

PERCEPTIONS ABOUT TOURISM IMPACTS BY RESIDENTS IN CAM THANH COMMUNE, HOI AN CITY, QUANG NAM PROVINCE

Received:

20 – 06 – 2019

Accepted:

07 – 09 – 2019

<http://jshe.ued.udn.vn/>

Ngo Thi Huong^{a*}, Pham Thi Lam^a, Tang Chanh Tin^a

Abstract: Tourism has become a leading economic sector of many countries and localities thanks to the benefits it brings back. However, tourism has also had negative impacts on the culture and the environment of destinations. After more than five years since its establishment, Cam Thanh commune has obtained many remarkable achievements, becoming a typical example for successful community-based tourism in Vietnam. Nevertheless, like many other localities, Cam Thanh still has certain limitations concerning tourism. This article is aimed at evaluating the impacts of tourism based on residents' perceptions and their support for tourism development in the future. The research results indicate that tourism has brought significant benefits to the locals, and the residents are willing to participate in activities related to tourism development in the coming time.

Key words: tourism impact; community-based tourism; sustainable tourism development; tourism benefit; Cam Thanh tourism.

1. Introduction

The World Tourism Organization (2002) points out that community-based tourism development in certain areas might become a fundamental tool in the economic development of and the reduction of poverty. It has been possible to create businesses selling goods and services by means of the area's own cultural and environmental resources, opportunities for job, especially for women and young people (López-guzmán & Sánchez-cañizares, 2011).

Cam Thanh is one of the most popular destinations for tourists visiting Quang Nam Province. Cam Thanh has a unique and scenic mangrove ecosystem located near Hoi An Heritage City, and this area is developing community-based ecotourism based on a water coconuts

tourism have been generating great economic benefits and employment; however, this tourist destination has also encountered some unsustainable developing issues over recent years.

There are several researches related to Cam Thanh tourism, such as the potential of Cam Thanh community-based ecotourism (Lam, 2017), assessing the sustainability of Cam Thanh tourism (Huong, 2018); however, little is known about the local residents' perceptions of tourism, which is commonly known to be vital for the success of tourism. Although there appears to be a substantial research on tourism activities in Cam Thanh, no published research has, up to now, dealt with the residents' perceptions of the impacts of tourism and the locals' support for tourism development in Cam Thanh. Hence, it is necessary for this study to conduct a systematic analysis of these aspects among the Cam Thanh residents. The results can help local authorities, planners, community decision-makers, tour-operators, and tourism promoters to identify real concerns and issues in order to implement appropriate and effective policies and actions in the area, thus optimizing the benefits and minimizing the problems associated with tourism.

^aThe University of Danang - University of Science and Education

*Corresponding author

Ngo Thi Huong

Email: nthuong@ued.udn.vn

system and traditional craft villages. Cam Thanh tourism activities, such as exploring the water coconut forest ecosystem and learning about the daily life of Vietnamese, have attracted a number of tourists annually. It is clear that Cam Thanh community-based

2. Literature review and methodology

2.1. Literature review

Tourism impact is a topic attracting attention of many tourism researchers (Ko & Stewart, 2002). Tourism has become a common strategy used to develop the economy by a lot of countries as well as areas in the world due to its benefits such as improvements to the local income and rising opportunities for works. Although increased profits are one of the most common and well-known impacts of tourism to the general public, tourism is known to have other impacts (Almeida & Balbuena & Cortés, 2015). The impacts of tourism can be divided into three main categories: economic, socio-cultural, and environmental (Andereck, Valentine, Knopf & Vogt, 2005). Although there are three defined categories, benefits may fall into more than one of the categories in different places. In addition, there is increasing evidence that tourism can have both positive and negative outcomes (Lankford & Howard, 1994), including the potential link between a high number of tourists, for instance the loss of cultural identity, and the hypothetical degradation of natural resources (Teye et al., 2002). For that reason, the residents' support is essential for sustainable tourism growth (Chen, 2001; Ramchander, 2004). Because the positive attitude of residents is essential for visitor satisfaction and repeat visitation, determining local residents' perception of tourism development and its impacts plays a vital role in the future success of a destination (Andriotis, 2005; Yoon, Gursoy, & Chen, 2001).

