economic standpoint, this is a major problem in countries needing more experts (Brohman 1996). However, there is a need to discover pedagogies for working together across diverse cultural contexts and worldviews (Stolton and Dudley 1999).

Tosun (2000) argued that community participation should be tied to the constraints of operation, structure, and culture as one of the most effective ways to aid developing countries. Depending on the circumstances at the final destination, the collaborative approach may be difficult to put into practice (Ladkin and Bertramini 2002). There is a clear and positive relationship between heritage and tourism (Prentice 1993; Ashworth 2000; Garrod and Fyall 2000), and the two appear to be interdependent (Ashworth, Pompl, and Lavery 1993). One of the natural and cultural wonders of the world has been on display in the Hellenistic world ever since ancient Greek times.

Although preservation is inherent in the mission of heritage organizations, the need to turn a profit is crucial to the success of the tourism industry as a whole. Since some environmentalists see heritage tourism as jeopardizing preservation efforts for financial gain, Nuryanti (1996) highlighted the resulting tensions. Alternatively, some managers don't agree that there are positive value extractions to be made from heritage value. Both of the ideas proposed by Garrod and Fyall (2001) (1) treating things as trading value and (2) viewing heritage as an immeasurable economic value perspective (Cope, 1995) are applicable here (Curtis 1998; Leask and Golding 1996). It is, therefore, essential to strike a balance between preservation efforts and tourism revenue generation at historic sites. Wall (1997) predicted that heritage tourism development would result from cultural and legal considerations. Heritage site tourism is an integral source of income for these establishments.

Communities are taking the lead in planning, developing, and managing tourism-related opportunities and threats, and this trend is known as "community-based tourism" (Murphy 1983; Prentice 1993; Simmons 1994). Appropriate community-based tourism has been shown to reap benefits for local societies (Honey 1999; Slee, Farr, and Snowdon 1997; Wunder 2000), including participation in the justice system, personal growth, and a greater sense of belonging (Prentice 1993; Gunn 1994; Simmons 1994; Scheyvens 1999; Sharpley and Telfer 2002; Cole 2006; Tao and Wall 2009). In addition, there has been an uptick in the correlation between community-based tourism and unintended consequences of tourism (Stem et al. 2003; Stronza and Gordillo 2008). It has been noted by Cole (2006) and Saarinen (2006) that the aims of community-based tourism are likely to coincide with those of other concerns, such as those related to the social, economic, intra-generational, and inter-generational environment. Others have argued that community-based tourism isn't a viable path to sustainable travel (Akama 1996; Stem et al. 2003; Li 2006). As a result, for long-term success, sustainable tourism requires well-organized and well-behaved communities.

To develop sustainable tourism, this study examines social interactional practices. The social processes that locals partake in to advance their community's perception, especially in cultural tourism, are based on the theoretical concept of community (McMillan and Chavis 1986). The cultural and economic benefits of heritage tourism receive a boost from the information and ideas shared by the local community as a result of this initiative. Our goal is to put into practice the comprehensible interactional elements building local community awareness to promote and bring up cultural tourism as the leading discourse in the "community-based".

Many studies have been conducted on cultural tourism domestically and abroad, but the systematic and scientific study of the topic is still in its infancy. Neither the specific monuments nor the potential for expanding cultural tourism in Cat Tien has been the subject of nearly any study. To that end, we've set out to learn more about Cat Tien locals' perspectives on tourism development to: (1) better understand how Cat Tien locals feel about tourism development in terms of their membership, influence, shared emotional connections, and the integration and satisfaction of their needs in cultural tourism; (2) better understand how Cat Tien locals feel about their own level of awareness of, and participation in, this process; and (3) better identify ways in which Cat Tien locals can help further this development.

To fulfill those objectives, we propose some research questions below:

1. What is local residents' perception of tourism development?

2. To what extent are local residents aware of financial support for tourism development?

Site Selection

Vietnam’s service and tourism industries have flourished in recent years. A rise in both international and domestic traveler numbers is apparent. Ha Long Bay, Da Nang City, Hue, Phong Nha Cave, and many other domestic destinations have been voted as the favorite addresses of International tourists as Vietnam’s tourism industry gains international attention. The travel and tourism industry is rapidly growing and gaining people’s attention everywhere. The quality and competitiveness of the tourism industry are hot topics right now. As a result, the quality and competitiveness of tourism services can be improved with the help of a multidimensional approach to evaluating the industry. Cat Tien, with a population of 42,763, is one of the most visited heritage-based tourism destinations in Lam Dong province and the focus of this research.

