

Analyzing Factors Affecting Ecotourism Of Cuc Phuong National Park And Strategies

Bui Duc Sinh, PhD¹, Truong Dinh Thai, PhD²

ABSTRACT

Aim: *The aim of this study is to present factors affecting ecotourism of Cuc Phuong national park and strategies.*

Method: *qualitative technique was adopted and regarded as the main method in collecting the data for this study, since the fact that with quantitative approach only stops at general information by figures without covering the causes standing behind the figures. Qualitative technique was used in the form of interview with Cuc Phuong National Park staff and key actors.*

Results: *Through the findings, local people has the perception about ecotourism development, many of them have understood the benefits of ecotourism, especially with local people who have the job mentioned to ecotourism and they also had effort to take part in ecotourism development.*

keyword: *ecotourism, national park, strategies, tourism development.*

INTRODUCTION

The vegetation of Cuc Phuong National Park is dominated by limestone forest. In some places, the forest is stratified into as many as five layers, including an emergent layer up to 40 m in height. Due to the steep topography, however, the canopy is often broken and stratification is unclear. Many individual trees show well-developed buttress roots in response to generally shallow soils. The national park contains particularly large specimens of certain tree species, including *Terminalia myriocarpa*, *Shoreasinensis*, and *Tetrameles nudiflora*, which are developed as the main tourist attractions in the park.

Cuc Phuong National Park is located in Northern Vietnam. In 1960 Cuc Phuong was made into a forest reserve and in 1962 Cuc Phuong National Park was dedicated by Ho Chi Minh, who reminded the Vietnamese people that protecting the environment protects their future. But mankind's relationship with Cuc Phuong began long before Ho's visit. The remains of prehistoric humans dating 7,000-12,000 years ago have been found in the numerous caves in the park. In 1789 the Quen Voi section of the park was the site of a major battle in the civil war between Nguyen Hue and Thanh Long. In 1987,

500 Muong people were relocated outside of the park and international conservation groups have worked to eliminate poaching by employing locals in the park and selling Muong handicrafts in gift shops. Cuc Phuong is the oldest national park and one of the most important biodiversity sites in Vietnam. The decision decreed the establishment of a 25,000 ha protected forest (Cuc Phuong National Park, 2012). It is Vietnam's largest national park also. The main gateway to the park is Hanoi, only an hour's drive to the north by a new highway. The park receives over 60,000 tourists annually, with the vast majority being Vietnamese day-trippers.

¹Faculty of Business Administration, Ho Chi Minh University of Banking, Vietnam. ORCID: 0009-0009-0141-8189

²Faculty of Business Administration, Ho Chi Minh University of Banking, Vietnam.

In our next sections we analyze/present methods, concepts (relevant) main findings-empirical, with discussion a, analysis and conclusion.

METHODOLOGY

A. Conceptual theories

Stakeholder theory

One of the most commonly used model is the one that presents the development of an organization is determined by its relationships with various groups and individuals consisting of employees, customers, suppliers, governments, and members of the communities, is named as stakeholder theory (Freeman, 1984). It is clearly understood from Freeman's definition on a stakeholder as "any group or individual who can affect or is affected by the achievement of the organization's objectives" (Freeman, 1984). The model asserts that stakeholders possibly and necessarily have the direct impacts on making any decision relating to management (Jones, 1995). As noted by Freeman (1984), "to be an effective strategist you must deal with those groups that can affect you, while to be responsive (and effective in the long run) you must deal with those groups that you can affect".

From the tourism perspective, arguably, the theory's crucial role of Freeman (1984) is the ability to recognize its key concepts in which the first is the need to be conceptualized by the tourism planner(s) to fully appreciate all the stakeholders' interests to the procedure of planning, delivery and/or outcomes of the tourism service. Usually, only the most obvious stakeholders, chiefly tourists, business owners and government officials are taken into account rather than the various types of persons/groups which affect or are affected by the tourism service. However, a helpful stakeholder map, which is adapted from Freeman (1984) for a tourism initiative, is constructed as follow:

