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

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Abstract

Although domestic and international tourism creates many researches especially in cultural and heritage tourism, the systematic and science research is less appealing on specific monuments as the potential cultural tourism in Cat Tien district, Lam Dong, Vietnam. This study focused on upcoming valuable tourism resources in Cat Tien through assessing the tourism opportunities and challenges to plan and lead the refinement of tourism expanding, therefore constructing the civilization tourism in Cat Tien with regards to stakeholders approach. The stakeholder meaning has been stated by Freeman (2010), that any group or individual who can affect or is affected by the achievement of the organizations objectives. More or less, the effectiveness of Stakeholder approach has been applied in many areas such as rural development (Simmons 1994), public management (Litvin 2005), and tourism development (Aas, Ladkin, and Fletcher 2005). Critically, no matter the area, the stakeholders must be identified carefully, every group has its own interest and duty, so the plan could not be achieved without any of them (Byrd 2007). The planning and management process should be clearly found to what extent the stakeholders involvement is there in every single stage from beginning to the end (Gunn 1994). At the result of output period, this is the very first series of paper related to local community awareness in achieving tourism sustainable progress in Cat Tien, followed by governmental roles and tourism enterprises contribution as a whole. Almost 172 of local resident surveys have been delivered and analyzed EFA data collection by quantitative method through SPSS software.

Keywords: Community Perception, Culture, Stakeholder, Tourism Development

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INTRODUCTION

Sustainable tourism plays the vital part in cultural heritage conservation (Cope 1995; Herbert 1995; Van der Borg, Costa, and Gott 1996). In order to identify the complexity of tourism development in terms of destinations with low interest for collectively organized, stakeholder definition is being a complicated task (Reed 1997). Taking into account the planning area, there is the essential link between cooperation and collaboration to enhance the beauty of sustainable tourism development (Bramwell and Lane 2000; Williams and Hall 2000; Selin 1999; Timothy 1999), and to integrate and attend in the community-based tourism (Mitchell and Reid 2001; Tosun 2000). Aas et al. (2005) stated that the bounden duty of the state parties is to care about the conservation, preservation and revitalization of cultural heritage. Stakeholders cooperation would be successful if the outcomes covered some aspects such as building communication channels among heritage and diversity tourism groups, maintaining heritage preservation and management by income extracted from tourism services, making decision and tourism activities based on local communities involvement, and assessment of the achievement of stakeholders collaboration, etc. In the process of tourism planning, different stakeholders have different interests (Garrod and Fyall 2001; Ladkin and Bertramini 2002). Many ideas are amassed from evaluating culture values, and tourism based economic progress. Besides pros factors, there are cons challenges to fortify the collaboration. Cost should be counted to plan and develop in order as well (Marien and Pizam 1997; Swarbrooke 1999), to identify the stakeholders’ legal (Bramwell and Sharman 1999; Reed 1997; Tosun 2000), and the stakeholders’ ability to take part in (Araujo and Bramwell 1999; Reed 1997; Simmons 1994). Gray cares for realistic expectations, 1989, and any local minorities can be replaced (Taylor 1995; William and Hall 2000; Tosun 1998: 2000). The relationship of

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imbalanced power is written by some authors (Jamal and Getz 1995; Brohman 1996; Marien and Pizam 1997; Rocha 1997; Stolton and Dudley 1999; Bramwell and Sharman 1999; Tosun 2000). Moreover, in Reed (1997) found that there are not all benefit parties blended in requested capability. From an economic perspective, this is problematic issue in developing countries with very few number of experts (Brohman 1996). On the other hand, there is the necessity to find the pedagogies for collaborating works in complex cultures and mindsets (Stolton and Dudley 1999).

One of the best forms of help for developing countries, Tosun (2000) said that community participation should be connected to the limits of operation, structure, and culture. In destination, some barriers might be hard to implement the collaborative approach (Ladkin and Bertramini 2002). The heritage and tourism work well in positive relation (Prentice 1993; Ashworth 2000; Garrod and Fyall 2000) and they show interdependence so far (Ashworth, Pomppl, and Lavery 1993). Since Greek times, natural and cultural significance has been shown in the Hellenistic world that reflected one of the Seven Wonders of the World.

