

Factors Affecting Responsible Tourism Development in Phu Quoc City, Kien Giang Province

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Abstract: Responsible tourism will be the mainstream for the future tourism industry with the aim of using tourism to create economic, social and environmental sustainability in the destination. This study was conducted to provide arguments for Phu Quoc city, Kien Giang province in developing responsible tourism. The main data of the study were provided by 160 visitors through a questionnaire survey and analyzed in the form of descriptive statistics, scale reliability, exploratory factors and multivariable linear regression. The research results show that there are 6 factors affecting the development of responsible tourism in Phu Quoc city in descending order: (1) responsible communication in tourism, (2) organization management in tourism responsible catering, (3) responsible accommodation operation, (4) responsible community action in tourism (5) tourism management and (6) responsible tourism product development. This study not only complements the theory and practice of responsible tourism but also serves as a basis for Phu Quoc city to come up with solutions to develop more responsible local tourism in the future.

Keywords: tourism; responsible travel; Phu Quoc city; Kien Giang Province

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1. Introduction

Tourism is one of the major economic sectors and has a fast growth rate in the economic sectors of humankind. The development of the tourism industry makes an important contribution to creating jobs, bringing income to the country localities and people, encouraging people to protect natural resources, environment, and culture. they can replace traditional economic sectors that depend on, exploit and use a lot of resources, cause environmental pollution in the role of generating foreign currency, reducing poverty and developing sustainable regions and localities. However, besides the positive effects, in the process of development, tourism also causes many negative impacts on tourist destinations. Moreover, according to Spencely (2008), tourism can only reach its full potential if it developed in a responsible state.

Therefore, in recent decades, many countries have attached great importance to approaching and practicing development

methods, in order to optimize positive impacts and minimize adverse effects from the development of tourism for many stakeholders, towards sustainable economic, social, cultural and environmental development in the destination. "Using tourism to create the best places for people" better places to live and places for people to visit" (Goodwin, & Font, 2012, p.5) – That is responsible tourism.

In recent decades, responsible tourism has received global attention (Spencely, 2008), because good tourism practices can reduce negative impacts and increase positive impacts poles of tourism (Esrt program, 2013). Distribute benefits fairly to local people as well as contribute to the protection of nature and culture (Fennell, 2008). Enhance visitor satisfaction and loyalty (Goodwin, 2005). Create competitive advantage for tourist destination (Camilleri, 2016), promote the sustainable development of tourism

activities and improve the quality of life of the people (Mathew, & Sreejesh, 2017). Around the world, early research on responsible tourism took place in the last decade of the twentieth century. By the first decade of the twenty-first century, responsible tourism has received more attention in academia as many related scientific articles have been published. In the second decade of the 21st century, the number of research works on responsible tourism is more diverse and richer than in previous decades. Some prominent scholars in the field of responsible tourism research such as Spencely (2008), "Responsible Tourism"; Goodwin and Font (2012), "Evolution in Responsible Tourism"; Leslie (2012), "Responsible Tourism: Perception, Theory and Practice"; Manante et al (2014), "Responsible Tourism and Corporate Social Responsibility". These works have made significant contributions to the theory and practice of responsible tourism. In Vietnam, to date, there have not been many types of research on responsible tourism and studies have mainly focused on public awareness (Le, 2017, "Local community perception on responsible tourism". in Sam Son"), of young people (Pham, 2019, "Survey on young people's perception of responsible behavior principles at destinations"), of tourists (Nguyen, 2017, "Research on tourists' perception responsible tourism visitors in Hue city") on responsible tourism.

Recognizing the important role of tourism in the development of many local areas, the People's Committee of Phu Quoc city (2020) has determined, by 2030, to strive to turn tourism into an economic sector. the spearhead of the district. The view and goal of tourism development in Phu Quoc city in the coming time are fast and sustainable; creating eco-friendly and highly competitive tourism products; creating jobs and raising incomes for

people; ensuring social order and safety; keeping the landscape intact; protecting natural resources and environment; increase business efficiency; increase attractiveness to tourists. To be consistent with the viewpoint and achieve the above goals Phu Quoc city needs to develop tourism in a responsible direction.

