

ANALYZING FACTORS AFFECTING TOURISM SUSTAINABLE DEVELOPMENT TOWARDS VIETNAM IN THE NEW ERA

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ABSTRACT: *This empirical study was conducted by qualitative approach to study the influential factors such as environment, society, economics affecting to the tourism sustainable development for Vietnam in the new era. The author collected the experts' opinions to discuss and presented scale to measure the above factors. Basing on this study, the future researchers can apply this to study by quantitative method to verify the reliability of the scale and test whether the three above factors and observed variables are grouped into each factor or there is other latent factor as well as testing the reliability of the research model. In addition, the author suggested the policy makers, leaders of ministry and departments of culture, sports, and tourism to apply this study to plan and implement policies to develop Vietnamese tourism in the context of international integration as well as satisfy the tourists coming to Vietnam.*

KEYWORDS: International integration, Policy, Sustainable Development, Tourists, Vietnam.

INTRODUCTION

Since Vietnam implemented the Innovating Policy in 1986 to innovate and develop the market economics, Vietnam has had changes significantly on many fields such as agricultural products, industry, and tourism industry. According to Tran (2006), the practice of Innovation Policy in 1986 helped ecotourism emerge as a new aspect for Vietnam in the field of tourism industry. Other scholars also recognized that it was an open, dynamic, and complex system (Butler, 1991; Gunn, 1994; Leiper, 1990; Mill & Morrison, 1998; Mai, 2010). In the reality, tourists have come to Vietnam increasingly, and tourist attractions have been exploited and expanded its business in Vietnam. The tourism industry particularly as well as the service industry in general have contributed significantly into GDP. In fact, Vietnamese people's concept towards ecotourism is still perceptible and ambiguous (Tran, 2006). Many researchers studied the impacts of tourism on the local residents' perception towards tourism, especially in the developing countries (Pham, 2012). According to Pham and Khin (2015), Vietnam has focused on economic development in some temporary purposes but neglected environmental problems. Therefore, tourism becomes the key economics of Vietnam where it needs to have suitable solutions to develop sustainably. Subsequently, the tourism industry is regarded as the general economic business which will only be developed by exploiting the values of tourism resources. From this perspective, the natural vestiges, historic and multiple cultural landscapes of Vietnam are the great tourism resources, creating the unique attractions for tourism products between areas and locals in the country as well as between Vietnam and other countries (Nhan Dan Newspaper, 2018). Weichard (1992) and Mai (2010) stated that many factors were included to create the environments of the tourism system such as political and legal, social culture, economic, environmental, physical and ecological factors as well as institution and cooperation, infrastructure. Hence, in order to develop tourism sustainably, it needs to be studied and suggested many solutions, not only a simple one to exploit tourism simply.

On the contrary, the exploitation and development of tourism with overload also created many effects on economic and social aspects such as the polluted environment and influences to natural resources. Mai (2010) confirmed that it was impossible to study the system of tourism by each of its separated components to develop the sustainable tourism. Moreover, understanding local residents' perceptions and attitudes towards the tourism impacts and tourism development is regarded as the fundamental for the success and sustainability for any type of tourism development (Gursoy, Chi, & Dyer, 2009; Kuvan & Akan, 2005; Yoon *et al.*, 2001; Pham, 2012). Thus, the problems given out nowadays to Vietnamese tourism industry is to develop tourism sustainably, having attention to economic benefits, environment and society as well as remaining the contributions to protect environment, preserve the tourism resources and improve the locals' living standards.

