

THE IMPACTS OF TOURISM ON LIFE QUALITY IN THE COMMUNITY: CASE OF CU CHI, HOCHIMINH CITY

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ABSTRACT

This research examines the impact of tourism and local residents support for development of tourism destination in the Cu Chi, Hochiminh City. The study conducts a survey by using a formal questionnaire with participation of 291 residents who are living in Cu Chi, five research hypotheses were proposed. The findings show that the economic impacts of tourism were most favorably behavioral control and socio-cultural factor. Tourism service generates great pressure on local resources, impact on energy consumption, food, and other raw materials requirements that are in shortage and unavailability. Besides that, tourism causes pollution and exhausts environment as any other industries. For long-term strategy of tourist development, tourism must incorporate the principles and practices of sustainable consumption.

Key words: Cu Chi, Hochiminh city, tourism, service, sustainable development.

TÓM TẮT

Tác động của du lịch đến chất lượng cuộc sống trong cộng đồng: trường hợp ở Củ Chi, thành phố Hồ Chí Minh

Nghiên cứu này khảo sát sự tác động đến du lịch và sự hỗ trợ của người dân địa phương để phát triển du lịch tại Củ Chi, thành phố Hồ Chí Minh. Nghiên cứu tiến hành một cuộc khảo sát bằng cách sử dụng một bản câu hỏi chính thức với sự tham gia của 291 cư dân sống ở Củ Chi, năm giả thuyết nghiên cứu đã được đề xuất. Các kết quả cho thấy tác động của kinh tế đến du lịch là cần kiểm soát hành vi tốt nhất và yếu tố văn hoá-xã hội. Dịch vụ du lịch tạo ra áp lực rất lớn đối với nguồn lực địa phương, ảnh hưởng đến tiêu thụ năng lượng, thực phẩm và các yêu cầu về nguyên liệu khác đang thiếu và không có sẵn. Bên cạnh đó, du lịch gây ô nhiễm môi trường và khí thải cũng như bất kỳ ngành công nghiệp nào khác. Để có chiến lược phát triển du lịch dài hạn, du lịch cần phải đưa vào các nguyên tắc và tập quán tiêu dùng mang tính bền vững.

Từ khóa: Củ Chi, thành phố Hồ Chí Minh, du lịch, dịch vụ, phát triển bền vững.

1. Introduction

Tourism is one of the largest industry and dynamic development of foreign

economic activity. Tourism is seen as an option for enhancing rural way of life and for inducing positive changes in the

distribution of income in unfortunate regions. That is a construction of tourist service facilities and activities related to the operation and maintenance work necessary travel to maintain the recreational activities for travelers. Tourism has little relationship with the local population, and can say “local communities also bystander” to the tourism activities in the park. They have not been involved or enjoy the benefits of tourism. Travel trends of tourists in general, according to a survey by AC Nielson in 2015 held by the Netherlands Development Organization Trust showed that: 65% of visitors want to experience the culture and local heritage; 54% of visitors who want to experience nature, relax and unwind; 84% of travelers want to visit local beauty spots; 97% of visitors are willing to pay more to stay environmentally friendly and bring real benefits to the poor; 70% of visitors are willing to pay more for the protection of the local environment; 48% of visitors are willing to pay more to experience the culture and local heritage; 45% of visitors are willing to pay more to support local charities. The direct contribution of travel and tourism to GDP in Vietnam is 293.772 billion VND in 2016. Tourism development contributes towards the enhancement of local communities in the sense of providing greater economic benefits. Thus, the research and development of tourism in line with the above trend, especially in areas where growth is limited, high-level people have not even become necessary and important more than ever.

Community tourism is a model of

tourism development, in which the community is the provider of products to the public. Residents are responsible for protecting tourism resources and sharing the benefits of tourism. Developing community-based tourism creates more jobs and income for the local community, contributing to poverty reduction and local enrichment. Therefore, Vietnam needs to develop more community-based tourism.

The development of community-based tourism must be sustainable and accountable, combining the needs of the present and the future on both the organizational level, the production of tourism and the consumption of tourism, To achieve a goal of preserving, regenerating and developing natural resources, preserving and promoting the cultural identity of the nation and the spiritual life of the tradition. The objective of the study was the impacts of tourism on life quality in the community: case of Cu Chi, HCM city.