Heritage organizations’ concept likely leads to conservation, while profit plays essential part to operate any tourism and travel establishments. Therefore, Nuryanti (1996), pointed out the conflicts raised by conservationists who perceive heritage tourism to compromise preservation goals as profitable. In contrast, some managers disagree with beneficial values extracted from heritage value. Garrod and Fyall (2001) generated two ideas that can be seen as the case such as (1) treat things as trading value; and see heritage as immeasurable economic value prospective (Cope 1995); (2) from the managers’ eyes, heritage area is place where everyone should experience, and visit despite the cost (Curtis 1998; Leask and Golding 1996). So, finding the balance between conservation and the use of heritage sites for tourism is the must. In Wall (1997) believed that the heritage tourism development would be outcome in the context of culture and lawful consideration. With respect to tourism in heritage sites, it is seen to be one of the inner-part revenue-generating activities.

Local community-based tourism has been becoming local efforts leading to enforce the plan, develop and manage tourism-related opportunities and threats in local populations (Murphy 1983; Prentice 1993; Simmons 1994) Researchers found that the benefits for local society are likely extracted from appropriate community-based tourism (Honey 1999; Slee, Farr, and Snowdon 1997; Wunder 2000), involvement of the justice, empowerment and sense of ownership (Prentice 1993; Gunn 1994; Simmons 1994; Scheyvens 1999; Sharpley and Telfer 2002; Cole 2006; Tao and Wall 2009). Besides, community-based tourism has had the linkage with undesired tourism impacts on the increase (Stem et al. 2003; Stronza and Gordillo 2008). Cole (2006) and Saarinen (2006) identified that community-based tourism goals are likely of the same opinion with other concerns such as social economic, intra and inter-generation environment. However, others argued that community-based tourism cant be seen leading to sustainable tourism (Akama 1996; Stem et al. 2003; Li 2006). Therefore, if sustainable tourism tends to achieve better in long run, the community tourism development had to be in more particular order, good organizational and behavioral traits.

This research studies social interactional practices leading to sustainable tourism development. Framed around the theoretical notion of the sense of community (Mc Millan and Chavis 1986), the social processes for local residents engage to achieve community’s perception to progress particularly in cultural tourism. Through this community development, local residents exchange ideas, knowledge, and lead to supporting the economic-based heritage tourism. We hope the understandable interactional elements constructing the awareness of local community to promote and bring up cultural tourism taking lead in the “community-based” discourse into practice.

There have been many studies on cultural tourism in the country and internationally, but the systematic and scientific research. There is almost no research on specific monuments as well as potential to develop cultural tourism in Cat Tien. Therefore, we attempt to conduct research related to local residents’ perception for tourism development in Cat Tien heritage to invite the objectives such as (1) studying Cat Tien local residents’ perception for tourism development related to membership, influence, share emotional connection, and integration and fulfillment of needs in cultural tourism; (2) getting to know more about Cat Tien local residents’ awareness in supporting the tourism development; (3) identifying the potential tourism resources in Cat Tien through the appropriate stakeholder model particularly applied in residents’ perception in tourism development in Cat Tien.
To fulfill those objectives, we propose some research questions as below:
1. What is local residents’ perception in tourism development?
2. To what extent are local residents aware of financial support to tourism development?

Site Selection
In recent years, service and tourism sectors of Vietnam have made considerable progress. The number of International tourists as well as domestic tourists is emerging. Vietnam tourism is increasingly better recognized in the world, while many domestic destinations have been voted as the favorite addresses for International travelers, such as Ha Long Bay, Da Nang city, Hue, Phong Nha cave, and so on. Tourism is significantly drawing the attention of the entire society. Quality and competitiveness of tourism are issues receiving a lot of attention and widely discussed. Therefore, multidimensional approach to assess the quality of tourism will contribute to forming the right solutions which, in turn, enhance the quality and competitiveness of services - tourism. This study focuses on the amenity-rich community of Cat Tien (population 42,763), one of the most visited heritage-based tourism destinations in Lam Dong province.

