

# Factors Affecting Community Cultural Based Tourism: A Case Study In Vietnam Northwest Region

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## **SUMMARY:**

The building of a cultural environment has been implemented in many aspects and different fields of life, of which building a cultural environment at community tourism destinations (CBT) is one of the important contents. It is important to build a strategy for sustainable tourism development in the Northwest - Vietnam. The article analyzes the actual survey at CBT sites and studies related to the factors affecting the cultural environment in Northwest Vietnam . From there, the author proposes solutions and governance implications to promote the positive side and minimize the negative impact of factors affecting the cultural environment in the Northwest destinations - Vietnam.

**Keywords:** cultural environment, community tourism, Northwest, tourist destination.

## **1. Introduction**

In the context that the tourism market is increasingly diversified and developed, tourist destinations tend to be saturated, lacking highlights to attract tourists, tourism activities in the Northwest are assessed as unfocused. building specific products, most localities organize the exploitation of similar products, which are easy to cause boredom. The Covid-19 epidemic makes the tourism market tend to become more competitive. Therefore, studying the factors affecting the cultural environment at the CBT destination in Vietnam in general and the Northwest in particular is one of the important contents of the task "Building a cultural environment associated with development". sustainable development at CBT sites". This study was conducted to explore and examine the factors affecting the cultural environment in the Northwest destination - Vietnam. This is the basis for building a unique identity, competitive advantage of a destination, helping customers easily recognize the image, brand, and distinct tourism products of the Northwest - Vietnam destination. Male.

## **2. Theoretical basis and research model**

### **2.1. Theoretical basis**

The construction and exploitation of elements and values of the cultural environment in tourism development have been implemented in many local communities. According to Do Huy (2001): "Cultural environment is the movement of human relationships in the processes of creating, recreating, evaluating, storing and enjoying material and spiritual products. mine". Dinh Xuan Dung (2004) commented: "Cultural environment is a combination of relatively stable material and spiritual elements, in a specific time and space, where individuals interact with each other. , where it plays a decisive role in human personality in the process of life". With CBT, tourism products are created from the values of cultural identity, customs, cuisine, lifestyle of the community, as well as other values of the natural landscape and natural conditions. nature around.

### **2.2. Research model and research hypothesis**

### 2.2.1. Research hypothesis

In this study, the author builds a research model from studies related to factors affecting the cultural environment at CBT destinations of eSRT (2015), Do Huy (2001), Vu Nam (2021) with the practical context of Northwest tourism, the author proposes a model to study the factors affecting the cultural environment in the Northwest destination - Vietnam with 4 factors, including (1) positive behavior of the local community; (2) institution and destination management; (3) tourists' perception; (4) destination communication and promotion.

Hypothesis K1: The positive behavior of the local community has a positive impact on the cultural environment in the Northwest destination - Vietnam

Hypothesis K2: Tourist perception has a positive influence on the cultural environment in the Northwest destination - Vietnam.

Hypothesis K3: Destination communication and promotion have a positive influence on the cultural environment in the Northwest destination - Vietnam.

Hypothesis K4: Institution and destination management have a positive influence on the cultural environment in the Northwest destination - Vietnam

### 2.2.2. Research models

The above analysis shows that the cultural environment at CBT destinations is related to 4 independent factors included in the research model.

In this study, the author proposes a research model with 4 independent factors affecting the dependent factor which is the cultural environment with 21 observed variables affecting the cultural environment in the Northwest destination - Vietnam. :

### 2.3. Research Methods

According to Hair et al (2006), for EFA exploratory factor analysis, the minimum sample size is  $n = 5 * m$  (m is the number of observed variables), a sample size of 195 is required. survey process to minimize the deviation, so the author conducted an interview with 500 observed samples.

The questionnaire was designed according to 4 factors affecting the cultural environment in the Northwest destinations - Vietnam and the Likert scale from 1 - Strongly disagree to 5 - Strongly agree.

The research is conducted through discussions with experts and with visitors in order to build, adjust and supplement elements that reflect the cultural environment at CBT destinations. After that, a trial survey of 20 tourists was conducted with the aim of completing the questionnaire for the survey process. Conduct an extensive survey with an online questionnaire, which is built using the template of the Google form widget. After conducting a survey of 300 tourists, the results after collecting the observed samples were 45 samples that did not meet the survey requirements. A total of 279 questionnaires were processed by SPSS 26.0 software to assess the impact on the cultural environment in the Northwest destinations - Vietnam.

## 3. Results and discussion

### 3.1. General information about the survey sample

The study conducted a survey for 279 tourists, in which the percentage of women accounted for 58%. More concentrated and make up the majority with 82% having a high school degree or higher. The most concentrated age group is over 45 years old, with 55%.

### 3.2. Exploratory factor analysis (EFA) results.

After checking the reliability of Cronbach's Alpha, all variables with the total correlation

coefficient greater than 0.3 were included in the exploratory factor analysis to re-evaluate the degree of convergence of the observed variables.

KMO = 0.795, satisfying the condition  $0.5 < \text{KMO} < 1$ , so exploratory factor analysis is suitable for investigation data. The Bartlett test has Sig.  $< 0.05$ , this shows that the observed variables are linearly correlated with the representative factor. The extracted variance is 64.092%, which means that 64.092% of the variation of the factors is explained by the observed variables.

### 3.3. Regression analysis of influencing factors

To determine the factors affecting the cultural environment in the Northwest destination - Vietnam, the study used a regression model. The overall regression model has the form:

$$\text{MTVH} = \beta_0 + \beta_1.X1 + \beta_2.X2 + \beta_3.X3 + \beta_4.X4 + e_i$$

In there:

MTVH: Cultural environment in Northwest destinations - Vietnam

X1: Positive behavior of the local community

X2: Institution and destination management

X3: Perception of tourists

X4: Destination propaganda and promotion

$e_i$ : are other influencing factors.

