Tourism Impacts on Economic, Socio- cultural and Environmental Factors in Local Community

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Abstract

A lot of different researches in tourism industry show that tourism in a local area provides economic benefits for the local community although there exists a trend of some negative effects on aspects of culture- society and environment. In order to achieve sustainable tourism, three dimensions of sustainability i.e. economy, socio-culture and environment must be benefited from tourism.

In order to analyze the influence of tourism on Mui Ne, Phan Thiet, Binh Thuan, Vietnam, this research bases on the sustainability in tourism for constructing items measuring about economic dimension, socio-cultural dimension and environmental dimension. Research was about community perception regarding tourism at Mui Ne. With the random survey of 120 local people and survey time is from February to March 2016, data processing which is discussed by Factor Analysis method. From the conclusion of this study can be suggested for decision makers in tourism to prioritize the development of Binh Thuan tourism.

Keywords: Mui Ne tourism, tourism impacts, factor analysis, tourism sustainability

1. Introduction

On October 24, 1995, the event that attracted people not only in Vietnam but also worldwide was solar eclipse whose clearest observation location is in Mui Ne, Phan Thiet, Binh Thuan. Thanks to that event, hidden Binh Thuan tourism is suddenly developed, tourism activities began to develop with the number of tourists increasing speedily. Binh Thuan is a littoral area, which has advantages of sea, forest, and especially the potential development with a lot of beautiful beaches, sand flats, natural and romantic landscapes… cooperating with cultural historic sites including original architectures, and the people with specific cultural character.

Ten years later, on March 25, 2004, Resolution No. 19-NQ/TU of Binh Thuan Provincial about Binh Thuan tourism development to 2010. This was one of the most important purposes to create the foundation for promoting the tourism investing attractiveness, focusing on reinforcing, perfecting model of tourism activities, diversifying and always enhancing the product value, tourism services. From that time, October 24 became "Binh Thuan traditional tourism day". Taking advantage of beautiful natural coast, cool climate and natural environment, Binh Thuan invested to construct model coastal resort tourism along the coast, eco-tourism and sea combined with the sport tourism on beach.
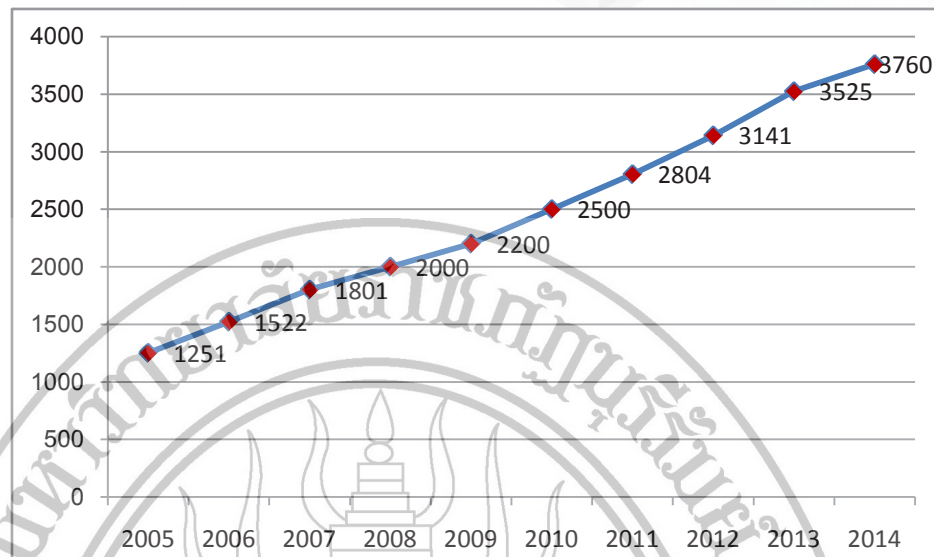
Figure 1. Trends in tourists' visit to Binh Thuan, from 2005 to 2014 (Unit: 1000)
Source: Binh Thuan Provincial Tourism Office (2016)