Many researchers of this topic have studied residents' attitudes toward and their perceptions of the impacts of tourism development, with the justification that the findings would be critical to tourism planning and management (Allen et al., 1993; Fredline & Faulkner, 2000).

Thanks to its unique resources, Cam Thanh has become a popular tourist destination verified by the increase in the number of visitors. This article examines the developing status of tourism and the factors affecting sustainable tourism in Cam Thanh based on residents' perceptions.

2.2. Methodology

This study used the survey questionnaire method for data collection.

The questionnaire consisted of 28 items, followed by a five-point Likert scale for the respondents' opinions (1 = strongly disagree, 2 = disagree, 3 = undecided/ neutral, 4 = agree, 5 = strongly agree). These items measured the residents' perceptions of tourism impacts and their support for tourism development in Cam Thanh.

To carry out this research, an empirical study in three villages, namely Thanh Dong, Thanh Tam Dong, and Van Lang was implemented. In this study, we have tried to determine the local community's perception of tourism impacts. The research's subjects were residents in the above areas. The study was carried out by means of randomized sampling. Population distribution was taken into account. The fieldwork was carried out between March and April 2019.

Thanh Dong, Thanh Tam Dong, and Van Lang are three areas with the most crowded populations joining tourism services. The total number of population is 3,230 residents; hence, it was decided that the representative sample size would comprise approximately 300 - 320 residents, or equal to 10% of the total population of the study area (Krejcie & Morgan, 1970, cited in Jennings, 2001: 148). A combination of systematic and stratified random sampling approaches was employed for the samples selected. Therefore, 100 households in each village were approached to participate in this study, after which they were sent the survey questionnaires. In this manner, a total of 300 households were contacted, with 288 individuals agreeing to participate; this indicates a response rate of 96.16%. Most of the questionnaires were completed in the presence of the survey teams. The returned questionnaires with missing data were eliminated from the analysis because any statistical result based on a data set with missing values would be biased to the extent that the variables included in the analysis are influenced by the missing data process. Following this elimination process, a total of 256 response questionnaires with complete data were retained for the analysis, which indicates a response rate of 85.3%.

Our instrument of research was a structured and closed questionnaire made up of three sections:

Section 1. Socio-demographic profile of the surveyed group.

Section 2. Analysis of the community's perception of tourism impacts.

Section 3. Support for tourism development.

After the data collection, the next step was to analyze them utilizing the Statistical Package for the Social Sciences (SPSS) version 21. Descriptive statistics summarize the respondents' socio-demographic characteristics as well as the items adapted to measure their perceptions of tourism, evaluation of tourism impacts.

3. Results

3.1. Assessing the tourism impacts

Table 2 presents the responses to the perception-related statements. The survey questionnaire was divided into seven sub-sections, based on three aspects of tourism impacts, which are positive/negative economic impacts, positive/negative socio-cultural impacts, positive/negative environmental impacts, and community's support for tourism development.

Table 2. Tourism perception items and composite scales

Items	Scales					Mean
	1	2	3	4	5	
<i>Positive economic impacts</i>						
Tourism has improved employment opportunities and standard of living has increased considerably.	0	0	0	47.6	52.4	4.52
Tourism has attracted more investment to my community.	1.0	26.9	17.5	36.4	18.2	3.44
The quality of public services in the village is now better due to tourism investment.	0	5.2	23.8	52.1	18.9	3.85
Tourism creates new business opportunities for local residents.	0	0	3.1	72.4	24.5	4.21
<i>Negative economic impacts</i>						
Tourism income generated in the area goes to outside organizations and individuals.	0.3	67.1	19.2	8.0	5.2	2.51
Income from tourism benefits only a few people in this community.	2.8	88.1	4.2	3.5	1.4	2.13
The prices of many goods and services in the community have increased because of tourism.	0.3	43.7	40.9	11.9	3.1	2.74
Real estate prices in the community have increased because of tourism.	0	2.4	4.9	62.9	29.7	4.20
Seasonal tourism has created high-risk, under- or unemployment issues.	1.4	12.9	8.0	46.5	31.1	3.93
<i>Positive socio-cultural impacts</i>						
Tourism has improved the quality of products and services of tourism infrastructure such as roads, transportation systems, restaurants, shops, and guest-houses in the area.	0	3.1	9.1	66.8	21.0	4.06
Tourism has increased residents' pride in the local culture of the community.	0	0.3	53.5	33.9	12.2	3.58
Tourism encourages a wide variety of cultural activities such as crafts, art, and music in the community.	0.7	1.4	29.7	54.2	14.0	3.79
Tourism has resulted in greater cultural exchange between tourists and residents.	0	2.4	19.6	68.9	9.1	3.85

