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► **To cite this version:**

Thi Huong Ngo, Ngoc Hao Do, Ngoc Trinh Tran. Rural Tourism Development in Hoi an, Vietnam; Perceptions of the Community. *International Journal of Social Science and Human Research*, 2022, 05 (05), pp.1896-1909. 10.47191/ijsshr/v5-i5-38 . halshs-03887811

HAL Id: halshs-03887811

<https://shs.hal.science/halshs-03887811>

Submitted on 7 Dec 2022

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Rural Tourism Development in Hoi an, Vietnam; Perceptions of the Community



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ABSTRACT : Undoubtedly, tourism is growing strongly worldwide, especially in developing countries and rural areas. Tourism has both positive and negative impacts on tourist destinations that link sustainable development's economic, social, and environmental components. The local community's attitude is crucial for future tourism planning, management, and development of a tourism destination. As such, the paper analyzes the attitudes and perceptions of the residents towards tourism development in the rural areas in Hoi A city, Quang Nam province. Questionnaires related to the local demographics, people's assessment of tourism impacts, and their support for future tourism development were sent to 179 households participating in tourism sectors in four rural areas of Hoi A city. Descriptive statistics and principal component analysis were used to analyze the collected data. The results indicate that tourism brings many benefits in all aspects. Culture – society, environment, and education promote residents' support for tourism development.

KEYWORDS: sustainable development; rural tourism; destination management; residents' perception; tourism impacts; Hoian.

1. INTRODUCTION

In recent years, sustainable development has become the main goal in many economic sectors since the World Commission on Environment and Development published the Brundtland Report in 1987 (Blancas et al. 2010). Meanwhile, tourism has been the fastest growing industry worldwide (Budeanu 2005; Lane 1994; Muresan et al. 2016; Zhu et al. 2017). Many countries have chosen it as their critical economic sector for national development. Tourism has brought about many benefits such as generating more significant income, creating jobs, enhancing the quality of life for people, building international fellowship as well as developing infrastructure in tourist destinations, etc. (Egbali et al. 2011; Mbaiwa 2004; Muresan et al. 2016; Scheyvens and Russell 2012). However, tourism has also exerted adverse effects such as environmental pollution, resource degradation, and traditional values erosion (Choi and Murray 2010; Juma and Khademi-Vidra 2019). The concept of sustainable tourism has been formulated to prevent threats (Buckley 2012; Lane 1994). Sustainable tourism guarantees economic development, environmental protection, and the preservation of cultural values integrity of the local communities (Li and Hou 2011; Mbaiwa 2004; Pulido-Fernandez and Lopez-Sanchez 2014). Therefore, the assessment of tourism impacts has caught the attention of many scholars to ensure sustainable development for tourism destinations. Researchers also point out that rural areas have gained economic benefits faster and more from tourism than other industries. However, these regions are also more vulnerable under the impacts of tourism as many ecological values, and cultural traditions have been deep-rooted in these areas (Cerutti et al. 2016; Egbali et al. 2011; De la Torre, G.M.V.; Gutiérrez, E.M.A.; Guzman 2005; Muresan et al. 2016). Assessing tourism's impacts on these areas should be given top priority to ensure sustainable development.

Locals play a vital role in all stakeholders involved in tourism (Eshliki and Kaboudi 2012a; Long 2012; Mohammadi 2010). The engagement of the local community in planning, developing, and supervising tourism is the critical element of a sustainable tourism development strategy (Sharpley 2000). Studying the impacts of tourism through local perception is one of the essential methods to get an insight into their opinions and expectations before drawing tourism development plans (Byrd, Bosley, and Dronberger 2009; Diedrich and García-Buades 2009; Eshliki and Kaboudi 2017). Besides, it is possible to engage the participation and support of people to develop local tourism (Harun et al. 2018). Studies have shown that priority given to the needs and benefits of the local community would result in more significant social development (Alrwajfah, Almeida-García, and Cortés-Macías 2019; Kunasekaran and Gill 2012). In particular, the development of tourism in rural areas and the participation of local people in tourism can become the driving force for economic growth, resource preservation, cultural restoration, insurance of equitableness on welfare,

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and diversification of tourism products in the localities (Caroline Ashley and Elizabeth Garland 1994; Giannakis 2014). For that reason, assessing the impact of tourism through local people's perceptions holds great significance.

Hoi an is a world heritage recognized in 1999. Until now, Hoi An has remained a renowned tourist destination that has attracted a large number of international and domestic tourists due to its traditional cultural values manifested in architecture, cuisines, and festivals. Tourism products in rural areas, including traditional craft villages, eco-tourism, and agri-tourism destinations, also act as a magnet to attract tourists. However, investigation of tourism impacts on the ancient town of Hoi An and rural areas has been given marginal attention despite the significance in the preservation of cultural values, environmental protection, and promotion of local economic development. In addition, it is within the bounds of possibility to engage the participation of the people for tourism development strategy in the future to ensure the sustainable development of tourism in rural areas in particular and Hoi An Heritage City in general. Therefore, this study holds practical significance and prominence to the investigated regions.