2. Literature review

There is evidence that has also shown the negative effects of tourism development, in particular on the environment of coastal areas. To enhance tourism development indicators and improve the standard of living of local people, there are a number of proven strategies that can be used to improve overall tourism development indicators, that which can be used to enhance the quality of the standard of living of local people (Latkova, 2012). It is sometimes suggested that foreign tourism is a much less attractive means to develop smaller to economies or remote regions than may

appear to be so at first sight. (Cukier et al., 1998)

Tourism became one of three industries to create employment in the world's largest. Tourism promotes greater investment in infrastructure and the majority of them support a positive way for improving the living conditions of local people. Tourism also brings significant revenue from income tax. The latest jobs in tourism are also created in the developing countries to help them balance economic opportunities and avoid free migration from the countryside to the big cities “(WTO, 2007). Although tourists are satisfied with their visit, there are some concerns, especially the issues of environmental pollution, sanitation and cleanliness, local poverty, and language barriers, which lead to lack of communication between tourists and local people. The motivations of individual tourists are influenced by personality, lifestyle, past experiences, and personal circumstances, including family situation and disposable income (Chheang Vannarith, 2011). Tourism helps to “increase employment opportunities and associated employment income, which may be of prime economic importance to local populations” (Cukier, 1998).

Others choose instead to engage in tourism actively by direct involvement in the tourism industry and interact with tourists (Fagence, 2001). The local people's general perception of tourism's economic impact on the region is positive. They think that tourism provides employment, investment, and business opportunities. In addition, tourism helps to improve local infrastructure and local

governance. Employment opportunities are perceived to be higher than for other economic interests.

Residents' perception impact of tourism

Effective implementation of responsible tourism can bring benefits to all parties: profits for businesses, the benefits for local people, enabling better management of cultural resources - natural, created out much better destination for residents and visitors, at the same time contribute to the economic development - local society in particular and the country in general. Lankford and Howard (1994) found that residents who worked in the tourism industry have a more favorable reaction to tourism when they are business owners. To overcome the limitations of the costs-benefits approach and the domain related costs-benefits approach, other studies have opted for a non-forced approach in measuring impacts. Tourist perceptions are generally shaped by two elements: the real situation or environment at the destination and the tourist's value system (Mohamed, 2008). Social responsibility of businesses related to the issues of environmental protection, ensuring benefits for workers, consumers, local communities implemented on the basis of fair trade and good governance practice business activities.

Residents' Social and cultural impact of tourism

Often tourism is considered responsible for environmental pollution, noise and congestion (Latkova and Vogt, 2012). Responsible tourism is not a type of tourism that everyone must travel responsibly. Tourists should not only

benefit the local community, but also not doing anything harmful to this community. The development of tourism can give rise to loss and illegal trade in antiquities, antiquities theft in the ruins, digging ancient tombs cult... The development of tourism is often accompanied by the introduction text exotic goods, and thus may undermine or take away local cultures, ethnic cultural identity. A number of tourist behavior can affect the habits and customs of the local population. Local communities can mix with people from diverse backgrounds with different lifestyles. There can be an improvement in local life through better local facilities and infrastructure (developed to sustain tourism) which could lead to better education, health care, employment opportunities and income.

Environmental impact of tourism

There are common environmental issues in tourism destination; the physical appearance of the environment, natural values, environmental resources and pollution (Var et al., 1985). Tourism contributes actively remodeling urban landscape development, landscape at tourist attractions, improve the environment for both visitors and local residents by increasing sanitation facilities, water supply, roads, communications, energy, housing leading to the dominance of a base to protect the environment. The intensity of tourism activities in the region the strong lead to a conflict between tourism and the surroundings. Possible negative effects such as increased pollution of air, water, noise, the landscape changes and changes in the ecological balance of the environment the life of the organism,

increasing the cost of implementing projects to improve and the cost of implementing the conservation, history and culture.

Residents' attitudes impact of tourism

The attitude of people towards tourism is still faint, but somewhat bias towards positive, sympathetic to tourists. Most people look forward to expanding tourism, are welcome and have the opportunity to participate in tourist activities. It suggests that residents' attitudes and reactions toward tourism contain a sense of homogeneity. Also a community or region's stage of tourism development has been considered a variable affecting residents' attitudes toward tourism. When asked about the relationship with the tourists, the majority opinion said hardly any relationship with tourists, the rest is acquainted or have guests on the road. Some people stay in the house for guests or business relationships through own insignificant proportion.