Cat Tien District
Cat Tien is a rural district and relatively new. It was established on 06.06.1986 in Resolution No. 68 / NQ-HDBT of the Council of Ministers (now the Government) and officially started its operations on 1.1.1987 to present. While it has undergone 29 years of development, besides facilitating the economic development of the local society, there are still many challenges and certain difficulties. In the process of globalization, along with the socio-economic development of Cat Tien district in recent years, there are positive changes, including the tourism service sector, gradually formed. Economic growth rate for the period 1987-1996 was an average of 5.8%; the period 1997-2006 was 8.7%; the period from 2006 to the present 16.6% /year. The economic structure is quite a clear shift in the direction of increasing the proportion of industry - construction and trade - service; and reducing agriculture-forestry. Per capita income has increased over the years. In 1987 income reached 41.600vnd, in 1996 at 1.489.600vnd, in 2006 at 3.62 million, and approx. 30.71 million in 2014. Economic and social situation of the Cat Tien district continued to show positive changes and political security. Social order and safety have always been stable. Until 2012, Cat Tien district basically escaped its scenario of underdevelopment.
Cat Tien is located in the west of Lam Dong province, with 428 km². North with Dak R Lap district (Dak Nong), northwest and west with the Bu Dang district (Binh Phuoc), South-West with Tan Phu district (Dong Nai) and the East with two districts Da Thea and Bao Lam, Lam Dong Province. Cat Tien district has many tourist resources for private signature, and is inhabited by 18 ethnic groups, including indigenous peoples as Ma, the nation K’ho (S’tieng, Chil) and northern migrants as the Tay, Nung, with many traditional Hmong cultures, unique customs and traditions. Cat Tien highlights the potential for developing cultural tourism - historical and ecological tourism, tourism studies, archeology, ... with the landmarks associated with the history of the country such as: Cat Tien historical archaeology - also known as Cat Tien Sanctuary or Cat Tien holy-site, which was recognized by the Prime Minister as a national relic special 2014; ’Stripping Cave - also known as the Bat cave - cultural attractions have been recognized as spiritual Provincial landscapes in 2012 like Da Rong waterfall, Dak Lo irrigation lake. Cat Tien is characterized by numerous community-oriented organizations. The village’s traditional culture of ethnic Ma, Tay, Nung localities with folk festival takes place every year, creating features of national cultural identity, attractive sightseeing tour discovery for visitors. Cat Tien district has more than 80km inland waterways system and many beautiful rapids. In the future, Dong Nai River will be ‘tourist path’ thrills, courage challenges, and nature conquers of the visitors. Cat Tien district is next to the Nam Cat Tien National Park - a national relic in particular, so-called “World Biosphere” - spread over three provinces of Lam Dong, Binh Phuoc and Dong Nai, total in 739 km², with rich and diverse flora. It is home to conserve and nurture many rare animal species as well as a strength to exploit tourism. Some products by local brands such as Paddy Rice of Cat Tien, Cat Tien Ha Chau Diep, Cat Tien hemibagrus, and so on, should become the flagship products to attract customers in the future.