This study aims to assess the impact of tourism in rural areas of Hoi An through the perception of local people and their support levels toward tourism development in the future. To achieve the paper's aim, the study consists of five sections. After the introduction and literature review, the third section, "Materials and Methods" describes the studied areas and the methods used for data analysis. The fourth section presents the findings of the study with the actual contents: impacts of tourism, support of local people toward the development of tourism, correlation within the benefits from tourism, demographic factors in support of tourism development, and lastly, comparison of four research areas regarding the perception of tourism impacts. The last section of the article presents the main conclusions, limitations, and future research directions.

2. LITERATURE REVIEWS

Since the late 1980s, sustainable development has become a catchphrase in development research in general and tourism studies in particular (Juma and Khademi-Vidra 2019). The Committee of Brundtland defined sustainable development as development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Gkoumas 2019; Juma and Khademi-Vidra 2019; Zolfani et al. 2015). Hence it is necessary to evaluate the sustainability at different stages to make prompt adjustments to adverse effects and promote the positive aspects (Collins 2010; Li and Hou 2011).

Sustainable tourism development in rural areas has been a topic of interest to many scholars (Muresan et al. 2019). The places possess plenty of valuable resources for tourism, such as unique ecosystems, peaceful rural landscapes, and outstanding cultural values, which is favorable for the development of tourism (Gannon et al. 2017; Garau 2015; Giannakis 2014; Lane 1994; Mbiyu 2014). Meanwhile, in acknowledgment of the role of local people in the strategic development of sustainable tourism, studies are inclined to assess the impact of tourism through the perception of local communities (Chang et al. 2018; Gkoumas 2019; Gursoy and Kendall 2006; Halstead 2003; Johnson, Snepenger, and Akis 1994; Kostalova 2017; Kunasekaran and Gill 2012; Long 2012; Virginia and Hall 2012; Zhu et al. 2017). Based on the theory of social exchange with three pillars of sustainability: economy, society, environment in many different tourist destinations in the world, scholars point out that tourism development will exert both positive and negative impacts on tourist destinations (Buckley 2012; Carić and Mackelworth 2014; Chang et al. 2018; Eshliki and Kaboudi 2012a; Hong Pham 2014; Lankford and Howard 1994; Ward and Berno 2011). At the same time, these impacts are related to local people's attitudes and support for the development of local tourism in the future (Gursoy and Kendall 2006; Hong Pham 2014; Muresan et al. 2016; Ward and Berno 2011; Zhu et al. 2017). The more benefits people get, the more significant support they offer (Choi and Murray 2010; Muresan et al. 2016; Snaith and Haley 1999). Tourism development brings people many great economic benefits, including reducing poverty increases the quality of life compared to the traditional industries of the localities such as agriculture or cottage industry. However, tourism is more likely to come along with negative impacts on traditional culture and environment (Cerutti et al. 2016; Egbali et al. 2011; Kunasekaran and Gill 2012; Lopes, Remoaldo, and Ribeiro 2019; Mbaiwa 2004; Muresan et al. 2016).

Specific examples can be drawn from the studies in Iran. In 2011, Naser Egbali and colleagues (Egbali et al. 2011) pointed out the positive and negative impacts of rural tourism development in Semnan, such as creating jobs for local people and promoting the development of other economic sectors, reducing the dependence on agriculture. At the same time, rural tourism also helped preserve local natural resources and ecosystems to attract tourists and lift locals' pride in their culture. On the other hand, tourism causes environmental pollution and ecological degradation. A similar consequence was observed in Masooleh (Zamani-Farahani and Musa 2008), where tourism was highly praised for its economic and recreational values. Different results were witnessed in other areas; for example, people in Kermanshah and Bisotun claimed cultural-social gains as the most incredible benefits from tourism because they were engaged in cultural exchange with tourists (Mohammadi 2010; Mohammadi and Hosseini 2010).

Meanwhile, social engagement and improvement in quality of life were the most beneficial values brought about by tourism through local people's perception in Hawraman (Olya and Gavilyan 2017). In other areas, negative impacts of tourism were identified as noise increase, environmental pollution, and increased crime rate in Shiraz (Aref et al., 2009). people in Ramsar also found that tourism disrupted their life adversely affected the environment and traditional culture (Eshliki and Kaboudi 2012a).

Local people in other places have expressed different perceptions of tourism impacts. In general, local people have a favorable standpoint of tourism development (Harun et al. 2018; Lankford and Howard 1994; Peters, Chan, and Legerer 2018). In