The main objective of this study is to analyse the factors that influence the responsible tourism development of the city of Phu Quoc through the perceptions of visitors. The research results can help the locality to more accurately identify the situation of responsible tourism development and implement solutions to promote responsible tourism development in Phu Quoc city in accordance with the views and goals tourism development target set by the People's Committee of Phu Quoc city.

2. Objects and research methods

2.1. Research subjects

Responsible tourism is not a tourism product or brand but an approach to tourism management and practice that preserves the natural, cultural and social environment of a destination, generates business viable business, optimal benefit distribution to a wide range of stakeholders, delivers direct economic benefits to local communities, and providing a high-quality tourism experience for visitors. To clarify some of the above, the object of the research is responsible tourism development (responsible tourism product development, responsible communication in tourism, community actions with responsible, responsible lodging operation, and responsible catering operations).

2.2. Theoretical foundations and research models

From the basis of research theories of responsible tourism product development Porter (1990) and empirical studies on

factors affecting tourists' responsible tourism products, the author conducts build the initial linear regression model with the dependent variable being Responsible tourism product development of tourists and independent variables inherited from the model Dwyer and Kim (2003); Drita et al (2011); Blazeska et al (2018); Jordi Datzira Masip (2012); Vietnam Institute of Sustainable Tourism (2012); Vesna et al (2011); Vietnam Tourism Law 2017; Pham Trung Luong (2007).

Determining the elements of responsible tourism product development has always been of interest to researchers, tourism managers/operators in order to create product competition among destinations. As mentioned above, previous studies by domestic and foreign authors have revealed a series of factors that are believed to be related to responsible tourism product development, specifically: These can be elements belonging to Core Elements (natural and cultural tourism resources), Formative factors (Tourism services), Complementary factors (Tourism infrastructure & technical facilities). , human resources, responsible tourism policies and products)

Along with the concept of responsible tourism development, tourists also include two elements of attitude and behavior (Marzo Navado et al., 2005). The tourist's

sense of responsibility is not limited to the period of sightseeing in Ho Chi Minh City. Phu Quoc is also very important to tourism organizations and local governments. Therefore, tourists can be involved in the pre-and post-tour process.

According to statistics in the study of Tourists' perception of responsible tourism in Hue city, (Russia, 2018) shows that 39.33% of tourists have never heard of the concept of responsible tourism and 44.67% of tourists have heard of Responsible Tourism but do not understand exactly what is called responsible tourism. Only 16.67% of tourists have a real understanding of responsible tourism. From that show, responsible tourism is still unfamiliar to tourists and tourists do not have much understanding of this issue

Based on the aspects reflecting the development of responsible tourism mentioned above, we propose a model to study the factors affecting the development of responsible such as:

; (1) Responsible communication in tourism, (2) Organization management in tourism responsible catering (OMC), (3) Responsible accommodation operation (RAO), (4) Responsible community action in tourism (RCA)(5) Tourism management and (6) Responsible tourism product development (RTD).