Until now, Mui Ne, Phan Thiet became tourism brand international statue. Mui Ne tourism site, Phan Thiet is considered as "metropolis of resort" in Vietnam, the ideal destination of tourists… This also shows that Mui Ne tourism site is still younger than other priority tourism sites all around Vietnam, but the "tourism industry" of Binh Thuan has had a good reputation not only in domestic but also in international countries. It asserted the international tourism brand Mui Ne, Vietnam in the global aspect.
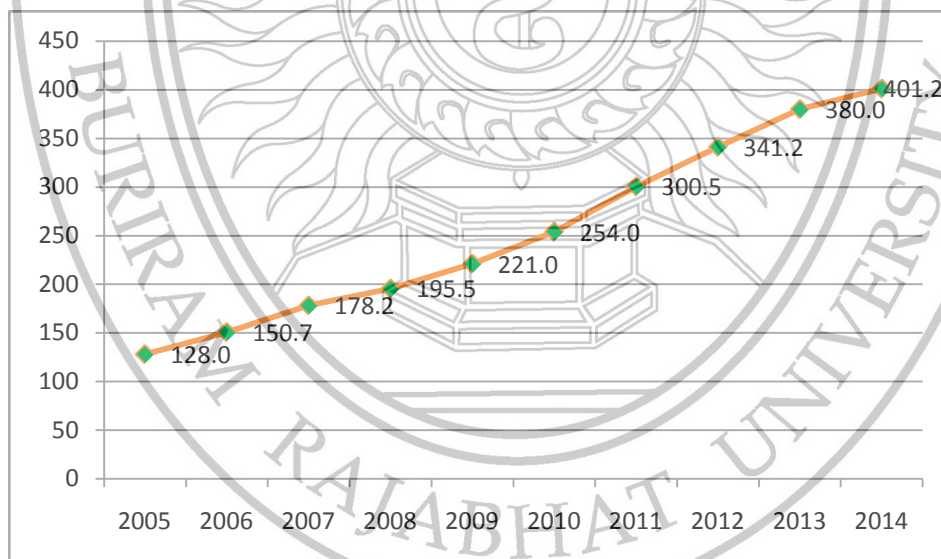

Figure 2. Trends in international visitors' visit to Binh Thuan, from 2005 to 2014 (Unit: 1000)
Source: Binh Thuan Provincial Tourism Office (2016)

Tourism development plays an important role in promoting economic growth, developing society and rising the life in both material and emotion, partly

reducing poverty of local area. Besides, the influence of tourism on the life of local people, cultural and natural environment is also a big pressure as considering the strategy of sustainable tourism development of Binh Thuan in general and of Mui Ne, Phan Thiet in specific.

2. Literature Review

Tourism is the activity that has positive and negative influence on economic, environment, society, culture and human beings. For achieving the sustainability in tourism activities and researching sustainable tourism, current tourism researches in the world expressed that researching sustainable tourism often use the definition of "sustainable". Sustainable tourism research is conducted by adopting sustainable development concepts initiated by the World Commission on Environment and Development (WCED) in 1987, in which the WCED defined sustainable development as follows: "Sustainable development is development which meets the needs of presents without compromising the ability of future generations to meet their own needs".

Or using some measuring indexes of world tourism competitiveness index, in The World Tourism Competitiveness Index in 2009, published by The World Economic Forum (WEF). These indexes are used to rank the tourism competitiveness of countries all around the world, not measures not only the natural beauty and the cultural diversification of the destination, still not simply the issue of measure attractiveness, WEF showed 14 criteria based on the definition of sustainable tourism development, among them are: "Sustainable Environment indicated in public and government attention to environmental conservation, pollution on tourist spot" (The second criterion), "Natural Resources indicated in the appeal of the marine park, nature reserves, and beaches" (The thirteenth criterion).

Another tourism research, tourism is an activity that has positive and negative effects on the economic, social, cultural, and human environment dimensions. In order to achieve sustainable tourism, planning and management of tourism activities should be done in such a way to guarantee its sustainability. This understanding led to study sustainable tourism which is defined by Butler (1993) as the tourism with following characteristics: "…which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and wellbeing of other activities and processes".