Result  $F = 268,064$  with Sig significance level.  $= 0.000 < 0.05$ , showing that the built regression model fits the collected data. The adjusted  $R^2$  value of 76.3% shows that the independent variables included in the model explain 86.3% of the change of the dependent variable which is the cultural environment in the Northwest destinations - Vietnam, the remaining 2 6.7 % is the influence of factors other than the model and random error. VIFs of the independent variables are all less than 2, so

there is no multicollinearity. The results of the regression coefficient test show that the independent variables (Sig.)  $< 0.05$ , showing that these 4 factors are correlated with the dependent variable with a confidence level of over 97%. (Table 2)

The test results of the regression model:

$$\text{MTVH} = -0.368 + 0.481.X1 + 0.269.X2 + 0.264.X3 + 0.106.X4 + e_i$$

### 4. Management Implications

In order to promote the positive side and minimize the negative impact of factors affecting the cultural environment at CBT destinations, the following specific issues need to be addressed:

As for the element "Positive behavior of local communities", this is the main factor that creates the cultural environment of the community, creating a difference in the cultural environment at the destination of this community from the one in the community. to other communities, is an important factor attracting tourists. Therefore, it is necessary to (i) Improve communication skills and cultural behavior between the local community and tourists; (ii) Actively keep the environment clean and beautiful, using locally sourced products in serving tourists; (iii) Promoting and preserving the community's traditional cultural and identity values through various activities (art performances, sightseeing, research, experiences, contests...); (iv) demonstrate hospitality, publicly list and sell at fair prices, operate a rich entertainment business rich in local cultural identity, stay available and provide a wide range of tourist support services and convenience; (v) actively participate in ensuring safety and security for tourists.

For the factor "Tourists' perception" of the Northwest - Vietnam destinations, it is necessary to (i) provide and disseminate in advance the values, meanings and rules of historical and cultural relics, traditional cultural

value identity of the local community; (ii) coordinate with tour operators to actively develop messages of civilized behavior, prevent and minimize objectionable behaviors when participating in tourism; (iii) implementing a number of rules that need to be concretized in legal documents with strict and clear sanctions; (iv) have strict sanctions to make people and tourists more conscious and responsible when participating in sightseeing and learning activities at historical and cultural sites by administrative means that may need to be applied. including the use of penalties for public labor.

As for the element "Communication and promotion of destinations", in order to really promote the role of the cultural environment in community development in general and CBT development in particular, it is necessary to (i) diversify in different methods. provide mass information on programs to propagate and educate tourists about responsible behavior towards the cultural environment in tourist destinations; (ii) calling for the participation of tourists to carry out activities such as contributing to the local heritage conservation fund, environmental protection activities; (iii) strictly control the communication of the destination of the stakeholders during the pre-arrival process, welcome and serve tourists; (iv) these programs can be implemented independently or can be integrated with many promotion and destination promotion programs that are carried out regularly or periodically.

For the element "Institutions and management of destinations" should be specifically developed, aimed at regulating the behavior of local communities and stakeholders in CBT development. Therefore, it is necessary to (i) thoroughly understand and apply many guidelines and policies of the State on building a cultural environment. CBT sites should base on specific local conditions to develop regulations on the protection of the cultural environment in the community associated with tourism development activities; (ii) regular

training, raising awareness about the cultural environment, building standards of lifestyle and behavior in communication, in civilized behavior in the local community, in welcoming and serving tourists as well as in other tourism business activities in the community; (iii) develop guidelines for the application of a set of criteria on cultural environment at CBT sites along with national standard guidelines on CBT and ASEAN standards on community-based tourism; (iv) mobilize local communities to actively participate in tourism development activities; (v) enhance the role of local guide, each citizen plays the role of a guide to promote and introduce the local image to tourists, contribute to the branding of the destination, conservation, preserving and embellishing traditional cultural values, being more aware of and performing well environmental protection activities.

## 5. Conclusion

The factors affecting the cultural environment in the Northwest - Vietnam are constituted by a combination of factors in the context of tourism recovery after the current Covid-19 pandemic, the factor "positive behavior" local community" with  $\beta = 0.681$  has the strongest influence, followed by "institutions and destination management" with  $\beta = 0.279$ , then "tourist perception" with  $\beta = 0.364$  and the least influential factor is "destination communication and promotion" with  $\beta = 0.106$ . Among the four factors above, the factor "positive behavior of the local community" has the strongest influence, accounting for more than 40%.

The test results show that 4/4 of the research hypotheses are supported. This shows that the requirement for building a cultural environment at CBT sites is necessary to achieve the goal of sustainable development. The results of this study are the core foundation to see the impact of factors on the cultural environment in the Northwestern destinations - Vietnam, which is the foundation for making strategies to promote

these factors. Positive impact on the cultural environment is of great significance to the sustainable development of CBT, increasing the satisfaction and loyalty of tourists to the Northwest - Vietnam destination.

The results of this study were carried out in the context of the Covid-19 epidemic, so the sample was surveyed entirely online with a sample size that is guaranteed but not large at 279. On the other hand, the following 4 independent factors Regression analysis only reflects the level of influence of these factors on the cultural environment in the Northwest - Vietnam is 79.3%. Therefore, the next research direction should increase the sample size and add to the research model some independent factors to increase the model's relevance and reflect the factors affecting the destination's cultural environment. at the Northwest - Vietnam destinations at a higher level.

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