

Turkish Journal of Physiotherapy and Rehabilitation

ISSN 2651-4451 | e-ISSN 2651-446X | Period Tri-annual | Founded: 1974 | Publisher Türkiye Fizyoterapistler Derneği | <http://www.turkjphysiotherrehabil.org>



13.029

19.762

Turkish Journal of Physiotherapy and Rehabilitation (TJPR) is the official peer-reviewed scientific journal of the Turkish Physiotherapy Association. It is abbreviated as Turk J Physiother Rehabil. The journal publishes three issues at April, August and December, in Turkish and English. This is a open access journal and all rights of the journal belongs to Turkish Physiotherapy Association.

Turkish Journal of Physiotherapy and Rehabilitation (TJPR) Turkish Journal of Physiotherapy and Rehabilitation" is listed in Emerging Sources Citation Index (ESCI), Cumulative Index to Nursing and Allied Health Literature (CINAHL), EBSCO, Excerpta Medica (EMBASE), Turkey Citation Index and Ulakbim TR Medical Index.

ISSN: 2651-4451 e- ISSN: 2651-446X

We welcome your comments and suggestions. Please e-mail us at info@turkjphysiotherrehabil.org



RSS

Search in the j

Su

Send R

Aim & Scop

Author Gui

Ethical Prin
Policy

Indexes and Platforms



TR Dizin



Scopus



Emerging Sources Citation
Index (ESCI)

Volume: 32 - Issue: 3

Contents

Articles

[A Survey on Extended Reality Trends and Different Frameworks Used for Augmented Reality Gaming / Pages : 1 - 8](#)

PDF

Dr.C.Punitha Devi, Dr.T.Vigneswari, Surya S, Hariharan R S, Vishnuprasad M

[Automated Smart Shopping Cart in Megamall / Pages : 9 - 15](#)

PDF

Hemalatha R, Dr.A.Sumaiya Begum, Poonkuzhali P, Aarthi R, Vemula Venkata Sai Praveen Kumar, TataPraveen

[Secure Auditing and Storage Systems in Cloud / Pages : 16 - 20](#)

PDF

K. Saikrishna Teja, Dr. Subbiah Swaminathan , a Karunakaran

[Secure Authentication and Digital Watermarking System to Preserve the Remote Sensing Images / Pages : 21 - 26](#)

PDF

Aditya Kumar, Harsh Teotia, P. Renukadevi

[IOT Based Agriculture Monitoring System / Pages : 27 - 34](#)

PDF

P. Renukadevi, Adarsh Kumar Gupta, Amrit Raj Kam

[Ethical Leadership, Teacher Capacity Building, And School Culture In Character Education Implementation In A Junior High School Setting / Pages : 36951 - 36961](#) PDF
Rita Anggorowati, Aan Komariah, Dedy Achmad Kurniady, Cucun Sunaengsih, Taufani Kurniatun, Nuphanudin, Yayah Rahyasih, Subaidi, Zuraidah Abdullah

[Factors Affecting The Development Of Community-Based Tourism In The Northwest Region / Pages : 36962 - 36972](#) PDF
Ai Huu Tran, Nam Vong Think, Tuan Tran Duc

[Specific Possibilities Of Organizing The Processes Of Preparing Students For Professional And Pedagogical Activity On The Basis Of A Corporate Approach / Pages : 36973 - 36978](#) PDF
Maftuna Gapparova

[Internet Community: An Essential Tool For Promoting A Brand / Pages : 36979 - 36985](#) PDF
Ritu Mudgal, Dr. Priyanka Singh

[Use Of Digital Media And Environmental Health: A Case Studies In The Transmigration Region Of East Luwu Regency, Indonesia / Pages : 36986 - 36991](#) PDF
Arianto Arianto, Jeanny M Fatimah, Muhammad Farid , Tuti Bahfiarti

[Technologies For Development Of Preschool Employees / Pages : 36992 - 37000](#) PDF
Dildora N. Kadirova, Mamura Irmatova

[Comparison between Ranson's score and modified CT Severity Index \(CTSI\) for assessment of severity of acute pancreatitis based upon Revised Atlanta Classification / Pages : 37001 - 37020](#) PDF
Dr. Allu Anusha, Dr. Manasi Harale, Dr. Simranbir Bhullar, Dr. Pradnya Diggikar

[The Role Of Music Classes In The Formation Of Creative Competences Of Preschool Educational Institutions / Pages : 37021 - 37031](#) PDF
Hulkar M. Mizamova, Durdona K. Amanova, Foziljon U. Pulatov