In the strategy of developing Vietnamese tourism to 2020, vision 2030 strategy has also decided some development viewpoints that are suitable to developing level, background and the tendency of Vietnamese tourism. Among them is the judgment: "Sustainable tourism is contributing to develop sustainable economy, society which are shown on the income and jobs for most of people, contributing in decreasing the poverty, enhancing exchanging, conserving culture and protecting environment" (Topical reports of Ministry of Culture, Sport and Tourism in Vietnam, 2014).

This current study examined the impact of tourism development as a trade off between local residents' perceived benefits and costs. Both positive and negative impacts include in three dimensions – economic, socio- cultural and environmental – of support for tourism development. In order to achieve sustainable tourism, three dimensions of sustainability i.e. economy, socio- culture and environment must be benefited from tourism.

3. Research Methodology

The researched database is the findings of field survey. The population in this research was local people at Ham Tien and Mui Ne in Phan Thiet, Binh Thuan (also called Mui Ne). In this study, the researcher chooses the type of probability sampling. The number of respondents for Ham Tien and Mui Ne areas are 60 and 60 people (sample size from a given population is 120 people). The research was conducted from February to March 2016.
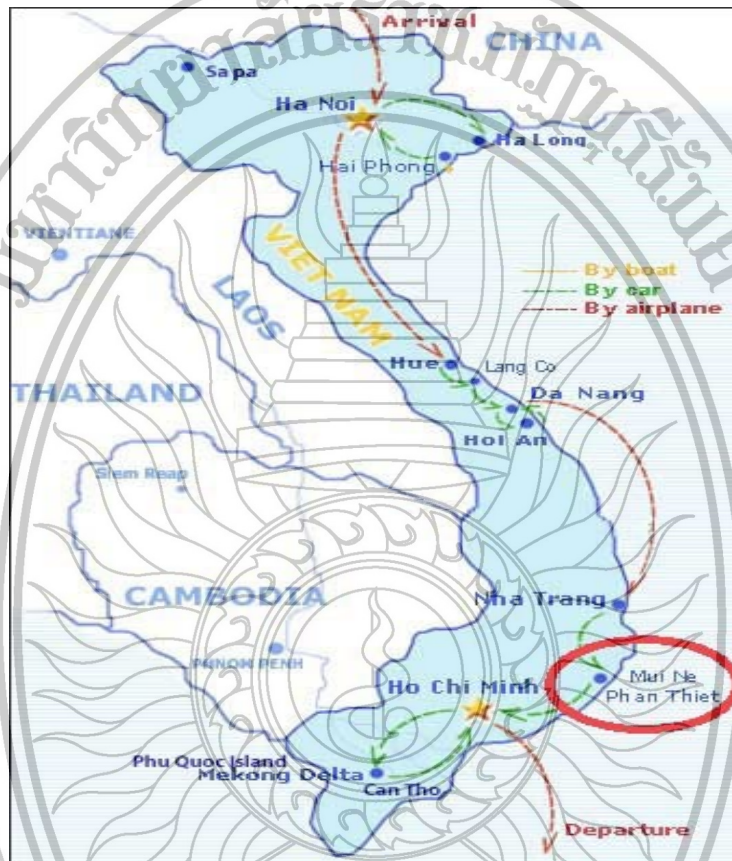

Figure 3. Local of Hon Rom- Mui Ne, Binh Thuan, Vietnam
Source: traveltodanang.com (2016)

Prior to study, a survey instrument was developed and tested to elaborate its validity and reliability. The question items with five level Likert Scale for the respondents' opinions (1 = strongly agree, 2 = agree, 3 = undecided/neutral, 4 = disagree, 5 = strongly disagree). It was assessed by examining the Chronbach's alpha coefficient and total item correlation. Statistical significance is generally described with respect to levels of significance. These sample statements assume a 0.5 level of statistical significance.

The collected data were analyzed using Statistical Package for Social Science (SPSS) for Windows 20.00. By using factor analysis for each of dimension about economic dimension, socio- cultural dimension and environment dimension. Number of extracted factor prioritize were set to two factors. In brief, factor analysis is one method on multivariate statistical analysis. Factor analysis is used to examining the

interrelated structure of a large number of variables (for example by observing the correlation matrix) by defining less number of dimensions shared (common dimensions) which is called factor. Factor analysis model for ordinal data can be expressed using this equation:

$$P (x1 = a1, x2 = a2,…, xp = ap \mid x1, x2,…, xk) = f (x1, x2,…, xk) .... (Eq. 1)$$

Where x1, …, xp represents variables in the models, and x1, …, xk represents underlying factors.