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In addition to the economic benefits, positive impacts on culture and environment have been the driving force of their support for tourism development. Economic benefits recorded have mainly involved the creation of job opportunities, increase in income, the effect of the local economy, and improvement of life quality (Aref and Redzuan 2009; Asmelash and Kumar 2019; Kostalova 2017; Ramseook-Munhurrin and Naidoo 2011; Virginia and Hall 2012). In some areas, benefits resulting from socio-cultural aspects have been recognized. For example, people in the Kurdistan Regional Government, located in the northern part of Iraq, believe that tourism development offers more recreational opportunities due to new recreational parks (Harun et al. 2018). In Ha Long Bay, Vietnam (Long 2012) and Laiyi Township, Taiwan (Chang et al. 2018), socio-cultural aspects, social engagement, and traditional value restoration, to be specific, were considered as the main reasons for people to support the development of tourism in the future. Environmental obtained mainly involve destinations' environment improvement and waste treatment; however, most residents notice the increased severity of pollution, ecosystem degradation, and resource depletion (Aref and Redzuan 2009; Karim 2017; Ngowi and Jani 2018). Studies also show negative impacts of tourism on the economy, including the escalation of real estate prices and the cost of living (Alrwajfah et al. 2019; Gursoy et al. 2019). Several studies reveal that residents generally evaluate the social and cultural impacts of tourism negatively, such as the increased crime, congestion, and the influence of other cultures on local lifestyles as a result of additional tourism development (Bello et al., 2017; Lopes et al., 2019; Quyen & Khanjanusthiti, 2015).

One of the exceptions was recorded in Zell am See-Kaprun. The residents have a rather negative attitude towards the tourists from the Arab countries, despite being aware of the economic benefits for the destination. People feel that almost all the aspects of the goal are negatively affected by the Arab tourists, but mainly feel concerned about the increasing traffic congestion (Kostalova, 2017). However, Min and colleagues (2012) indicated that despite the low level of satisfaction of tourism activities, the local community was still in favor of tourism development in the future (Zhang et al., 2012).

It can be seen that studies of tourism impacts through the perception of local people have been a topic of interest to many researchers as it benefits the formulation of sustainable tourism development plans and strategies in the future. Research into the same subject in different tourist destinations holds significance to developing those areas, especially in developing countries where such studies have not gained much popularity; this kind of research plays an essential role in the tourism development stages.

3. MATERIALS AND METHODS

This study was conducted in rural areas of Hoi An city from June 2020 to April 2021, precisely three traditional craft villages including Kim Bong carpentry village, Tra Que vegetable village, Thanh Ha pottery village, and Cam Thanh eco-tourism areas.

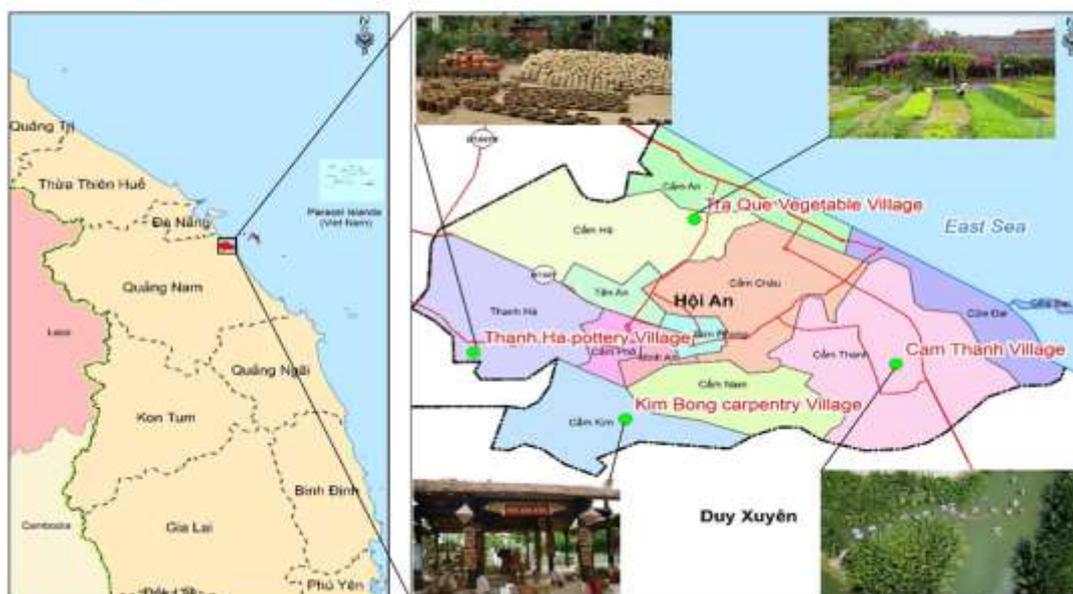


Figure 1. Location of the study areas

These destinations consist of various valuable tourist resources in nature and culture. The traditional craft villages attract visitors with their unique handicraft products and the long-standing culture of the local people. Visitors can experience many tourism services, including sightseeing and visiting cultural works such as pagodas, shrines, and ancestor temples. They can also participate in the production procedure (at vegetable fields in Tra Que) or make hand-made products at handicrafts in Kim Bong carpentry village and Thanh Ha pottery village. In Cam Thanh eco-tourism village, visitors can experience visiting the nipa palm forest by

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basket boat, watching local people's performances such as fishing by the traditional casting nets, shaking baskets, and singing folk songs. Furthermore, tourists can join folk games and enjoy the unique local cuisine.