In the reality, there were many potential locations, traditional tourism attractions and famous historic landscapes in Vietnam have had many pressures from environmental aspects. According to Phan and Vo (2017), Vietnamese tourism industry has had many insufficient expressions in recent years such as limitation in environment, culture-society, and other related issues. Consequently, the orientation to develop tourism sustainably is paid attention greatly by the government, organizations and individuals in the tourism field. The reality shows that there are many areas with heavy pollution, being downgraded fast of economic conditions, society and humanity, the decline at the alert level of many natural resources, factors of natural and ecological environment, etc. In order to develop this economic business, the problems concerning environment have to be set out and solved seriously and thoroughly where it can be developed as well as being exploited effectively by tourism aspect by ensuring the sustainable development. Thus, this empirical study will analyze issues to develop Vietnamese tourism sustainably in the context of Vietnam has been joining the international integration in order to develop the tourism industry sustainably and contribute to environmental benefits, society and economics. The aim of this study is following:

- a. To review and identify factors affecting to develop tourism sustainably which are suitable with Vietnam's conditions.
- b. To build a qualitative model for the sustainable tourism development suitably with Vietnam's conditions.
- c. To propose the scales of components for factors affecting to the sustainable tourism development which are suitable with Vietnam's condition.
- d. To suggest solutions to develop the tourism sustainably in Vietnam.

LITURATURE REVIEW

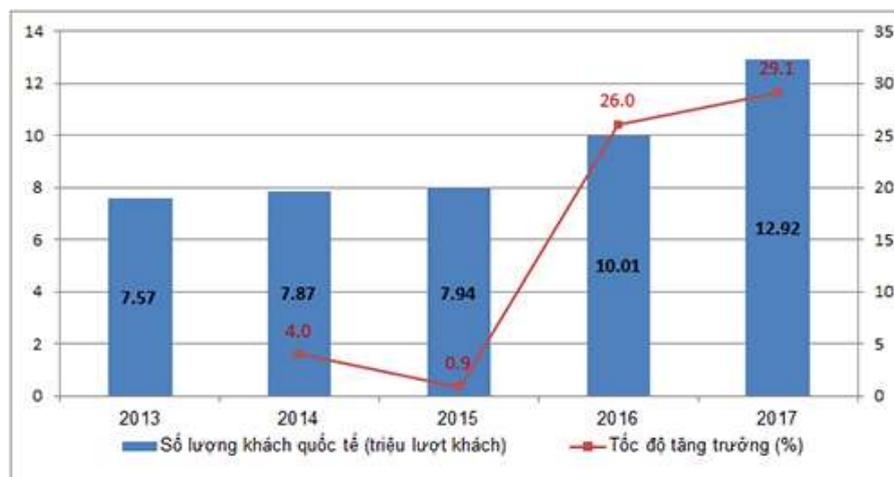
Statement of Vietnamese Tourism

According to Nguyen (2017), the constant development of tourism industry contributed to Vietmaese GDP, including direct, indirect contributions, and public investment was 584,448.00 billion VND (\$25.5 billion) – approximately 13.9% GDP. In fact, the direct contribution of tourism industry to GDP was 279,287 bilion VND (approximately 6.6% GDP). The total contribution of tourism industry to the national employment was more than 6,035 million jobs (including the indirect jobs), which occupied 11.2% while the direct employment

created by tourism industry was 2,783 million (occupying 5.2% in the general jobs of the nation). On the aspect of income from foreign exchange in the exported services, the turnover of tourism industry occupied over 50% among the exported services of the whole country, leading as the first one in turnover of foreign exchange for the exported service activities when compared with transportation, telecommunications, and financial services (Nguyen, 2017). Besides the achievement, Vietnamese tourism industry also has had many difficulties, in which some key targets have not been achieved or sustainable as the strategy to develop tourist markets is not clear, scientific, and flexible with the economic changes and politics. Therefore, when there was fluctuation the tourism industry became passive and could not estimate the effect to tourist market, business strategies of traveling companies are not sustainable and not for long-term to international tourist market, still depending on some large tourist markets, stimulation for inbound tours were not effective, and its competitive competence was low (Nguyen, 2017).