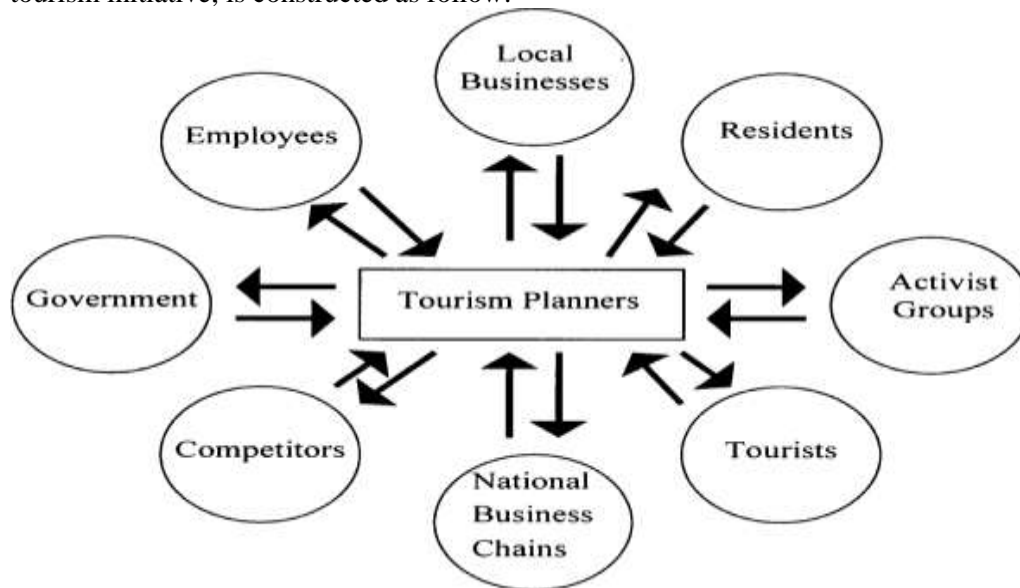


Figure 1 - Tourism Stakeholder Map.

It can be inferred from the figure that it is of great importance to analyze the planning body to consider a variety of relevant memberships who are involved with tourism activities. This can be difficult but vital for scanning potential players of interest to the planning process and

long-term success of the service venture. Additionally, it necessarily requires the tourism planners to perceive distinctly the difference between a stakeholder's role and a group and to consider the interests or perspectives of the different stakeholder groups as defined by the roles which they serve with regard to the particular development initiative.

Indeed, the stakeholder theory is considered as a normative tourism planning model which can be applied to promote the alignment among key players in the sustainable tourism development efforts in the era in which tourism is regarded as an economic industry having great power in the development of community-based market. More specifically, tourism authorities are directed to proactively identify the best way to manage the tourism activity in a way that considers the needs as well as the interests of all various stakeholder groups in the planning process.

Hence authors select this topic:

“Analyzing factors affecting ecotourism of Cuc Phuong national park and strategies”.

B. Methodology

The overall purpose of this study is to obtain the understanding of Cuc Phuong National Park residents' perceptions and satisfaction toward tourism impacts as well as their attitudes for tourism development. Besides that, this study also points out the main issues of current ecotourism strategies in Cuc Phuong National Park.

Next, The approach of the study is similar to the deductive approach whereby a conceptual framework was developed from the literature and was used to guide the design of the study and the interpretation of the result (Finn et al., 2000). In order to gain detailed and sufficient information, which satisfy with the requirements and aims of the study, qualitative technique was adopted and regarded as the main method in collecting the data for this study, since the fact that with quantitative approach only stops at general information by figures without covering the causes standing behind the figures. Qualitative technique was used in the form of interview with Cuc Phuong National Park staff and key actors (known as the local people) and quantitative technique conveyed by a standardized questionnaire in Vietnamese, designed with the assistance of experts to collect data from the local residents.

PREVIOUS STUDIES

In some countries, there are many studies done. Community participation as described by Murphy (1985) is central to the alternative ecotourism concept, with advocates arguing that participation in planning is necessary to ensure that benefits reach residents in destination areas (Simmons, 1994). Cater (1995) and Wild (1994) suggest that ecotourism which encourages local employment and small business development promotes higher economic multipliers, and that a community approach to decision-making helps to ensure traditional lifestyles and community values are respected. However, the participation of local communities is depended considerably on their perception and attitude toward ecotourism development, especially the benefits behind the ecotourism development (Bui, 2013).

As a tropical country, Vietnam has potential ecotourism natural resources, therefore, in early 1990s, ecotourism has received considerable attention in the economic development

strategy of Vietnam. It is seen as a vital component to diversify rural economic opportunities (United Nations Development Program, 1997). Local communities associated with tourism destinations are looking increasingly to tourism to provide economic opportunities and funds (Sheed, 2003). It seems the best way for local communities who live near protected areas or national parks to improve the economy and reduce the dependence on natural resources with traditional cultivation.

In recent years, Vietnam is being directed to grow in community-based ecotourism. There are a number of tourism and conservation projects in national parks and protected areas. However, the effect of ecotourism towards local community is not really as positive as expected and Cuc Phuong National Park is an illustration. There are still many illegal activities caused by local people whose living condition is still very low and few local people directly take part in doing ecotourism activities (Cuc Phuong National Park, 2012). Clearly, it can be inferred from these things that the ecotourism policies or programs are not really suitable or feasible for the current context. Besides that, research on its development, planning, and impacts have not been given much attention. Therefore, a systematic analysis of residents' perception of ecotourism impacts and its development perceived by local residents in Cuc Phuong National Park is very necessary. Furthermore, ecotourism strategies were built based on community perception through reasonable policies, programs and long term plans with core purposes: improving local community living condition, preserving the local culture and increasing the natural resource conservation in sustainable ways.