In this study, the quantitative method is applied to assess the impacts of tourism on rural areas in Hoi An through local people's perceptions. The collected data is analyzed regarding the following areas: local people's assessment of the impacts of tourism on the economy, culture - society, environment, education and their support for local tourism development. The questionnaires were sent to households taking part in the tourism sector, including three parts: The first part was used to survey the demographics of the respondents. The second and third parts consisted of 21 questions, of which 16 questions were related to local people's assessment on the impacts of tourism, and 5 questions to their support for local tourism development in the future. The 21 variables were adopted from previous studies (ASEAN, 2016; Asmelash & Kumar, 2019; Eshliki & Kaboudi, 2012; GSTC, 2019; Harun et al., 2018; Hong Pham, 2014; Huayhuaca et al., 2010; Lin & Lu, 2013; Long, 2012; Miller, 2001; Muresan et al., 2016; Peters et al., 2018). This survey applied the Likert scale, in which: 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree to evaluate each variable.

It is conducted by directly interviewing 179 rural residents (Muresan et al., 2019). Each respondent represented one household engaged in tourism in these areas. Two interviewers and one observer from the author's group were involved in this interview. Previously, there were 16 questionnaires tested to assess the feasibility and suitability of the methodology. Using the pilot results, the authors adjusted the questions to achieve the highest accuracy.

After the answers were collected, a descriptive statistical analysis method was used to determine the demographics of the residents, their perception of the tourism impacts, and the people's support for local tourism development. Exploratory factor analysis was employed to assess the variables' factor structure that describes the residents' perception of tourism impacts. The variables were factor-analyzed using principal component analysis (PCA) with the Varimax rotation method to establish the underlying constructs. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of Sphericity were examined to determine the fitness of the data. Cronbach's alpha reliability coefficient was computed for each factor to estimate the internal consistency of each scale. A summated scale for each element was generated following the factor analysis by summing items loaded on each construct and deriving their average score. One-way ANOVA was employed to compare the means of perception of the tourism impact among residents from different areas. A simple correlation analysis (Spearman rank-order correlation coefficient) was utilized to calculate the correlation between the support for tourism development and the impact of tourism. The t-test was carried out to determine if there are any significant differences regarding tourism support regarding the demographic of respondents.

4. RESULTS AND DISCUSSION

4.1. Socio-Demographic Characteristics of the Respondents in Hoi An rural areas

The demographic characteristics are shown in Table 1. As seen from the figures, the number of men participating in tourism activities (57%) is higher than that of women. The explanation for that is that tourism activities in the rural areas of Hoi An are significantly related to carpentry, basket boating, fishing, etc., which are considered to be more suitable for men than women. Most of the respondents are residents living here for a long time (68.2%), and only a few of them moved to Hoi An to live and look for jobs related to tourism. Despite in rural areas, the intellectual level of the local community is reasonably high, with more than 59.8% of the population graduating from high school or higher. Approximately 50% of respondents believed that their tourism income accounts for more than 50% of total revenue.

Table 1. Socio-demographic characteristics of the respondents by counties (%)

| Variables | Number | % |
|---------------------------------|--------|------|
| Gender | | |
| Male | 102 | 57.0 |
| Female | 77 | 43.0 |
| Length of residence | | |
| <20 years | 57 | 31.8 |
| >20 years | 122 | 68.2 |
| Education | | |
| Less than high school | 72 | 40.2 |
| High school and above | 105 | 59.8 |
| Tourism income accounted | | |
| <50% | 92 | 51.4 |
| >= 50% | 87 | 48.6 |

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4.2. Factors of Rural Residents' Perception towards Tourism Development

Principal correlational analysis was conducted to assess the dimensionality of the 16 items used to evaluate the perception of rural residents of tourism development. The Barlett's test of sphericity was significant (Chi-square = 1400.830, $p < 0.000$). The Kaiser-Meyer-Olkin (KMO) overall measure of sampling is 0.854, indicating that data are suitable for the principal component analysis (Ding & He, 2004; Kaiser, 1974). Values of 0.6 or above from the KMO measures indicated that data are adequate for PCA. The PCA with varimax rotation of the 16 variables resulted in a very four-component solution that explains 66.82% of the entire variance. Only factors with eigenvalues greater than one were accepted. All the items that showed factor loading higher than 0.45 were retained for future analysis (Harun et al., 2018). Cronbach's alpha reliability coefficient was computed to gauge the internal consistency of every component. An appropriate reliability coefficient is more than 0.6 (Burgess & Steenkamp, 2006; Harun et al., 2018; Muresan et al., 2016). The general reliability of the 16 variables was 0.87. The components recorded after the primary principal component analysis are listed in Table 2. Component 1 (economic) comprises 5 variables (0.841alpha), component 2 (social-cultural) comprises 4 variables (0.771 alpha), component 3 (environment) comprises 4 variables (0.825 alpha), and component 4 (education) comprises 3 variables (0.736 alpha).