According to General Statistics Office of Vietnam (2017), the number of tourists coming to Vietnam was estimated at 12.9 million persons in 2017. Therefore, after only one year to set up the landmark to welcome 10 million tourists in 2016, the number of international tourists to Vietnam continued to increase 2,9 million time which was approximate to increase 29.1% compared to the year 2016 as the following:

Table 2.1: Chart of international tourists coming to Vietnam in the period 2013 – 2017



(Red line: Growth speed of tourism – Green line: Number of international tourists)

Source: General Statistics Office of Vietnam (2017)

In addition, according to the General Statistics Offices of Vietnam, the number of international tourists to Vietnam within September and 9 months in 2018 was as following: the number of foreign tourists coming in September 2018 was estimated as 1,212,597 persons, decreasing 8.4% compared to the last month but increasing 24.2% compared to the same period last year. For 9 months in 2018, the number of foreign tourists was estimated at 11,616,490 persons, increasing 22.9% compared with the same period in 2017. Therefore, it can be said that Vietnam's tourism industry has a great potential with the increased volume of tourists yearly.

The sustainable tourism is not only the temporary phenomenon, it becomes the unavoidable tendency in the new era in order to help human entertain as well as improving their knowledge. The sustainable tourism is also the target for the development and has significance to many

countries in the world and Vietnam. Nguyen (2017) stated that the tourism development will contribute to transfer the economic mechanism, bringing source of revenue for the state budget, attracting foreign investment and exporting products, affecting positively to development of the related economic business, especially to fine arts and handicraft. The tourism industry also contributes to implement the policy “Eliminating hunger and Reducing poverty”, creating more jobs and regular incomes for workforce in many provinces and areas. Furthermore, according to Seifi and Ghobadi (2017), tourism development is considered as a method to facilitate the development and progress of ecotourism in the protected areas and especially ecotourism development. If visitors select regions to travel which are based on their awareness and knowledge, it can result in the full and sustainable ecotourism development. Therefore, the sustainable development in Vietnam is an important factor for developing Vietnamese society and economics, which needs to be studied and applied professionally.

Definition of sustainable development for tourism:

According to Creaco, et al., (2003) defined that sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs. Pham and Khin (2015) stated that sustainable development for tourism was perceived differently from different points of view, impressing on the demand to achieve a balance between economic and environmental aspect to ensure the permanence of the tourism. According to UNWTO (2011), the guidelines of sustainable tourism development and management practices are applied to all forms of tourism and all types of destinations, including mass tourism and the various niche tourism segments. The principle for the sustainability is regarded to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between three dimensions to guarantee its long-term sustainability.

The sustainable tourism is related to movement and visiting the natural areas with responsibility for environment to enjoy and evaluate the natural greatly (with the attached culture in the past and in the present) by the warning of preservation which is affected by visitors as well as bringing benefits to active participation about the economics and society of local community (World Conservation Union, 1996).

Sustainable tourism can be defined as taking full account of its current and future economic, social and environmental impacts which address the needs of visitors, the industry, the environment and host communities (APEC, 2014). According to Phan and Vo (2017). The development of human beings was not only paid attention to the economic development but it also has to respect the necessary needs of the society and influence into the ecologic environment. In other words, the sustainable tourism has to be planned carefully from the start of exploitation in order to bring back the benefits for the local community, respecting the culture, preserving the natural resources and educating tourists and also local community. The sustainable tourism can create the economic and social characteristics as the popular tourism but the benefits will be remained in the local community and natural benefits, the local culture values are protected professionally and have long-term vision as well as preserving values for the next generations.

The necessary factors to develop the sustainable tourism:

According to Mrkša and Gajić (2014), the concept of sustainable development is regarded as the guiding principle to develop policies from local to national levels. Tourism industry is said

to be responsible for its all impacts on the now and then economics, society and environment, addressing visitors' needs, industries, natural environment and local communities (UNWTO, 2011). In addition, the scale and supremacy of tourism development is said to depend closely on many important factors, which contributed to increase the complexity of the tourism system by evolution of tourism at destinations over time (Mai, 2010).

