

LOCAL RESIDENTS' ATTITUDES AND PARTICIPATION IN TOURISM DEVELOPMENT IN BA BE NATIONAL PARK, VIETNAM

Phạm Minh Hương, Nguyễn Văn Huy*

College of Economics and Business Administration - TNU

SUMMARY

The main purpose of this study was to test the model of local residents' attitudes and participation in tourism to explore the factors which affect to residents' support and participation in tourism in Ba Be National Park, Vietnam. The results of factor analyses of tourism impacts generated five new factors: Social and Environmental Benefit (SEB), Personal Economic Benefit (PEB), Local Benefit (LB), Negative Social and Environmental Impacts (NSEI), and Negative economic Impacts (NEI). Hypotheses testing revealed that, in a rural area where the community depends on natural resources, community attachment of local residents significantly affects their perception of positive tourism impacts. In addition, social and environmental impacts from tourism are considered as very important factors influencing local residents' support and participation in tourism.

Keywords: *Residents' attitudes, Participation, Tourism impacts, Ba Be National Park, Vietnam.*

INTRODUCTION

Ba Be National Park was established in 1992 and is located in Bac Kan, mountainous province in the Vietnam northeast. The area of national park is about 10.048 hectares. The distance from Bac Kan Town to the park is an estimated 50 kilometers, and 250 kilometers from the capital of Hanoi. This national park is considered as a model ecosystem for a forest on limestone mountains both within Vietnam and for the world (Project: Sustainable Tourism Development in the Greater Mekong Subregion, 2011). In 2004, Ba Be National Park was recognized as one of Asia's natural heritages. Further, Ba Be is an appealing place of ecotourism place with high biodiversity (Ba Be Community Based Tourism Guide Book, 2012). Residents' attitude toward tourism is one of the most well-studied areas of tourism and has been the subject of study for more than 30 years (McGehee & Andereck, 2004). Previous studies on this subject typically seek the level of residents' support for additional or restrictions of in tourism development in one or more regions and the factors influencing the attitudes (Ko & Stewart, 2002; Látková &

Vogt, 2012; McGehee & Andereck, 2004; Perdue et al., 1990; Vargas-Sánchez et al., 2009). The subject of residents' participation in tourism, also been explored many times in earlier tourism studies (Eshliki & Kaboudi, 2012; Garrod, 2003; Goodwin, 2002; Key & Pillai, 2006; McGehee & Andereck, 2004). In several studies of participation in tourism, community involvement in tourism planning or decision-making was often put in the research model in order to explore the factors affecting them. However, tourism planning or decision-making is not entire of participation in tourism development which was rarely examined in research models of residents' attitudes. Especially in Vietnam, research on rural residents' participation in tourism development has been studied even less. Because of the necessity to effectively and sustainably develop tourism in Ba Be National Park and improve local residents' support and participation in tourism development, this study intends to analyze interaction among local residents' attitude toward support for additional tourism activities and participation in tourism with some familiar factors: tourism impacts, personal benefit and community attachment in Ba Be National Park, Vietnam.

* Tel: 0949 275666, Email: huytueba@gmail.com

LITERATURE REVIEW

Residents' Attitude toward Tourism Development

Residents' attitude toward tourism is one of the most well-studied areas of tourism and has been investigated many times for more than 30 years (McGehee & Andereck, 2004). However, before finding the contents of residents' attitude toward tourism, it is necessary to understand what attitude is. Kotler et al. (2010) wrote in the book "Marketing for Hospitality and Tourism": "An attitude describes a person's relatively consistent evaluations, feelings, and tendencies toward an object or an idea. Attitudes put people into a frame of mind for

liking or disliking things and moving toward or away from them". They stated that attitudes are very difficult to change (Kotler et al., 2010). Specifically, once negative attitudes are developed in someone, it is hard to change the attitudes (Kotler et al., 2010). In the research of Perdue et al. (1990) and Látková and Vogt (2012), residents' attitude toward tourism development was categorized into "Support for additional tourism development" and "Support for restriction on tourism development". In the other studies, the authors examined the attitudes toward tourism development as a dependent factor in the relationship with dissimilar independent factors.