4. Results

4.1. Validity and reliability analysis for questionnaire items

The process of data survey much focus on the correlation coefficient among the question items. The measurement scales that have been constructed, two critical questions are asked of each: "Is it reliable?" and "Is it valid?" The questions of reliability addresses the issue of whether this instrument will produce the same result each time it is administerred to the same dimension in the same setting. Chronbach's alpha is designed as a measure of internal consistency. That is the question whether doing all items within the instrument measures the same thing or not. It allows to decide which question should be kept or deleted. A lot of researchers agreed that when the results Chronbach's alpha from 0.7 up to, the scale is used well. However, there are a lot of researchers suggest that in the society statistic research, result Chronbach's Alpha from 0.6 up to is able to be used (Nunnally, 1978; Peterson, 1994; Slater, 1995; Darren & Paul, 2013).

In this research, measuring the influence of tourism on the living of local people was evaluated through three dimensions of sustainability i.e. economy, socio-culture and environment. There are eight variables listed to measure the tourism activities which influence economy, eight variables listed to measure the tourism activities which influence socio-cultural and variables listed to measure the tourism activities which influence environment. This leads to the following findings:

Table 1
Validity and Reliability for items in economic dimension

Item	Correlation	C.'s Alpha (if Deleted)
· Tourism increased employment for local people	.606	.646
· Tourism increased business opportunity for local people	.616	.646
· Tourism increased prices of local products	.574	.647
· Tourism increased family income	.582	.636
· Tourism increased the value of land, housing and other properties	.472	.664
· Tourism changed the job structure of traditional occupations	.231	.760
· Tourism increased business competition in area	.248	.733
· Tourism increased the quality of public infrastructure	.324	.696
	Chronbach's Alpha = 0.709	

Table 1 shows that from eight items used to measure the perceptions of respondents regarding the economic aspects of tourism, there are two items EC6 (0.231) and EC7 (0.248) which have the correlation indicator among items which are lower than the threshold (0.3) which is required to specify an item is valid in measuring a concept. However, the rest items have correlation coefficient higher than the threshold (0.3) (Churchill, 1979). Meanwhile, Chronbach's alpha if item deleted of items are higher than 0.6 (from the 0.636 shown on the Table 1). Taking the above facts, if item deleted is the resulting alpha if the item to the left is deleted, we shouldn't delete any item. By constructing the items measuring the economy dimension, Chronbach's alpha is 0.709 and we concluded the measurements were reliable and can be used in subsequent analysis.

Table 2
Validity and Reliability for items in socio- cultural dimension

Item	Correlation	C.'s Alpha (if Deleted)
Tourism led to living behavior slowly changed	.544	.634
Tourism led to traditional activities are slowly eroded or disappeared	.240	.695
Tourism led to rising crime, losing security safety	.536	.624
Tourism led to increased competition, fighting each other more	.219	.704
Tourism led to housing and living habit structure has been changed	.470	.646
Tourism led to people interact with different cultural features	.369	.668
Tourism led to the commercialization of the products of local culture	.312	.682
Tourism led to promote awareness of preparing knowledge and professional of local people	.435	.654
	Chronbach's Alpha = 0.694	

Table 2 shows that from eight items used to measure the perceptions of respondents regarding the culture- society aspects of tourism, there are two items SC6 (0.240) and SC4 (0.219) which have the correlation indicator among question items which are lower than the threshold (0.3). However, the rest items have correlation coefficient higher than the threshold (0.3). Meanwhile, Chronbach's alpha indicator of question items are higher than 0.6 (from the 0.624 shown on the Table 2). So, if deleting any question item, we shouldn't delete any item. By constructing the items measuring the culture- society dimension, Chronbach's alpha is 0.694 and we concluded the measurements were reliable and can be used in subsequent analysis.