Mrkša and Gajić (2014) proved that consensus of human, social, economic, technological, cultural development and conservation, rehabilitation and improvement of the environment and protection of the natural heritage and the initial native ecosystems conducted a conceptual model of sustainable development so that it can be said that the issues of sustainable development for Tourism in Vietnam should pay attention to three issues such as the environment, the economics, and the society.

Phan and Vo (2017) also suggested that the development of the tourism industry had to be ensured by the three following factors such as Economic Sustainability: Creating the prosperity to all levels of the society and achieving the performance value for all economic activities; Social Sustainability: Respecting human's rights and equality for all people; Environmental Sustainability: Protecting and managing the resources, especially the non-renewable resources, and valuable ones for human's life.

Rad and Aghajani (2010) suggested that it is the vital goal to preserve the world's inherent assets, not only for travel and tourism but also for all other industries using the earth's natural resources as well as saving the natural resources for the future generations. Moreover, the sustainable development for tourism industry on the economic aspect is presented basically on the stability and increasing constantly the nation's manufacturing capacity. The sustainability stands for the society having the income division and social welfare, which is presented by the equality in distributing the classes among the rich and the poor in the society. It also presents the environment when using the natural resources properly and condition of social environment, serving the present generation's needs but still saving the resources and the necessary environment conditions for the future generation to develop. These issue shave to handle fairly while exploiting the tourism industry. Therefore, the next analysis will be three factors related to problems of environment, economics, and society towards the sustainable tourism development to Vietnam's tourism in the new era.

The relationship between Environment and Sustainable Tourism:

According to Seifi and Ghobadi (2017), the protected areas are said to become the most suitable environments to develop the tourism, where the performance of tourists, consumers, and economic activities are consistent with each region based on total management plan to provide the context to develop the sustainable tourism. In addition, Phan and Vo (2017) stated that development of the sustainable tourism in order to protect the living environment, not to pollute the water sources, the air, the noise. It also ensures the harmonization for living environment of animals, vegetation, and human. Therefore, the natural heritage is regarded as the invaluable resource creating the tourism attraction for each country. It is not a simple problem for many countries in the world and for Vietnam also to exploit the heritage to serve the development of sustainable tourism as well as preserve and bring into play the heritage value for the future generation. According to Mrkša and Gajić (2014), developing the sustainable tourism in the rural areas needs to have equal attention and to be paid to the relationship between tourism and the environment. Besides, ecotourism is considered as an ideal concept which was based on the environmental protection so that the sustainable development becomes very popular

worldwide (Seifi and Ghobadi, 2017). Therefore, when concerning the development of sustainable tourism, it is said to pay attention to protect environmental resources, the national heritage, and the tourist attractions.

Environment and tourism here are understood as the problems relating to the tourism resources (the natural resource and human resources such as the local culture, the landscape issues, air, water source, etc.). According to Mai and Nguyen (2015), it is said that the natural environment with all things exists in nature without being made or caused by human. Tourism may also threaten the benefit of environment such as destroying the living creatures, changing the wild life, affecting to water quality and threatening the local community due to the exceeded development, density, and breaking the local culture without the suitable policies. Mai (2010) suggested managing the tourism development at a certain destination toward sustainability by understanding its structure and the environments, in which it will be operated as well as being associated with the operational mechanisms.

In addition, it is necessary to have proper methods towards the development of tourism industry having the correlations between environment and tourists, with local people and potentials to exploit for long-term as well as the mutual influences between the environment and the related problems in the tourism industry in particular and to the nation in general. In other words, environment is regarded as a collection of natural and manmade resources with complex interrelationships making the environment or the space and conditions for life while pollutants are related to the discharge of materials into the environment that affect or may affect its natural composition, properties and integrity (Mrksa, 2009; Mrkša and Gajić, 2014). Therefore, when developing the tourism industry, it needs to have the proper policy to protect the environmental resource, and cultural values in the local to preserve for the next generation. From the above concepts, the proposed hypothesis was that there was a relationship between environment and the sustainable tourism development.

