

## The study on factors affecting the participation in the organization of the community tourism by farmer households in Tra Vinh province, Vietnam

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**Abstract.** The study on the factors influencing farmer households' participation in the organization of community-based tourism in Tra Vinh province was conducted by the gathering of primary data from 200 households in three islands of Tan Quy (Cau Ke district), Long Tri (Tra Vinh city), and Hoa Minh (Chau Thanh district) in Tra Vinh province. Through the use of the logistic regression model, the study found that there were six factors affecting the decision to participate in tourism, including the age of farmers, householders, and the educational level of householders, household size, family income, social relations and traditional trades. In particular, traditional trades, household income, and social relationships strongly influence farmers' participation in organizing community-based tourism activities in Tra Vinh province.

**Keywords.** Community tourism, Households, Island, Logistic regression, Income, Traditional trades.

**JEL.** I13, I20, I30.

### 1. Introduction

Over the past years, Vietnam's tourism has been growing, with the increasing number of international tourists as well as domestic tourists. Vietnam's tourism is well-known in the world, and many destinations in the country are voted as the favorite destination of international travelers. Tourism is increasingly receiving the attention of the whole society. Therefore, the quality and competitiveness of tourism are issues that receive much attention and discussion. A multi-dimensional approach to assessing tourism quality will contribute to shaping the right solutions in improving the quality and competitiveness of Vietnam's tourism (Tourism Administration, 2017).

In recent times, the form of community tourism activities has been carried out and developed by many localities and it has brought about positive effects for the tourism industry in general and the community involved in tourism in particular. In the Mekong Delta, some provinces have strong community-based tourism organizations such as Tien Giang, An Giang, Vinh Long, Ben Tre, Tra Vinh, etc.

In fact, this type of tourism in Tra Vinh has brought practical effects, helping to develop the most sustainable economy for local communities. It not only helps people protect the environment and ecological resources, but also preserves and promotes the unique culture of the locality, contributing to poverty reduction and improving the livelihoods of many households. In addition, the development of community tourism is also beneficial to local people whether or not they participate in, such as transport infrastructure, environment, electricity, water and telecommunications which have been more and more invested by the government. However, in the process of development, this form of tourism organization has still

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had many difficulties and obstacles. This has led to the limited possibility of community participation in the development of tourism, which must be removed so that this form of organization is effectively developed for the community.

### 2. Literature review

Choi (2013) argues that demographic factors (gender, age, family income, employment opportunities) affect community support. Stylidis *et al.*, (2014), Lee (2012), and Choi (2013) studied community support for tourism development. The studies showed that economic, environmental and cultural factors, social, and local resources affect the support of the community in tourism activities.

Li & Zhang (2011) found that factors influencing willingness to participate in community tourism services include economy, local authorities, local and environmental resources. On the other hand, Chengcai *et al.*, (2012) studied the community perception of participation in tourism services, which suggests that factors such as economic, cultural, social, local and environmental affect the community involvement in tourism.

Thammajinda (2013) found that economic, cultural, social, and government factors influence the decision of the local people to engage in community tourism services; the economic benefits appear to be indispensable. Specially, in developing countries, these benefits are considered to be a driving force for poor people to engage in tourism services in order to receive additional income.

Bramwell & Sharman (2000) showed that the factors determining the level of willingness of local people to participate in tourism activities include support and contributions from local authorities in tourism development, household characteristics (family size, income generating occupations, traditional occupations, etc.), family economic situation (employment, income, etc.), social capital (community management organizations, the participation in any social association, group activities, etc.), and the factors of the householders (education level, age, social status, prestige, etc.).

Nguyen, Tran & Vo (2009) argue that community-based tourism is a means of developing tourism in which local communities provide services for tourism development and participate in the conservation of natural resources and the environment. At the same time, the community gains material and spiritual benefits from tourism development and natural preservation.

According to Li & Zhang (2011), the focus is on local, economic, cultural, social and environmental impacts. In addition, Choi (2013) claimed that gender, age, family, employment opportunities, and other factors have an impact on the support from the community. Meanwhile, studies by Nguyen Thi My Hanh (2016), Nguyen Quoc Nghi, Nguyen Thi Bao Chau and Tran Ngoc Lanh (2012), Do Thi Thanh Vinh (2013), Bramwell & Sharman (2000) placed an emphasis on education level, family size, household income, traditional trades, social relations, etc.