Residents' behavioral control impact of tourism

Residents' behavioral control impact of tourism Perceived behavioral control concerns individuals' perceptions of the extent they are able to perform a given behavior (Ajzen, 1991). On general concepts, community-based tourism (hereinafter referred to as CBT) is a very popular choice for a number of developing traditional style and can be defined as a type of tourism based on talks negotiations and participation of key stakeholders in the destination. In CBT, the community mainly plays a central role in determining the structure, design and operational processes of the business. CBT shows the

definition of the potential for development, improve process development income from tourism. Alternatively, if tourism is perceived to have less favorable impacts such as harming the economic, socio-cultural and environmental state of the community, residents are less likely to support further development.

3. Research methodology

Based on the above discussions, this study explores whether of factors (Residents’ perception, Residents’ behavioral control, Residents’ attitudes, Environmental issues, and Social and cultural) that are influential on tourism development in the context of economic integration or not. The following hypotheses are suggested:

H1: Residents’ perception has a positive effect on tourism development

H2: Residents’ behavioral control has a positive effect on tourism development

H3: Environmental issues have positive effect on tourism development

H4: Residents’ attitudes have a positive effect on tourism development

H5: Residents’ social and cultural have a positive effect on tourism development

Although a lot of research has been conducted about perceptions and attitudes of residents, but Irridex model has demonstrated the varying attitudes of residents toward tourism at different stages of tourism development. Doxey depicted residents’ sentiment toward tourism as moving from euphoria in early stages of development to apathy, annoyance, and antagonism associated with the progressive stages of tourism development (Doxey’s, 1975). The theoretical model of this research is shown in the figure below (Fig. 1).

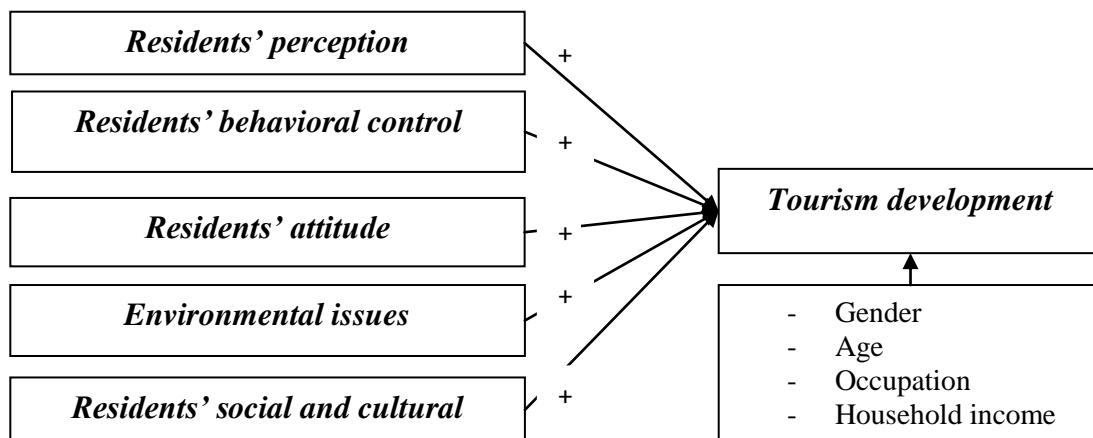


Fig. 1: Theoretical model

Scales of variables are adjusted to suit the conditions of the Vietnam resident based on in-depth interviews of experts. Theoretical models have five independent

variables measured by 21 observed variables such as: Scale of the residents’ perception (S1) is measured by four observed variables. The scale of the

residents' behavior control (S2) is measured by five observed variables. The scale of the residents' attitudes (S3) is measured by four observed variables. The scale of the environmental issues (S4) is measured by four observed variables. The scale of the social and cultural (S5) is measured by four observed variables.

The dependent variable as scale of tourism development (F) is measured by three observed variables whose there are countless local communities the world over that have felt a loss of not only privacy, but the feeling that their town is no longer theirs. This may be especially true if a community is not yet a destination, but has some type of event or landmark it can use to bring in revenue. They may decide to focus attention and resources on this potential cash flow rather than the local population and its tourism development.

A specific survey was developed and conducted in Cu Chi, HCM City, Vietnam. The main objective of this study is measuring tourism development. The questionnaires were divided into two parts. First part was questioned to represent the dimension of tourism development which consisted of 24 questions measured by 5 point Likert scale. The second part was the general demographic questions such as gender, age, occupation and household income.