Table 3
Validity and Reliability for items in environmental dimension

Item	Correlation	C.'s Alpha (if Deleted)
· Tourism activities led to increased volumes of waste and garbage are not handled properly	.545	.667
· Tourism activities led to reduced public spaces	.248	.730
· Tourism activities led to increased (sea) water pollution	.622	.638
· Tourism activities led to increased air pollution	.584	.650
· Tourism activities led to decreased agricultural area, fishing area	.545	.657
· Tourism activities constructed many artificial environments	.228	.741
· Tourism activities decreased the comfortable life, affects the local people health	.323	.714
	Chronbach's Alpha = 0.720	

In Table 3, from seven items used to measure the perceptions of respondents regarding the environment aspects of tourism, there are two items EV2 (0.248) and EV6 (0.228) which have the correlation indicator among question items which are lower than the threshold (0.3). However, the rest items have correlation coefficient higher than the threshold (0.3). Meanwhile, Chronbach's alpha indicator of question items are higher than 0.6 (from the 0.638 shown on the Table 3). So, if deleting any question item, we shouldn't delete any item. By constructing the items measuring the environmental dimension, Chronbach's alpha is 0.720 and we concluded the measurements were reliable and can be used in subsequent analysis.

4.2. Factor Analysis for dimensions

In field survey, we can collect a large number of variables and most of variables relating to each other. Hence, the variables must decrease to the variables which we can use. Factor analysis is the analysis method to minimize and summarize data. The initial reaction of the researcher who conducted this analysis was pretty good factor structure, with Kaiser-Meyer-Olkin (KMO) is higher than 0.5 and A significance level of Bartlett's test of sphericity is less than 0.5 (Sig. < 0.05) (Churchill, 1979; Darren & Paul, 2013), Bartlett's test of spherecity significantly reject the null hypotheses (Ho: Correlation matrix is identity) at one percent of significance level. Referring to these values, we continued to extract the factor from questionnaire items. Using Maximum Likelihood, method available and varimax rotation, we got the loading factors, eigenvalues, communality, and proportion of variance explained by each factor as below:

Table 4
Factor Analysis' result for items in economic dimension

Item	Factor I	Factor II	Communality
Tourism increased employment for local people	**.804**	-.090	.625
Tourism increased business opportunity for local people	**.811**	-.162	.677
Tourism increased prices of local products	**.741**	.096	.583
Tourism increased family income	**.740**	.042	.550
Tourism increased the value of land, housing and other properties	**.647**	.412	.481
Tourism changed the job structure of traditional occupations	.177	**.746**	.797
Tourism increased business competition in area	.258	**.555**	.327
Tourism increased the quality of public infrastructure	**.536**	-.304	.386
			Total
Eigenvalue	3.174	1.172	4.346
Percent of variance explained	39.675	14.653	54.328
			KMO: 0.784
			Sig.: 0.000

In Table 4 shows the findings that, KMO is adequate for conducting factor analysis. In this case KMO value as much as 0.784, and Significance valueless than threshold 0.05 (Sig. = 0.00). This allows us to reject the null hypotheses. Factor analysis for eight items in economic dimension, we continued to extract two factors from eight items. The first factor composed by EC1, EC2, EC3, EC4, EC5, and EC8 (eigenvalue = 3.174)is a perception about economic benefit, and the second factor which is arranged by EC6 and EC7 (eigenvalue = 1.172) is the perception of the costs associated with the tourism in Hon Rom and Mui Ne. Total the eigenvalues of both factors was 4.346 with variance explained as much as 54.328 percent.

Table 5
Factor Analysis' result for items in socio- culture dimension

Item	Factor I	Factor II	Communality
Tourism led to living behavior slowly changed	**.747**	.119	.572
- Tourism led to traditional activities are slowly eroded or disappeared	.068	**.812**	.664
- Tourism led to rising crime, losing security safety	**.680**	.259	.530
- Tourism led to increased competition, fighting each other more	.047	**.831**	.694
- Tourism led to housing and living habit structure has been changed	**.648**	.163	.446
- Tourism led to people interact with different cultural features	**.609**	-.057	.375
- Tourism led to the commercialization of the	**.605**	-.208	.410

products of local culture			
- Tourism led to promote awareness of preparing knowledge and professional of local people	**.652**	.074	.431
			Total
Eigenvalue	2.713	1.407	4.120
Percent of variance explained	33.913	51.503	85.416
			KMO: 0.748
			Sig.: 0.000