Table 2. Principal component analysis on tourism impact variables

| Eigenvalue | Variance % | component | Item | Factor loading | communalities |
|------------|------------|---|--|----------------|---------------|
| 6.39 | 39.92 | Economic $\alpha = 0.841$ | 1.1. Tourism offers new job opportunities for local people | 0.842 | 0.732 |
| | | | 1.2. Tourism is one of the main sources supporting the local economy | 0.803 | 0.696 |
| | | | 1.3. The household's income is more stable after being engaged in tourism | 0.768 | 0.662 |
| | | | 1.4. Revenue from tourism partly contributes to the local tourism development | 0.624 | 0.529 |
| | | | 1.5. Thanks to tourism, life quality of local people becomes better than before | 0.587 | 0.614 |
| 1.32 | 8.23 | Culture - Social $\alpha = 0.771$ | 2.1. Tourism contributes to the restoration of local traditional cultures | 0.839 | 0.756 |
| | | | 2.2. Tourism makes people feel proud of the local cultures | 0.735 | 0.706 |
| | | | 2.3. Tourism improves service quality at businesses | 0.687 | 0.541 |
| | | | 2.4. Thanks to tourism, the village's security is better guaranteed than before. | 0.513 | 0.566 |

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| | | | | | |
|--|-------|---------------------------------|--|-------|-------|
| 1.76 | 10.99 | Environment $\alpha = 0.825$ | 3.1. More environmental protection policies are conducted by the local authorities | 0.789 | 0.802 |
| | | | 3.2. Waste is better handled than before | 0.783 | 0.716 |
| | | | 3.3. People are more aware in protecting the local environment | 0.762 | 0.734 |
| | | | 3.4. The local landscape is better planned to be more beautiful and cleaner thanks to the development of tourism | 0.675 | 0.624 |
| 1.23 | 7.68 | Education $\alpha = 0.736$ | 4.4. Local residents can participate in courses on how to develop tourism products | 0.818 | 0.796 |
| | | | 4.5. Local residents can be involved in foreign language classes and tourism services | 0.748 | 0.724 |
| | | | 4.3. Plenty of socio-cultural activities are held | 0.629 | 0.465 |
| Total variance% = 66.81, KMO = 0.854, Approx. Chi-Square = 1400.830, P < 0.000 | | | | | |

The first factor, labeled “economic benefit” explains 39.92% of the variance with a mean of 4.06 (SD = 0.670). This factor consists of attributes that focus on the impacts of tourism on the local economy. Economic impacts are generally considered to have positive benefits for residents, such as creating new jobs for inhabitants (factor loading 0.842), resulting in the primary economic source of the localities (factor loading 0.803), stabilizing families’ income (factor loading 0.768), supporting the local tourism development in the future with revenue from tourism activities (factor loading 0.624) and improving life quality (factor loading 0.587). The second factor, labeled “cultural-social impacts”, was loaded with five variables (i.e., traditional cultures restoration (factor loading 0.839), making people feel proud of local cultures (factor loading 0.735), service quality improvement at businesses (factor loading 0.687), better security (factor loading 0.513)) explained 8.23% of the total variance and had a mean of 4.29 (SD = 0.603). The third factor, labeled “environmental effects” indicated 10.99% of the conflict with a standard of 4.02 (SD = 0.732). This factor included items related to environmental protection policies of local authorities (factor loading 0.789), well-treated waste (factor loading 0.783), better awareness of local people in protecting the environment (factor loading 0.762), and better planned local landscape (factor loading 0.675). Finally, 7.68% remaining of the variance was explained by the fourth factor, which consists of education-related attributes, being labeled “Educational Benefits” with a mean value of 3.66 (SD = 0.711) (specified in Tables 2 and 3).

Table 3. Perception on tourism development impact

| Item | Mean | SD |
|--|-------------|-------|
| Economic | 4.06 | 0.670 |
| Thanks to tourism, life quality of local people becomes better than before | 3.87 | 0.977 |
| Tourism is one of the main sources supporting the local economy | 3.99 | 0.966 |
| The household’s income is more stable after being engaged in tourism | 4.00 | 0.899 |
| Revenue from tourism partly contributes to the local tourism development | 4.15 | 0.715 |
| Tourism offers new job opportunities for local people | 4.28 | 0.687 |
| Social and Cultural | 4.29 | 0.60 |
| Tourism contributes to the restoration of local traditional cultures | 4.34 | 0.680 |
| Tourism makes people feel proud of the local cultures | 4.41 | 0.676 |
| Tourism improves service quality at businesses | 4.15 | 0.939 |

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| | | |
|---|-------------|-------|
| Thanks to tourism, the village's security is better guaranteed than before. | 4.26 | 0.808 |
| Environment | 4.02 | 0.73 |
| More environmental protection policies are conducted by the local authorities | 4.01 | 1.025 |
| Waste is better handled than before | 3.77 | 1.107 |
| People are more aware in protecting the local environment | 4.15 | 0.674 |
| The local landscape is better planned to be more beautiful and cleaner thanks to the development of tourism | 4.17 | 0.733 |
| Education | 3.66 | 0.71 |
| Local residents can be involved in foreign language classes and tourism services | 3.69 | 0.843 |
| Local residents can participate in courses on how to develop tourism products | 3.71 | 0.844 |
| Plenty of socio-cultural activities are held | 3.58 | 0.947 |