Reliability and Validity

First, the reliability analysis of the scale was run through Cronbach's alpha. The reliability of the questionnaire was 0.831, which is in the acceptable range. Therefore, scales of this study have a rather high level of internal consistency

and are reliable. Then, the study is preliminary assessed and screened by EFA method and Cronbach's Alpha coefficients for each component. Selection criteria are satisfied when concepts have item-total correlation > 0.40 , Cronbach's alpha coefficients > 0.60 ; system load factor > 0.40 ; total variance extracted for $\geq 50\%$ (Hair et al., 1998).

Data screening and analysis

Quantitative research methods are used in this study. To ensure that the questionnaire's content and design would be unambiguously understood by the respondents, it was protested by 7 experts. Before the actual research, pre-test was performed to 30 residents live longtime at tourism destinations Cu Chi to test questions in order to get feedbacks from respondents and also to see the reliability and validity of the questions itself. The questionnaire was revised from their comments. After then the questionnaire was mailed to residents. A sample of 346 customers was drawn, using the systematic sampling method. The respondents who fully completed their questionnaires during the group administration process were taken as the sample. Finally, there are 291 valid samples were analyzed. The step in structural equation modeling (SEM) analysis by AMOS 22.0 are CFA analysis, measurement analysis, discriminant analysis, composite reliability analysis and direct impact analysis, testing the fit of the hypothesized structural model, revised model, (Sentosa et al., 2012).

4. Results and Discussion

Demographic profile of the respondents

In the total 291 respondents, the proportions of men and women have rather big differences, accounting for 37.1 % male and 62.9 % female, more than 14.5% are below 25 years of age group, maximum that is to say 55.0% are from the age group of 26 years to 35 years. Nearly 20.5% are from the age group of over 35 years to 50 years and the rest of the 10.3% is from the age group of over 50 years and above.

When looking at how community members often have contact with tourists

(Table 1) we see that there are only a few people with very frequent contact. These are (full-time) guides and coordinating CBT members. There is a large group of people, 60%, who have contact with tourists, but only very rarely. This could indicate that tourism is more in the background for most of the community members. A lot of the Homestays members will actually have rare contact with tourists simply because they make with a large group and only few tourist uses of the Homestays.

Table 1: Community participation in tourism in CU CHI, HCM City

Statement		Mean	Min	Max
I believe that my community has control over tourism development in my community		4.49	3.00	5.00
I believe that I personally have control over tourism development in my community		3.72	1.00	5.00
Overall participation		6.85	0.00	12.00
Question			No. resp.	%
Do you have direct contact with tourists?	Yes, more than once a week		42.00	0.14
	Yes, less than once a week		16.00	0.05
	Yes, monthly		28.00	0.10
	Yes, but rarely		182.00	0.63
Have you been involved in any type of meeting where you discussed tourism development in your community?	No, never		27.00	0.09
	Yes, many times		113.00	0.43
	Yes, but only once or twice		87.00	0.21
Have you been asked about your opinion on tourism by those who plan tourism development?	No, never		91.00	0.42
	Yes, many times		124.00	41.40
	Yes, but only once or twice		61.00	19.00
When major decisions concerning tourism development in your community, you were informed?	No, never		123.00	39.70
	Yes, many times		108.00	0.37
	Yes, but only once or twice		125.00	0.43

Statement		Mean	Min	Max
	No, never		97.00	0.33
Do you think that major decisions concerning tourism development in your community are made primarily by ...	The whole community		57.00	0.20
	A group of people in the community		148.00	0.51

N=291, *Statements were answered on a 5-point scale, 1 indicating strongly disagree, 5 indicating strongly agree

The next three questions in Table 2 concern community members' involvement in tourism planning and development. More specifically the questions concern whether community members have been involved in meetings, were asked their opinion or were informed about tourism development. The answers

are rather equally distributed among the answer categories. Like mentioned before, the CBT group meets once every two months. It is clear that those who are in the CBT group are also frequently asked their opinion about tourism development, and are informed about the major decisions.