Therefore, it can be said that Cat Tien has systematic and rich tourism resources and diversity - attractive not only by its size but also by its very national scale. This is the first and most important element to create the attraction for tourists. From this unique resource, Cat Tien should focus on investment, improvement, conservation and exploitation in order to be able to develop tourism in a sustainable way with many different activities such as cultural tourism, community tourism and rural tourism. For this first session, we mainly focus on the extremely important role of local community to take interest in tourism participation to obtain the beauty bringing from financial based tourism (Cole 2006; Saarinen 2006). Other members of stakeholders such as Government regulation and promotion and destination management organization (abbr. of DMO) are going to be explored in the next sessions. Without those two members’ contribution, the tourism development might face barriers and particular cons to implement the stakeholder model practices (Tosun 2000; Ladkin, and Bertramini 2002). The case study of Aas, Ladkin, and Fletcher (2005) studied about Luang Prabang (Laos) about the greatest collaborative stakeholders (tour operator, government, and community) that positively affect each other. Whereas, there were cases the researchers add 10 times collected questionnaires to ensure the targeted population of study such as collecting 50 copies of questionnaires then making up a total of 800 copies under the study (Ejiofor and Elechi 2012). Our study was done in local areas where house-hold heads or any person up to or above the age of 18 years old was administered with the total 172 reliable copies of questionnaire (26 out of 30 copies for Pilot test and 146 out of 150 copies for data analysis) and kept assessing exactly those figures.

The Role of Stakeholder in Tourism Development

The stakeholder means “any group or individual who can affect or is affected by the achievement of the organization’s objectives” (Freeman 2010). The stakeholder approach was born in 1984 for serving business management. However, with its effectiveness, Stakeholder approach has been applied in many areas such as rural development (Simmons 1994), public management (Litvin 2005), and tourism development (Aas et al. 2005). Critically, no matter the area, the stakeholders must be identified carefully, every group has its own interest and duty, so the plan could not be achieved without any of them (Byrd 2007). The stakeholders have to insist on planning and management process as the whole (Gunn 1994).

Sassenberg (2009) took case study of Golden bay in sustainable tourism development, New Zealand to enhance the role of stakeholder. The study indicated that the sustainable tourism development is contributed by four stakeholders: local community, business organization, authorized governance, and research institute. The case of Selman, USA shows that Byrd (2007) shared the same idea of collaboration between community, government, and
business organizations. Especially, the research highlighted the public sector’s role; the authors mentioned that the process should firstly start from governance people, who are advised by research institutes. They will propose the plan and connect all the parts to work together. Furthermore, this approach was also applied in developing regions. Aas et al. (2005) also worked on three stakeholders for the case study in Luang Prabang (Laos). The authors described the role of many stakeholders, and found out that three major stakeholders who have greatest impact were tour operator, government, and community. However, the study also showed that maintaining the collaboration of those three parts in a developing region was a real challenge, because their interests and benefits are hardly met at the same point.

The World Commission on Environment and Development (WCED 1987) defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs”. After that, Barbier (1989) stated that “sustainable development is the balance among environmental impacts, economic development, participatory processes, intergenerational equity and sustainable livelihood”. Bramwell and Lane (1993) point out four basic principles of sustainable tourism development as “a holistic planning and strategy making, preservation of essential ecological processes, protection of both human heritage and biodiversity, and development to ensure that productivity can be sustained over the long term for future generations”. There are many other definitions about sustainable tourism development (Aronsson 2000; Butowski 2012; Khairat and Maher 2012). However, those are sharing the same idea. All of that discuss about conservation of environment, mitigation of pollution from tourism development, respecting the need and rights of local people with their participation, protecting and supporting the cultural and historical heritage of people worldwide, supporting the local economies, and generating local employment. Moreover, all stakeholders should monitor, manage, and assess the impacts of tourism, to increase reliable methods for environmental accountability, and decrease some negative effects.

Beierle and Konisky (2000) said that tourist development obviously generates many issues. One of the issues listed out by them is that the tourism development project is usually implemented by the top group, the governance organizations, where they make decision after being consulted by “expert”. However, sometimes those decisions are different with the down group, the community’s decisions, which are made from their experiences. In other perspective, their interests are usually different, so the conflict is very potential. More seriously, the included groups in total tourism development plan may not realize the others and avoid the conflicts among them (Healey 1998), so the conflict issues are sometimes hidden and remain stable. To solve that problem, many researchers suggest using the model of stakeholder in tourism development in analysis, planning, and monitoring tourism development project.