Owing to tourism development, local people now have more recreational opportunities.	0.3	67.8	7.0	15.0	9.8	2.66
<i>Negative socio-cultural impacts</i>						
Local residents have suffered by living in a tourism destination area.	0.3	78.3	16.4	4.2	0.7	2.27
Tourism damages local culture.	2.1	80.8	16.1	1.0	0	2.16
It is becoming increasingly difficult to find a quiet place for recreation around here because of tourists.	0.3	33.2	18.9	44.8	2.8	3.16
Tourism contributes to social problems such as crime, drug use, prostitution, alcoholism, gambling, smuggling, etc. in the community.	3.1	73.8	15.0	8.0	0	2.28
<i>Positive environmental impacts</i>						
Tourism has improved the ecological environment of the community in many ways.	0	12.6	25.9	51.4	10.1	3.59
Tourism has improved the area's appearance (visual and aesthetic).	0	2.1	23.1	61.9	12.9	3.86
<i>Negative environmental impacts</i>						
The construction of hotels and other tourist facilities have destroyed the natural environment in the region.	0.3	44.4	30.1	23.8	1.4	2.81
Tourism has created significant waste and air, water, noise pollution.	0.3	38.1	15.0	42.7	3.8	3.12
Because of tourism, there now are fewer natural landscapes and agricultural lands in the area.	0	21.7	49.7	24.5	4.2	3.11
<i>Support for tourism development</i>						
I would like to see more tourists in Cam Thanh.	0	0.4	2.7	35.0	61.9	4.56
The government should increase its efforts to provide infrastructure to support tourism development in Cam Thanh.	0	110.1	55.9	660.5	223.4	3.97
The government should control tourism development in Cam Thanh in order to maximize the benefits and minimize the cost of development.	0	41.3	15.0	31.8	11.9	3.14
The community should support tourism development in this area.	0	22.8	3.5	69.6	124.1	4.15
I am willing to be a part of tourism planning for Cam Thanh in the future.	0	00.3	8	38.1	661.5	4.61
I am willing to be involved in the development of Cam Thanh for community-based tourism in the future.	0	00.3	0.3	39.9	659.4	4.58

In general, the results of this study indicate that Cam Thanh communities tend to perceive that tourism has more benefits than downward points. A closer look at the data reveals that tourism has had the most positive impacts on the economy with the highest figures for consensus. Likewise, culture and environment also have received many merits from tourism activities regardless of several negative impacts of tourism.

3.2. Environmental impacts

The surveyed result shows that Cam Thanh residents strongly agreed that tourism has contributed to the preservation of the natural environment in local (m = 3.59) and improved the area's appearance (visual and aesthetic) (m = 3.86).

The most popular type of tourism in Cam Thanh has been community-based ecotourism. Because there is

a sharp tourism development, the environment in Cam Thanh has been protecting. In the early 1980s, residents dug land and cut coconut trees for shrimp ponds for short-time benefits led to a sharp decrease in the total acreage, falling from about 100 ha to just only roughly 51 ha. However, with tourism development, the locals have realized that preservation of water coconuts brings about numerous benefits. Nipa palms are now grown along major rivers and small canals in rows of 3-20 meters wide, providing a rich habitat and breeding ground with high biodiversity and economic values. The establishment and development of Cam Thanh Nipa palm protected area, Hoi An City has contributed to a network of marine conservation in Quang Nam Province. This network contributes to the attraction of a huge number of tourists, which offers more sustainable livelihoods for residents who were taken part in tourism activities. In addition, based on tourism development, the local government started to be concerned much more about protecting the environment, such as collecting garbage or imposing a ban on violating the environment.