MAIN FINDINGS

Communities within Cuc Phuong National Park

There are seven villages, arranged into five communes, within the park boundaries and many more surrounding it. There are approximately 2,200 people living in the park's buffer zone and in the rural areas around the park. The communities within the park contain those people who lives are dominated by its resources and management. As such, they represent the first line in the parks defense and it is their attitudes and actions towards the park and conservation that will have the most important impact.

All of the villagers rely on subsistence agriculture and the additional income from limited cash crops and sales of food surplus. Rice is the staple crop and all villagers either grow it for subsistence or sell other crops, particularly maize, in order to buy rice to eat. In Cuc Phuong, as elsewhere in protected areas in Vietnam, use of forest resources is illegal, villagers settled in the vicinity of the Park are heavily dependent on subsistence agriculture which they report produces insufficient food to meet local needs and, with increasing village populations, a sustainable development path seems elusive for local Muong communities. Muong is the second most populous ethnic minority group in northern Vietnam, the Muong comprise 1.49 percent of the total population of Vietnam, which at the time of the latest census represented close to 1.14 million people (General Statistical Office of Vietnam, 1999). In 1984, there were some 1,000 Muong living in Cuc Phuong National Park, which straddles Hoa Binh province to the north, Thanh Hoa province to the south and Ninh Binh province to the East (Tuan, 2000). At the time, it was also recorded that people engaged in illegal hunting of birds as well raising chickens, pigs and cattle in the park.

The family of Muong in Cuc Phuong National Park belongs to traditional typical family, with many members in the family; it is normally five and six members in the family. In the

family the husband always becomes the head of family and has all powerful in deciding any issues in family.

Visitors in Cuc Phuong National Park

Most visitors in Cuc Phuong National Park are domestic visitors (chart 1), they have very short time visiting, about one day or two days, in which student and pupil account for the highest rate.

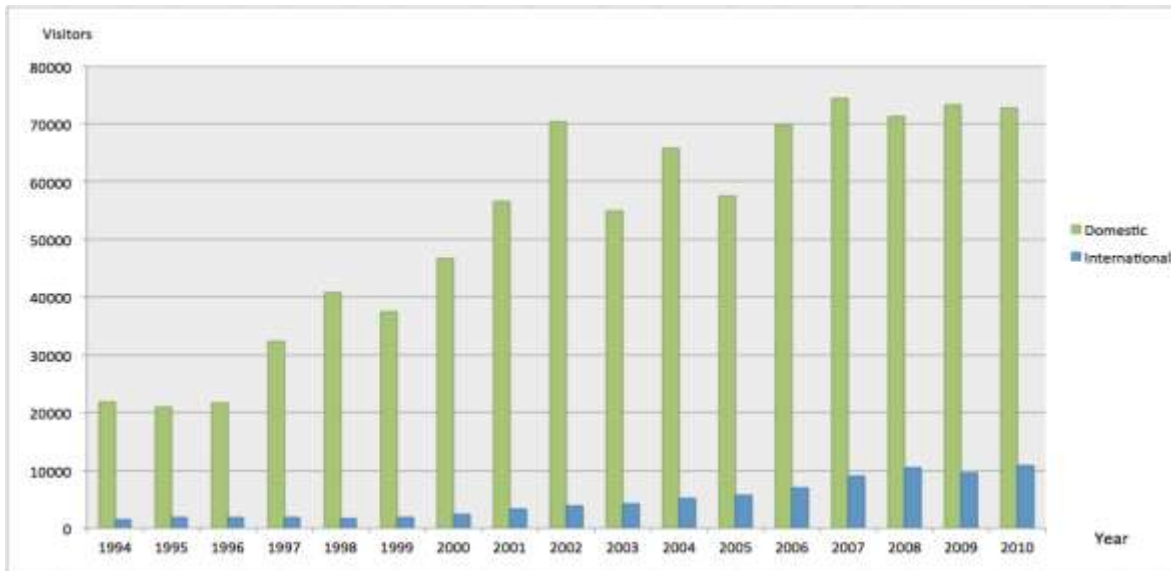


Chart 1- Visitors in Cuc Phuong National Park (Cuc Phuong National Park Statistic Document, 2011).

Annually, the peak season of domestic visitor is in March, this time is normally in or just after Lunar New Year, therefore, people (especially young people) choose the nature places for their trips. However, with the international visitors, the high season is November, it is the end time of autumn with a little bit cold weather (chart 2).



