

## **Attitude of local residents towards the development of tourism in Vung Tau**

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**Abstract :** *It's certain that tourism has been playing a crucial role in the economic development of a nation in general and Vung Tau City in particular. Although the local government has always been striving to develop Vung Tau tourism in a civilized, modern, and friendly way, they aren't aware that the attitudes of the residents towards tourists are the key issue for sustainable development. The purpose of this paper is to survey the attitudes of the residents towards Vung Tau tourism development. In this study, we will measure attitudes of the residents through four basic factors: social interaction with tourists, culture of profiteering, negative barriers, and perception of crowding. The results showed that there are not correct and good attitudes towards these factors.*

**Keywords:** *attitude, tourism, tourists, residents*

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### **I. Introduction**

The number of international visitors to ASEAN in 2015 is as follows: Laos 4.7 million, Cambodia 4.8 million, Philippines 5.4 million, Vietnam 7.9 million, Indonesia 9.7 million, Singapore 15.2 million, Malaysia 25.7 million, Thailand 29.9 million. Looking at these figures, we see that Vietnam's growth rate is much lower than that of some other countries in the same region. However, at the beginning of 2017, Vietnam is the leader of Asia in terms of speed of tourism development. According to the statistics of UNWTO, in the first four months of 2017, there are 369 million international visitors in the world - an increase of 21 million visitors over the same period in 2016. The report also pointed out the countries with the highest tourism growth in the world, based on international visitors to these countries. Topping the list are the nations of the Palestinian territories. In 2016, the region welcomed about 400,000 international tourists. However, in the first four months of 2017, international visitors to Vietnam increased 57.8%, bringing the annual growth rate of international visitors to 9.5%.

Ba Ria - Vung Tau tourism in recent years has also contributed positively to increasing the income level of residents and revenue for the province. According to the statistics of tourism activities in Ba Ria - Vung Tau province, the total revenue in the first 9 months of 2017 is 1.496 billion, reaching 87.38% of the plan. However, compared with the revenue of some other sea tourism cities, the revenue of BRVT is not significant. For example: According to the statistics of Nha Trang in the first 6 months of 2017 is 7.515 billion, reaching 45.5% of the plan. Da Nang 2016, total revenue of 16,000 billion, reaching 107% of the plan. Although managers state that tourism as a spearhead economy and have many policies and solutions for development, it is not uniform and does not measure its negative impact on the value of local people living: the increase in the number of people, crimes, living standards, conflicts of interest between residents and tourists, and between residents make the tourism slowly develop. The development of tourism has completely changed the life of the community. People's moral values deteriorate because they care more about value for money, personal gain than the value of humanity.

The objectives of this study are different from previous studies. In the past, many researchers looked for directions, solutions, investors, etc. to develop tourism. This study focused on the attitudes of local residents towards the sustainable development of tourism. We want to know whether their attitudes go well with the development strategies of managers. These have not been properly addressed or studied yet. The world has shown that there are four key issues for sustainable tourism development (Figure 1). Without one of these factors, the local tourism economy is difficult to sustain.