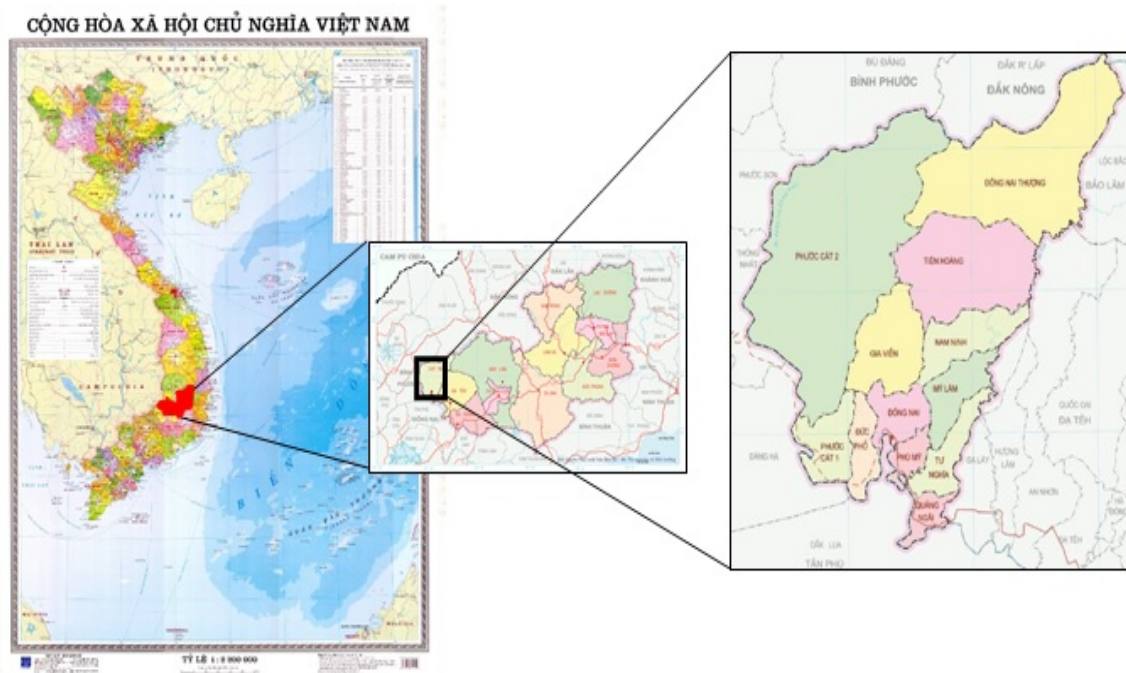


Figure 1. Map of Lam Dong province and Cat Tien District

Cat Tien District

The rural district of Cat Tien is a modern one. Official operations began on January 1, 1987, following its establishment on June 6, 1986, per Resolution No. 68 / NQ-HDBT of the Council of Ministers (now the Government). Despite progress over the past 29 years, it still faces many obstacles and challenges. However, its existence has helped to propel the local economy forward. As a result of globalization and the district of Cat Tien’s recent socio-economic development, many positive changes have emerged, one of which is the tourism service sector. From 1987 to 1996, the economy grew at a rate of 5.8 percent annually; from 1997 to 2006, it grew at 8.7 percent; from 2006 until now, it has grown at 16.6 percent annually. There is a noticeable shift in the economy’s structure toward relying more on the industrial, construction, and commercial service sectors and less on the agricultural, forestry, and fishing sectors. The standard of living of each individual has improved as a result of this trend. The income steadily increased with a high of 41.600vnd in 1987, 1.489.600vnd in 1996, 3.62 million in 2006, and approximately 30.71 million in 2014. Cat Tien’s economy and social climate have steadily improved, and the area’s political climate has stabilized. Both public peace and personal security have historically been reliable. Before 2012, Cat Tien district had largely avoided the same pattern of underdevelopment that had plagued the rest of the city.

Cat Tien occupies a western portion of Lam Dong province and spans 428 square kilometers. Dak R Lap district

(Dak Nong), Bu Dang district (Binh Phuoc), Tan Phu district (Dong Nai), and the districts of Da Thea and Bao Lam (Lam Dong Province) to the east. The Cat Tien district is home to 18 different cultural groups, including indigenous peoples like the Ma, the nation K'ho (S'tieng, Chil), and northern migrants like the Tay, and Nung, who have preserved many of the region's traditional Hmong cultures, unique customs, and traditions.

Cat Tien highlights the potential for developing cultural tourism, including historical and ecological tourism, tourism studies, and archeology,... with the landmarks associated with the country's history, such as Prime Minister recognizes Cat Tien historical archaeology as a national relic special in 2014; 'Stripping Cave, also known as the Bat cave, is a cultural attraction that, along with Da Rong waterfall and Dak Lo irrigation lake, was named a Provincial spiritual landscape in 2012. Cat Tien is distinguished by its many volunteer groups. Every year, the village celebrates the folk traditions of its Ma, Tay, and Nung residents with a festival that has become an integral part of the country's cultural identity and a highlight of tourists' sightseeing tours. There are more than 80 kilometers of inland waterways in the Cat Tien district, with many stunning rapids. Eventually, the Dong Nai River will become a "tourist path" full of exciting new opportunities to test one's mettle against the elements and emerge victorious. Nam Cat Tien National Park, an especially significant national relic, is located close to the Cat Tien district. In total covering 739 km², the "World Biosphere" in Vietnam includes the provinces of Lam Dong, Binh Phuoc, and Dong Nai and is home to various plant life. Its ability to protect and breed rare animal species gives it a leg up in the tourism industry. It will be important for local brands like Paddy Rice of Cat Tien, Cat Tien Ha Chau Diep, Cat Tien hemibagrus, and so on to become market leaders to maintain and grow their customer base.

It follows that Cat Tien is appealing not only due to its size but also because it is on a national scale and boasts a wealth of organized and diverse tourist resources. To draw in visitors is the first and foremost requirement. Cat Tien should prioritize investment, improvement, conservation, and exploitation of this rare asset to grow its tourism industry sustainably, attracting visitors interested in cultural, community, and rural tourism. In this first session, we'll talk mostly about how important it is for local communities to show interest in and actively participate in tourism to reap its aesthetic and economic benefits (Cole 2006; Saarinen 2006). In upcoming lessons, we'll delve deeper into topics like government regulation and promotion and destination management organizations (DMOs). Without the input of those two parties, implementing the stakeholder model practices may be hampered or even impeded in the tourism industry (Tosun, 2000; Ladkin and Bertramini, 2002). Aas, Ladkin, and Fletcher (2005) conducted research in Luang Prabang (Laos) to identify the most influential stakeholders (tour operator, Government, and community) in a win-win scenario for all parties. However, there were instances where researchers collected 10 times as many questionnaires as needed to cover their study's population of interest. For example, if researchers needed to cover a population of 50 people, they would collect 50 copies of the questionnaire and then multiply that number by 10 to get 500. (Ejiofor and Elechi 2012). The 172 valid questionnaires used in our study (26 of 30 for the pilot test and 146 of 150 for the data analysis) were distributed to household heads or any person over 18 in the study's geographic area.

The Role of Stakeholder in Tourism Development

Any group or individual who can affect or is affected by the achievement of the organization's objectives is referred to as a stakeholder (Freeman, 2010). For the benefit of business management, the stakeholder approach was developed in 1984. However, due to its efficacy, the Stakeholder approach has been used in a wide variety of contexts, including rural development (Simmons 1994), public management (Litvin 2005), and tourism development (Aas et al. 2005). In any field, identifying the stakeholders is crucial because each stakeholder group brings unique interests and responsibilities to the table, and with them, the plan is feasible (Byrd 2007). Stakeholders should demand an inclusive planning and management procedure (Gunn 1994).

To better understand the importance of stakeholders, Sassenberg (2009) used a case study of Golden Bay in sustainable tourism development in New Zealand. According to the study's findings, four different groups, the local community, business organizations, official governance, and the research institute, all play a role in sustainable tourism development. Byrd (2007), as demonstrated by the example of Selman, USA, believed that community, government, and business organizations should work together. In particular, the study stressed the importance of the public sector, with its authors noting that the process should begin with governance professionals who are advised

by academic institutions. They will put forth the plan and establish the necessary links for it to function. As an added bonus, this method was also used in underdeveloped areas. Three stakeholders were also addressed by Aas et al. (2005) in their case study of Luang Prabang (Laos). The authors discussed many different types of stakeholders, but the tour operator, government, and community were found to be the most influential. However, the research also demonstrated how difficult it is to keep these three parties working together in a developing region where their interests and benefits are rarely aligned.