4.3. Local Residents' Perception towards Tourism Development Impacts

The local community agreed that the tourism development significantly and positively impacted the development of the areas. Among the items affected by tourism, socio-cultural is considered to have the most positive impact (mean = 4.29). These results diverge from previous research, which has shown either that economic consequences may be more critical (Brida et al., 2011; Muresan et al., 2016; Peters et al., 2018; Teye et al., 2002), or that the environmental impacts were more significant than the Cultural and Social components (Alrwajfah et al., 2019; Muresan et al., 2016). People in these areas believed that tourism has contributed to restoring local traditional cultures (mean = 4.34). A typical example is that festivals are held more regularly and on a larger scale, with many folk games to attract tourists and the restoration and performance of traditional music. By exchanging cultures with tourists, they feel much more proud of the local cultures (mean = 4.41). In terms of social factors, residents strongly agreed that tourism development improved the service quality of businesses (mean = 4.15). The findings support past studies regarding the people's perception of tourism's cultural-social impact (Muresan et al., 2016; Ramseook-Munhurrin & Naidoo, 2011). There is a significant difference in the study areas compared to other tourist destinations. The Hoi An rural security is better guaranteed than before due to tourism development (mean=4.26).

According to local people's point of view (mean = 4.06), they ultimately agreed that tourism offers more new jobs for local inhabitants (mean = 4.28), especially for the youth and women. Before tourism became developed, the main jobs of people in rural areas were agriculture, fishing, and traditional crafts. However, with the development of tourism, they have engaged in various tourism services such as accommodation, dining, souvenirs, traditional crafts experience tour, rowing basket boats, etc. As a result, the number of jobs has increased significantly. There was a mutual agreement that revenue from tourism can contribute to the local tourism development (mean = 4.15). The payment will partly be invested in new tourism products or improving facilities to promote tourism development. In addition, people agreed that their income is more stable thanks to tourism. In the past, the revenue from agriculture was relatively low and unstable because it depended heavily on weather factors. It is the same situation about the traditional craft products as they were competed by industrial products. Tourism as a support source for the local economy and the life quality improvement also received the consent of the local people with a mean of 3.99 and 3.87, respectively. These results confirm the findings of previous studies (Brida et al., 2011; Gómez, 2019; Kostalova, 2017; Muresan et al., 2016).

They agreed that the environment in which they reside receives positive impacts from tourism development (mean = 4.02). To satisfy visitors, rural areas are planned better than before (mean = 4.17), and waste disposal is better handled than before (mean = 3.77). Trash is collected regularly and classified at each locality. Take Cam Thanh village, for example; it develops the primary tourism product of rowing basket boat to visit the ecosystem of the nipa palm forest, so the river is cleaned and sanitized every day, and any actions of littering are prohibited. At Thanh Ha pottery village, the method of firing pottery from firewood is converted to gas to reduce the amount of smoke in the air. Local authorities also regularly remind local people to protect the environment and participate in the city's zero waste program (mean = 4.01); they are also more aware of environmental protection issues to satisfy tourists (mean = 4.15).

Regarding the factors affected by tourism, education is considered by the local people to obtain the minor benefits from tourism development (mean = 3.66). The factor that received the highest consent was "Residents can participate in courses on how to develop tourism products" (mean = 3.71). According to local people's responses, free courses on developing tourism products have been conducted by the local government to promote tourism development. For example, the traditional carpentry and pottery villages provide classes taught by artisans to young people how to make handicraft products. People in Tra Que vegetable village attended classes on producing organic vegetables, while Cam Thanh learned how to create souvenirs from bamboo and coconut. Local people also tended to agree with the attribute of "being able to be involved in foreign language classes and tourism services" (mean = 3.69). They stated that it was the conversation on doing tourism between the local government and its residents. The factor with the least agreement was "plenty of socio-cultural activities are taken place" (mean = 3.58). According to their comments, there were no or few other activities conducted in addition to festivals that were held on a larger scale than before.

4.4. Local Residents' Support for Future Tourism Development

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Principal component analysis was used to assess the reliability of the five variables related to community's support for future tourism development. The Barlett test of sphericity is significant (Chi-square=271.027, $p < 0.000$). The Kaiser-Meyer-Olkin (KMO) overall measure of sampling is 0.69, indicating that data are suitable for the principal component analysis. The PCA with varimax rotation of the five variables explains 56.67% of the total variance. The overall reliability of the five variables is 0.83.

This factor includes variables related to people's attitudes towards tourism development in the future, including their desire for tourism to develop more extensively in the future (factor loading = 0.772), support for the development of local infrastructure (factor loading = 0.714), a plan to manage the growth of tourism (factor loading = 0.689), local communities should become an important part in tourism development strategies (factor loading = 0.665), people's willingness to participate in tourism development plans proposed by the locality (factor loading = 0.615).