The relationship between society and the sustainable tourism:

When developing the sustainable tourism, the social factor will bring back many benefits such as creating the needs for tourism market, culture exchange, and postering the relationship among countries, etc. According to Khuong and Nguyen (2015), tourism has become one of the largest service industries in the world. This non-smoking industry has provided jobs for lots of labors, having strong relationships with other industries by creating the multiplier effect to other sectors' advancement, improving social-economic situation and raising community's standard of living. In addition, the development of ecotourism has to be planned identically with environmental conditions (human and natural elements) and focus on environmental vulnerability (Seifi and Ghobadi, 2017). Therefore, when exploiting the tourism, it has to be careful in social aspect and natural one. There has to be a proper policy for human to exploit tourism effectively but not affecting to the society as well as standards. Furthermore, the exploitation based on building culture in each country as well as building the tourism community projects will reflect the local's intelligence and creativity in that country.

Phan and Vo (2017) suggested that developing the sustainable tourism ensured to reduce social evils, creating jobs for people, helping the exploitation properly, preserving the natural resources to the future generation to use well. Moreover, the arts, customs, and habits were said to characterize the cultural environment for a particular society or nation. In tourism sector, cultural environment helped enrich quality of life, introducing local residents' hospitality and friendliness, festival or concert, religion, historic attractions, customs and ways of life as well

as breaking up all language barriers (Beerli and Martin, 2004). In the globalization process, countries have to conserve their own characters in tourism activities, perceive to have experience to develop tourism and acquire the world culture quintessence of other countries. From that, it will help to bring benefits and learn the global cultural values to each country.

It is also necessary to preserve and develop the unique character of each community about the vestige, landscape, living habits, festivals, and the traditional handicrafts as well as encourage the local community to organize the popular festivals to serve development of tourism, restoring the handicraft villages, towns to manufacture souvenir by local materials for preserving the local culture. Besides, developing infrastructure needs to be paid attention to supply the attached services for tourism. Barroso and Martin (2007) stated that infrastructure was said to include many components such as health services, telecommunications and also tourism infrastructure such as accommodations, restaurants, hotels, tourism centers, etc. These attached services always have to be the best to satisfy tourists. Therefore, from the above concepts, there was a proposed hypothesis that there was a relationship between society and the sustainable tourism development.

The relationship between economics and sustainable tourism:

The relationship between economics and sustainable tourism has the cause and effect one. Mai and Pham (2017) stated that tourism is now considered as a business bringing more benefits and jobs for workforce worldwide. The sustainable tourism will help economics develop and the developed economics is also to foster the economy. Ecotourism development is regarded as a valuable source of employment and income for the next generation as well as a significant tool for socio-economic development to all communities (Seifi and Ghobadi, 2017). The sustainable tourism will support the nation's economics and create the fair and stable incomes for local community as well as other related issues. It also brings back benefits to owners, staff, and also citizens. According to Ha (2016), the total contribution of the tourism industry to Vietnam GDP (including the direct, indirect contribution and public investment) was VND 584,884 billion (approximately to 13.9% GDP). Among them, the direct contribution of tourism industry into GDP was VND 279,287 billion (approximately to 6.6% GDP). Therefore, tourism is considered as the key business for developing Vietnam's economics.

In addition, Phan and Vo (2017) stated that the sustainable tourism development will help develop economy. Thanks to the tourism industry, many countries, regions, and people have the stable economics. Moreover, performing tourism activities associated with the creation of different jobs was said to lead to the socio-economic prosperity and progress (Seifi and Ghobadi, 2017). When tourism is developed, it will attract many visitors and helps that country develop the following services such as aviation service, restaurants, hotels, etc. As a result, the income of the country which has the developed tourism will be used to reinvest and improve quality of tourism services. These relationships will perfect the tourism industry and help the tourism develop sustainably. In conclusion, based on the above concepts, there was a proposed hypothesis that there was a relationship between economics and the sustainable tourism development.