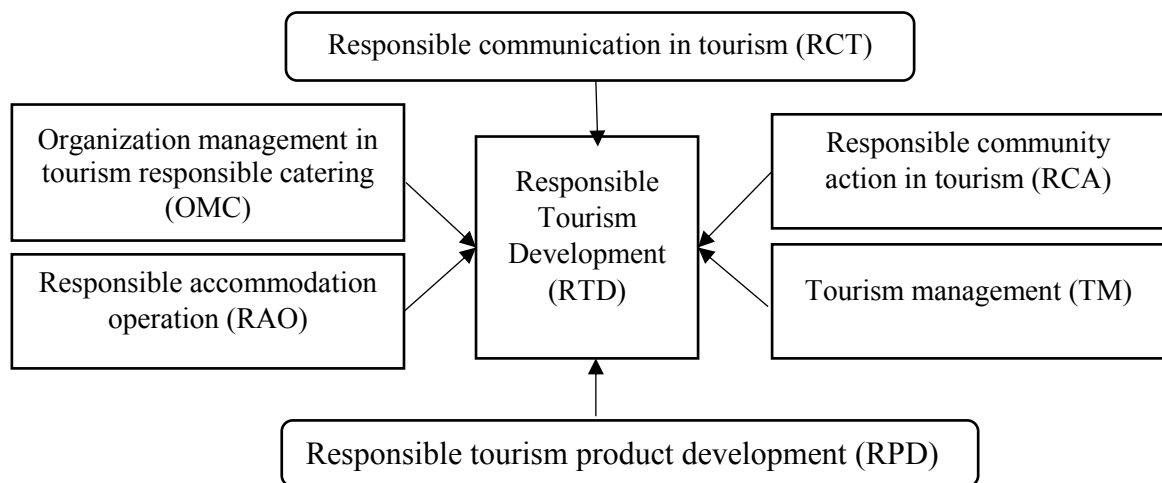


Figure 1. Proposed research model

Table 1. Interpretation of the research model

Scales	Observable variable
Responsible Communication in Tourism (RCT .)	- The attraction of the tourist destination is true to the advertised information
	- Can improve understanding of tourist destination through information boards, brochures, leaflets
	- There are propaganda activities to protect tourism resources
	- There are propaganda activities to protect the tourism environment
	- There are propaganda activities to ensure security and order
Responsible Community Action in Tourism (RCA)	- Receptionist to serve responsibly
	- Responsible service salesperson
	- Responsible service tour guide staff
	- Responsible food service staff
Responsible Accommodation Operation (RAO)	- There are ways to encourage water conservation
	- There are ways to encourage energy saving
	- There are ways to encourage hygiene and protect the environment
Tourism Management (TM)	- The specialized management team ensures the quantity and quality to meet the requirements of tourism development
	- The management team by territory specializes in tourism to ensure the quantity and quality to meet the requirements of tourism development
	-The specific tourism management regulations at the destination are fully developed and issued to meet the requirements of tourism development.
	- Minimize negative economic, environmental and social impacts; quality of marine environment and tourist landscape

Responsible Tourism Product Development (RPD)	-Types of eco-friendly local tourism
	- Types of tourism that bring many benefits to the local community
	- Types of local tourism that meet tourism needs
Responsible catering operations	- The premises of the dining establishment are clean
	- Ensure food hygiene and safety
	- Ensure order and safety
Responsible Tourism Development (RTD)	- A destination's vision reflects the values of those who care about travel
	- The vision of the destination reflects the values of its residents
	- There exists a long-term vision for the development of tourism
	- Make an active contribution to the conservation of natural and cultural heritage and maintenance of the world's diversity

Source: Author's design, 2022

2.3. Research hypothesis

H1: *Responsible communication in tourism has a positive influence on tourists and responsible tourism product development in Phu Quoc City*

H2: *Responsible Community Action in Tourism has a positive influence on tourists and responsible tourism product development in Phu Quoc City*

H3: *Responsible Accommodation Operation has a positive influence on tourists and responsible tourism product development in Phu Quoc City*

H4: *Tourism Management has a positive influence on tourists and responsible tourism product development in Phu Quoc City*

H5: *Responsible Tourism Product Development has a positive influence on tourists and responsible tourism product development in Phu Quoc City*

H6: *Responsible catering operations have a positive influence on tourists and responsible tourism product development in*

Phu Quoc City

3. Research Methods

A set of methods used in this study are as follows:

• ***Survey method by questionnaire and data analysis***

The survey method by questionnaire was used to collect information related to demographic characteristics, tourist behaviour, perception of the development of responsible tourism and tourists' recommendations. Accordingly, 295 tourists visiting Kien Hai were interviewed from July 25, 2022, to August 10, 2022. After collecting the questionnaire and re-checking, we removed 19 questionnaires with a lot of missing information, answered mainly at one rating level and the respondents were over 18 years old. As a result, 276 satisfactory questionnaires were used for the research. The general information about the study sample is as follows (see Table 2)

**Table 2: Statistics on travelers participating in the survey
(Source: Analysis according to SSPSS 23.0)**

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	119	43.1	43.1	43.1

	Female	157	56.9	56.9	100.0
	Total	276	100.0	100.0	

Year old					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>= 18 < 30	55	19.9	19.9	19.9
	>=30 - < 40	100	36.2	36.2	56.2
	>=40 - < 50	87	31.5	31.5	87.7
	>= 50	34	12.3	12.3	100.0
	Total	276	100.0	100.0	

Education/professional					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	54	19.6	19.6	19.6
	College	105	38.0	38.0	57.6
	University	117	42.4	42.4	100.0
	Total	276	100.0	100.0	

Data from the questionnaire were analyzed using SPSS 23.0 software with descriptive statistical analysis techniques, scale reliability, exploratory factors and multivariable linear regression.