Table 1. Factors Affecting to Residents' Attitude toward Tourism Development were Tested

The factors	References
- Perceived positive impacts of tourism - perceived negative impacts of tourism, - personal benefits from tourism development	Látková and Vogt (2012); McGehee and Andereck (2004); and Perdue et al. (1990)
- Perceived economic impact - Perceived social impact - Perceived environmental impact - Economic gain - Resource use - Community attachment - Ecocentric attitude	Jurowski et al. (1997)
- Perception of the positive effects - Perception of the negative effects - Satisfaction with their community - Perception of the personal benefit	Vargas-Sánchez et al. (2009)
- Perceived positive impacts of tourism - Perceived negative impacts of tourism, - Overall community satisfaction - Personal benefit from tourism development	Ko and Stewart (2002)
- Welcoming nature - Emotional closeness - Sympathetic understanding	Woosnam (2012)
- Perception of tourism impacts - Overall evaluation of tourism impacts - Residents' socio-demographic characteristics	Pham and Kayat (2011)
- Positive impacts - Negative impacts - Environmental sustainability - Tourism planning - Community participation - Community attachment	Choi and Murray (2010)

Research Model

The research model of this study based on Perdue et al.'s model (1990) which was utilized by many other scholars (Ko & Stewart, 2002; Látková & Vogt, 2012; McGehee & Andereck, 2004). The original model consisted of eight factors: "Resident Characteristics", "Personal Benefits from Tourism Development", "Perceived Positive Impacts of Tourism", "Perceived Negative Impacts from Tourism", "Support for Additional Tourism Development", "Perceived Future of Community", "Support for Restrictions on Tourism Development", and "Support for Special Tourism Taxes". To explore new results, the scholars changed the research model of Perdue, Long, and Allen by adding, diminishing some factors, or giving new hypotheses.

Because Ba Be National Park is an area of ecological preservation, residents' community attachment and their participation in tourism development are very noticeable and important. The research model in this study (Figure 3) added more two factor "Community Attachment" and "Participation in Tourism" with the purpose is to test the relationships among local residents' perceptions, attitudes toward support for additional tourism and participation in tourism development. Although the factor "Community Attachment" was utilized in models of tourism many times (Gursoy & Rutherford, 2004; Jurowski et al., 1997; Látková & Vogt, 2012; McGehee &

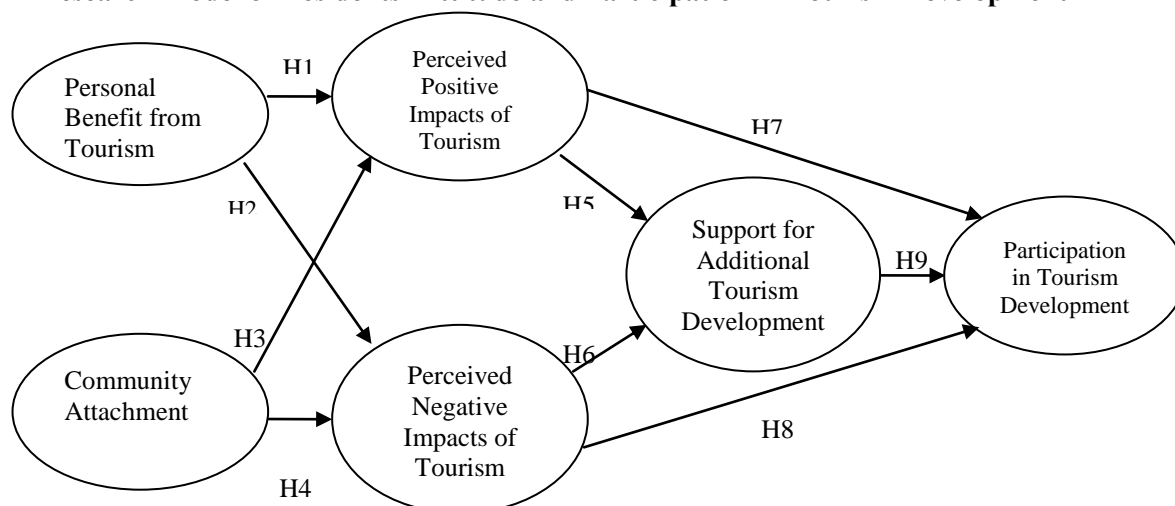
Andereck, 2004), the factor "Participation in Tourism" has been rarely examined. With involving "Participation in Tourism" (an important factor in developing community-based tourism) in the model, this study was hoped that the factors effecting to local residents' participation in tourism would be found.