METHODOLOGY

Research Method

In the first stage, the author revised the main elements towards developing the sustainable tourism. After studying, the author presented the 3 factors affecting to the sustainable tourism such as economics, environment, and society. These 3 factors were regarded as stable factors to support the sustainable development for local tourism in particular and for the nation in general.

In the second stage, the author delivered a list of observed questions for the 3 mentioned factors and collected the experts' opinions to choose the questions for these factors properly with Vietnamese environment. After that, the author will synthesize to give out the observed variables for factors contributing to measure the the sustainable tourism development for Vietnam.

Scale of measurement of factors and observed variables for each factor:

Table 3.2: Scale of measurement of factors and observed variables for each factor:

| ECONOMICS |
|--|
| EC1: Tourism development has to be planned accordingly to general economic development |
| EC2: Tourism development can support the local economy to develop. |
| EC3: Tourism development brings back the economic benefits for the locals. |
| EC4: Tourism development can support to develop local infrastructure. |
| EC5: Tourism development contributes to decline the hunger and poverty in the local |
| ENVIRONMENT |
| EN1: Tourism development has to decrease the excessive utilization of resources and wastes |
| EN2: Tourism development has to remain the diversified character of the natural |
| EN3: Tourism development must pay attention to preserve and use the natural resources sustainably. |
| EN4: Tourism development has to have long-term vision for protecting the environment. |
| EN5: Tourism development has to meet the climate changes. |
| SOCIETY: |
| SO1: Tourism development brings back the cultural and social diversification to the local. |
| SO2: Tourism development preserves the social values and local culture. |
| SO3: Tourism development has to have policy to protect the local cultural heritages. |
| SO4: Tourism development makes decline towards the socio-cultural problems |
| SO5: Tourism development creates the enhancement of cultural understandings |
| THE SUSTAINABLE TOURISM DEVELOPMENT |
| STD1: Tourism development has to focus on social benefits. |
| STD2: Tourism development has to pay attention the environmental benefits. |
| STD3: Tourism development focuses on economic benefits. |
| STD4: Tourism development meets the requirements of the new technology |
| STD5: Tourism development has to be suitable with the governmental policies |

The conceptual research model of the sustainable tourism development:

$$Y = \beta_0 + \beta_1 * X_1 + \beta_2 * X_2 + \beta_3 * X_3 + \sigma$$

While Y= The Sustainable Tourism Development (STD);

X1= Economics (EC);

X2= Society (SO);

X3= Environment (EN);

σ =Error Term;

β_0 = the intercept; β_1 , β_2 and β_3 = the regression coefficients for the four dimensions of the IVs measures.

FINDINGS AND RECOMMENDATION:

Based on the above factors, in order to develop tourism sustainably, there needs to be policy to develop three issues of economics, society, and environment. These 3 issues are very important for the sustainable development. The policy makers should concern these 3 issues in the strategy to develop tourism.

Issue 1: Tourism development has to ensure protecting environment. The local exploiting cultural values, tourist attraction, living environment of wildlife, etc. has to have clear policies to protect the living environment. In addition, protecting the living environment is not only to protect rare and valuable animals and plants living in that environment, but it has also to protect the living environment that human get benefits from that by not polluting the water source, the air and soil, rivers, marine environment, etc. It also has to ensure the harmonization of living environment for animals and plants in the region as well as helps ensure human's living environment safely.

In other words, local government should have policy to increase investment to improve the competition for tourism business when comparing with other countries. Investing in tourism is to invest in the infrastructure to serve the tourism development, which is the most important factor to foster the tourism development, especially to attract tourists and improve living conditions for local community such as road, entertainment centers, and the attached services. Therefore, it has to have the supporting policy for investment of tourism infrastructure as well as focusing on combining infrastructure investment with social economic development for the local to have the excessive development.