• Field observation method

Researching tourism in general and responsible tourism in particular in a destination cannot be complete without field observations. Using this method, it helps us to have an overview of tourism activities in the study area. While interviewing tourists, we combined with activities to visit the tourist route system and learn some issues related to the tourism

development responsible calendar in Phu Quoc city.

• Methods of collecting and processing documents

For this study, literature or secondary data plays an important role. Using the document, we get the theory of the problem to be implemented and the basis for developing the research model. In addition, to have a local understanding, it is indispensable to consult the literature. The types of materials we use for research include books, scientific articles, and statistics. To obtain information from documents, we use analysis and synthesis techniques.

Table 2 - Cronbach's Alpha test results before EFA analysis
(Source: Compiled by the authors)

Scales	Number of observed variables	Cronbach's Alpha	Cronbach's Alpha if Item Deleted
Responsible communication in tourism	5	0,854	0,562
Organization management in tourism responsible catering	5	0,899	0,647
Responsible accommodation operation	4	0,807	0,549
Responsible community action in tourism	5	0,850	0,539
Tourism management	5	0,890	0,647

Responsible tourism product development	5	0,839	0,52
Responsible Tourism Development	4	0,693	0,417

Evaluation of the scale: First, the scales will be preliminarily evaluated through two methods: Cronbach's Alpha reliability coefficient and the exploratory factor analysis (EFA). Next, the scales were tested using confirmatory factor analysis (CFA).

- Theoretical model testing: Along with confirmatory factor analysis (CFA), model testing has been carried out through AMOS 23 linear structural analysis software.

In the multiple regression model, we have the additional hypothesis that the independent variables are not completely correlated with each other. Thus, when estimating the multiple regression model, this assumption must be tested by testing the phenomenon of multicollinearity.

Results

The analysis results for Cronbach's Alpha reliability coefficient of the scale are $0.856 > 0.7$. At the same time, all six observed variables have a total correlation of > 0.3 . Thus, the obtained results meet the reliability criteria.

Exploratory Factor Analysis (EFA)

The factor extraction method used in this analysis is Principal Axis Factoring with Promax rotation. Criteria for accepting measured variables when the total variance extracted is equal to or greater than 50%, the KMO is greater than 0.5 and the variables must weigh 0.4 or more (Gerbing & Anderson, 1988). The EFA analysis in Table 2 shows that the results of the

selection of 29 observed variables have factor loading coefficients larger than the allowed standard. As a result, there are 06 factors extracted at an Eigenvalue of 1.542, and the total variance extracted is 68.151, which means it can explain 68.151% of the variation of the data, the KMO coefficient = 0.754 is quite high.

Confirmatory factor analysis (CFA)

CFA results of the responsible tourism product development scale, the weights of the observed variables all meet the allowable standards (≥ 0.5) and the statistical significance of the p-values is equal to 0.000. Thus, it can be concluded that the observed variables used to measure 6 components of the scale of responsible tourism product development have convergent values. CFA shows that the model has 120 degrees of freedom, chi-square test value = 218.268 with p-value = 0.000, but chi-square/df = 1.819 meets the requirements < 2 and the model index is suitable with market data (GFI = 0.920, TLI = 0.939, CFI = 0.952 and RMSEA = 0.055). The correlation coefficient between the components with the accompanying standard deviation shows us that these coefficients are all less than 1 (statistically significant). Therefore, the factors all have different values. This result shows that the components of the scale of tourism product development are satisfactory in terms of value and reliability.