Chart 2- The rate of domestic and international visitor in months (Cuc Phuong National Park Statistic Document, 2011).

Table 1 - Factor loading and reliability estimates for construct measurement

Factors	Items	Factor loading
Attitude for Additional Tourism Development (TD) (Cronbach Alpha=0.702)	I want tourism will be improved much more	.822
	The community should support for tourism development	.740
	The local government should have clear tourism strategy in long term development	.640
Positive perception of tourism impact (PI) (Cronbach Alpha=0.730)	Increases demand for historical and cultural exhibits	.770
	Increases employment opportunities	.598
	Improve town's overtax revenue	.521
	Improves understanding and image of different communities/cultures	.833
	Improves public facilities (pavement, traffic network, and civic center)	.758
	Improves investment, development, and infrastructure in the economy	.560

Negative perception of tourism impact (NI) (Cronbach Alpha=0.729)	Increased real estate cost and property taxes	.572
	Increases alcoholism, prostitution, and sexual permissiveness	.654
	Increases crime/robberies/vandalism	.580
Community satisfaction about public service (SP) Cronbach Alpha=0.729	Police protection	.739
	Public health services	.643
	Public transportation to and from other community	.726
	Welfare and social services (public assistant)	.566
Community satisfaction about social economic and environment (SE) (Cronbach Alpha=0.775)	Hospital and medical facilities	.697
	Environmental cleanliness (air, water, soil)	.742
	Job opportunities	.824
	Your leisure life	.779
	Cost of living	.558

Note: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 6 iterations.

Multiple linear regression (MLR) analysis was subsequently conducted to find which determinants could explain the attitude to tourism development according their level of perception and satisfaction (Table 1-2). In addition, the expected patterns for non-violation of the assumptions were found. The results of the investigation supported the use of MLR as an appropriate statistical analysis for this study.

Table 2- Multiple Regression of attitude for additional ecotourism development

Independent variables	β	t	Sig.
Intercept	1.292	2.850	.005
Level of education (EDU)	.373	3.145	.002
Monthly income range in US Dollar (INC)	.264	3.572	.000
Positive perception of tourism impact (PI)	.225	3.057	.002
Negative perception of tourism impact (NI)	-.257	-2.362	.019
Satisfaction about social economic and environment (SE)	.287	2.805	.005

2

Note. R = .51, Adjusted R-square = .49, F=25.510, p < .001

The estimated results from the multiple linear regression analysis are as follow:

$$TD=1.292+0.373EDU +0.264INC+ 0.225PI-0.257NI +0.287SE$$

The proportion of explained variance as measured by adjusted R- squared for the regression is 49.00%. The results show that the overall MLR model worked in explaining the variation in the attitude to additional tourism development (F=25.510, p=0.001). The parameter values

indicate the level of education ($\beta=0.373$), as the largest predictor of attitude to tourism development, indicates that the local people with higher education always have stronger agreement for additional ecotourism development. Besides that, local residents who have the higher monthly income, the more likely he or she was to support for tourism development.

The positive perception of tourism impact (PI) was found to have a significant positive influence on attitude for additional tourism development. Local people had their satisfaction about social economic and environment (SE) also have good attitude to support for ecotourism development. In addition, the positive perception of variable show significant positive influence to attitude for tourism development as positive perception of tourism impact (PI), the negative perception of tourism impact (NI) has the negative β ; it means that the increase of negative perception has made the attitude for additional ecotourism development decrease. The Standardized Beta Coefficients give a measure of the relative contribution of each variable to model.

Discussion and conclusion It is obvious that ecotourism tends to be the most popular way to relax in the world, and it seems the best way to satisfy the demand of human but also keep the limited natural resources safe in the long term. There is a huge number of studies on ecotourism, and most of them point out that, local residents play a very important role in attracting tourist and conserving natural resources (Archabald and Naughton-Treves, 2001; Fiallo and Jacobson, 1995; Gillingham and Lee, 1999; Maikhuri et al., 2001; Mehta and Kellert, 1998; Nepal and Weber, 1995; Sah and Heinen, 2001; Songorwa, 1999; Stem et al., 2003). However, to manage and enhance the role of local residents is always challenging to ecotourism development activity, because of the low level and large distinction in the perception, awareness, understanding, education and conventional culture and history, especially, native people in the head communities normally belong to rural or minority places which are relatively far from the urban civilization. Therefore, improving the vital role of local people seems the essential issue for tourism development in protected areas (Cheyre, 2005; Mason, 1995; Mason, 2008; Peterson and Thompson, 2006).