Table 2: Social, environmental and economic impact in CU CHI, HCM City

Statement	Mean	Min	Max	ST. dev
1. I often feel irritated because of tourism in my community ²	3.82	1	2	1.642
2. My community is overcrowded because of tourism development ²	3.72	2	5	0.712
3. Tourism is growing too fast	3.86	1	5	0.667
4. My quality of life has deteriorated because of tourism	3.82	1	5	0.659
5. I think that tourism development makes our community stronger	3.80	1	5	0.703
6. I think that tourism development makes our community dependent people outside of the community	3.83	1	5	0.690
7. I think I (could) learn a lot from the interaction with tourists	3.68	1	5	0.668
8. Tourism promoted pride in the way of life and culture among community members	3.65	1	5	0.693
9. Tourism promotes cultural restoration and conservation	3.62	1	5	0.619
10. Tourism becomes a platform for skill training and learning new ideas for the community	3.60	1	5	0.617

Statement	Mean	Min	Max	ST. dev
11. Tourism unites various groups in the community to work together	3.57	1	5	0.657
12. Most tourists are respectful to the community	3.60	1	5	0.664
Average score social impact	3.61	1	5	0.639
1. Community recreational resources are overused by tourists ²	3.61	1	5	0.662
2. The environment in my community has deteriorated because of Tourism	3.58	1	5	0.677
3. I believe tourism in my community causes pollution	3.61	1	5	0.638
Average score environmental impact	3.67	1	5	0.660
1. Tourism benefits other industries in my community	3.57	1	5	0.681
2. Tourism diversifies the local economy	3.51	1	5	0.712
3. Tourism creates new markets for our local products	3.82	1	5	0.667
4. Tourism invites other organization to invest in our community	3.72	1	5	0.659
Average score economic impact	3.86	1	5	0.703
I believe that tourism development in my community has brought more advantages than disadvantages	3.82	1	5	0.693
Overall impact scores	3.80	2.3	4.9	0.659

N=291 ¹ Statements were answered with a 5-point scale, 1 indicating strongly disagree, 5 indicating strongly agree

² Answers of statements are reversed for the purpose of making the scores in the same direction, e.g. higher scores mean more positive attitudes

The results of the EFA, summarized in Table 3, showed 21 observed variables in the 5 components of the tourism development scale and retained 5 components with 19 observed variables. There are two items of excluded observed variables: resident's attitude⁴ and resident's perception⁴. After excluding the two variables, the EFA results 5 factors of tourism development scale. As KMO

coefficient = 0.865, EFA matches the data and the statistical test Chi-square Bartlett 1912.123, $p = 0.000$ significance level. Thus, the observed variables are correlated with each other considering the overall scope. The variance extracted by 69.045 shows that factors derived from 69.045% explained variance of the data, eigenvalues in the system by 1.081. Therefore, the scale draw is acceptable.

Table 3: Construct, Factor Loadings, and Reliability, author's calculations in SPSS 22.0

	Pattern Matrix ^a				
	Component				
	1	2	3	4	5
Environmental1	0.899				
Environmental3	0.777				
Environmental2	0.683				
Environmental4	0.677				
Resident's Behavior4	0.663				
Resident's Behavior5		0.872			
Resident's Behavior3		0.806			
Resident's Behavior1		0.751			
Resident's Behavior2		0.662			
Resident's Attitude1			0.844		
Resident's Attitude3			0.809		
Resident's Attitude2			0.752		
Resident's Socialcultural4			0.726		
Resident's Socialcultural3				0.907	
Resident's Socialcultural1				0.865	
Resident's Socialcultural2				0.842	
Resident's Perceived3					0.899
Resident's Perceived2					0.818
Resident's Perceived1					0.655

Table 4: The table summarizes the results of the scale

Model	Variables	Cronbach's alpha	Variance (%)	Value
Environmental	4	0.835		
Resident's Behavioral control	5	0.813		
Resident's Attitude	3	0.857	69.045	Satisfactory
Resident's Perceived	3	0.821		
Resident's Social and cultural	4	0.835		
Tourism development	3	0.797	71.523	

Confirming factor analysis (CFA)

The correlation coefficient between the components with accompanying standard deviation (Table 3) shows us these coefficients less than 0.05 (with statistical

significance). Therefore, the components: Residents’ perception, Residents’ behavioral control, Residents’ attitudes, Environmental issues, and Social and cultural of tourism development are worth distinguishing.