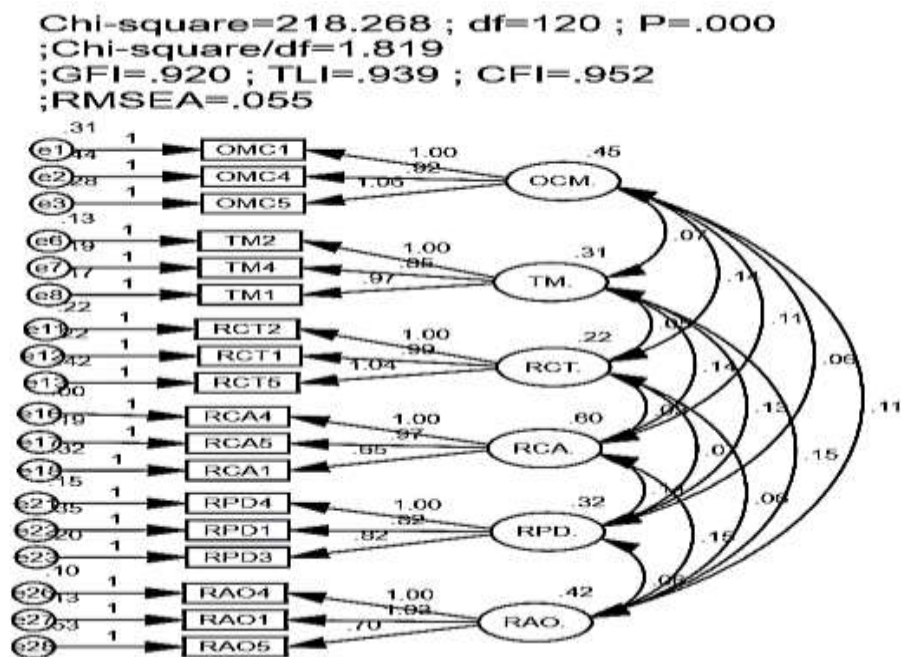


Figure 2 - Model structure after final calibration in CFA
(Source: Analysis in SPSS Amos 23.0)

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
OCM	<-->	TM	.074	.028	2.651	.008	
OCM	<-->	RCT	.137	.029	4.742	***	
OCM	<-->	RCA	.109	.036	3.020	.003	
OCM	<-->	RPD	.057	.029	1.947	.051	
OCM	<-->	RAO	.105	.032	3.273	.001	
TM	<-->	RCT	.054	.021	2.586	.010	
TM	<-->	RCA	.140	.030	4.663	***	
TM	<-->	RPD	.127	.025	4.998	***	
TM	<-->	RAO	.150	.028	5.449	***	
RCT	<-->	RCA	.032	.026	1.217	.224	
RCT	<-->	RPD	.067	.022	3.006	.003	
RCT	<-->	RAO	.058	.024	2.440	.015	
RCA	<-->	RPD	.136	.031	4.344	***	
RCA	<-->	RAO	.146	.034	4.358	***	
RPD	<-->	RAO	.063	.027	2.368	.018	

(Source: Analysis in SPSS Amos 23.0)