METHODOLOGY

Measurement Variables

A 59 item survey was designed which based on the research of Perdue et al. (1990), Gursoy et al. (2002), McGehee and Andereck (2004), Vargas-Sánchez et al. (2009), Pham and Kayat (2011), Látková and Vogt (2012), and Sirivongs and Tsuchiya (2012). Of the 59 items, 11 items were utilized to obtain local residents' demographics; only one item was an open-ended question which asked residents to give their suggestions for developing tourism in Ba Be National Park. The 47 remaining items were distributed into six sections: (2 items) personal benefit from tourism, (5 items) community attachment, (17 items) positive tourism impacts perception, (11 items) negative tourism impacts perception, (6 items) support for additional tourism development, and (6 items) participation in tourism. In order to measure variables of perceptions and attitudes towards tourism development, a 5-point Likert rating scale, ranging from 1 (strongly disagree/not at all) to 5 (strongly agree/very much) was utilized. Detailed contents of items are illustrated in the Appendix.

Research Model of Residents' Attitude and Participation in Tourism Development



Sampling and Data Collection

A total of 300 questionnaires distributed and collected from February 20th to February 26th in 2013. Of them, 275 samples were obtained from Nam Mau with 17 homestay businessmen. 15 forest rangers are at Khang Ninh Commune, and 10 remains were Non-Government Organization (NGO) staff. During data collection process, the author received assistance from three colleagues of Thai Nguyen University and local government officers to distribute the questionnaires out and collect interview data. The questionnaires were given to households by convenience in geography. Of the 300 questionnaires that were distributed, 267 were returned, with an 89% return rate (230 local residents, 14 businessmen, 15 forest rangers, and 8 NGO staffs).

Table 2. Factor Analysis of Positive Tourism Impacts Perception

Item description	Factor loading			Reliability	
	SEB	PEB	LB	Cronbach's α if item deleted	Cronbach's α
Greater knowledge of other cultures/ communities	.578			.866	
Increased demand for cultural and leisure activities	.602			.865	
It strengthens the provision of cultural and leisure activities.	.659			.858	
Improving quality of police and fire protection	.811			.851	.875
Greater protection of the natural environment	.724			.860	
Improvement of infrastructures (water supply, electricity, telephone, etc.)	.798			.850	
Improvement of roads in and around its boundary	.667			.856	
More support for the restoration and maintenance of historic buildings	.690			.861	
Improvement of investment, more development and better infrastructures		.814		.794	
Increase of opportunities for employment		.761		.775	.836
Contribution to improving incomes and living standards		.829		.746	
General improvement incomes of the locality, thanks to taxes relating tourism			.692	.587	
Tourism is one of the principle sources of income in the economy of the locality			.726	.726	.728
The money invested by the local authority to attract more tourists to the locality is a good investment			.762	.588	
Eigen value	6.015	1.667	1.044		
Percentage of variance	42.963	11.907	7.460		
Total variance explained %	62.330				
KMO value	.891				
Sig. of Barlett's Test of Sphericity	.000				

Notes: - Extraction method: Principal component analysis. Rotation method: Varimax with Kaiser Normalization.

- SEB: Social and environmental benefit

- LB: Local benefit

- PEB: Personal economic benefit

RESULTS

Descriptive Analysis of Local Residents

For the purpose of the study, 300 surveys were administered. There were 267 returned surveys, and some with missing data. Of the surveys, 242 residents responded to the gender item. There were 164 males and 78 females; 67.8% and 32.2%, respectively. The age range of locals who participated in the survey was from 18 to 60+ years old. Most participants were from 20 to 49 years old (84%). 72 (28.8%) participants were 20 to 29 years old, 71 (28.4%) were 30 to 39 years old, and 67 (26.8%) were 40 to 49 years old. The participants represented four ethnic groups Tay, Nung, Kinh, and Dao in Pac Ngoi, Po Lu, and Coc Toc. 97.1% of residents who answered this item were Tay ethnic group. Kinh, Nung, Dao ethnic groups represented the remaining 2.9% of participants. The education level of locals reflected that 39.6% attended secondary school, 33.7% attended high school, 16.4% attended vocational

training school, college, and university after high school. Also, 84.6% of respondents were married and 77.4% of respondent households had from four to six family members.