Issue 2: Tourism development should present the economic benefits for the local. For developing tourism, policy makers have to study the prices comparing with other countries to give out the suitable price in order to attract tourists by the reasonable prices with outstanding quality. The sustainable tourism development is also to develop economics as exploiting the region's cultural specialities and the locals can improve their lives basing on the tourists who use tourism services and the local products. In addition, local government has to give out the attached services such as diversity of hotels, traditional dishes, entertainment and amusement parks to increase turnover for the local. Tourism development also helps travel agents, local

offices, government have economic benefits and the locals have more jobs. As a result, it will help the local have a better life and the society is more stable.

Issue 3: Tourism development has to ensure the social aspect. The local government has to manage tightly tourism activities and services of tourism agents as well as social evils, supervising the quality of tourist guides and having policy to train in order to improve knowledge and expertise for them. Improving the quality of human resources is the main duty in orienting to develop tourism in the next time such as training the profession thoroughly, English proficiency, etc. Tourism development has to have a wide vision to protect the traditional beauty, religion, traditional activities, etc. From the wide and sharp prospect, the sustainable tourism helps exploit the resources of society consciously and scientifically, ensuring the traditional values for the next generation.

Basing on the 3 above issues, it can be seen that the role and importance of the sustainable tourism development become important in the developing policy of Vietnam as well as in other countries. The sustainable tourism development relating to those three factors has to spend much effort and serious work when implementing it, especially for poor economy and dependent conditions as Vietnam. The above three factors have a tight and supplemental relationship. The tourism developers, local government, educational institutes have to study professionally to ensure the sustainability for the tourism business as it brings back values for the future generation.

CONCLUSION

After reviewing materials relating to the sustainable tourism, the author used the qualitative approach by asking experts' opinion about the factors affecting to the sustainable tourism as well as the observed variables. Tendency to develop the sustainable tourism in the new era is to propose suitable solutions in developing the tourism industry without damaging the environment, local culture that affects to the next generation. The author synthesized and brought out 3 main factors affecting to the sustainable tourism, which were Society, Economics, and Environment. The author also recommended to policy makers, universities, traveling companies to have references of this paper as well as apply the measuring variables to plan the strategy for developing the local tourism. The author proposed that when planning the strategy to develop the tourism business, there needs to be long-term vision towards tourism and benefits as well as its bringing consequence. Besides, it is necessary to develop tourism professionally and sustainably by protecting the cultural beauty, tourist attractions, studying a reasonable price for tourists.

The government should increase investment to improve Vietnam's competitive competence. Investing in infrastructure to develop the tourism becomes an important factor for fostering the tourism, especially giving conditions to attract more tourists and improving the infrastructure conditions for the local as well as improving services to satisfy visitors.

In addition, the government should control the tourism quality in locals, promulgating policies to protect travelers more professionally to create safety for them when traveling in Vietnam. Moreover, Vietnamese government should speed up marketing tourism and improving quality of tourism products with Vietnamese tourism brand name. In the new era, the author suggested applying the information technology when introducing tourism to the target tourists as well as building the brand name for locals in Vietnam through social networks to advertise, creating

TVC (Television Commercials) to introduce Vietnamese tourism to international friends. Traveling companies and local governments must apply technology for tourists to use the local services such as registering tours on websites, smart phones, etc. professionally and conveniently for all travelers in the world.

Limitation: Due to the limited time, the author conducted qualitative method on the the research model as well as presented the scale for observed variables by experts' opinions. The author has not conducted the quantitative research by collecting data for survey and verifying the model by this method.

Further studies: Researchers, experts, and lecturers as well as tourism organizers can base on this study to refer to or adjust if necessary to enrich this investigation in order to contribute to development of tourism industry in Vietnam. Future studies can also apply this study for collecting data and implementing the quantitative research to test the reliability of the scale as well as the suitability of the model.

Last but not least, role of government is also important for the sustainable tourism development, future studies can add the mediating factor (Government Policy) to test the mediating role of government in adjusting the sustainable tourism development in Vietnam.

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