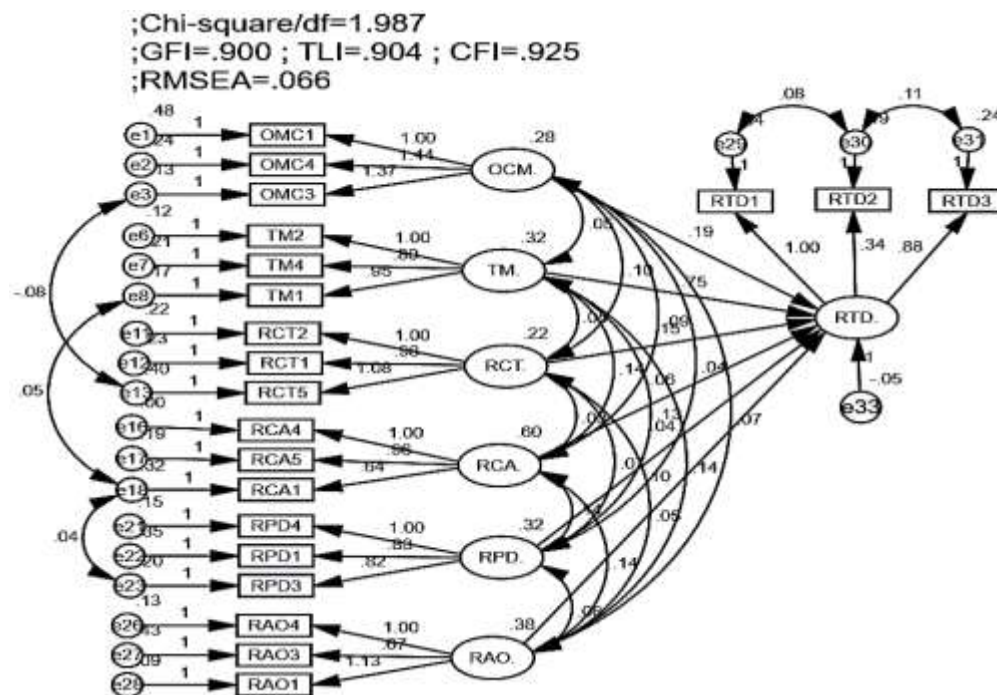


Figure 3. The model structure after final calibration in SEM
(Source: Analysis in SPSS Amos 23.0)

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
RTD	<---	OCM	.188	.057	3.277	.001	YES
RTD	<---	TM	.747	.075	9.919	***	YES
RTD	<---	RCA	-.061	.034	-1.812	.070	NO
RTD	<---	RPD	.045	.055	.816	.415	NO
RTD	<---	RAO	.095	.046	2.071	.038	YES
RTD	<---	RCT	.146	.070	2.074	.038	YES

(Source: Analysis in SPSS Amos 23.0)

Discuss

Communication plays a very important role in the development of responsible tourism because it can provide information about the destination to many stakeholders, and at the same time educate and change the attitudes of the community. Visitors benefit the resources, environment and society of the destination (Esrt program, 2013). Over the past time, Phu Quoc city has carried out some communicating activities to protect natural resources, and the environment and ensure local security and order, such as setting up information boards at tourist destinations and reporting on news on the radio. Typical propaganda messages such as "keep the beach and sea water clean and do not litter, throw garbage indiscriminately, collect and

dispose of garbage in the right place", and "do not light fires in dry forests that are flammable around the beach". "Must not catch seafood, anchor fishing vehicles and water transport mean in the beach area". "Must not do things contrary to the fine customs and traditions of Vietnamese ethnic groups at beaches". "People with cardiovascular and mental diseases, drunk people are not allowed to swim in the sea". "Children under 13 years old and people who can't swim in the beach must wear swimwear. "Buoys, have a watchman and should not swim too far", "visitors should not swim alone in beach areas with few people", "please keep the forest clean - green". "Do not sell street food in the resort area" tourism", "let's join hands to protect the sea and the island environment",

"snorkel to see corals, do not break the pick. If you break the pick, you will be fined 5,000,000 VND by the State", "wear a life jacket when you go sightseeing" marine calendar", "use plastic, bags iron is harmful to the health of organisms". Meanwhile, the locality has not been interested in providing information about tourist destinations to tourists through explanation boards, brochures, and leaflets.

In tourism, food service is an indispensable part of the destination and is always an important factor in the socio-economic development strategy of each country and locality because this is the field that attracts many tourists. Labour and initial investment costs are quite low compared to many other fields. With its strengths, the food service industry has become a viable livelihood option for a large part of the population. For catering establishments that serve tourists, responsible management means that the establishment both provides value to customers and adheres to ethical standards during the processing and supply of food and drinks as well as ensuring sustainability in our daily business activities. Core elements for responsible catering operations are ensuring a safe and secure environment, good hygiene practices, and ensuring food safety (Esrt program, 2013). In Phu Quoc City, catering establishments for tourists are distributed mainly on both sides of the wharf (Lai Son, An Son), on beautiful beaches and on the sea (cage fish farming area). According to the evaluation of visitors (Table 4), the dining establishment in Phu Quoc City has performed well in environmental hygiene, ensuring food hygiene and safety and order and safety.