The term "sustainability" was coined by the World Commission on Environment and Development in 1987. It means meeting the present's needs without compromising future generations' ability to do the same. After that, Barbier (1989) defined sustainable development as a "balance" between environmental impacts, economic development, participatory processes, intergenerational equity, and sustainable livelihood. Four fundamental tenets of sustainable tourism development are outlined by Bramwell and Lane (1993): "quote holistic planning and strategy making, preservation of essential ecological processes, protection of both human heritage and biodiversity, and development to ensure that products can be sustained over the long term for future generations." Sustainable tourism development can be defined in various ways (Aronsson 2000; Butowski 2012; Khairat and Maher 2012). But that's just because they're all thinking along the same lines. All of that talk about protecting the environment, reducing the negative effects of tourism on local ecosystems, involving locals in planning and decision-making, preserving and promoting cultural and historical sites and artifacts from all over the world, bolstering local economies, and creating jobs. Moreover, it is the responsibility of all stakeholders to monitor, manage, and assess the impacts of tourism to boost credible strategies for environmental accountability and mitigate some of its negative effects.

Several problems are brought about by an increase in tourism, according to Beierle and Konisky (2000). One of the problems they identified was that the top group, the governance organizations, typically implements tourism development projects after consulting with "experts". The decisions of the down group, the community, based on their experiences, can differ from those of the up group, but this is not always the case. As a result, there is a high potential for conflict because their interests are typically at odds with one another. More seriously, the conflict issues are sometimes hidden and remain stable because the included groups in the total tourism development plan may need to realize the others and avoid conflicts among them (Healey, 1998). Many academics have proposed using the stakeholder model in tourism development analysis, planning, and monitoring to resolve this issue.

Chambers' 1980 study makes reference to the livelihood concept. It was acknowledged in the 1987 report "Our Common Future" (WCED 1987). Greening aid: sustainable livelihoods in practice was published by IIED in 1988. (Solesbury 2003). As a result, many institutions began incorporating the principle into future program creation. Oxfam, for example, was the first group to employ the means of subsistence in the service of its programs and education (Solesbury 2003).

Answering the question "what needs to be maintained" is crucial when considering proposed sustainable forms of tourism. To whom is it intended? What are the specifics of the scenario you are describing? To wit: who gets to make the call? Citing Butler (1992). As we have seen, the tourism industry is always changing and evolving. Because of this, many aspects of the tourism industry may suffer (Butler 1992). Projects that are more likely to succeed than fail are those that are based on the principles of sustainable development. Whether it's an economy or a culture, as Pearce (1998) put it so succinctly put, "make everything finally" (Smith 2002). It is common practice to keep the system as it is now to increase its long-term viability. This is because attempts at sustainable development may ultimately prove fatal to a social movement or way of life. From the bustling cities to the remote mountains, the promotion of Vietnam's tourism-based livelihood models received widespread attention. Particular attention and development have been given to improving subsistence for people living in rural and ethnically distinct areas. The Dong Van -Ha Giang is a prototypical example. Many initiatives are underway at the municipal level to enhance residents' quality of life through construction, preservation of cultural landmarks, and the commercialization of tourism. The residents of Island tram saw a steady increase in their income from 2005 (when the per capita income was 6 million) to 2012 (when it was 25 million), all thanks to the 12 different types of jobs available there (Trinh, Ryan, and Cave 2014).

According to Pongponrat (2011), "local tourism development necessitates the participation of people who are affected by tourism in both the planning process and the implementation of policies and action plans." Pong-

ponrat (2011) argued that the success of various participatory methods ultimately resulted in a stronger sense of community. By doing so, we can guarantee that development will serve the needs identified by the neighborhood. Matarrita-Cascante (2010), Niezgodna and Czerniak (2008), Mc Lntyre (1993), and Muhanna (2007) all argue that local communities should have a voice in policymaking. According to Jamieson (2001), the more people are included in the decision-making process, the more likely they will reap the benefits of those decisions.

The overall impacts of stakeholders' responsibilities on the growth of tourism planning and establishment can be weighed in terms of their relative positive and negative aspects. Above all else, local communities should take advantage of the economic opportunities presented by cultural tourism as much as tour operators do by engaging in meaningful social exchange and benefiting from government subsidies and support.

LITERATURE REVIEW

Two theoretical perspectives have been developed or utilized to help explain residents perceptions and attitudes towards tourism development and its impacts. These consist of stakeholder theory (Harrill 2004; Kalsom 2000) and social exchange theory. The theories approached are dominated and discussed below:

Firstly, according to the stakeholder theory, one of the most commonly used models is the one that presents the development of an organization determined by its relationships with various groups and individuals consisting of employees, customers, suppliers, governments, and members of the communities, named as stakeholder theory (Freeman 2010). It is clearly understood from Freeman's definition on a stakeholder as "any group or individual who can affect or is affected by the achievement of the organization's objectives" (Freeman 2010). The model asserts that stakeholders possibly and necessarily have the direct impacts on making any decision relating to management (Jones 1995). As noted by Freeman (2010), "to be an effective strategist you must deal with those groups that can affect you, while to be responsive (and effective in the long run) you must deal with those groups that you can affect". From the tourism perspective, arguably, the theory's crucial role of Freeman (2010) is the ability to recognize its key concepts in which the first is the need to be conceptualized by the tourism planner(s) to fully appreciate all the stakeholders' interests to the procedure of planning, delivery and/or outcomes of the tourism service. Usually, only the most obvious stakeholders, tour and travel managers, business owners and government officials are taken into account rather than the various types of persons/groups which affect or are affected by the tourism service. However, a helpful stakeholder map, which is adapted from Freeman (2010) for a tourism initiative, is constructed as follows:

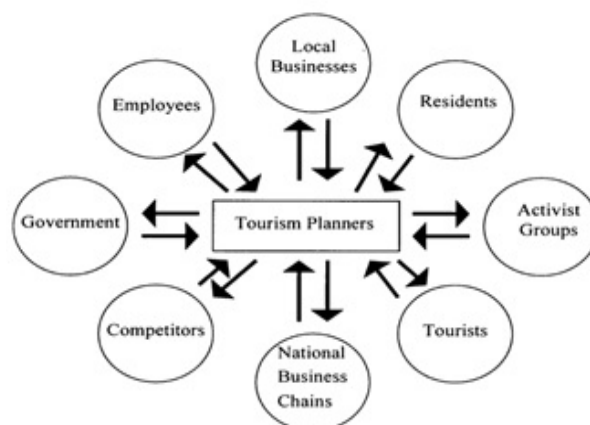


Figure 2. Tourism Stakeholder Map (Adapted from Freeman (2010))

It can be inferred from the figure that it is of great importance to analyze the planning body to consider a variety of relevant memberships who are involved with tourism activities. This can be difficult but vital for scanning potential players of interest to the planning process and long-term success of the service venture. Additionally,

it necessarily requires the tourism planners to perceive distinctly the difference between a stakeholder's role and a group and to consider the interests or perspectives of the different stakeholder groups as defined by the roles which they serve with regard to the particular development initiative. Indeed, the stakeholder theory is considered as a normative tourism planning model which can be applied to promote the alignment among key players in the sustainable tourism development efforts in the era in which tourism is regarded as an economic industry having great power in the development of community-based market. More specifically, tourism authorities are directed to proactively identify the best way to manage the tourism activity in a way that considers the needs as well as the interests of all various stakeholder groups in the planning process.