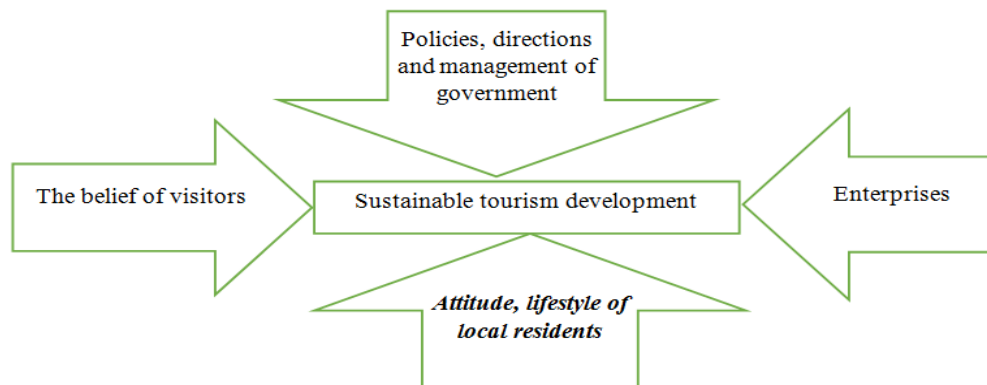


Figure 1: The sustainable tourism development

More specifically, this study aims to examine the attitudes of local residents towards sustainable tourism development in VungTau. Attitudes can be expressed in many different forms. However, we focus on four factors that are of great interest to researchers worldwide and they suggest that the main impact on sustainable tourism development is social interaction with tourists, culture of profiteering, negative barriers, and perception of crowding.

## II. Concept for research terms

### Attitude

Attitude is expressed through thoughts and feelings before a state of affair through gestures, facial expressions, words, actions derived from personal interests and beliefs. Personal belief comes from his/her knowledge. If someone has knowledge of something, he/she believes it is true. From this philosophy, we have put forward research questions for this issue (see research questions). We think that if the residents have positive attitude with visitors will impact well on the development of sustainable tourism.

### Social interaction with tourists

Communication is the process of exchanging information between the speaker and the hearer for a purpose. Usually, communication goes through three states: information exchange, psychological contact; Mutual understanding; Impact and influence. Communicating with tourists, if considered in terms of social interaction, is a natural and unnatural element of psychological needs (due to tasks, interests, etc. they have to communicate). It cannot be negated that through communication people understand each other and stick together more. So, in business, communication not only serves but also creates long-term belief and develops a close relationship with customers, friendship, etc.

### Culture of profiteering

We do not yet have a real definition of this term. However, for the sake of research we need to make the following statement. The culture of profiteering is the same way of living in a community that seeks to benefit itself from exploiting the opportunity to the position illegally. In Vietnam, the word "profiteer" in the tourism sector in recent years has been mentioned a lot, but there is no fundamental solution to this problem.

### Negative barriers

Bad or illegal acts that obstruct development are considered as negative barriers. For example, when saying Vung Tau, people think of 'hacking' tourist sites, unfair competition, asynchronous development, etc. Although the roads are wide, beautiful, luxury restaurants, hotels, many right businesses, they are also interrupted by the awful shops, pavement stalls, motorcycle-taxi drivers, illegal welcoming still exist. The management agency seems to have no effective solution to this problem.

### Perception of crowding

In tourism, the crowds are considered to be the focus on holidays, people have time to gather a place for entertainment, resort services, etc. and good/bad perception of local residents towards guests when providing and selling their services has the decisive role to later pictures.

### Research Methods

The data was selected from 55 motels, private hotels with fewer than 20 rooms, motorcycle taxi drivers and street vendors. Home owners, hotels accounted for 36.7%, managers 10%, employees 26.7%, and motorcycle taxi drivers and hawkers 26.7%. Trained staff in tourism 42%. Cronbach's Alpha reliability of the questionnaire was .641. The observed variables in the scale are greater than 0.4. The subjects were asked 20 questions related to the four areas of interest. We met individually for a live interview. We expect to receive the most objective and honest answer. We focus on small businesses, because these enterprises occupy a large number of concentrated in the Back BeachThuy Van, Pho DucChinh, Hoang HoaTham, etc.

**Research questions**

How does the attitude of local residents affect the sustainable development of Vung Tau tourism?

**Research hypothesis**

Is there a relationship between tourism development and factors such as good social interaction with tourists, culture of profiteering, negative barriers, and perception of crowding?

**Research results**

Expected to have a clear picture of the attitude of local residents towards tourism development in Vung Tau, we would like to analyze some basic results as follows:

**Social interaction with tourists**

	N	Descriptive Statistics	Mean.	Std. Deviation
social interaction with tourists	55	Find a way to develop a close relationship later	.53	.507
		Communicate with visitors regularly	.23	.430
		Only communicate when guests need help with information	.54	.731

**Figure 2:** Communicating with tourists

From these figures, we find that although these residents intend to develop future relationships with tourists, they do not know how to approach and communicate with them effectively. They are not very active in communicating with tourists, either.