Factor Analysis

Table 2 described the items of positive tourism impacts perception. They are partitioned into three new groups named as Social and Environmental Benefit (SEB), Personal Economic Benefit (PEB), and Local Benefit (LB). The total variance explained for the factors was about 62.33% with SEB occupying the largest proportion (42.963%), PEB the second largest part (11.907%), and about 7.5% of the variance described LB. The appropriate KMO value was .891 which had a significant value on Barlett's Test of Sphericity as .000. Then, the three new factors were analyzed for reliability. All items were supported with Cronbach's α as SEB, PEB, and LB were .875, .836, and .728 respectively, and "Cronbach's α if item deleted" values were below Cronbach's α values.

Table 3. Factor Analysis of Negative Tourism Impacts Perception

Item description	Factor loading		Reliability	
	NSEI	NEI	Cronbach's α if item deleted	Cronbach's α
Change/loss of traditional culture	.758		.845	
Problems of conflicts between residents and tourists	.781		.848	
Loss of tranquility in the zone	.875		.818	.873
Damage to the natural surrounding and to the countryside	.863		.839	
Tourism development in Ba Be National Park interferes with residents' daily economic activities.		.738	.687	
Increase in the price of products and services because of tourism		.720	.685	
Economic benefits only for a small number of residents		.766	.669	.740
The benefits generated by the tourism activity end up with companies and people from outside the locality.		.684	.681	
Eigen values	3.908	1.322		
Percentage of variance	48.856	16.530		
Total variance explained %	65.386			
KMO value	.837			
Sig. of Barlett's Test of Sphericity	.000			

Notes: - Extraction method: Principal component analysis. Rotation method: Varimax with Kaiser Normalization.

- NSEI: Negative social and environmental impacts

- NEI: Negative economic impacts

Factor analysis of negative tourism impacts perception suggested two new factors. They were named as Negative Social and Environmental Impacts (NSEI), and Negative Economic Impacts (NEI). However, all of the items were not retained. Similar to factor analysis for residents' perception of positive tourism impacts, there were three items in negative tourism impacts perception which were disposed of. The values of two items "Increase in the thefts and vandalism" and "Increase in alcoholism, prostitution" showed the cross-loading in factor NSEI and NEI. In addition, "Cronbach's α if item deleted" value for the item "Unpleasant overcrowding of tourists and share of leisure spaces" in NSEI factor as .875. It was higher than the factor's Cronbach's α value of .871. Therefore, it was important and reasonable to delete this item. Table 8 illustrated that NSEI factor's percent of variance explained was larger than NEI factor's one (48.856% compared with 16.530%) and the total percent of variance explained was approximately 65.39%. The

KMO value was .837; and sig. for Barlett's Test of Sphericity obtained .000; the Cronbach's α values of the two new factors were .873 (NSEI factor) and .740 (NEI factor).

Both factor analyses for "Support for Additional Tourism Development" and "Participation in Tourism" did not nominate new factors, but it was noticeable when "Cronbach's α if item deleted" value for an item was higher than Cronbach's α value. "Cronbach's α if item deleted" value for the item "The government should control tourism development in Ba Be National Park in order to maximize the benefits and minimize the cost of development." was .876. Cronbach's α value for "Support for Additional Tourism Development" factor was .863. After removing the item, Cronbach's α value for the factor "Support for Tourism Development" was .876, the KMO value obtained a .860; sig. value for Barlett' Test of Sphericity .000; and 67.266% of variance was explained (Table 9).

Table 4. Factor Analysis of Support for Additional Tourism Development

Item description	Factor loading	Cronbach's α if item deleted	Cronb-ach's α
Support for additional tourism development			
I would like to see more tourists in Ba Be National Park.	.800	.857	
The government should increase its efforts to provide infrastructure to support tourism development in Ba Be National Park.	.840	.843	.876
I support for additional tourism activities in my community.	.840	.844	
I support tourism having a vital role in this community.	.839	.843	
Benefit from tourism should be widely shared by local people.	.779	.863	
Eigen value	3.363		
Total variance explained %	67.266		
KMO value	.860		
Sig. of Barlett's Test of Sphericity	.000		

Notes: - Extraction method: Principal component analysis

- 1 component extracted

All items of the factor "Participation in tourism" were suitable with Cronbach's α value at .833, "Cronbach's α if item deleted" values for six items were under .833 (Table 10). The total percent of variance explained for participation in tourism activities was 54.859%. The KMO value .843 and sig. of Barlett's Test of Sphericity .000 were also appropriated.