Cuc Phuong supports populations of numerous mammal species of conservation importance, including the globally critically endangered endemic primate Delacour's Leaf Monkey *Semnopithecus francoisi delacouri* and the globally vulnerable Owston's Banded Civet *Hemigalus owstoni*. In addition, the nationally threatened Leopard *Panthera pardus* has been recently recorded at the national park and the threatened clouded leopard *Neofelis nebulosus* is also present, although both are seldom seen. There are a further 29 carnivores in the park, comprising mustelinae, vividae and felidae. Furthermore, 38 bat species have been recorded at the national park, including 17 species from a single cave. Unfortunately, several large mammal species, including Tiger *Panthera tigris*, Sambar *Cervus unicolor* and White-cheeked Gibbon, *Hylobates leucogenys*, are believed to have become extinct at Cuc Phuong in recent times, mainly due to high hunting pressure and the relatively small size of the national park. To date, 248 species of bird have been recorded at Cuc Phuong National Park, including two globally threatened species, Chestnut-neck-laced Partridge *Arborophila charltonii* and Red-collared Woodpecker *Picus rabieri*, and 12 globally near-threatened species.

Cuc Phuong National Park has an extremely rich flora. To date, 1,980 vascular plant species in 887 genera and 221 families have been recorded at the national park. In terms of number of species, the best-represented families in the flora of Cuc Phuong are the Euphorbiaceae, Poaceae, Fabaceae, Rubiaceae, Asteraceae, Moraceae, Lauraceae,

Cyperaceae, Orchidaceae and Acanthaceae. The flora of Cuc Phuong contains elements of the Sino- Himalayan, Indo-Burmese and Malesian floras. The high known floral diversity at Cuc Phuong can, however, be partly attributed to the high level of survey effort directed at the site.

Through the findings, local people has the perception about ecotourism development, many of them have understood the benefits of ecotourism, especially with local people who have the job mentioned to ecotourism and they also had effort to take part in ecotourism development. However, because of some limitations about skills and knowledge, they got many obstacles when doing ecotourism. The most popular jobs are raising honeybee, spotted deer horns and making handcraft and then selling it to visitors and middlemen. However, the buying power of these kinds of products is not really high, because most visitors in Cuc Phuong National Park are domestic and students who occupied a large number in total. Therefore, the recruiting native labor and training them is essential for tourism development. They can be taught and trained and then will become the native tourism guides or waiters in restaurants, guesthouses or in other services of tourism. Through the observation of the author, there were many projects about the improvement and conservation of Cuc Phuong National Park which attracted local people in some density time, while there are still not many of projects for native community forces on tourism development until now. This is an important issue for the local government in managing and improving the ecotourism activity in Cuc Phuong National Park.

Finally, the study implies future direction in which we can do further policy suggestions and researches for national park/forest management in specific market conditions.

ACKNOWLEDGEMENTS

Special thanks to Editors and Colleagues in assisting convenient conditions for my research paper.

REFERENCES

- Allen, L. R., H. R. Hafer, P. T. Long, and R. R. Purdue. 1993. Rural Residents' Attitudestoward Recreation and Tourism Development. *Journal of Travel Research* 31 (4):27-33.
- Andereck, K. L., K. M. Valentine, R. C. Knopf, and C. A. Vogt. 2005. Residents' Perceptions of Community Tourism Impacts. *Annals of Tourism Research* 32(4):1056-1076.
- Andriotis, K. 2004. The Perceived Impact of Tourism Development by Cretan Residents. *Tourism and Hospitality Planning and Development* 1(2):123-144.
- 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
- Allen, L. R., H. R. Hafer, P. T. Long, and R. R. Purdue. 1993. Rural Residents' Attitudestoward Recreation and Tourism Development. *Journal of Travel Research* 31 (4):27-33.
- Andereck, K. L., K. M. Valentine, R. C. Knopf, and C. A. Vogt. 2005. Residents' Perceptions of Community Tourism Impacts. *Annals of Tourism Research* 32(4):1056-1076.
- Andriotis, K. 2004. The Perceived Impact of Tourism Development by Cretan Residents. *Tourism and Hospitality Planning and Development* 1(2):123-144.