Secondly, based on social exchange theory, implicitly or explicitly, social exchange theory has been considered as framework for many studies in order to develop and understand residents' perceptions of tourism development and its impacts (Allen et al. 1993; Andereck et al. 2005; Andriotis 2005; Andriotis and Vaughan 2003; Chen 2000; Chen 2001; Kalsom 2000; Kayat 2002; McGehee and Andereck 2004; McGehee, Andereck, and Vogt 2002). Social exchange theory is "a general sociological theory concerned with understanding the exchange of resources between individual and groups in an interaction of situation" (Ap 1992). This theory calls for willing responses that are convincible by expected returns (Easterling 2005). When prefer to "value resources" humankind thinks of interaction process which is collected by natural and social material. Individual choices are to exchange linkage as follows:

- "(1) the resulting rewards are valued,
- (2) the exchange is likely to produce valued rewards, and
- (3) perceived costs do not exceed perceived rewards" (Jurowski, Uysal, and Williams 1997).

According to Andereck et al. (2005), social exchange theory supposed that personal attitudes towards tourism perspective and support levels for its development, might be involved by his or her perception on the community outcomes. Exchanges bring chances for residents to take place on community tourism at first by developing, promoting and then accommodating the tourists' demands. Benefits may come to some community residents, but not to the others (Andereck et al. 2005). Social exchange theory indicates people to balance the cost and benefit in exchange. One may perceive the beauty of the exchange, not the others. Eventually, residents who benefit from tourism, would likely support tourism and behave with positive reactions to tourists, otherwise they would oppose tourism development.

To sum up, the above sections have discussed namely some of the most common theories regarding examination of residents' perceptions, attitudes towards tourism, tourism impacts and residents' support for tourism development. Whereas the resident attitudes' study has gained from the theory driven, it needs to be further experimented related to this theory. If any conclusion can be drawn about the theoretical perspectives at this point, the most familiar and important contribution to the progression of a theoretical analysis in the tourism feedback within communities. But, from Ap (1992) who has been adapting the social exchange theory and Freeman (2010) suggestion of stakeholder theory. Again, Ap's (1992) point of view offers framework elements for knowing residents attitudes towards tourism. Kalsom (2000) proposed residents' pedagogies for dealing with the costs and benefits of tourism (Kalsom 2000). Additionally, stakeholder theory as claimed by Freeman (2010) promotes the alignment among key players in the sustainable tourism development efforts in which tourism authorities are directed to proactively identify the best way to manage the tourism activity in a way that considers the needs as well as the interests of various stakeholder groups in the planning process.

Local Community as A Key Stakeholder in Tourism Development

For the purpose of this study, social exchange and stakeholder theory have been used to investigate residents' perceptions of tourism impacts and their support for tourism development in the case of Cuc Phuong National Park. Based on the fact that residents have awareness of the side effects of tourism development related to the socio-cultural, economic and environmental trade-offs and they may involve residents' support for tourism development in return. And this case had been shown in the application of those theories to evaluate residents' mindset that whether unconditional support to tourism is available. Tourism normally promotes specific community to potential investors and residents as well as visitors. Beeton (2006), raised the conception and involvement of community in

the tourism development. Tosun (2006) said that local community's preferred role in tourism development, case study in Tanzania community's view on their role in tourism development. Matarrita-Cascante (2010) studied case of La Fortuna (Costa Rica) found that community agency is extremely importance in communication, interaction, and justice to resident community. Contribution of tourism in community can be seen clearly in the case of and Suansri (2004), local communities enhance tourist's experiences, and provide diversity of products for different communities.

Resident people may exploit tourism benefits in some ways by participating in the complexity and diversity of community (Timothy 1999; Tosun 2000; Li 2006). There are many studies in different scenarios from different places and nations which help both tourism and economically minimizing poverty and maximizing prosperity to local community and country as a whole (Wilkerson 1996; Chok, Macbeth, and Warren 2007; Zhao and Ritchie 2007; Scheyvens 2007). The adequacy of community participation levels has not been experimented and documented clearly (Li 2006), but tourism benefits have been shared to promote the focus of community attendance. As a matter of fact, Songorwa (1999) admitted the benefits of tourism that "must remain in the hands of the majority of community members in an open and easily understood manner".

In the demographic characteristics of community prospective, the World Bank has promoted community participation as common fundamental to many development initiatives. Besides, development initiatives invite concerned stakeholders' participation as the suitable rank. Consequently, creating an actionable environment needed by stakeholders is the reality outcome for community to solicit the participation. Similarly, Lundberg (2016) applied stakeholder theory to measure how different resident groups be involved toward tourism effect elements in the case of Swedish seaside destination.

Particularly, Ejiolorun and Elechi (2012) in case of Enugu State (Nigeria American) showed that all stakeholders and local people (residents) be involved in all stages and processes of tourism development (planning, execution and benefit-sharing) and that environment education be incorporated into the school curriculum in school within the stage. On the contrary, Aref and Redzuan (2009): Aref et al. (2010), emphasized the effective implementation of tourism programs depending on the full support of local factors like certain level of education and relevant training areas.

The higher educational levels, the higher awareness towards environmental protection and conservation increase the commitment to tourism. Local job creation is another way to attract community participation and engage their support in tourism development (Zhao and Ritchie 2007). Power distribution degree may attract people's participation. Responsive institutions and the legal policy framework can facilitate and improve local participation (Tosun 2000; Wang and Wall 2005).

Employment opportunities especially for women local communities offer better labor-intensive (Chok et al. 2007; Blank 1989; Li 2006; Johannesen and Skonhoft 2005; Scheyvens 2007). Those community participations via work pool, can nurture efficiently the development of tourism products and services, intensive handicrafts, cultural values becoming more assessable in communities in less developed countries (Scheyvens 2007).

Framework for Analysis

In this study, the concept of residents' awareness is viewed from a field-theoretical perspective (Mc Millan and Chavis 1986). In 1974, psychologist Seymons Sarason first introduced the concept of "Psychological sense of community" and it became basically concept for community psychology to assert that psychological sense of community "is one of the major bases for self-definition".

Till 1986, theories of Psychological sense of community, Mc Millan and Chavis (1986) successfully influenced greater conducting researches in this theory. In the "sense of community" Mc Millan and Chavis (1986) stated that "sense of community is a feeling that members matter to one and another and to the group, and a shared faith that members' needs will be met through their commitment to be together". They proposed four elements of a sense of community such as the following:

Membership: includes boundaries, emotional safety, a sense of belonging and identification, personal investment and a common symbol system.