Table 4. Principal component analysis on community's support variables

| Eigenvalue | Variance % | component | Item | Factor loading | communities |
|---|------------|--|---|----------------|-------------|
| 2.61 | 56.67 | Community's supports $\alpha = 0.721$ | I hope the local tourism will develop extensively in the future | 0.801 | 0.642 |
| | | | I support the development of infrastructure for local tourism | 0.757 | 0.574 |
| | | | There should be long-term plans to manage the growth of tourism | 0.739 | 0.547 |
| | | | Local community should become an important part of tourism development strategies | 0.711 | 0.506 |
| | | | I am willing to participate in tourism development plans proposed by the local government | 0.587 | 0.345 |
| Total variance% = 56.67, KMO = 0.69, Approx. Chi-Square =271.027, P < 0.000 | | | | | |

It can be seen in Table 5 that people give their support to the local tourism development in the future (mean = 3.93). They agree that the community should become an essential part of tourism development strategies (mean = 4.34). They are willing to participate in tourism development strategies proposed by the local government (mean = 4.33). At the same time, they expect local tourism to develop extensively in the future (mean = 4.06). The new development of local infrastructure (mean = 3.84) and a long-term plan to manage the growth of tourism (mean = 3.13) received less support than the above factors.

Table 5. Residents' support for tourism development

| Item | Mean | SD |
|---|-------------|-------|
| Community's supports | 3.93 | 0.659 |
| I hope the local tourism will develop extensively in the future | 4.06 | 0.900 |
| I support the development of infrastructure for local tourism | 3.84 | 0.925 |
| There should be long-term plans to manage the growth of tourism | 3.13 | 1.420 |
| Local community should become an important part of tourism development strategies | 4.34 | 0.695 |
| I am willing to participate in tourism development plans proposed by the local government | 4.33 | 0.660 |

The results of simple correlation analysis on the support for tourism development for environmental impacts, economic benefits, socio-cultural impacts and education benefits are listed in Table 7. The environmental impact ($r = 0.167$, $p < 0.01$), socio-cultural impacts ($r = 0.248$, $p < 0.01$) and education benefits ($r = 0.282$, $p < 0.01$) were significantly correlated with support for tourism

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development. The economic benefits ($r = 0.008$, $p > 0.01$) does not have any influence on the residents' support for tourism development (Table 6).

Table 6. Correlation of each variable with the support for tourism development.

| Dependent Variable | Support Tourism Development | |
|----------------------|-----------------------------|---------|
| Independent Variable | Correlation Coefficient (r) | p-Value |
| Economy | 0.008 | 0.455 |
| Culture | 0.248** | 0.000 |
| Environment | 0.167* | 0.013 |
| Education | 0.282* | 0.000 |

* significant at 0.05; ** significant at 0.01.

The tourism support findings of previous studies indicated that the higher the personal benefits from tourism are, the more willing local people are to develop tourism in their communities (Budeanu, 2005; Johnson et al., 1994; Kostalova, 2017; Virginia & Hall, 2012). A direct link can be observed between environmental impact, social and cultural impact, education benefits, and local community support for future tourism development (Table 6). Inhabitants in rural areas in Hoi An tend to support tourism development due to the benefits they receive from tourism in culture-society, environment, and education. Meanwhile, although the economy is the factor that receives plenty of help from tourism, it is not related to people's attitude towards tourism development. This builds up a difference between the study area and studies on the same topic in other regions (Hong Pham, 2014; Muresan et al., 2016; Zhu et al., 2017).

Table 7. Results of t-test analysis of Respondents' Demographic Profile and Tourism Support

| Respondents' Demographic | | Support Tourism Development |
|---------------------------------|-----------------------|-----------------------------|
| Gender | Male | 3.96 (0.65) |
| | Female | 3.91 (0.66) |
| | p-value | 0.44 |
| Education level | Less than high school | 3.90 (0.74) |
| | More than high school | 3.96 (0.60) |
| | p-value | 0.61 |
| Length of residence | < 20 years | 4.04 (0.55) |
| | > 20 years | 3.89 (0.70) |
| | p-value | 0.12 |
| Tourism Income accounted | <50% | 3.98 (0.62) |
| | >50% | 3.89 (0.69) |
| | p-value | 0.37 |

A t-Test was carried out to examine the influence of residents' demographic profile on the support for future tourism development (Tables 7). According to the data collected, there was no difference between gender groups, education level, residence time, and income in tourism, which could be explained by how local people found that they all received benefits from tourism. There are many tourism products and services in rural areas in Hoi An that people of any age, education level, or gender may engage, so there is no difference in their support for tourism development.

4.5. Comparative Analysis of the Rural Residents' Perception towards tourism impact among areas

Rural residents' perception regarding the tourism impacts differs among the four areas ($p < 0.05$, Table 8). Thus, Scheffe's multiple-range tests were further used to explore differences between regions for each of the four tourism impacts (Table 9).