Table 5: Results of testing the value of distinguishing between the components

			Estimate	S.E.	C.R.	P	Label
Behavioral	<-->	Environmental	0.797	0.153	5.212	0.000	
Behavioral	<-->	Socialcultural	0.510	0.115	4.418	0.000	
Behavioral	<-->	Attitude	0.361	0.112	3.215	0.001	
Behavioral	<-->	Perception	0.687	0.133	5.175	0.000	
Environmental	<-->	Socialcultural	0.900	0.153	5.891	0.000	
Environmental	<-->	Attitude	0.683	0.142	4.805	0.000	
Environmental	<-->	Perception	0.950	0.160	5.944	0.000	
cialcultural	<-->	Attitude	0.556	0.118	4.716	0.000	
Socialcultural	<-->	Perception	0.653	0.124	5.273	0.000	
Attitude	<-->	Perception	0.650	0.128	5.095	0.000	

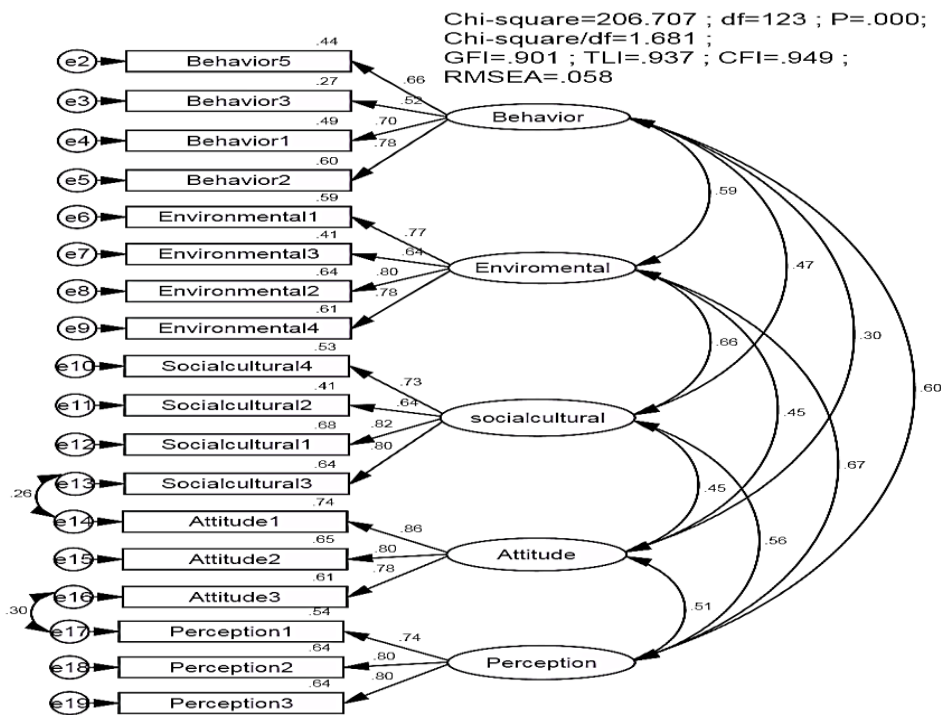


Figure 2: Results of the model structure were CFA

Regarding the relevance, general linear structural analysis shows this valuable model chi-squared statistic is 206.707 with 123 degrees of freedom and the value of $p = 0.000$. Chi - squared relative degrees of freedom according Cmin/df was 1.681 (< 2). Other indicators such as GFI= 0.901 (> 0.9), TLI = 0.937 (> 0.9), CFI = 0.949 (> 0.9) and RMSEA = 0.058 (< 0.08). Therefore, this model fits the data was collected. About values converge, the standardized weights of the scales are > 0.5 and with statistical significance $p < 0.05$, so the scale achieved

convergence value.

• *Inspection of the relationship between the local residents supports factors and tourism development*

The results showed that the model last calibration value chi-squared statistic is 164.226 with 96 degrees of freedom ($p = 0.000$). Chi-squared relative degrees of freedom according Cmin/df was 1.711 (< 2). Other indicators such as GFI = 0.911 (> 0.9), TLI = 0.941 (> 0.9), CFI = 0.953 (> 0.9) and RMSEA = 0.060 (< 0.08). Therefore, this model achieved compatibility with data already collected.