Influence: members of a group must feel like being empowered to engage over what a group or subgroup

does (otherwise they would not be motivated to participate), and group connection depends upon the group having some influence over its members. It is one of the ingredients in the stand point of “trust”. However, Lott and Lott (1965) mainly got findings to argue Mc Millan and Chavis’ (1986) study that “influence was a positive correlation between group cohesiveness and pressure to conform”.

Integration and fulfillment of needs: prefer survival more than other needs as such, but to include also that which is desired and valued, in which group member Rappaport (1977) called “person-environment fit”. This would include the status of being a member, as well as the benefit that might amass from the competence of other members. Back to Sarason (1974) constructed “search for similarity” that “an acknowledged interdependence with others, a willingness to maintain this interdependence by giving to or doing for others what one expects from them”. Then, Mc Millan and Chavis (1986) had become convinced and gave greater weight to “search for similarity” as an “essential dynamic” of community development. Then they re-characterized this element as “creating an economy of social trade”. Shared emotional connection: indicates the role of shared history (participation in or at least identification with it) including contact hypothesis, quality of interaction, closure to events, shared event hypothesis, investment, effect of honor and humiliation on community members, and spirit bond. The local context, diversity, and purpose-driven interaction are the emerging of community development. They coordinate and unite disparately as a whole community-wide effort. Below is the table of dimensions regarding the Mc Millan and Chavis’ (1986) model to identify dependent and independent variables based on dimensions of Sense of community practices achieved in Cat Tien (Table 1) approach as influence, membership, shared emotional connection and integration and fulfillment of needs for local awareness in tourism development. As a result, we study their willingness to support the tourism in terms of financial benefits as well (Figure 2). Like Ap (1992) has proposed that economic based tourism will bring residents to the pool of supporting the development process. And Kalsom (2000) also mentioned that the residents’ attitude will be toward tourism advantages if they can understand and foresee the benefits of tourism.

Table 1: Sense of community practices achieved in Cat Tien

Variables	Dimension	Attributes
Independence	Influence	11). Does your spouse, parents, siblings, or children work in tourism? 12). Do you have friends and/or neighbors who work in tourism?
Independence	Membership	13). The following products will attract tourist (food and beverage, festival and culture, and handicraft products) 14). Specialty local heritage values such as Linga, Yoni, and so on will attract tourist 15). The distance from your house to the nearest tourist area is very close
Independence	Share emotional connection	16). How much do you know about Cat Tien’s history and culture 17). Do you want to add more tourist attraction point to local area?
Independence	Integration and fulfillment of needs	18). Do you think tourism brings financial benefit?
	Support to tourism development by communities	S1. Since the last 5 years, you have thought that tourism would be the effective way to improve your livelihood? S2. You will promote Cat Tien tourism to outsiders? S3. You will support the tourism development in Cat Tien?

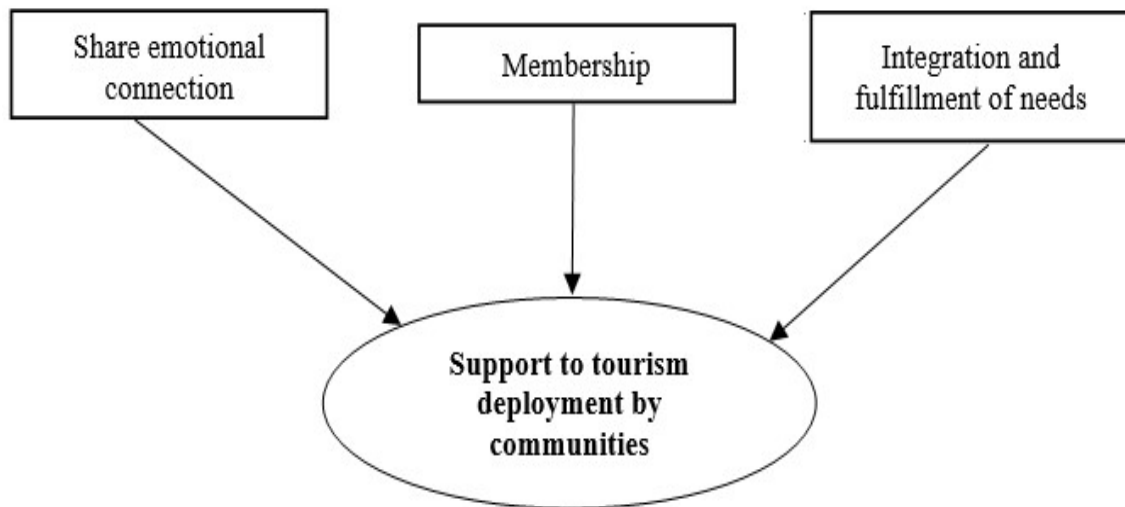


Figure 3. Framework for Sense of community (Adapted from Mc Millan and Chavis (1986))

- Dependent variable: Support to the tourism development by communities.
- Independent variables: Membership, Shared emotional connection, and Integration and fulfillment of needs

In order to find the answers, those hypotheses are stated as below:

H01: there is a relationship between Membership and Support for the tourism development by communities

H02: there is a relationship between Shared emotional connect and Support for the tourism development by communities

H03: there is a relationship between Integration and fulfillment of needs and Support for the tourism development by communities.

METHODOLOGY

This study was aimed at finding out and interpreting the relationship between residents' perception through "sense of community" approach (Mc Millan and Chavis 1986) and resident commitment to tourism in Cat Tien. This was achieved using quantitative method by processing local resident survey via SPSS software for analyzing data and Likert scales to measure the local residents' awareness and expectation. Thus, taking the survey nature into consideration, this study design requires large sample in order to draw valid inferences, which can be effectively generalized to the parent population of the study area as at the time of this study (March to May, 2016)

RESULTS AND DISCUSSION

We conducted research on the Cat Tien residents' awareness in tourism development through quantitative method by collecting randomly 146 out of 150 respondents after significantly processing 26 out of 30 copies of questionnaire for Pilot test. The completed questionnaires were coded and the quantitative data were analyzed by using the Statistical Package for the Social Sciences (SPSS) - computer software. It is also important to note that all the quantitative data had to be translated from Vietnamese back to English.

Respondents rated their quantitative survey responses on a 5-point Likert scale as below:

1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; and 5 = strongly agree

Then, the data had been categorized, analyzed, and examined based on various respondent groups such as gender, occupation, age, income and education. If he or she lives nearer to the destinations, he or she may have more advantages than others in terms of access to the tourist market.