It is important for the community to act

responsibly in tourism because it helps the locality to meet its needs, improve visitor satisfaction, and at the same time aims to delicately promote the culture, and ways of doing things in local tourism. Some aspects of responsible community action in tourism are the service behaviour of the staff (Esrt program, 2013). According to visitors' feedback (Table 4), staff at the reception, sales, tour guides, and food establishments serve them responsibly.

Responsible tourism product development is a core requirement for responsible tourism development because responsible tourism products not only meet the needs of visitors, and bring direct economic benefits community but also have a less negative impact on society, culture and environment in the destination (Esrt program, 2013).

Currently, Phu Quoc city has developed tourism products such as sightseeing, exploring beaches, fishing rafts, mountains and forests, landscapes, worship facilities, people's livelihoods; climbing; going to the beach; sailing/shipping at sea; diving and see coral; go fishing; squid fishing; catch urchin; seafood cuisine. To carry out these activities, visitors must rent motorbikes or boats/boats from people and businesses.

• Test the theoretical model by Bootstrap method

The Bootstrap method is implemented with a repeated sample count of $N = 1000$ times. Estimates from N samples are averaged, and this value tends to be close to the population estimate. The difference between the mean of the estimates from Bootstrap and the original estimates is called the bias. The results of parameter estimation by Bootstrap are shown in Table

Table 5 - Results estimated by means of bootstrap, N = 1000
((Source: Analysis in SPSS Amos 23.0))

Parameter			SE	SE-SE	Mean	Bias	SE-Bias	CR
RTD	<---	OCM	0.078	0.002	0.18	-0.009	0.002	-0.22
RTD	<---	TM	0.133	0.003	0.726	-0.021	0.004	-0.19
RTD	<---	RCA	0.077	0.002	-0.06	-0.001	0.002	-2.00
RTD	<---	RPD	0.103	0.002	0.046	-0.001	0.002	-2.00
RTD	<---	RAO	0.091	0.002	0.109	0.013	0.003	0.23
RTD	<---	RCT	0.105	0.002	0.152	0.006	0.003	0.50

4. Conclusions and recommendations

Responsible tourism development is the future trend of the tourism industry to achieve economic, social and environmental sustainability goals in the destination. Although Phu Quoc city has a lot of potential for tourism, it is inherently an island with many limitations (lack of electricity and fresh water, difficult waste treatment, and vulnerable ecosystems due to tourism impacts. Seafood resources are increasingly depleted, people's livelihoods are limited, vulnerable to the impacts of climate change and sea level rise) belong to the Kien Giang world biosphere reserve. Therefore, Phu Quoc city urgently needs to develop tourism in a responsible direction.

There are 6 factors affecting the development of responsible tourism in Phu Quoc city in decreasing order of impact, which are responsible communication in tourism, responsible restaurant operation, and restaurant operation. Responsible accommodation, responsible community action in tourism and responsible tourism product development, are two factors that are not statistically significant, showing that Phu Quoc needs to pay attention to improving these factors is better. Up to now, Phu Quoc city has performed well in the above aspects. However, providing information about destinations to tourists and encouraging tourists to use fresh water sparingly is still open. Food service staff in some tourist spots/areas lacks responsibility in ensuring the rights and reputation of tourists; tourism products have not really met the needs of tourists. Some tourism

products, if not well organized, can be harmful to natural resources and the environment.

In the coming time to develop responsible tourism in Phu Quoc City, the locality needs to establish a tourist information centre and set up a table introducing tourist attractions. There are ways to encourage tourists to use fresh water sparingly. Inspect and request food and beverage establishments specializing in serving tourists to list service prices, commit to selling at the right prices and manage employee behaviour. Develop more tourism products but pay attention to the impact of resources, landscape and environment. Encourage visitors to release fish, squid, and urchins back into the environment after catching rather than letting them die or consume them; encourage visitors not to harm corals; better segregation, collection and treatment of waste.

The limitations of this study are the lack of views of international tourists (there were no international visitors to Phu Quoc City during our study period) and the scales do not fully cover the research problem. In the future, there should be more studies on this topic in different destinations to test the reliability of the research and survey both domestic and international tourists as well as expand the research model necessary.

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