Table 5 shows the findings that, in this case KMO value as much as 0.748, and Significance value less than threshold 0.05 (Sig. = 0.00), which allow us to reject the null hypotheses. We continued to extract two factors from eight items in culture- society dimension by factor analysis method. The first factor composed by SC1, SC3, SC5, SC6, SC7 and SC8 (eigenvalue = 2.713), is a perception about culture- society benefit, and the second factor which is arranged by SC2 and SC4 (eigenvalue = 1,407) is the perception of the costs associated with the tourism in Hon Rom and Mui Ne. Total the eigenvalues of both factors was 4.120 with variance explained as much as 85.416 percent.

Table 6
Factor Analysis' result for items in environmental dimension

Item	Factor I	Factor II	Communality
Tourism activities led to increased volumes of waste and garbage are not handled properly	**.733**	.049	.539
Tourism activities led to reduced public spaces	.445	**-.726**	.725
Tourism activities led to increased (sea) water pollution	**.807**	-.045	.654
Tourism activities led to increased air pollution	**.755**	.248	.632
Tourism activities led to decreased agricultural area, fishing area	**.675**	-.037	.458
Tourism activities constructed many artificial environments	.357	**.723**	.651
Tourism activities decreased the comfortable life, affects the local people health	**.508**	-.054	.261
			Total
Eigenvalue	2.802	1.117	3.919
Percent of variance explained	40.030	15.959	55.989
			KMO: 0.661
			Sig.: 0.000

Factor analysis for seven items in environmental dimension, in Table 6 shows, KMO is adequate for conducting factor analysis. In this case, 0.661 is middling, and Significance value less than threshold 0.05 (Sig. = 0.00) which allowed us to reject the null hypotheses. Factor analysis for seven items in environmental dimension, we continued to extract two factors from seven items. The first factor composed by EV1, EV3, EV4, EV5 and EV7 (eigenvalue = 2.802) is a perception about environment

benefit, and the second factor which is arranged by EV2 and EV6 (eigenvalue = 1.117) is the perception of the costs associated with the tourism in Hon Rom and Mui Ne. Total the eigenvalues of both factors was 3.919 with variance explained as much as 55.989 percent.

5. Discussion

The factor analysis findings showed the tourism development in Mui Ne, Phan Thiet, Binh Thuan has influenced some social living aspects of local people. This influence has also brought not only positive but also negative effects. By using factor analysis, for each of dimension about economic dimension, socio- cultural dimension and environmental dimension.

According to the economic aspect, the tourism development in Mui Ne, Phan Thiet, Binh Thuan has brought the economic benefits of area, for example, increasing the career opportunity, business chance for local people, local products becomes valuable products, so the income is partly improved, the public infrastructure system of local area has been upgraded and expanded. Nevertheless, besides the things of bringing the economic benefits, local people also face the change in trades structural while people are not ready for that transfer and increase the competition in career activities, business activities. The discovery of this research is suitable to the researches of researcher Dung (2009), Sharma - Dyer (2012), researcher group Kencana and Darmayanti (2014). The previous researches proved that the tourism activities in area led to the development in economic activities in local community, increase the opportunity to work in tourism industry and business opportunity from the local tourism activities. Besides providing some benefits, also feel a burden to be borne. Costs or burden faced by the people at Mui Ne is an increase in the price of land, homes, and other forms of property as well as increased competition.

On the other hand, the descriptive statistics in this research which is a technique associated with the analysis of data for inference over the large number of data, showed that the evaluation of people who indicated that *"the change in trades structural has led the income of partly people in different area and living standards"*. Particularly, average income per person in each family who works in non- fishing industry, non-agriculture is 3.4 million VND and who works in fishing industry, agriculture is 1.3 million VND (*Source:* Survey data of researcher, 2016). The difference in average income per person in each family showed the change in trades structural partly because of the tourism effect. This led to the distance of social stratification farther and farther.