Demographics

Table 2: Demographic characteristics of respondents

Gender	There are 146 random respondents as local residents, which divide into 74 males (50.7%), and 72 females (49.3%). So the majority population in Cat Tien is male figure, and it's just slightly more than female figure by 1.4%. In other words, the sexes in Cat Tien are almost equal and become favorable population to generations.
Length of stay of residents	We counted in 03 different local resident groups as 1-5 year group, 6-10 year group, and >10 year group, and got the data analysis as 3.4%, 10.3%, and 86.3% respectively. This interestingly dominant portion in >10 year group is highest at 86.3% as opposed to other year groups that showed how the permanent residents and second home owners evaluate the importance levels of various tourism impact items based on stakeholder perspective (Lundberg 2016). And Lundberg (2016) concluded that no matter what the residency types are, local involvement has a greater significance when discussing the attitudes of different resident groups.
Income levels	Annual household gross income of residents in Cat Tien is measured in four different levels. The majority level of income in this under-developed district is 1,000-2,000USD/year/household (42.47%), Other levels indicated from <1,000, from 2,000-3,000USD, and >3,000 at 13.7%, 28.08% and 15.07% respectively. The lowest income level is <1,000 USD/year/household at 13.7%.
Age of respondents	There are four different age groups in respondents randomly from Cat Tien. Related to the length of stay of residents as mentioned above, local people are at >45 year group as equal to the most majority as >10 year group of permanent residents at 41.8%. The following age groups as 26-35, 36-45, and 18-25 have the figures at 31.5%, 20.5%, and 6.2% respectively.
Occupation	There is highest portion of employment as farmers (41.8%) which indicates the agriculture based working style in Cat Tien as opposed to lowest portion of service staff (0.7%), work-house, vendors and others (detail not described in the list) at 4.1%, 19.9%, and 31.5% respectively. So, vendors just become as 2nd popular type of employment there.
Education level of respondents	The popular education level of respondents in Cat Tien is secondary school at 44.5%. The sum of higher degree levels including college, university and post-graduated is only 26% (13.7%, 11.6%, and 0.7% respectively). Ejiofor and Elechi (2012) in case of Enugu State (Nigeria American) indicated that the environmental education has less relationship in commitment to tourism. But, it can be seen that a large majority of respondents had a low level of education as primary school, secondary school, and high school (15.8%, 44.5%, and 12.3% respectively) in a formal sense, which could impact their level of involvement and participation in tourism development
Status of marriage	In Cat Tien, the majority of respondents are married at 89.7%, the rest are single and divorced at only 7.5% and 2.1% respectively. This characteristic can be seen that the living conditions there significantly are assessable, comfortable and actionable to their motivations in order to construct stable families and upbringing children as well.

Table 2 (Continue): Demographic characteristics of respondents

Number of children	As mentioned above, among respondents of Cat Tien showed the popular “tight the knot” lifestyle from mature people (89.7%) so it takes less than two children in each nuclear household at 54.8%, and the rest goes from 3-7 children. In other words, the average children in household size is 2.5. This significant figure is positively associated with the level of fertility and the mean age at marriage, and inversely associated with the level or marital disruption (89.7% marriage rate of respondents). This household size suggests that convergence to smaller and predominantly nuclear households is proceeding slowly in contemporary developing countries.
Respondents’ ability to communicate with foreigners	There is only 10.3% proportion of respondents being able to communicate to foreigners particularly in English as global language, but the rest are not. However, the proficiency in English has not been graded yet by any academic institution.
Respondents’ experience in tourism occupation	There are very few respondents who are working in tourism industry as sale representatives at 2.1%, but their neighborhoods are at 30.1% doing in service areas (retailers, guest house staffs or owners, and restaurant staffs). It can be seen back to their agriculture original land working such farmers (41.8%).

In overall, the demographics of respondents in Cat Tien have shown that male figures are slightly more than female figures by 1.9% with the majority portion of +45 year group (41.8%), with >10 years of residence group (86.3%) as farmers (41.8%). The minus impacts of residents in Cat Tien are popular with average annual income from 1,000-2,000USD/year/household (42.47%), secondary school as popular level of education (44.5%), and the less participation in tourism services sector of respondents (2.1%) with English proficiency (10.3%). There is a saying “The limits of our language” means the limits of our world by Wittgenstein (1922). This issue may express that the language barrier generates negative emotional and cognitive responses, and prevents customers from taking certain actions such as seeking necessary information or complaining about service failures. Therefore, to create the attraction for tourists from the unique natural and human resources, and to promote residents’ awareness in cultural sustainable tourism development, Cat Tien should be actionable focused on the extremely important role of local community to participate in tourism from economic based tourism (Cole 2006; Saarinen 2006). The summary of main characteristics of respondents has been displayed as table below (Table 3):

Table 3: Profiles of survey respondents (N = 146)

Respondent Characteristics	Number of Respondents	Percentage	Respondent Characteristics	Number of Respondents	Percentage
Gender			Education		
Male	74	50.7	Primary school	23	15.8
Female	72	49.3	Secondary school	65	44.5
Age group			High School	18	12.3
18 - 25 years old	9	6.2	College	20	13.7
26 - 35 years old	46	31.5	University	17	11.6
36 - 45 years old	30	20.5	Post-graduated	1	.7
> 45 years old	61	41.8	Annual income per household		
Length of stay as residents			<1,000 USD	20	13.7
1 - 5 years	5	3.4	1,000 - 2,000USD	62	42.5
6 - 10 years	15	10.3	2,000 - 3,000USD	41	28.1
> 10 years	126	86.3	>3,000USD	22	15.1
Occupation			4	1	.7
Unemployment	3	2.1			
Farmer	61	41.8			
Vendors	29	19.9			
Work-house	6	4.1			
Service Staff	1	.7			
Others	46	31.5			

Source: Field survey, March - May 2016

Reliability Analysis

Local Residents’ Perception in Tourism Influences

In order to assess local communities’ awareness about tourism influences, respondents from among the local people were asked to choose their level of agreement or disagreement with a series of statements, using simple answers either Yes or No opinions. Table 4 presents the overall responses for those statements. When the results are carefully examined, it is clear that the independent sample T-test scores of all variables at 0.312, which comes to overall feedbacks grid whether relatives, friends/neighbors, and him/herself work in the tourism jobs by the below reliability statistics:

Table 4: Independent sample T-test of local residents’ perception about tourism influence

Respondent Characteristics	Number of Respondents	Percentage		Independent Samples Test						
		Levene’s Test for Equality of Variances		T-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval	
								Lower		Upper
To support	Equal variances assumed	1.028	.312	.483	144	.630	.24883	.51529	-.76968	1.26734
	Equal variances not assumed		.820	2.263		.490	.24883	.30340	-.92167	1.41934

To conclude this point, we found that there are no differences in neither who has been experienced nor unexperienced in tourism, nor those who have relatives/ neighbors working in tourism industry.