The locals also agreed, albeit to a very slight extent, that the agricultural lands in their area had diminished in recent years because of tourism ($m = 3.11$). The reason has been that Cam Thanh residents used land for building homestays or restaurants. Tourism has also had some negative impacts on the environment by creating significant wastes ($m = 3.12$), and a few number of respondent viewed that the construction of hotels and other tourist facilities have destroyed the natural environment in the region ($m = 2.81$).

3.3. Socio-cultural impacts

Tourism in Cam Thanh commune has mainly based on local community activities, so tourism development has been an opportunity for people to preserve their traditional identities. The residents positively felt that tourism has improved the quality of products and services in their region ($m = 4.06$). The locals told that they have taken part in the training classes on tourism services, which was managed by the government in the hope that Cam Thanh community could provide higher-qualified tourism products to visitors. Community-based tourism has trained the residents to become local tour-guides to introduce their cultural beauty to tourists, so

tourism has increased residents' pride in the local culture ($m = 3.58$). They also agreed that "Tourism helps preserve traditional craft villages, the type of culture of the local community" ($m = 3.79$). Thanks to tourism, local traditional coconut products have been maintained, and the rise in creative products to cater to the diverse tastes of tourists, has been seen. The table also shows that with tourism, people have improved their knowledge about other communities ($m = 3.85$). However, the respondents tended to disagree with the statement that owing to tourism development, local people now have more recreational opportunities ($m = 2.66$).

Regarding negative socio-cultural impacts, the community had little votes for statements relating to the demerits of tourism, such as tourism is damaging their culture ($m = 2.16$); tourism contributes to social problems such as crime, drug use, prostitution, alcoholism, gambling, smuggling, etc. in the community ($m = 2.28$) or "Local residents have suffered by living in a tourism destination area" ($m = 2.27$). Except for "It is becoming increasingly difficult to find a quiet place for recreation around here because of tourists", the figure for this is not significantly high ($m = 3.16$).

3.4. Economic impacts

The respondents agreed that tourism has positive economic impacts, and the mean scores for this aspect (ranging from $m = 3.44$ to $m = 4.52$) stood at the highest position. Cam Thanh's tourism resources attracted many international and domestic tourists, witnessed by a sharp increase in the number of visitors from about 10,000 to over 1,000,000 people during the period from 2012 to 2018.

In recent years, the number of local households engaging in this tourist service has been increasing, so there is a rise in resident income. Products made of bamboo and Nipa palm have been unique tourist products. The conservation of Cam Thanh Nipa palm forest has created a stockpile of these materials for the craft village.

However, the respondents in their statements expressed their concerns over the fact that the prices of real estate in their community have increased because of tourism ($m = 4.20$) and seasonal tourism has created high-risk, under-or unemployment issues ($m = 3.93$).

3.5. Support for tourism development

Another prominent finding of this study suggests that support for tourism development in Cam Thanh is strong among its residents. As shown in Table 2, all respondents showed a positive attitude about support for tourism development. Because of the rise in the number of tourists bringing about economic values, they would like to see more tourists in Cam Thanh ($m = 4.56$).

It is firmly confirmed that they are willing to be part of tourism planning and involved in the tourism development of Cam Thanh in the future. ($m = 4.61$; $m = 4.58$ respectively). Cam Thanh community also felt that the community should support tourism development in this area ($m = 4.15$) to bring back more benefits for not only residents but also for Cam Thanh in general. They indicated their hopes that the government should increase its efforts to provide infrastructures to support tourism development as well as to control tourism development in Cam Thanh to optimize the benefits and minimize the cost of development.