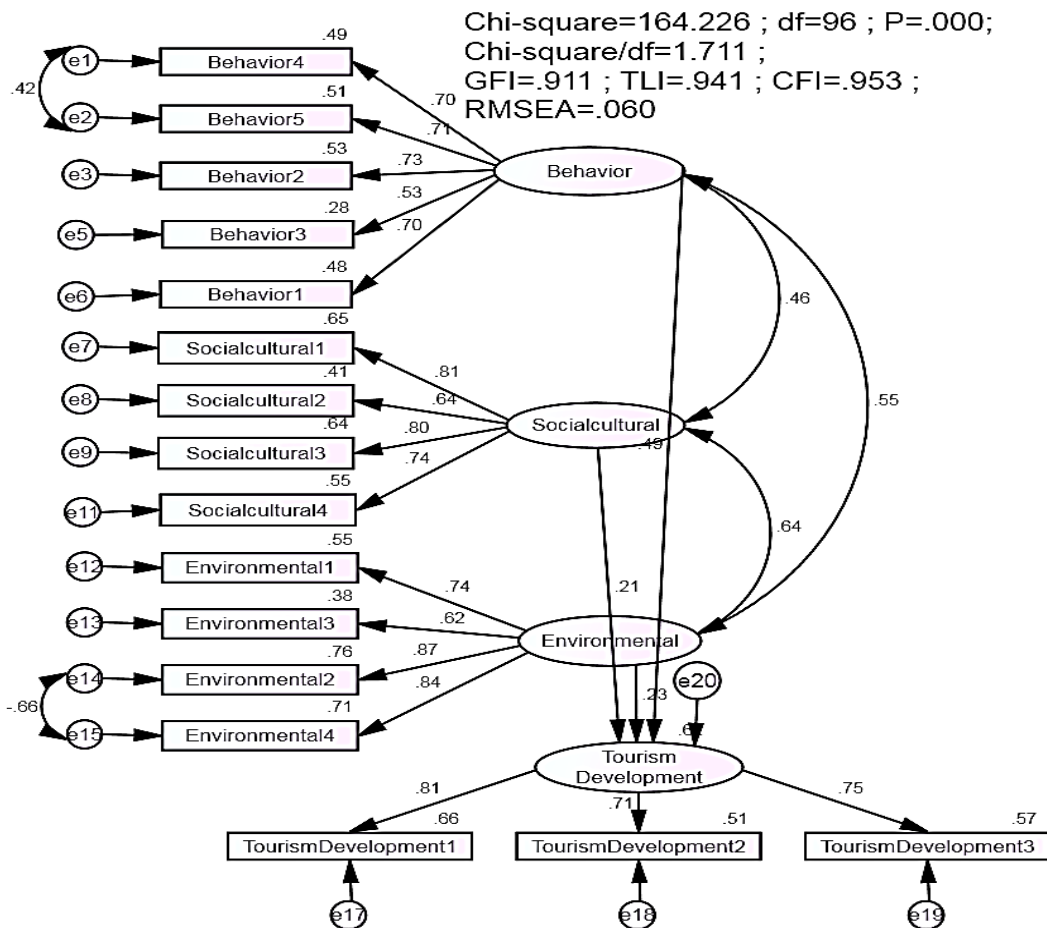


Figure 3: Results of the model structure were last calibrated SEM

Table 6: Results of estimating causal relationships between the elements of tourism development

Relations	Estimate	S.E.	C.R.	P	Label
Tourism development <--- Socialcultural	0.232	0.103	2.261	0.024	Accept
Tourism development <--- Behavioral	0.564	0.112	5.041	0.000	Accept
Tourism development <--- Environmental	0.233	0.096	2.421	0.015	Accept

Testing the reliability of estimates by Bootstrap

Bootstrap method used to test the model estimates the last model with the pattern repeat is N = 1000. The estimation results from 1000 samples are averaged together with the deviations are presented in Table 5, CR very small absolute value than 2, it can be said that the deviation is very small; while not statistically

significant at the 95% confidence level. Thus, we can conclude that the model estimates can be trusted. As a result of testing of hypotheses: Residents' behavioral control, Environmental issues, and Residents' social and cultural of the tourism developments that are same direction relationship with the tourism developer and are accepted. There are three relationships are worth theoretically.

Table 7: Results estimated by bootstrap with N = 1000

Parameter	Estimate standard			Estimate Bootstrap with N=1000			
	Estimate	SE	SE-SE	Mean	Bias	SE-Bias	CR
Tourism development <--- Socialcultural	0.208	0.109	0.002	0.214	0.005	0.004	1.25
Tourism development <--- Behavioral	0.492	0.118	0.003	0.491	-0.002	0.004	-0.50
Tourism development <--- Environmental	0.229	0.116	0.003	0.225	-0.004	0.004	-1.00

5. Conclusions and Recommendations

This study has inheritance the previous studies (Ap, J., 1992), as a result, local community awareness of conservation, they may feel a sense of

growing appreciation and pride, which often increases local conservation efforts. Many residents become motivated to protect their areas and may change their pattern of resource use.