Local Residents’ Perception in Tourism Membership

Assessing the local communities’ knowledge about tourism membership, respondents from among the local people have rated their opinion from agreement to disagreement with a series of statements (Likert scale). Table 5 displays the results of responses for all these statements. When the results are carefully examined, it is clear that the Cronbach’s Alpha scores of all variables are at 0.630, which shows that overall responses spread between agree and strongly agree in local existence such as heritage values, food and beverage, cultural and festive, and handicraft intensive by the below reliability statistics:

Table 5: Reliability statistics of local residents’ perception about tourism membership

	Reliability Statistics	
	Cronbach’s Alpha	N of Items
1. In your opinion, would local heritage values (Linga, Yoni, coins, and so on) attract tourists		
2. In your opinion, you believe that local food and beverage will attract tourists		
3. In your opinion, you believe that local culture and festival will attract tourists	.630	4
4. In your opinion, you believe that handicraft will attract tourists		

Local Residents’ Perception in Sharing Emotional Connecting

The study indicates how local residents are aware to share emotional connecting among respondents. The local people were asked to rate their level of agreement or disagreement with two statements (Likert scale). Table 6 shows the results of responses for statements such as respondents understand well the historical and cultural values of Cat Tien and believe that historical and cultural values of Cat Tien are great resources for tourism development. When the results are carefully examined, it is clear that the Cronbach’s Alpha scores of all variables are at 0.633, which indicates that broadly replies go between agree and strongly agree by below statements:

Table 6: Reliability statistics of local residents’ perception in sharing emotional connecting

	Reliability Statistics	
	Cronbach’s Alpha	N of Items
1. You understand well the historical and cultural values of Cat Tien		
2. Historical and cultural values of Cat Tien are great resource for tourism development	.633	2

Local Residents’ Perception in Integration and Fulfillment of Needs

Taking financial benefits into local awareness to measure their expectations via tourism prospective among him/herself, surrounding community, province and country as a whole. The respondents from among the local people were asked to rate their level of such very little, some, and great deal with a series of statements. Table 7 explains the results of responses for overall statements. When the results are carefully examined, it is clear that the Cronbach’s Alpha scores of all variables are at 0.728, which implies that overall responses spread among very little, some, and great deal by the following statements:

Table 7: Reliability statistics of local residents perception in integration and fulfillment of needs

	Reliability Statistics	
	Cronbach’s Alpha	N of Items
1. You, personally		
2. Your surrounding community		
3. Your province	.728	4
4. The country as a whole		

Interestingly, the respondents from among the local people were asked to compare multiple variables rating their three levels of very close, a few kilometers, and very far in the integration with local perception of financial benefits in tourism in the positions of individual, neighborhood, surrounding community, and country. Besides, using the one-way Analysis of Variance (ANOVA) to compare the means between the groups whether any of those means are significantly different from each other. The respondents from among the local people were asked to rate their level of very little, some, and great deal with a series of statements. The table 8 shows likely similarity of three groups which are shown as the distance from respondents’ house to attractive destination in generating the local community awareness in tourism integration and fulfillment of needs.

Table 8: Multiple comparison of local residents’ perception in integration and fulfillment of needs

Distance from residents’ house to Destination		Financial Perception for individuals	Financial Perception for Neighborhood	Financial Perception for locals	Financial Perception for Country
Very close	Mean	1.22	1.52	1.78	1.91
	Std. Deviation	.422	.511	.671	.793
A few kilometers	Mean	1.28	1.36	1.29	1.21
	Std. Deviation	.452	.540	.620	.517
Very far	Mean	1.40	1.50	1.75	1.80
	Std. Deviation	.598	.607	.716	.768
Total	Mean	1.29	1.40	1.43	1.40
	Std. Deviation	.469	.546	.674	.670

Overall, all 3 groups of distance from resident’s house to destination perceive that tourism would not give much financial benefits for them. The highest level was less than “some benefit” (2 out of 3). In detail, there is a similar perception between a very close and very far group.

They believe that tourism would bring out financial benefit for everybody, except themselves, surrounding community, province and the whole country. However, people who stay a few kilometers away from the tourist destination did not believe that tourism will help, especially in terms of the whole country.

Local Residents’ Perception in Supporting the Tourism Development

Taking into consideration the supporting of Cat Tien people in tourism development, the respondents from among the local people were asked to rate their level of agreement or disagreement with three statements (Likert scale).

Table 9 indicates the results of responses for overall statements. When the results are carefully examined, it is clear that the Cronbach’s Alpha scores of all variables are at 0.909, which implies that overall responses spread

among residents' opinions through the long term impacts of tourism in increasing their standard of living, then they will promote and support tourism development in Cat Tien.

Table 9: Reliability statistics of local residents' perception in supporting the tourism development

	Reliability Statistics	
	Cronbach's Alpha	No. of Items
1. Since the last 5 years, you have thought that tourism would be the effective way to improve your livelihood.		
2. You will promote Cat Tien tourism to outsiders.	.909	3
3. You will support the tourism development in Cat Tien		

Hypothesis Tests

The study careful examined through Linear Regression to analyze the relationship between a scalar dependent variable Y and independent variable denoted by X. The variables of this study are classified into such dependent variables and independent variables.

- Dependent variable: Support to the tourism development by communities.
- Independent variables: Membership, Shared emotional connection, and Integration and fulfillment of needs

In order to find the answers, those hypotheses are stated as below:

H01: there is a relationship between Membership and Support for the tourism development by communities

H02: there is a relationship between Shared emotional connect and Support for the tourism development by communities

H03: there is a relationship between Integration and fulfillment of needs and Support for the tourism development by communities.

As a result, it can be seen that neither dependent nor independent variables attach to relationship. They are likely to indicate that whether respondents gain much or less benefits from tourism; and whether respondents know much or less about history or culture of Cat Tien, they respectively support tourism development in many ways. In addition, those who have tourism employments tend to perceive likely that tourism takes important part in economy than those who do not have tourism jobs. In this research, while individual financial benefits were not excluded in the model, jobs related to tourism were too low (2.1%) from respondents' opinions about economic based tourism. Attitude studies in tourism occupation have been raised in many ways to measure benefit from this sector. It likely makes sense that those hired in tourism benefit more than those who are not, but this analysis is a precursor to the perception of benefit that is more powerful measure to career growth. The figure of contact residents interacts with tourists substantially that influences the awareness of tourism's role in the linear economy. This shows that those who have contact with tourists in a frequent element view of tourism is more positive than those who do not, as other studies have also found. However, this relationship is again mediated by individual benefits. The situation is getting more clearable logically, those who take the most from tourism are the most supportive of existing and additional tourism progression.