4. Conclusions

This study was carried out using different scientific methods. It shows its role in presenting community-based tourism assessment in Cam Thanh Commune and draws out positive and negative impacts of tourist activities on this area. The study findings reveal that at the time of this research, Cam Thanh community have much more positive perceptions in comparison with negative impacts of tourism and that they will considerably support tourism development, especially due to its outweighing benefits in all three aspects, namely economy, socio-culture and environment. These results could be applied to tourism development in Cam Thanh in the future by tourism planners, policy makers, tourism strategists, and tourism promoters. The more attentive tourism leaders are to residents' concerns, the greater the support they are likely to receive in their community development efforts. To maintain sustainable development for Cam Thanh tourism, the

government should take the residents' perspective into considerations.

References

- [1] Almeida G., Balbuena V., Cortés M. (2015). Resident's attitudes towards the impacts of tourism. *Tourism Management Perspectives*, 13, 33-40.
- [2] Andriotis K. (2005). Community Groups' Perceptions of and Preferences for Tourism Development: Evidence from Crete. *Journal of Hospitality and Tourism Research*, 29 (1), 67-90.
- [3] Andereck K., Valentine K., Knopf R., Vogt C. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research*. 32(4), 1056-1076.
- [4] Chen J. S. (2001). Assessing and visualizing tourism impacts from urban residents' perspectives. *Journal of Hospitality and Tourism Research*, 25, 235-250.
- [5] Fredline E., Faulkner B. (2000). Host Community Reactions: A Cluster Analysis. *Annals of Tourism Research*, 27 (3), 764-785.
- [6] Garcia Teye V., Sonmez S. & Sirakaya E. (2002). Residents' attitudes toward tourism development. *Annals of Tourism Research*, 29, 3, 668-688.
- [7] Gursoy D., Jurovski C. A., Uysal M. (2002). Resident attitudes: A structural modeling approach. *Annals of Tourism Research*, 29(1), 79-105.
- [8] Ko D.W., Stewart (2002). A Structural Equation Model of Residents' Attitudes for Tourism Development. *Tourism Management*, 23, 521-530.
- [9] Krejcie D., Morgan W. (1970). Determining sample size for research activities. *Educational and Psychological measurement*, 30, 607-610
- [10] Lankford, S.V., & Howard, D. (1994). Developing a Tourism impact Attitude Scale. *Annals of Tourism Research*, 21, 121-139.
- [11] López-Guzmán, T., Sánchez-Cañizares, S. & Pavón, V. (2011). Community-based tourism in developing countries: A case study. *Tourismos: An International Multidisciplinary Journal of Tourism*, 6(1), 69-84
- [12] World Tourism Organization. (2002). Tourism and poverty alleviation. *Madrid, World Tourism Organization*.

NHẬN THỨC CỦA CƯ DÂN CẨM THANH, HỘI AN, QUẢNG NAM VỀ CÁC TÁC ĐỘNG CỦA DU LỊCH

Tóm tắt: Du lịch đang trở thành ngành kinh tế mũi nhọn của nhiều quốc gia cũng như địa phương nhờ vào những lợi ích mà nó mang lại. Nhưng thực tế cho thấy, du lịch cũng đồng thời đem đến những tác động tiêu cực về mặt văn hóa, môi trường tại các điểm đến. Qua hơn năm năm hình thành và phát triển, Cẩm Thanh đã đạt được nhiều thành tựu đáng kể và trở thành ví dụ điển hình cho mô hình du lịch cộng đồng thành công ở Việt Nam. Tuy nhiên, cũng như những địa phương khác, du lịch Cẩm Thanh vẫn tồn tại những hạn chế nhất định. Bài viết này nhằm mục đích đánh giá tác động của du lịch thông qua đánh giá nhận thức của người dân và những hỗ trợ của họ cho sự phát triển du lịch trong tương lai. Kết quả nghiên cứu chỉ ra rằng du lịch đã mang lại những lợi ích đáng kể cho địa phương và người dân sẵn sàng tham gia vào các hoạt động phát triển du lịch trong thời gian tiếp theo.

Từ khóa: tác động du lịch; du lịch dựa vào cộng đồng; phát triển du lịch bền vững; lợi ích của du lịch; du lịch Cẩm Thanh.