### 3. Research methodology

#### 3.1. Research models

Based on these above studies, the author establishes a linear regression model that determines the determinants of community participation in Tra Vinh's community as follows:

$$Y = \beta_0 + \beta_1 \text{Household size} + \beta_2 \text{Household income} + \beta_3 \text{Social Relationships} + \beta_4 \text{Level of education} + \beta_5 \text{Traditional careers} + \beta_6 \text{Age} + \varepsilon$$

**Table 1.** A summary of variables of the research model

Variable codes	Names of variables	Interpretation	Expectations with a symbol	Variable selection references
X <sub>1</sub>	HOUSEHOLD SIZE	Corresponding values with the number of household members (people)	+	Nguyen, Quoc Nghi <i>et al.</i> (2012), Do, Thi Thanh Vinh (2013), Bramwell & Sharman (2000)
X <sub>2</sub>	HOUSEHOLD INCOME	Household income (million of VND)	+	Nguyen, Thi My Hanh (2016), Nguyen, Quoc Nghi <i>et al.</i> (2012), Do, Thi Thanh Vinh (2013), Choi (2013)
X <sub>3</sub>	SOCIAL RELATIONSHIPS	Households of good relationships with local authorities or tourist companies. Value at '1' if yes and value at '0' if no	+	Nguyen, Quoc Nghi <i>et al.</i> (2012), Thammajinda (2013), Do, Thi Thanh Vinh (2013),
X <sub>4</sub>	LEVEL OF EDUCATION	Educational level of householders. The householders' year of schooling (years)	+	Nguyen, Thi My Hanh (2016), Nguyen Quoc Nghi <i>et al.</i> (2012), Do, Thi Thanh Vinh (2013), Bramwell & Sharman (2000)
X <sub>5</sub>	TRADITIONAL CAREERS	Traditional careers. Households with traditional careers have a value at 1 and at 0 vice versa.	+	Nguyen, Quoc Nghi <i>et al.</i> (2012), Do, Thi Thanh Vinh (2013), Bramwell & Sharman (2000)
X <sub>6</sub>	AGE	Age of the householders (year)	-	Nguyen, Thi My Hanh (2016), Choi (2013), Bramwell & Sharman (2000)
Y	DECISION OF PARTICIPATION	Dependent variable: decision of participation	(0/1)	Consultation with experts

**Source:** A summary of the author's research model.

### 3.2. Data collection method

This study surveyed 200 households in three islands of Tan Quy (Cau Ke District), Long Tri (Tra Vinh City), and Hoa Minh (Chau Thanh District) in Tra Vinh province, which local people have and have not participated in community-based tourism with stratified random sampling. The survey lasted from April 1818 to July 2018.

## 4. Research findings

The test of hypothesis of overall relevance valued with a significance = 0.00 <5%, meaning there exists a linear relationship between the independent variables in the model and the decision to join the organization of community tourism. The value - 2Log likelihood equals 192,210, representing the relevance of the overall model, and the accuracy level of the model is 81%. As regards these results, it can be seen that the logistic regression model is set to be appropriate.

**Table 2.** Results of binary logistic regression analysis

Targets	B	S.E.	Wald	df	Sig.	Exp(B)
Social relationships	.399	.164	5.936	1	.015**	1.490
Traditional careers	2.173	.867	6.278	1	.012**	8.789
Household income	.007	.002	9.698	1	.002***	1.007
Household size	.405	.193	4.385	1	.036**	1.499
Level of education	.175	.069	6.513	1	.011**	1.191
Age	-.051	.019	6.979	1	.008***	.951
Constant	-3.081	1.314	5.499	1	.019*	.046

a. Variable(s) entered on step 1: Social relationships, traditional careers, household income, household size, level of education, age.

b. Dependent: decision of participation

The significance coefficient of the model	0.000
-2 log likelihood	192.210
The accurate forecast ratio of the model (%)	81%

**Notes:** \*\*\*, \*\*, \*: signifying 99%, 95%, and 90% respectively)

**Source:** Regression analysis results from the 2018 survey

According to the binary logistic regression analysis shown in Table 2, the six independent variables included in the model were all statistically significant at the mean of 99%; 95% and 90%. (Le, 2018)

The 'Social Relationships' variable: This variable has a positive (+ sign) with a decision to participate in community tourism with a meaning of 95%. Households that have good relationships with local authorities, mass organizations, and travel companies will be more likely to participate in community tourism. In fact, the households with good social relationships, the ability to grasp the information, support policies, business opportunities and opportunities for cooperation will share the benefits of tourism activities better. This leads to higher participation in community-based tourism, which is in line with the initial expectation of the study.