The livelihood idea has been mentioned in the Chambers’s research in 1980. It also has been recognized in the report “Our common Future in 1987 (WCED 1987). In 1988, IIED has published Greening aid: sustainable livelihood in practice” (Solesbury 2003). After that, there were lots of organizations applying the idea into their program development. For instance, Oxfam was the first organization, which used the livelihood for the program and training (Solesbury 2003).

When considering sustainable forms of tourism proposed, it is very important that it requires us to answer the question: what needs to be maintained? For who? Under which conditions? And who is to decide? (Butler 1992). We can understand tourism is a dynamic industry, and it can go through a process of development. It could lead to the deterioration of many factors in tourism (Butler 1992). The concept of sustainable development tends to develop projects that will not fail. Pearce (1998) stated in a very simple way ”make everything finally” though it is an economy, or a culture (Smith 2002). However, in order to increase the sustainability is partly common of the maintenance of that system in its current. Because the efforts toward sustainable development can lead to the downfall or a way of people project. In Vietnam, the application models of livelihood in tourism were a major publicity across the country from the city to the distant mountains. In particular, the construction of livelihood for inhabitants of remote areas, ethnic regions have been interested in and developed. A classic case is the Dong Van -Ha Giang. Local governments have many projects to improve people’s living conditions on the element of building and preservation of the heritage and tourism exploitation and incrementally gain more positive direction conversion. At Island tram, with the advent of the 12 types of livelihood, income of the residents gradually im-
proved in 2005 per capita income from 6 million in 2005 to 25 million in 2012 (Trinh, Ryan, and Cave 2014).

Pongponrat (2011) stated that “local tourism development requires people who are affected by tourism to be involved in both the planning process and the implementation of policies and action plans”. Furthermore, Pongponrat (2011) also promoted a sense of community that depends on the type and level of participatory approach. This ensures that progression meets the perceived needs of the local community. According to McLntyre (1993), Muhanna (2007), Niezgoda and Czernek (2008), and Matarrita-Cascante (2010), local communities need to participate in decision making process. Jamieson (2001) noted that more direct involvement in decision-making guarantees the benefit they will get.

Overall, the responsibilities of stakeholders count pros and cons’ impacts on the development of tourism planning and establishment. Above all the considerations, local communities’ participation should exploit the economy-based cultural tourism as much as tour operator’s “contribution and government” subsidy and support through dramatical social exchange and sustainable livelihood.

RELATED WORK

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))](image-url)
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; McGeehe and Andereck 2004; McGeehe, 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. Matarrrita-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, Ejiofor 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” 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

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

DATA ANALYSIS AND FINDINGS

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

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>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.</td>
</tr>
<tr>
<td>Length of stay of residents</td>
<td>We counted in 03 different local resident groups as 1-5 year group, 6-10 year group, and &gt;10 year group, and got the data analysis as 3.4%, 10.3%, and 86.3% respectively. This interestingly dominant portion in &gt;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.</td>
</tr>
<tr>
<td>Income levels</td>
<td>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 &lt;1,000, from 2,000-3,000USD, and &gt;3,000 at 13.7%, 28.08% and 15.07% respectively. The lowest income level is &lt;1,000 USD/year/household at 13.7%.</td>
</tr>
<tr>
<td>Age of respondents</td>
<td>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 &gt;45 year group as equal to the most majority as &gt;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.</td>
</tr>
<tr>
<td>Occupation</td>
<td>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.</td>
</tr>
<tr>
<td>Education level of respondents</td>
<td>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</td>
</tr>
<tr>
<td>Status of marriage</td>
<td>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.</td>
</tr>
</tbody>
</table>
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)