Table 5. Factor Analysis of Participation in Tourism

Item description	Factor loading	Cronbach's α if item deleted	Cronbach's α
Participation in tourism			
I will have responsibility to protect the local natural environment.	.699	.815	.833
I would like to participate in jobs related to tourism.	.803	.792	
I have right to participate in decision-making on the development of tourism.	.773	.798	
If there is opportunity, I would like to attend any training courses related tourism (learning careers, foreigner language, knowledge of tourism, etc.).	.781	.795	
If appropriate operation and administration, I would like to participate as a volunteer.	.737	.806	
I would like to tell other local residents about benefits of tourism.	.638	.827	
Eigen value	3.292		
Total variance explained %	54.859		
KMO value	.843		
Sig. of Barlett's Test of Sphericity	.000		

Notes: - Extraction method: Principal component analysis

- 1 component extracted

Overall, factor analyses suggested there were five new factors of tourism impacts of perception for local residents in Ba Be National Park: Social and Environmental Benefit, Personal Economic Benefit, Local Benefit, Negative Social and Environmental Impacts, and Negative Economic Impacts. Of these factors, Local Benefit and Negative Economic Impacts kept the smallest proportions in the total percent of variance explained of positive and negative tourism impacts perception respectively.

Results of analysis

After analyzing frequencies, factors, correlations, regressions, and independent samples T-tests by SPSS system, overall results implicated three new factors (SEB, PEB, and LB) which were found from the factor "Positive Tourism Impacts Perception". Two new factors (NSEI and NEI) were found from "Negative Tourism Impacts Perception". The findings of new factors led to more in-depth hypotheses. They were tested through regression analyses. Twelve of the twenty one hypotheses were supported. Noticeably, the

factor "Personal Benefit" impacted "Personal Economic Benefit" and "Negative Economic Impacts" significantly. However, it did not influence "Social and Environmental Benefit", "Local Benefit", and "Negative Social and Environmental Impacts". Obviously, residents believed their personal benefit and economic from tourism would be both positive and negative from future tourism development in Ba Be.

Although, local residents attached to their communities perceived "Social and Environmental Benefit", "Personal Economic Benefit", "Local Benefit", and "Negative Social and Environment Impacts", they did not perceive negative economic impacts. Interestingly, awareness about social and environmental issues (SEB and NSEI) influenced both residents' support and participation in tourism development. These findings suggested that social and environmental impacts are important issues which effect support and participation in tourism activities in Ba Be National Park. Contrastingly, residents' support and

participation in tourism development were not influenced by their perception of local benefit and negative economic benefit.

Although the perceptions of personal economic benefit do not impact local support for tourism development, people will take part in tourism development when they believe they will receive personal economic benefit. Similar to previous studies, the results

indicated that community members' support of tourism development will predict intention to participate in tourism development (McGehee & Andereck, 2004; Sirivongs & Tsuchiya, 2012). This cause and effect relationship is the closest of all tested model with a β value of .584 and sig. value at .000. Detailed results of the hypotheses by multiple regression analyses were in the table 6.