- 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
- Bui, D. S. 2013. Local Residents' Perception on Ecotourism in Cuc Phuong National Park, Ninh Binh Province, Vietnam. *International Journal of Research in Social Science* 3(1):347-361.
- Burn, D. 1996. Attitudes toward Tourism Development. *Annals of Tourism Research* 23(4):835-938.
- Cater, E. 1995. Environmental Contradictions in Sustainable Tourism. *Geographical Journal* 161(1):211-218.
- Chen, J. S. 2000. An Investigation of Urban Tourism Residents Loyalty of Tourism. *Journal of Hospitality and Tourism Research* 24(1):5-19.
- Chen, J. S. 2001. Assessing and Visualizing Tourism Impacts from Urban Residents' Perspective. *Journal of Hospitality and Tourism Research* 25(3):235-250.
- Cheyre, L. I. H. 2005. Rural Tourism as a Development Strategy: Case Study from Chile (Unpublished master dissertation). Massey University, Palmerston North, New Zealand.
- Coakes, S. J., L. Steed, and P. Dzidic. 2006. SPSS version 13 for Windows: Analysis without Anguish. 42
Mc Dougall Street, Milton Qld 4064: John Wiley & Sons Australia, Ltd.
- Cuc Phuong National Park. 2009. Constructional Investment Project of Cuc Phuong National Park. Ninh Binh, Vietnam: Cuc Phuong National Park.
- Cuc Phuong National Park. 2012. Cuc Phuong Tourism Document Report. Ninh Binh, Vietnam: Cuc Phuong National Park.
- Dimanche, F. and G. Smith. 1996. Is Ecotourism an Appropriate answer to Tourism's Environmental Concerns? *Journal of Hospitality & Leisure Marketing* 3(4):7-76.
- Document of the IX National Congress in Vietnam. 2001. Document of the IX National Congress in Vietnam. Hanoi: National Politics Publishing House.
- Dogan, H. Z. 1989. Forms of Adjustment: Social Cultural Impacts of Tourism. *Annals of Tourism Research* 16:216-236.
- Eagles, P. F. J., F. Stephen, and McCool. 2002. *Tourism in National Parks in Protected Areas - Planning and Management*. CABI. Wallingford.
- Easterling, D. 2004. The Residents' Perspective in Tourism Research: A Review and Synthesis. *Journal of Travel and Tourism Marketing* 17(4):45-62
- Fannakhosrow M, Nourabadi S, Ngoc Huy DT, et al. A Comparative Study of Information and Communication Technology (ICT)-Based and Conventional Methods of Instruction on Learners' Academic Enthusiasm for L2 Learning. *Education Research International*. 2022; 2022: 1-8. doi: 10.1155/2022/5478088
- Huy DTN, Estimating Beta of Viet Nam Listed Public Utilities, Natural Gas and Oil Company Groups During and After The Financial Crisis 2007-2011. *Economic and Business Review*. (15)1 : 57-71, 2013.
- Hac LD, Huy D, Thach NN, et al. Enhancing risk management culture for sustainable growth of Asia commercial bank-ACB in Vietnam under mixed effects of macro factors. *Entrepreneurship and Sustainability Issues*. 2021; 8(3): 291.
- Hang NT, Huy DTN, Ha LT, et al. Better Risk Management of Banks and Sustainability—A Case Study in Vietnam. *Revista Gestão Inovação e Tecnologias*. 2021; 11(2): 481-490. doi: 10.47059/revistageintec.v11i2.1682
- Hang TTB, Nhung DTH, Nhung DH, et al. (2020). Where Beta is going—Case of Viet Nam hotel, airlines and tourism company groups after the low inflation period. *Entrepreneurship and Sustainability Issues*. 2020; 7(3). doi: 10.9770/jesi.2020.7.3
- Hanh H et al. (2020). Impact of Macro Economic Factors and Financial Development on Energy Projects—Case in ASEAN Countries. *Management*. 2020; 24(2): 146-157. doi: 10.2478/manment-2019-0051
- Huy, DTN. (2015). The critical analysis of limited south asian corporate governance standards after financial crisis, *International Journal for Quality Research* 9 (4)
- Hanh HT, Chuyen BM et al. Challenges and Opportunities from Impacts of FDI and Income on Environment Pollution: Role of Financial Accounting Transparency in FDI Firms. *Journal of Security and Sustainability Issues*. 2020; 10(20): 643-654. doi: 10.9770/jssi.2020.10.2(22)