<table>
<thead>
<tr>
<th>Respondent Characteristics</th>
<th>Number of Respondents</th>
<th>Percentage</th>
<th>Respondent Characteristics</th>
<th>Number of Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>74</td>
<td>50.7</td>
<td>Primary school</td>
<td>23</td>
<td>15.8</td>
</tr>
<tr>
<td>Female</td>
<td>72</td>
<td>49.3</td>
<td>Secondary school</td>
<td>65</td>
<td>44.5</td>
</tr>
<tr>
<td>Age group</td>
<td></td>
<td></td>
<td>High School</td>
<td>18</td>
<td>12.3</td>
</tr>
<tr>
<td>18 - 25 years old</td>
<td>9</td>
<td>6.2</td>
<td>College</td>
<td>20</td>
<td>13.7</td>
</tr>
<tr>
<td>26 - 35 years old</td>
<td>46</td>
<td>31.5</td>
<td>University</td>
<td>17</td>
<td>11.6</td>
</tr>
<tr>
<td>36 - 45 years old</td>
<td>30</td>
<td>20.5</td>
<td>Post-graduated</td>
<td>1</td>
<td>.7</td>
</tr>
<tr>
<td>&gt; 45 years old</td>
<td>61</td>
<td>41.8</td>
<td>Annual income per household</td>
<td>&lt;1,000 USD</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1,000 - 2,000USD</td>
<td>62</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2,000 - 3,000USD</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>&gt;3,000USD</td>
<td>22</td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Unemployment</td>
<td>3</td>
<td>2.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farmer</td>
<td>61</td>
<td>41.8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendors</td>
<td>29</td>
<td>19.9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work-house</td>
<td>6</td>
<td>4.1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Staff</td>
<td>1</td>
<td>.7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td>46</td>
<td>31.5</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Respondent Characteristics</th>
<th>Number of Respondents</th>
<th>T-test for Equality of Means</th>
<th>Levene’s Test for Equality of Variances</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>F</td>
<td>Sig.</td>
</tr>
<tr>
<td>To support</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equal variances assumed</td>
<td>1.028</td>
<td>.312</td>
<td>.483</td>
</tr>
<tr>
<td>Equal variances not assumed</td>
<td>.820</td>
<td>.263</td>
<td>.490</td>
</tr>
</tbody>
</table>

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

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

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

<table>
<thead>
<tr>
<th>Reliability Statistics</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. You understand well the historical and cultural values of Cat Tien</td>
<td>Cronbach’s Alpha</td>
</tr>
<tr>
<td>2. Historical and cultural values of Cat Tien are great resource for tourism development</td>
<td>.633</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>Reliability Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. You, personally</td>
<td>Cronbach’s Alpha</td>
</tr>
<tr>
<td></td>
<td>N of Items</td>
</tr>
<tr>
<td>2. Your surrounding community</td>
<td>0.728</td>
</tr>
<tr>
<td>3. Your province</td>
<td>4</td>
</tr>
<tr>
<td>4. The country as a whole</td>
<td></td>
</tr>
</tbody>
</table>

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

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

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

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

| 1. | .909 |

Hypothesis Tests

The study carefully 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. 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 AND FUTURE WORK

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 resi-
dence 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.

REFERENCES


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
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

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>In your opinion, would local heritage values (Linga, Yoni, coins, and so on) attract tourists</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In your opinion, you believe that local food and beverage will attract tourists</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In your opinion, you believe that local culture and festivals will attract tourists</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In your opinion, you believe that handicraft will attract tourists</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2.3 Local residents’ perception in sharing emotional connecting

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

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>You understand well the historical and cultural values of Cat Tien</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Historical and cultural values of Cat Tien is a great resource for tourism development</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Part 3: Local residents’ awareness in integration and fulfillment of needs to tourism development
For the following questions, tick (✓) one that matches best with your opinion

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

<table>
<thead>
<tr>
<th></th>
<th>Very little</th>
<th>Some</th>
<th>Great deal</th>
</tr>
</thead>
<tbody>
<tr>
<td>You, personally</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your surrounded community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your province</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The country as a whole</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Part 4: Local residents’ awareness in supporting the tourism development
For the following questions, tick (✓) one that matches best with your opinion

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

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

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