Table 6. Results of Testing Hypotheses by Multiple Regression Analysis

	Hypothesis	Results
H1	<i>Local residents' personal benefit from tourism development will positively influence the perception of positive tourism impacts.</i>	
H1-1	Local residents' personal benefit from tourism development will positively influence the perception of social and environmental benefit from tourism.	Not supported
H1-2	Local residents' personal benefit from tourism development will positively influence the perception of personal economic benefit from tourism.	Supported
H1-3	Local residents' personal benefit from tourism development will positively influence the perception of local benefit from tourism.	Not supported
H2	<i>Local residents' personal benefit from tourism development will negatively influence the perception of negative tourism impacts.</i>	
H2-1	Local residents' personal benefit from tourism development will negatively influence the perception of negative social and environmental impacts from tourism.	Not supported
H2-2	Local residents' personal benefit from tourism development will negatively influence the perception of negative economic impacts from tourism.	Supported
H3	<i>Local resident's community attachment will positively influence the perception of positive tourism impacts.</i>	
H3-1	Local resident's community attachment will positively influence the perception of social and environmental benefit from tourism.	Supported
H3-2	Local resident's community attachment will positively influence the perception of personal economic benefit from tourism.	Supported
H3-3	Local resident's community attachment will positively influence the perception of local benefit from tourism.	Supported
H4	<i>Local resident's community attachment will negatively influence the perception of negative tourism impacts.</i>	
H4-1	Local resident's community attachment will negatively influence the perception of negative social and environmental impacts from tourism.	Supported
H4-2	Local resident's community attachment will negatively influence the perception of negative economic impacts from tourism.	Not supported
H5	<i>Local residents' perception of positive tourism impacts will positively influence the perception of the support for additional tourism development.</i>	
H5-1	Local residents' perception of social and environmental benefit from tourism will positively influence the perception of the support for additional tourism development.	Supported
H5-2	Local residents' perception of personal economic benefit from tourism will positively influence the perception of the support for additional	Not supported

	tourism development.	
H5-3	Local residents' perception of local benefit from tourism will positively influence the perception of the support for additional tourism development.	Not supported
H6	<i>Local residents' perception of negative tourism impacts will negatively influence the support for additional tourism development.</i>	
H6-1	Local residents' perception of negative social and environmental impacts from tourism will negatively influence the support for additional tourism development.	Supported
H6-2	Local residents' perception of negative economic impacts from tourism will negatively influence the support for additional tourism development.	Not Supported
H7	<i>Local residents' perception of positive tourism impacts will positively influence the participation in tourism.</i>	
H7-1	Local residents' perception of social and environmental benefit from tourism will positively influence the participation in tourism.	Supported
H7-2	Local residents' perception of personal economic benefit from tourism will positively influence the participation in tourism.	Supported
H6-3	Local residents' perception of local benefit from tourism will positively influence the participation in tourism.	Not supported
H8	<i>Local residents' perception of negative tourism impacts will negatively influence the participation in tourism.</i>	
H8-1	Local residents' perception of negative social and environmental impacts from tourism will negatively influence the participation in tourism.	Supported
H8-2	Local residents' perception of negative economic impacts from tourism will negatively influence the participation in tourism.	Not Supported
H9	<i>Local residents' support for additional tourism development will positively influence the participation in tourism.</i>	Supported

CONCLUSIONS AND IMPLICATIONS

The results of this study contribute to tourism theory. First, the personal benefit from tourism that rural residents receive closely relates to and optimistically influences their perception of good personal economic impacts. It supports that personal benefit from tourism is partial to economic indicators (Wang & Pfister, 2008).

Second, Local residents' community attachment significant affects to their perception of positive tourism impacts which include social, environmental, personal economic, and local benefit. This finding creates argument with Jurowski et al. (1997) when they implied there was no significant relationship between community attachment and perceptions of economic, social, and environmental impacts from tourism. Third, local people's perception of social and environment impacts from tourism is more

significant than their perception of economic impacts in support for tourism development. This study completely reinforces Pham and Kayat (2011), but only supports one part of Jurowski et al.'s study (1997) which showed that residents' attitude toward nature-based tourism is affected by perceived economic and social impacts and excepting perceived environment impact. Although Jurowski et al. (1997) did not include perception of environment impact in support for nature-based tourism, "Perceived Social Impact" is an important factor concerning to support for tourism activities. Combining with the results of Pham and Kayat's research, which was conducted in Cuc Phuong National Park in Vietnam, it can be seen that social and environmental impacts from tourism is an important issue to be examined in the studies of tourism development attitudes of local residents who depend on the natural resources

of their living environment. Fourth, this study suggests that residents' participation in tourism activities depends on perception of social and environmental impacts, personal economic benefit from tourism and support for additional tourism. Especially when looking at the factor of "Support for Additional Tourism", this study affirms earlier research that local residents' support for tourism development significantly impacts to their participation in tourism. Finally, implications of this study can be useful for future studies which are undertaken in ecological areas or rural areas where residents' lives depend on the natural resources of their land.

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