[Innovative Technologies Of Management Of The Educational Process In Preschool Educational Organizations / Pages : 37032 - 37039](#) PDF

FACTORS AFFECTING THE DEVELOPMENT OF COMMUNITY-BASED TOURISM IN THE NORTHWEST REGION

Ai Huu Tran

Van Hien, University, Vietnam

Nam Vong Thinh

HCMC University of Technology and Education, Vietnam

Tuan Tran Duc

Van Lang, University, Vietnam

ABSTRACT

Tourism is considered one of the world's largest industries, accounting for about 9% of global GDP, contributing to economic growth and creating job opportunities, especially in developing countries. The potentials of cultural tourism such as cultural identities, customs, and unique festivals of about 22 ethnic minorities (Thai, Muong, Mong, Giao, Sinh Mun, Kho Mu...), make a difference especially for tourism products of the Northwest region.

Visitors' perceptions were analyzed through a questionnaire survey conducted in 2021. The sampling method used in the survey was a random selection. We need an industry that provides a way to minimize ecological impacts, benefit local communities and reduce poverty - an industry that is reflected in its organization and performance in the economic sectors of tourism, environment, and culture the role of community tourism with high responsibility. Therefore, especially important education through knowledge sharing and awareness-raising in rural mountainous areas is necessary and has practical significance.

Keywords: community tourism, cultural identity, ecological impact reduction, Northwest region, Vietnam.

JEL classification: M31; F18; O44.

1. INTRODUCTION

The tourism industry is viewed as an economic sector that is mainly based on businesses that provide goods and services to tourists, most of which are small-scale. Community-Based Tourism (CBT) is a form of tourism that empowers communities manage tourism to achieve outcomes that contribute to community well-being, including economic, social, and environmental sustainability school. Therefore, community-based tourism not only involves a partnership between tourism businesses and the community to benefit both parties but also involves the support of the community and the community for small-scale tourism businesses, from which, businesses commit to supporting projects for community development.

In 2019, Vietnam's tourism industry made a miracle to welcome 18 million international visitors for the first time, an increase of 16.2% compared to 2018. In the period from 2015-2019, the number of international visitors to Vietnam increased by 2,3 times, from 7.9 million to 18 million, the average growth rate is 22.7% per year. Vietnam is constantly in the group of countries with the fastest tourist growth rate in the world. Along with that, the World Travel Awards also honored Vietnam as Asia's Leading Destination for 2 consecutive years 2018-2019, significantly contributing to the country's industrialization and modernization, improving and enhancing the quality of life of the people.

According to Creswell, J.W. (2007), CBT is tourism that is owned, operated, and managed or coordinated at the community level by the community, which contributes to the prosperity of the community through supporting sustainable livelihoods and preserving traditional socio-cultural values and cultural and natural heritage resources.

Community-Based Tourism (CBT) appeared in Vietnam since the 1980s in some places such as Mai Chau - Hoa Binh, Sa Pa - Lao Cai; Hoi An - Quang Nam and some provinces of the Mekong Delta have brought many economic benefits to the local people. Some typical types of community tourism include visiting ancient craft villages, learning about culture and customs. This model is being applied popularly

in the northern mountainous provinces of Vietnam such as Hoa Binh, Lao Cai, Ha Giang and attracts many tourists to visit schedule.

The Northwest region, including the provinces of Hoa Binh, Son La, Dien Bien, and Lai Chau has a lot of potential for the development of community-based tourism due to its rich and diverse natural resources such as hilly topography. Higher mountains have created many beautiful caves (Hoa Tien, Hoa Binh; Bat cave, Moc Chau, Son La; Pa Thom, Dien Bien; Tien Son, Tam Duong, Lai Chau...), suitable for some type of community tourism associated with mountain climbing and caving. The climate is divided into two seasons, according to humidity (rainy season and dry season), four seasons, according to temperature (spring, summer, autumn, winter), the average temperature/year is about 23C, humidity is over 80%, average rainfall flasks from 1,200-1,800 mm; many plateaus with altitudes above 1,000m above sea level (Moc Chau and Son La Plateaus (1,050m); Sin Ho, Lai Chau (1,500m); Sin Chai, Tua Chua, Dien Bien (1,596m)... Suitable for the development of some types of community-based tourism experiences in the fields of agriculture and resort.