The resident's behavioral control ($ES = 0.564$, $p = 0.000 < 0.05$). Lee (2013) confirms residents are ever more aware of the negative effects of environmental degradation, becoming more environmentally conscious and want to develop tourism and services. This is a subjective judgment, but is a real concern, excessive development may disrupt local communities.

The results confirm the positive relationship between Environmental issues with tourism development ($ES = 0.233$, $p = 0.015 < 0.05$). This result is consistent with most previous studies (Rahbar, 2011). The support of the entire population in the tourism community is essential for the development, planning, successful operation and sustainability of tourism (Jurowski, 1994). However, environmental impacts from excessive numbers of visitors may disrupt the local environment.

The findings show a positive effect of the Social and cultural Influence with tourism development is the weakest ($ES = 0.232$, $p = 0.024 < 0.05$). This result is similar to those of most previous studies Liu and Var (1986), examined residents' attitudes toward the economy, social-cultural and ecological impacts of tourism development in Vietnam. Tourism can provide employment directly to residents, or can find local activities through the dissemination of revenue via the marine protected areas (MPAs). Cultural changes caused by tourism can be positive or negative, but either way, it usually occurs without the opportunity for communities to decide whether they actually want change.

The growing tourism industry in Vietnam faces several challenges,

including the leakages through the import of foreign products, high costs due to lack of infrastructure, and high production costs, especially electricity and water supplies. The comparison with neighboring countries that is the high cost of tour operations in Vietnam and the income from tourism in Vietnam goes to private foreign companies than to the national budget or the local economy.

Commenting on the attitude of tourists, over 70% of respondents said they are not interested, and the rest are tourists remarks friendly, easy to contact, without any answer frets the attitude of tourists. From the actual can make preliminary conclusions about the relationship between tourism in the park with the local community as follows: Tourism is relatively isolated communities, no significant impacts (both positive and negative) to the economic, cultural and local society. The attitude of people towards tourism is still faint, but somewhat bias towards positive, sympathetic to tourists. Most people look forward to expanding tourism, are welcome and have the opportunity to participate in tourist activities. In community-based tourism, the community mainly plays a central role in determining the structure, design and operational processes of the business. The community-based tourism shows the definition of the potential for development, improve process development income from tourism.

In addition to the revenue, there are also fantastic cultural advantages of tourism. It can be a source of pride for local communities, and allows them to look at their history and cultural heritage

and develop their own community identity. This helps the local residents to maintain their traditions and culture, while also showcasing it for all the visitors.

Local community involvement in tourism should be given attention by the local government to persuade the future generation involved in and supports towards the tourism sector in the destination Cu Chi. From the perspective of existing incentive, programs and policy, the government needs to continuously provide the opportunity and space for the locals to getting engaged with the tourism sector. Tourists enjoy meeting local people and learning from traditional cultures. Community participation adds considerable value to a sustainable tourism program, and at the same time, traditional communities often feel greater self-esteem as a result of respectful interest shown by outsiders. Language skills will also be essential to this endeavor. However, the success of such visits depends on local residents being in control of the process and the situation; others may see them as new markets to influence.

Nevertheless, the impact of tourism on the community has both positive and negative. In a bit of tourism development projects, local people were forced to leave the residence and left the traditional trades to stick with them over many generations. Local communities will not be shared or inadequate share profits from the development of tourism. This will move

the attachment relationship characterizes the traditional life of the community. These conflicts can arise and cause community divisions. The tradition of the local culture can be commercialized to meet the demands of visitors. There were warnings of such effects and called cultural invasion, through tourist activities is not handled well. Also, the quality of community life can also be touched on by the cost of living increase because demand increases beyond the ability to provide. These negative aspects are not the inherent nature of tourism, not only the development of tourism will cause environmental pollution, but the ineffective management will lead to the consequences of tourism is the land. It is convenient for the negative side to form and develop. It is important to see clearly the negative effects to control, minimize it. These issues, when specifically guided, will help to maximize the participation of local communities in tourism development and to benefit equitably from the development of tourism; for beauty to be preserved and developed.

The limitation of our research is that the sample was restricted to a single geographic area in Vietnam. Further research should be used a much larger sample in a different national setting to validate the findings of this study and to see if the measures developed here are statistically reliable and valid across different national settings.

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