CONCLUSION, RECOMMENDATIONS AND IMPLICATIONS

The research findings established that it goes without saying that Cat Tien people such as essential party in stakeholders' contribution that wish to play a role in the tourism development. This study is based on McMillan and Chavis model (1986) to measure residents in some ways as sense of community in tourism influence, tourism membership, tourism share in emotional connection, and tourism benefits in integration and fulfillment of needs. Allen et al. (1993) discovered the social exchange theory in many studies that emphasized the understanding of residents perceptions of tourism and its impacts. And residents expect returns (Easterling 2005). Specially, individuals decide to engage in an exchange such as valuable rewards over the costs (Jurowski et al. 1997). Another study has discovered that the dynamic environmental impacts influence inevitably the tourism products (supply and demand) to satisfy different kinds of customer. Specially, "education level" is one of fundamental perspectives in tourism progress of any destination (Zhao and Ritchie 2007). In the demographic traits of respondents, the beauty of population in Cat Tien is almost similar sexes, with mostly +45 year group who have > 10 years of residence

working in agriculture sector. However, the majority of their standard of living has been affected by slightly below average income at 42.17% from USD1,000 - 2,000/year/household (Vietnam's GDP is USD2,174/capita in year 2016) due to low level of education such as secondary school is almost taken in half of respondents with English proficiency as an international language barrier. These could be threats or even pessimistic catalyzers for residents in particular and stakeholders as a whole in creating the attractive destinations for foreign tourists.

Using SPSS tool to measure data analysis such as the reliability statistic, descriptive statistic, linear regression, independent sample T-test, and one-way ANOVA in this study. As a result, we identified that the awareness of residents in tourism sharing benefits to respondents' self who have houses are a very closed group and very far group to the destination, are not much, but too beneficial to neighborhood, surrounding community, and country as a whole who stay a few kilometers away from the tourist destination. For the purpose of this study, we raise the surprisingly linear flexibility, involvement, and participation of resident community as much as the remarkable tourism activities and products of destination areas. Therefore, tourism industry is unaffordable to ignore the essential role of local community. In light of the fact that local residents are much likely to support any event and activities which they know would be financially beneficial to them to improve their standard of living. It also illustrates that they are in the possible avenue of keeping, preserving, and promoting a clean environment to the overall development of tourism in the Cat Tien district. In the event that to promote residents' awareness in cultural sustainable tourism development, Cat Tien should take actionable considerations and supports to fortify the extremely important role of local community in the correlation of stakeholders from economic based tourism (Cole 2006; Saarinen 2006).

In spite of the fact that on the macro level, tourism has a strong linkage to other sectors, this study has revealed some concerns, especially from local residents involved in this research, that tourism development in this has not improved their quality of life. Therefore, the stakeholder's contribution of the society will not be efficient, which will undermine the growth of local community's perception as a whole economy. The best form of helping for developing countries, particularly in Vietnam is development in cultural tourism with broader knowledge and relationship over the areas. This would be a stepping stone to establish in the event that other two parts of stakeholders as Government and Tourism enterprises are mutually beneficial in the sense that unique heritage and culture in Cat Tien will likely provide element products and services to meet the needs of growing tourism progression. Since this study paid attention only to local communities in Cat Tien, Lam Dong, Vietnam, this should lead to similar studies in different parts of Vietnam and in other developing countries.

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APPENDIX

Greeting! As researchers from Hoa Sen University, this questionnaire takes part of the work on cultural sustainable development for Cat Tien. This questionnaire is designed to solicit your opinions about current status of tourism development in Cat Tien. The result of this survey would hope to help the Cat Tien management board and Governance organization to understand what factors are concerned by local community and citizens.

Your answers will be as under confidential information and used for research purpose only. It should take you about 10 minutes to fill up this questionnaire. Please answer all questions below. I am very grateful and appreciated if you could help. Thank you and have a great day!

Part 1: Demographic characteristics of respondent

4. Where were you born?

5. Length of residency

- Less than 01 year
- 1-5 years
- 5-10 years
- More than 10 years

6. Gender:

- Male
- Female

7. Age:

- 18-25
- 26-35
- 36-45
- >45

8. Current marital situation:

- Single
- Marriage
- Divorced/Widowed

9. Family size: (in numbers) -----

10. Your households annual income:

- <1,000USD
- 1,000USD-2,000USD
- 2,000USD-3,000USD
- >3,000USD

11. Education level (highest level completed):

- Primary school
- Secondary school
- High-school
- Vocational college
- Bachelor degree
- Post graduate

12. Occupation

- Farmer
- Seller
- Housework
- Handicraft intensive
- Restaurant/Guest house/- - - staff
- Local tour guide

- Others -----

13. Could you communicate directly to foreigner?

- Yes
- No

If “Yes”, which languages would you use to associate with foreigners?

- English
- France
- Chinese
- Others

Part 2: Local residents perception in tourism development

2.1 Local residents tourism in influence

14. Does your spouse, parents, siblings, or children work in tourism?

- Yes
- No

15. Do you have friends and/or neighbors who work in tourism?

- Yes
- No

16. Have you ever worked in tourism industry before

- Yes
- No

2.2 Local residents’ perception in tourism membership

17. About how far away do you live from the nearest tourist area?

- Very close
- A few kilometers
- A long distance

For the following questions, tick (✓) one that matches best with your opinion

Attributes	Strongly Disagree	Disagree	Agree	Strongly Agree
18. In your opinion, would local heritage values (Linga, Yoni, coins, and so on) attract tourists				
19. In your opinion, you believe that local food and beverage will attract tourists				
20. In your opinion, you believe that local culture and festivals will attract tourists				
21. In your opinion , you believe that handicraft will attract tourists				

2.3 Local residents’ perception in sharing emotional connecting

For the following questions, tick (✓) one that matches best with your opinion

Attributes	Strongly Disagree	Disagree	Agree	Strongly Agree
22. You understand well the historical and cultural values of Cat Tien				
23. Historical and cultural values of Cat Tien is a great resource for tourism development				

Part 3: Local residents' awareness in integration and fulfillment of needs to tourism development

For the following questions, tick (*surd*) one that matches best with your opinion

24. In your opinion, how much does tourism benefit to financial support:

	Very little	Some	Great deal
You, personally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your surrounded community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your province	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The country as a whole	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 4: Local residents' awareness in supporting the tourism development

For the following questions, tick (✓) one that matches best with your opinion

Attributes	Strongly Disagree	Disagree	Agree	Strongly Agree
25. Since the last 5 years, you have thought that tourism would be the effective way to improve your livelihood				
26. You will promote Cat Tien tourism to outsiders				
27. You will support the tourism development in Cat Tien				

Part 5: Additional information about local residents' perception in tourism development

28. How often have you spoken/met/seen with tourists during the past years?

- Mostly everyday
- Once or twice a week
- Once or twice a month
- Very rarely.
- Never

29. Overall, how would you describe your encounters with tourists?

- Very positive
- Somewhat positive
- Neutral
- Somewhat negative
- Very negative

30. Have you been asked about opinion in tourism by those who plan/research in tourism development?

- Yes, many times
- Yes, but only once/twice
- No, never

31. Which of the following sources do you rely on keeping informed about local news and events? (able to tick more than one option)

- Newspapers
- Government and Internet sites
- Local information post
- Television
- Magazines
- Public (live) speeches
- Radio
- Words of mouth

----- THE END -----