- Huy DTN et al. (2020). BUILDING AN ECONOMETRIC MODEL OF SELECTED FACTORS'IMPACT ON STOCK PRICE: A CASE STUDY, *Journal of Security & Sustainability Issues* 9
- Ha TTH, Khoa NB, Huy DTN, et al. Modern Corporate Governance Standards and Role of Auditing-Cases in Some Western European Countries After Financial Crisis, *Corporate Scandals and Manipulation, International Journal of Entrepreneurship*. 2020; 23(1S).
- Huy DTN. Estimating beta of Viet Nam listed public utilities, natural gas and oil company groups during and after the financial crisis 2007-2011. *Economic and Business Review*. 2013; 15(1). doi: 10.15458/2335-4216.1184
- Hoang NT. Determining Factors for Educating Students for Choosing to Work for Foreign Units: Absence of Self-Efficacy. *Journal for Educators, Teachers and Trainers*. 2021; 12(2): 11-19. doi: 10.47750/jett.2021.12.02.002
- Hoseini SA, Haghghi M. Evaluating the effect of product marketing mix on the export of mineral products. *Journal of Advanced Pharmacy Education & Research*. 2020; 10(2): 203-208.
- Huy D, VK Nhan et al. (2021). Impacts of internal and external macroeconomic factors on firm stock price in an expansion econometric model—a case in Vietnam real estate industry, *Data Science for Financial Econometrics*, 189-205
- Hieu LT, Dt Huong, DTNH et al. (2021). Identifying learners' behavior from videos affects teaching methods of lecturers in Universities. *Design Engineering*. 2021; 11146-11157
- Hang NT, Huy DTN, Le TH, et al. Further Analysis on Internet of Things (IOT) Applications in Emerging Markets and Vietnam. *Ambient Communications and Computer Systems*. 2022; 407-416.
- Jones, T. M. 1995. Instrumental Stakeholder Theory: A Synthesis of Ethics and Economics. 404- 437. In: *Proceeding of The Academy of Management Review*.
- Jordan Ministry of Travel and Tourism. 2004. *Jordan National Tourism Strategy in 2004-2010*. Tourism and Antiquities, Jordan.
- Jurowski, C., M. Uysal, and D. R. William. 1997. A Theoretical Analysis of Host Community Residents Reactions to Tourism. *Journal of Travel Research* 36(2):3-11.
- Karwacki, J. and C. Boyd. 1995. Ethics and Ecotourism. *Business Ethics: A European Review* 4(4):225–232.
- Kayat, K. 2000. *Power Through Tourism: A Blessing on Mahsuri's Eighth Generation in Langkawi?* PhD thesis. Michigan State University.
- Kayat, K. 2002. Power, Social Exchanges and Tourism in Langkawi: Rethinking Resident Perceptions. *International Journal of Tourism Research* 4(3):171-191
- Maia MV, Cash-Flow Risks, Financial Leverage and the Cross Section of Equity Returns, SSRN Working Paper, 2010.
- Mamun MAA, Performance Evaluation of Prime Bank Limited in Terms of Capital Adequacy, *Global Journal of Management and Business Research*. (13)9: 26-29, 2013.
- Nga L, Huy D, Hang N, et al. Reforming specialized inspection procedures to improve business environment in vietnam for trade facilitation implementation. *Management*. 2021; 25(1): 234-258. doi: 10.2478/manment-2019-0068
- N ThiHoa, NT Hang, NT Giang, D Huy. (2021). Human resource for schools of politics and for international relation during globalization and EVFTA, *Elementary education online* 20 (4), 2448-2452
- Nga LTV, et al. The measurement of muccessful management via a net profit maximization model with ten factors and financial accounting disclosure policy—case of vinamilk in F&B industry in Vietnam. *Management*. 2020; 24(2). doi: 10.2478/manment-2019-0044