2. THEORETICAL BASIS

Local communities play an important role in tourism development, they are the focal point providing infrastructures such as accommodation, food and beverage services, information, transportation, and other services. The term "community" has been mentioned since the 19th century, so far there have been many scholars interested in research, such as Hillery, G, 1955; Kibicho, W. (2008), Ivanovic (2009) ... the research usually revolves around the following three issues:

Firstly, many studies suggest that communities are often associated with a specific geographical area, whereby a community can be identified and described on a geographical map, named, bordered, landmarks, and their culture, customs, and habits (Ivanovic, 2009). As Hillery (1955) pointed out, there are at least ninety-four different definitions of community, however, in his view, the community includes people who are socially and culturally involved in an area geographically and have one or more common relationships.

Second, some studies have addressed the view of a community consisting of people who may or may not live-in close proximity to each other (geographically indeterminate) but who share common characteristics or interests (functional community). In this view, the community can be understood as a network of existing or potential relationships of individuals, groups, and organizations who share or are likely to share common goals and interests (Bush, R., Dower, J., & Mutch, A, 2002).

Third, virtual community, appearing with the development of modern media in recent decades, the concept of community has transcended the limits of time, space, and geography. Virtual communities are understood as groups of people with common interests, who interact with each other through a system of websites and social networks using computers and modern digital technology, linked with each other certain geographical boundaries or associations of peoples (Howard Rheingold, 1993).

Research by Milne et al., (2001) has shown that a community is a group of people living in the same locality, may be permanent or non-resident, but have a common interest, sharing, association, and interaction work together. Telfer and Shrpley (2008) argue that many of the perspectives can be applied to local communities in tourism development, local communities can be considered as the main attraction for skills development and knowledge, while there are those who see the community as simply a place where tourism activities take place.

Table 2.1: Summary of studies on stakeholders in community tourism development found in previous studies

STT	The parties relate	Significance of the study	Research author
1	Citizen	Search to improve call quality live, free from exploitation, injustice in the community	Fusco, và cộng sự, (2009); Murphy (1985); Armstrong, R. (2012); Sheldon và Var (1984);

2	local Tourists	Looking for a quality travel environment, self-accumulate and increase travel experience in a safe and attractive environment.	Swarbrooke (1999); Farrell & Marion (2001); Belisle, F.J. & Hoy, D.R. (1980); Moscardo, G. (2011),
3	Management agencies Power of the State	The objective is to build a system of legal and policy corridors to improve efficiency and productivity, reduce the use of resources, prevent environmental pollution, promote local labor resources, and ensure security, safety, manage the behavior of airlines and handle violations	Gracia (2013), Chen, C. F., & Chen, F. S. (2010), Sofield (2003); Moscardo, G. (2011); Moscardo, G. (2011); Timothy (1998); Clark, T. (1984),
4	Enterprise business in the field of tourism	Seeking long-term survival in business, while caring about a personal image, providing tourists with high-quality products and services, minimizing the impact on the environment.	Nazrin (2012); Brennan, F. & Allen, G. (2001); Eagles và cộng sự (2002);

3. RESEARCH MODEL AND HYPOTHESIS

3.1. Research hypothesis

On the basis of a review of previous studies, especially that of (Veronica Garcia Lucchetti, 2013; Suthamma Nitikasetsoontorn, 2014; Sila Karacaoğlu and Kemal Birdir, 2017), combined with the research context in Vietnam, the author The research hypothesis is proposed as follows:

1) The attraction of the community tourist spot (ACTS)

Attractive tourist destinations are considered to be those that can attract and attract tourists' interest (Pearce, 1989), in the community tourism business, these attractive factors can be natural resources that still retain their wild features, historical monuments, architectural works that still retain their original values, cultural features, lifestyles, and traditional customs of indigenous people... or intangible factors such as the tourist's spiritual experiences at the destination. From there, the author develops the following hypotheses:

H1: *The attractiveness of natural attractions (landscape, weather, climate...) has a positive influence on the development of community tourism;*

2) Accessibility to community attractions (ACA)

In terms of geographical location with special characteristics of the Northwest as described, transportation between localities in the region as well as other regions face many difficulties, which may be certain barriers affecting affect the development of community tourism in the region. Inheriting the research of scholars Christina Geng-Qing Chi et al (2008); Duk-Byeong Park et al., (2015); Suthathip Suanmali (2014), combined with expert consultation, the author builds the hypothesis:

H2: *Accessibility to CBT has a positive impact on CBT development.*

3) Infrastructure and services of community attractions (ISCA)

In the community tourism business, the infrastructure and services of a community tourist site can be built specifically for tourism activities or as amenities shared with people's daily lives locally (Smith, 1988). This is a factor that affects the psychological and satisfaction of the tourists when approaching the destination. In fact, the infrastructure and services of many community-based tourist attractions in the northwest region are still limited and lack synergies compared to the common ground reception area, public sanitation..., which partly affects the development of community tourism in the region. The author formulated the following research hypothesis:

H3: *The infrastructure and services of the community-based tourist destination has a positive impact on the development of community-based tourism.*

4) Knowledge and skills about tourism of local people (KSTP)

Research by many scholars (Smith, 1992; Moscardo, 2011) has shown that in order to improve community capacity in tourism development, participants must have the knowledge, and skills, thereby helping them to think and act in the most appropriate ways. Skills and knowledge are considered a

supporting tool for community development and an important factor for CBT development, it is really necessary for anyone participating in CBT activities, from local government officials or community leaders to local people.