From socio- cultural perspective, tourism clearly influenced the living routine of local people from the slowly changed living behavior, housing structure, daily activities, crime increasing, unsecure safety because of receiving a lot of different cultural sources. Moreover, that change shows that tourism has lead the erosion and disappearance of traditional activities, community relationship, much more competitive than before.

Nonetheless, because of these changes, local people themselves were well-aware of preparing knowledge and professional qualifications to be ready in the career competition. This research findings are suitable with the ones of the researcher Long (2012), whom studied impacts of tourism and community support in developing tourism at Ha Long Bay, Vietnam. Using descriptive analysis, Long concluded tourism in Ha Long Bay led to more sustained cultural identity of local communities although people accused tourism of leading to increased crime, drug use, prostitution, gambling, robbery, and other social ills. Or in another research, which is about the tourism in Kuta

and Nusa Dua, Indonesia of Kencana và Darmayanti (2014), also indicated that tourism led to the changes in increasing crime, the erosion, disappearance of traditional culture.

However, the difference which is founded in this research is the evaluation of local people: *"Mui Ne tourism, Phan Thiet, Binh Thuan does not destroy the sights, cultural environment and traditional cultural foundation of area".* This suits to the tourism reality of this area which includes most is resorts which take advantages of sea natural resources, the climate serves these tourism activities. So, tourism activities didn't destroy the sights, cultural environment, traditional cultural foundation of area. Moreover, using descriptive analysis also shows that the influence of tourism on the competition attitude, conflict with each other of the local people is higher and higher. Families depending on business, small business, service continue to coexist in tourism projects and have better living standards. In contrast, families not depending on these employment (for example, fishing and seafood processing) are kicked out of the tourism area and live with harsh living standards.

From environmental perspective, tourism activities in Mui Ne, Phan Thiet, Binh Thuan led the fishing area and agricultural area reduced, (sea) water pollution, air pollution because of the amount of waste and garbage is not handled properly into environment. These affect comfortable life and health of local people. Besides, the constructions of building serving tourism activities more and more led to the decreasing in public space (such as beach, forest, sand hill). One more time, findings from this research about the influences of tourism activities on local area is in line with the research findings of researcher Long (2012), Nam (2003), researcher group Kencana and Darmayanti (2014).

6. Conclusion

From the findings of data survey in this area and the use of factor analysis to test the data showed that the tourism development led some changes in social living of local people in both negative and positive effect. The biggest benefit from the feeling of local people is that tourism increases the career opportunity, business opportunity, higher income and make local products become goods of business and public infrastructure improved. Another bigger benefit is that local people raise better awareness of preparing knowledge themselves and improve their qualification to be ready for life which job structure of traditional occupations gradually changed. Nevertheless, in addition to providing the benefits; communities in both regions also feel a burden to be borne. Costs or burden faced by the people at Mui Ne is an increase crime, unsecured safety, other forms of property as well as increased stress, competition, fighting, and environment pollution.

From the above conclusion can be suggested:

1. Phan Thiet, Binh Thuan tourism site is being known as one of the tourism destinations in Vietnam for domestic and foreign tourists. Choosing the perfecting model of tourism activities, doing the best to attract tourists need the best policy of local area which bring benefits not only for investors but also for local people with the aim of satisfying tourists based on the principle of ensuring its sustainability in developing. That is sustainable tourism development, three dimensions about economy, culture-society and environment will benefit from tourism.

2. Tourism business Investors should invest not only the construction of infrastructure for tourism service without affecting environmental pollution, but also creating more job opportunities, business opportunities for local residents.

3. The local resident should be equipped with knowledge and skillfulness to adapt for changes in the investment and development in the local economy. People have to take advantage of the impact of tourism to enhance the value of items of local tourism products, helping them increase their income.

4. As in other research, some limitations need to be addressed. Recognition of these should help to refine future research efforts. First, the research was limited in choosing samples, only local residents were surveyed in this research and no attempt was made to conduct with local government and tourism entrepreneurs. This may have influenced the outcome of this research slightly. Further Sustainable tourism research is conducted by "sustainable livelihood approaches" (Carney, 1998) approach to clarify the research topic. So it is recommended to other researchers to conduct another study same but at other times as well as. From these studies will hopefully get a more complete research results related to the topic in question.

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