- McGehee, N. G. and K. L. Andereck. 2004. Factors Predicting Rural Residents' Support of Tourism. *Journal of Travel Research* 43(2):131- 140.
- McGehee, N. G., K. L. Andereck, and C. A. Vogt. 2002. An Examination of Factors Influencing Resident Attitudes toward Tourism in Twelve Arizona Communities. Retrieved on December 12, 2005, from the World Wide Web: <http://www.ttra.com/pub/uploads/023.pdf>.
- Murphy, P. E. 1985. *A Community Approach*. London: Routledge.
- Nepal, S. K. and K. E. Weber. 1995. Managing Resources and Resolving Conflicts-National Parks and Local People. *International Journal of Sustainable Development and World Ecology* 4(2):11-25.
- Nyaupane, G., D. Morais, and L. Dowler. 2006. The Role of Community Involvement and Number/Type of Visitors on Tourism Impacts: A Controlled Comparison of Annapurna, Nepal and Northwest Yunnan, China. *Tourism Management* 27(6):1373-1385.
- Thu NA, Diep NT, et al. Arguments on Consumer Protection Law and The Necessity of Revision. *Specialusis Ugdymas*. 2022; 1(43): 4411-4419.
- Diep NT, et al. Discussing enforcement of the consumer Protection Law in Vietnam. *Journal of Positive School Psychology*. 2022; 6(2): 2464-2473.
- Trong Diep N, Huy D. Viewpoints of issuing law of consumer protection in Vietnam. *International Journal of Ecosystems and Ecology Science (IJEES)*. 2022; 12(3): 15-22. doi: 10.31407/ijeess12.303
- Hoang NT. Cost-benefit Analysis of FDI: FDI Barriers and Firm Internal Capabilities. *Revista Gestão Inovação e Tecnologias*. 2021; 11(3): 1371-1381. doi: 10.47059/revistageintec.v11i3.2016
- Lan NTN, Yen LL, et al. Enhancing roles of management accounting and issues of applying IFRS for sustainable business growth: A case study. *Journal of Security & Sustainability Issues*. 2020; 10(2). doi: 10.9770/jssi.2020.10.2(27)
- Le, V. L. 1999. Ecotourism in Protected Areas in Vietnam: Potential, Existing Conditions, Solutions and Strategy for Development. In: *Workshop on Development of a National Ecotourism Strategy for Vietnam*. Hanoi, Vietnam.
- Leech, N. L. and K. C. Barrett. 2005. *SPSS for Intermediate Statistics: Use and Interpretation (2nd Edition)*. London: Lawrence Erlbaum Associates.
- LT Lan et al. (2021). Cultural Tourism Development and Folk Festivals Management in North of Vietnam-Ha Long Bay, Thai Nguyen City and Hanoi, *Revista geintec-gestao Inovacao E Tecnologias* 11 (4), 37-50
- Lickorish, L. J. 1991. *Developing Tourism Destinations*. Longman, Harlow, UK.
- Lindberg, K., J. Enriquez, and K. Sproule. 1996. Ecotourism Questioned: Case Studies from Belize *Annals of Tourism Research* 23(3):543-562.
- MA European Tourism Management. 2006. *Ecotourism in Laos: an Alternative or a Marketing Tool for Ecotour Operators?*
- Thi Hang N, Thi Tinh D, et al. Educating and training labor force Under Covid 19; Impacts to Meet Market Demand in Vietnam during Globalization and Integration Era. *Journal For Educators, Teachers and Trainers*. 2021; 12(01). doi: 10.47750/jett.2021.12.01.023
- Thi Hoa N, Hang NT, et al. Human resource for schools of politics and for international relation during globalization and EVFTA. *Ilkogretim Online*. 2021; 20(4): 1386-1396.
- Trong H, Ngoc CNM. *Analysis of research data with SPSS*. Hong Duc Publishing House, Ho Chi Minh City. 2008.
- Le TH, DTNH, Le Thi Thanh Huong NT, Hang SG. Recognition of user activity with a combined image and accelerometer wearable sensor. *Design Engineering*. 2021; 6407-6421.
- Le TH, DTNH, Hang DTN, et al. Human machine interaction and meanings of machine learning-a case of hand posture recognition from wrist-worn camera, *Des Eng (Toronto)*. 2021; 7: 11174-11187.
- Nam TV, Quynh NTN, Huy DTN, et al. Trademark Valuation According to Laws and Regulations in Vietnam. *Jurnal Cita Hukum*. 2022; 10(1): 15-30. doi: 10.15408/jch.v10i1.25809
- Nam VQ, Huy DTN, Hang NT, et al. Internet of Things (IoTs) Effects and Building Effective Management Information System (MIS) in Vietnam Enterprises and Human-Computer Interaction Issues in Industry 4.0. *Webology*. 2021; 18(Special Issue 04): 354-363. doi: 10.14704/web/v18si04/web18134

- NC Thanh, ND Dat, NDA Chuong et al. (2020). A Business Model for Producing Clean Energy in Developing Countries, WSEAS Transactions on Business and Economics 17, 75-84
- NN Thach, HT Hanh et al. (2021). Technology quality management of the industry 4.0 and cybersecurity risk management on current banking activities in emerging markets-the case in Vietnam, International Journal for Quality Research 15 (3),
- PM Dat, ND Mau, BTT Loan, D Huy. (2020). COMPARATIVE CHINA CORPORATE GOVERNANCE STANDARDS AFTER FINANCIAL CRISIS, CORPORATE SCANDALS AND MANIPULATION, Journal of security & sustainability issues 9 (3)
- Page, S. J. 2003. Tourism Management: Managing for Change. Oxford: Butterworth-Heinemann
- Phuong NTT, Huy DTN, Van Tuan P. The evaluation of impacts of a seven factor model on NVB stock price in commercial banking industry in Vietnam-and roles of Disclosure of Accounting Policy in Risk Management. International Journal of Entrepreneurship. 2020; 24: 1-13.
- S Abdalkareem Jasim, T Mahmudiono, MJ Catalan Oplencia et al. (2022). Applications of Electrochemical and Optical Biosensing Techniques Based on Nanomaterials for Detection of SARS-COV-2 Specific Antibodies: An Update Review, Analytical and Bioanalytical Electrochemistry 14 (10), 980-997
- Tuan PV. Impacts of Competitor Selection Strategy on Firm Risk - Case in Vietnam Investment and Finance Industry. Revista Gestão Inovação e Tecnologias. 2021; 11(3): 127-135. doi: 10.47059/revistageintec.v11i3.1921
- Umar, Profits, Financial Leverage and Corporate Governance, SSRN Working Paper, 2011.