Research by Moscardo (2011) pointed out that in most developing countries, the lack of capacity in the community is recognized as a barrier to promoting CBT development. According to Moscardo (2011), community capacity building plays a central role and plays an important role in the tourism business, in which, lack of tourism knowledge is an important barrier that not only directly restricts participation in tourism participation of local people in tourism development, but also contributes to other obstacles such as dependence on tour arrangements of companies outside the community. Therefore, in order to improve the capacity of local communities in developing CBT, it is necessary to improve knowledge and skills in tourism, the author develops the following hypothesis:

H4: *Local people's tourism knowledge and skills have a positive influence on the development of community tourism.*

5) Cooperation and support from outside the community (CSOC)

Cooperation and support from outside the community are seen as an opportunity for the local community to approach, creating advantages for the successful development of community-based tourism actors outside the community often mentioned in research such as local government; tourism businesses; non-governmental organizations. These are also the organizations that experts believe have much cooperation and support for the local community in the northwest region to develop community-based tourism over the years. In fact, each object is different, has different impacts, cooperation, and support for the development of local community-based tourism, with the specifics of awareness and views of local people in the area. In the northwest region, experts suggest dividing this factor into 3 groups: (1) cooperation and support of local authorities; (2) from the tourism business, and (3) from NGOs. The author formulated the following hypothesis:

H5: *The support and cooperation from outside the community play an important role, having a positive impact on the development of community tourism.*

3.2. Research models

From the results of the research overview and the selection of the theoretical basis for the study, the author synthesizes a number of criteria to evaluate the development of community tourism as well as the factors affecting the development of community tourism such as: after:

- For the criteria for assessing the development of community tourism, including four economic, socio-cultural, and environmental indicators, meeting the needs of tourists;
- For the factors affecting the development of community-based tourism, the initial model proposes 8 factors including (1) attractiveness of the tourist destination; (2) accessibility to tourist attractions; (3) the convenience of the tourist destination; (4) participation of local people; (5) local people's tourism knowledge and skills; (6) community leaders; (8) cooperation and support from outside the community.

Thus, after consulting experts, the results of the theoretical model studying some factors affecting the development of community-based tourism in the Northwest region of Vietnam include 5 groups of factors: (1) Attraction of the community tourist spot (ACTS); (2) Accessibility to community attractions (ACA); (3) Infrastructure and services of community attractions (ISCA); (4) Knowledge and skills about tourism of local people (KSTP); (5) Cooperation and support from outside the community (CSOC).

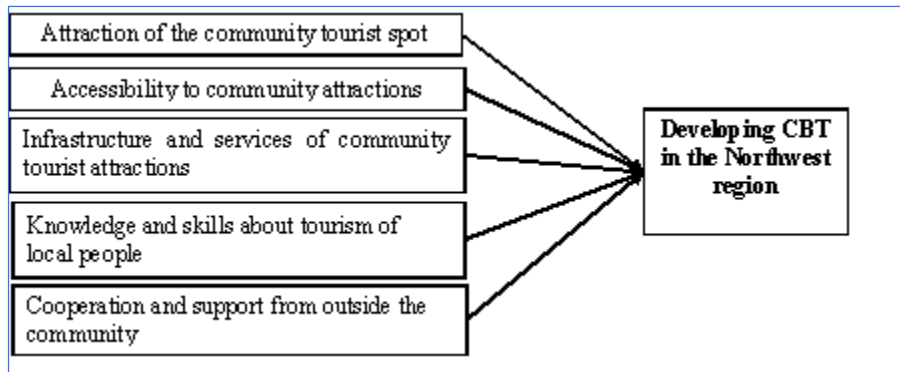


Figure 1: Proposed model to study some factors of community-based tourism development in the Northwest region of Vietnam