Table 8. ANOVA analysis of differences between the four villages

| Village (mean \pm SD) | | | | | |
|-------------------------|-----------------|-----------------|-----------------|-----------------|--------------------|
| Factor | Tra Que | Thanh Ha | Kim Bong | Cam Thanh | P _{value} |
| Economic | 3.64 \pm 0.71 | 4.18 \pm 0.48 | 3.35 \pm 0.65 | 4.28 \pm 0.56 | 0.000 |
| Cultural-social | 3.97 \pm 0.75 | 4.54 \pm 0.49 | 4.71 \pm 0.29 | 4.30 \pm 0.54 | 0.000 |
| Environment | 4.05 \pm 0.54 | 4.37 \pm 0.46 | 3.88 \pm 0.65 | 3.95 \pm 0.83 | 0.012 |
| Education | 3.46 \pm 0.75 | 3.99 \pm 0.45 | 3.85 \pm 0.29 | 3.63 \pm 0.76 | 0.03 |

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Cam Thanh's residents are the most satisfied with the economic benefits (mean=4.28), as indicated by the mean values in Table 8. Thanh Ha is in second place with a mean of 4.18. The remaining positions are Tra Que village (mean = 3.64) and Kim Bong village (mean = 3.35), respectively. The explanation for this is that although Cam Thanh tourism was developed later, it is the most attractive tourist destination. Therefore, the economic value they receive from tourism is notably high. Significantly, the revenue from tourism such as rowing baskets or food and beverage service brings them much higher income than in the past from agriculture and fisheries.

Regarding the factor of benefits from culture – society, people in Kim Bong carpentry village and Thanh Ha pottery village indicated a higher appreciation than the other two areas. This difference is because local authorities provide more policies to restore traditional values such as festivals, customs, and habits of craft villages when tourism is developed. The positive impacts of tourism on the environment received the most agreement from residents in Thanh Ha pottery village. According to their responses, the landscape of the craft village has changed thanks to tourism significantly. In addition, the local government has supported people with gas kilns instead of the previous charcoal kilns, which has dramatically reduced the amount of smoke generated by charcoal in the air. Tra Que people came out with the second-highest level of agreement. They believed that the organic method of growing vegetables for tourism helped improve the soil environment and air quality to be better compared to the old process. Thanh Ha is also the area with the highest agreement on education benefits (mean = 3.99). The reason for this difference is that in addition to the general training sessions on developing tourism like other localities, there are classes taught by skillful artisans for the younger generation on how to create handicraft products serving tourism and export activities.

4. CONCLUSION

Tourism is considered to have created many opportunities for the development of rural areas. Therefore, this research aims to analyze the impacts of tourism by assessing the perception of local people in rural areas in Hoi An city and their support for tourism development in the future.

The quantitative method was employed in this study, and a three-part questionnaire was sent to local people. The first part is to investigate the demographics of the respondents, the second part involves the local people's assessment of tourism impacts, and the third part covers their support for tourism development.

The research findings indicate that people consider tourism exerting positive impacts on local development. There is a difference from similar studies in many other areas. The social-cultural factor has been considered to benefit the most from tourism development in rural areas of Hoi An. Especially the restoration of traditional cultural values, cultural exchange, and local culture promotion to tourists have gained the highest appreciation. Showing a similarity to other areas, the economy in studied areas has gained many benefits from tourism development, of which "tourism for the creation of a large number of new jobs" is most appreciated by local people. Likewise, positive impacts are exerted on the environment; in particular, people strongly agree that tourism has given rural landscapes a more appealing appearance, and people have become more aware of protecting the surrounding living environment. Despite being less beneficial from tourism than other aspects, education in rural areas of Hoi an is also under positive impacts of tourism development.

Considering the brought-about benefits, people in rural areas of Hoi A support tourism. They want to participate in tourism development strategies of the localities in the future. Socio-cultural, environmental and educational benefits are found to positively correlate with people's support for tourism development, which makes this study stand out from studies on the same topic in other areas. Findings also indicate no difference in demographic factors supporting tourism development, which shows that people feel equal in benefiting from tourism and all want tourism to further develop in the future. The article also points out that the benefits from tourism in different rural areas of Hoi An are not the same. Thanh Ha residents benefited from tourism, except for the economic aspect being in the second place after Cam Thanh.

Practically, the findings from this research will provide an understanding of residents' perceptions toward tourism impacts to determine the optimal level of planning and development policies for tourism development. Hence, the results of this study can be valuable to local planners, policymakers, business operators, and tourism promoters in considering the real concerns and issues of the type, size, and complexity of tourism development to ensure appropriate policies and actions are put place.

Theoretically, the results of this study may add to a cumulative development of knowledge in tourism research, not only in Vietnam. In the case of Vietnam in general and in Hoian in particular, where research about it is lacking, this research may pave the way for future studies to understand further the issues related to tourism impacts and tourism development.

The drawback of this research is to leave out the recommendations and solutions to enhance the benefits from tourism to the local community. The reason comes down to the diversity of resources and tourism products in rural areas of Hoi An; in addition, time and budget constraints also take a toll.

Future studies need to engage other stakeholders in tourism, such as local authorities, enterprises, and tourists, to provide a comprehensive overview of tourism impacts on the areas. Besides, other factors such as tourists' levels of satisfaction with local tourism products or their needs and levels of support from businesses are of necessity and significance to the development of tourism in the future. Studies also need to get a deeper insight into the distinctive features of each rural area's natural resources and tourism

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development situations to provide additional specific information to analyze research findings. By doing that, appropriate solutions can be put forward to promote local tourism development.

ACKNOWLEDGEMENTS: This research is funded by The Vietnamese Ministry of Education and Training under project number B2019-DNA-12.

Conflicts of Interest: The authors declare no conflict of interest.

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