The 'Traditional careers' variable: The results show that this variable is positive (+ sign) with the decision to participate in community tourism with a meaning of 95%. It is the author's expectation. This suggests that households with traditional careers will be more likely to participate in community tourism. Surveys in the study area show that households with traditional careers will have more favorable conditions when participating in tourism organizations as they will be supported by tourism companies and local authorities. Moreover, a majority of visitors come here to participate in traditional activities, so traditional household businesses have the advantage of cooperating with tourism companies.

The 'income' variable: According to the analysis, this variable (+ sign) signifies the decision to participate in community tourism with a meaning of 99%. This means that the higher income the households earn, the more likely they are to participate in community tourism. Based on the fact that most of the households participating in community-based tourism have a stable and relatively high income level, they will be able to finance the upgrading of the facilities, which better meets the needs and demands of tourists and travel companies.

The 'Household size' variable: This variable is also a positive (+ sign) with the decision to join the organization of community tourism at a significance level of 5%. In other words, households with many people are more likely to participate in community-based tourism. Field surveys show that in order to participate in community-based tourism, households must have certain human resources to participate in visitor activities, so households with multiple members are likely to be able to participate. This is in line with the initial expectation of the study.

The 'Educational level' variable: This variable has a positive correlation (+ sign) with the decision to participate in community tourism at a significance level of 9%, which is in line with the initial expectation of the research team. This indicates that the higher the level of education of the householders is, the more likely they are to participate in community tourism. In fact, high-educated householders are more likely to have access to local government support policies as well as a keen understanding of market information and business opportunities. At the same time, higher educated homeowners will be better aware of the benefits that community-based tourism will bring to them. Since then, the ability for them to engage in community tourism will be likely to be better.

The 'age' variable: This variable has a negative correlation (- sign) with the decision to participate in community tourism at significance level of 99%, which meets the initial expectation of the study. This shows that the younger the age of the householders is, the easier it is for them to grasp the opportunity to organize community tourism.

## 5. Conclusion and policy implication

### 5.1. Conclusion

The model results show that there are six factors influencing the decision to participate in community-based tourism in Tra Vinh province, including the age and the education level of the householders, family size, family income, social relations, and traditional trades. In particular, the traditional occupational factors of households, age and household income have the most impact on the decision to

participate in the organization of tourism of households. Research results are an effective scientific document for tourism authorities, and travel companies to apply in the development of plans for community tourism, contributing to improving the livelihood of local people and developing the socio-economy in local areas.

### 5.2. Policy implication

#### 5.2.1. To pay attention to the promotion of community tourism

The State needs to increase information and communication activities to raise awareness of the people about the role and significance of the development of community tourism, especially tourism products of local characteristics. Thus, the whole system of authorities and people actively participate in tourism development. Community tourism should be developed on the principle of preserving and promoting the traditional cultural identity. Historical sites at national and provincial events and festivals will contribute to diversifying tourism products in Tra Vinh province.

#### 5.2.2. To raise the awareness of tourism associated with environmental protection

It is necessary to promote green tourism and encourage households to travel, but it should be noted to pay attention to environmental factors, and not to develop industries leading to other bad consequences. Local authorities, tourism enterprises and local households must link with one another in propagandizing and encouraging tourists to meet green tourism requirements, such as no littering, no pollution of water sources, protection of animals and plants at the destination. Local governments and tourism businesses should also coordinate the training of local green tourism workers to help local people participate in eco-friendly tourism.

#### 5.2.3. To build the synchronous tourism infrastructure in the locality

It is of great importance to concentrate on implementing investment projects on construction and the upgrading of infrastructure, especially the communication systems linking tourist sites, and canals on river-visiting routes through the Tien and Hau Rivers. Also, it should be noted to encourage and create favorable conditions for households with large-scale flower cultivation and orchard models in order to maximize the advantages of the region, preserve traditional handicraft villages, and expand homestay services as well.

#### 5.2.4. To perfect the legal mechanism to promote the development of this type

Building institutional development should be in line with the objective of encouraging local business organizations, individuals and communities to invest in the development of tourism products with local and regional characteristics. In particular, attention should be paid to travel businesses using the means of passenger transportation and equipment to serve environmentally friendly tourists. It is necessary to diversify tourism products of the local area, which both respects the pride of local people with glorious history and attracts foreign visitors.

#### 5.2.5. To focus on training the knowledge of tourism and foreign languages for local farmer households

It is necessary to increase professional training, basic level of foreign languages for farmer households. Local farmers need to be trained with courses in behavior and communication, cooking and foreign languages in which they are trained with experts of related fields in order to meet the new requirements of the tourism industry and integration period.

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