**Culture of profiteering**

	N	Descriptive Statistics	Mean.	Std. Deviation
Culture of profiteering	55	Service rates change at times	.77	.430
		Use every bad tactic to have guests	.90	.010
		Do not use poor quality products to serve guests	1.00	.000

**Figure 3.** The culture of profiteering

Most of these small business services do not have the stability of service prices, using bad tactics such as hunting, illegal welcomers, lower prices, etc. to have guests. Fortunately, they claim 100% do not use poor quality products to serve customers.

**Negative barriers**

	N	Descriptive Statistics	Mean.	Std. Deviation
Negative barriers	55	The current tax rate is acceptable	1.00	.000
		Incurred other fees	.50	.466
		Local authorities regularly check	.43	.504

**Figure 4:** Negative barriers

Citizens are satisfied with the tax policy, but still have to endure some other non-law fees. In addition, they are under pressure to test quite large from local authorities.

**Perception of crowding**

	N	Descriptive Statistics	Mean.	Std. Deviation
Perception of crowding	55	Happy to welcome holidays	1.00	.000
		Always think of profit before	.67	.479
		Think of protecting the environment and the safety of crowded guests	1.00	.000

**Figure 5:** Perception of crowding

A good signal is that these people are very interested in protecting the environment and protecting the safety of crowded guests. However, they still think of profit before, they are not seeking to make customers happy before.

**Partial correlations**

Factors		Sig. (2 tailed)
Social interaction with tourists	Tourism development	.000
Culture of profiteering		.004
Negative barriers		.000
Perception of crowding		.000

**Figure 6:** Correlation coefficient

Correlation coefficient Sig. (2 tailed) = 0, less than 5%, we conclude that the variables are related. That is, there is a close relationship between the development of tourism and the attitudes of local residents towards tourists.

### **III. Conclusion**

Despite the rapid growth in the number of motels, small private hotels cater to the needs of a wide variety of guests, this is also a challenge for sustainable tourism development. The owners of the motels and hotels are mostly self-managed or rented their children or relatives. The room rates are very flexible, change constantly. There is a room price per night less than 100,000, but at crowded conditions, room prices are increased several times over the list price to gain. The owners and employees of these businesses are not trained professionally, too. They only learn from those who are ahead or experience oneself so professionalism is not good enough. The phenomenon of illegal welcoming, 'hacking' tourist sites is still existing. The poor shops, pavement stalls make dirty the beauty of the city. For their own benefit, the abuse of authority by some regional managers ought not to be handled or dealt strictly according to the spirit of the law. These things have a great impact and bad influence on the prestige and distrust of tourists if they cannot be solved positively.

### **Recommended solution**

The diversity of tourism models and services that benefit local residents has made a good progress, but the types of small private business, retailers, local authorities should help them legal aids, policy-oriented. They also need to be trained to improve professional services to orient long-term development. It is necessary to combine with the city's universities to open regularly short courses to help them acquire and expand new perspectives for sustainable development and compete with local and foreign tourist destinations. Especially, help them live in healthy competition, love each other, behave civilly. Educating belief in a good life will help the society to have good people. We see that although science and technology developed, human personality education is the root. It helps people to be more cheerful in communication, friendly and sticking together.

Local authorities should have appropriate and strong policies for street vendors, motorbike taxi drivers, illegal behaviors, profiteering, etc. to lose the aesthetics and prestige of the active tourist city.

Finally, through this research, we recommend that local authorities need to pay attention to the attitudes of local residents to sustainable tourism development. If they only care about policies, infrastructure, big investors and then forget the small business, retail whose education qualification is not enough and only interested in the immediate profit for themselves, it is difficult to keep up with the development of tourism in the same category in the same country and the world.

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