3.3 Research Methods

Research is carried out based on a combination of quantitative research and qualitative research. In which theoretical systems are synthesized from research documents and scientific articles. In particular, this study investigated tourists' perceptions of community-based tourism with its responsibility to reduce environmental impacts. The survey was carried out and the collected data were processed through statistical analysis of SPSS software. The study analyzed descriptive statistics and exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and linear structural modeling (SEM) to find out the factors that affect perception cultural identity, and historical preservation. Tourists and local communities are aware of conservation, restoration, and development of traditional industries, cultural values, customs, and habits of local people, and quality of life is maintained, and enhanced (Tuffin, Bill., (2005; Tasci et al, 2013),

The survey results were analyzed through SPSS software, the findings from this quantitative analysis are the basis to confirm the importance and relationship between the factors affecting the development of community-based tourism. research. Due to the difference in research areas, cultures, customs and practices as well as socio-economic development levels in different regions and countries, it is possible that the scales in step 1 are not really suitable for this study. research area. Therefore, the observed variables of the scales are adjusted and supplemented by qualitative research through expert consultation, focus group discussions, in-depth interviews with local people, community leaders, representatives of local communities. organized in the community, tourists, combined with observation techniques. After adjustment, the scale was tested to be complete and included in the questionnaire for official quantitative research.

The official survey form was distributed to investigate 400 questionnaires to the research subjects in accordance with the control information mentioned above at 11 community tourism sites in 4 provinces of Hoa Binh (2 points), Son La (4 points). points), Dien Bien (3 points), Lai Chau (2 points). The collected data were analyzed and tested using Cronbach's Alpha reliability coefficient, exploratory factor analysis (EFA). According to Nunnally & Burnstein (1994), observed variables with a correlation coefficient between variable and total (item-total correlation) in Cronbach's Alpha test less than 0.4 will be removed and observed variables are weighted (factor loading) less than 0.4 in EFA is also further removed (Gerbing & Anderson, 1988). The remaining observed variables will be included in the multivariate regression analysis model and used to discuss the research results.

3.4. Data analysis

Qualitative data collected from group discussions and in-depth interviews were synthesized and classified according to each research criteria and content. The results obtained from the research subjects were compared and evaluated, in consultation with experts to unify the contents to suit the characteristics of the research area. The qualitative research component is the first stage of the research process, at the end of this phase, the author has enough grounds to revise the hypotheses, factors, variables, scales, and research models, and at the same time adjust and complete the questionnaire for the next phase of quantitative research.

• **Quantitative research**

Data were collected through a distributed questionnaire. All data were collected between 6/2020 - 7/2020. The questionnaire consists of 34 questions, in which 30 questions include observed variables on 5 independent scales and four observed variables for the dependent scale of community tourism development factors in the Northwest.

The survey, conducted during the summer months of 2020 was conducted through paper questionnaires in person or by emailing them to potential respondents. There were 400 face-to-face questionnaires distributed, a total of 358 questionnaires were collected. There were 27 questionnaires that were discarded due to incomplete information in them. So, in the end, 331 questionnaires were used for further analysis.

Table 1 - Summary of scale test results (Source: Authors' own calculations)

Components	Variables	Cronbach's Alpha	% Of variance	Evaluation
Attraction of tourist attractions	7	0,891	68,280	Qualified
Accessibility to tourist attractions	6	0,897		
Infrastructure and services of community tourist attractions	5	0,855		
Tourism knowledge and skills of local people	6	0,809		
Cooperation and support from outside the community	6	0,841		
Developing CBT in the Northwest region	4	0,683	51,600	
Total	34			

The preliminary assessment is performed using a scale with Cronbach's alpha reliability coefficient and exploratory factor analysis method, presenting indicators to check the appropriateness of the research model such as F-value, R², correlation coefficient, variance inflation factor (VIF), and hypothesis testing. Then, we tested the fit of the model, built multiple regression equations, and tested the hypotheses. Finally, we tested the reliability of the scale using Cronbach's Alpha, EFA, CFA, linear regression analysis, and SEM.

• **Confirmatory Factor Analysis (CFA)**

Regarding the overall relevance, factor analysis confirmed that this model has a chi-squared statistical value of 203.828 with 122 degrees of freedom (p = 0.000). The relative chi-squared for degrees of freedom CMIN/def is 1.671 (<0.2). Other indicators are: GLI = 0.928 (> 0.9), TLI = 0.976(> 0.9), CFI = 0.981 (> 0.9) and RMSEA = 0.049 (< 0.08). Therefore, this model is suitable for market data. This also allows us to say that there is a disorientation of the observed variables. Convergence values, standard weights of all scales are > 0.5 and statistically significant at p < 0.5. Therefore, the scales achieve convergent values.

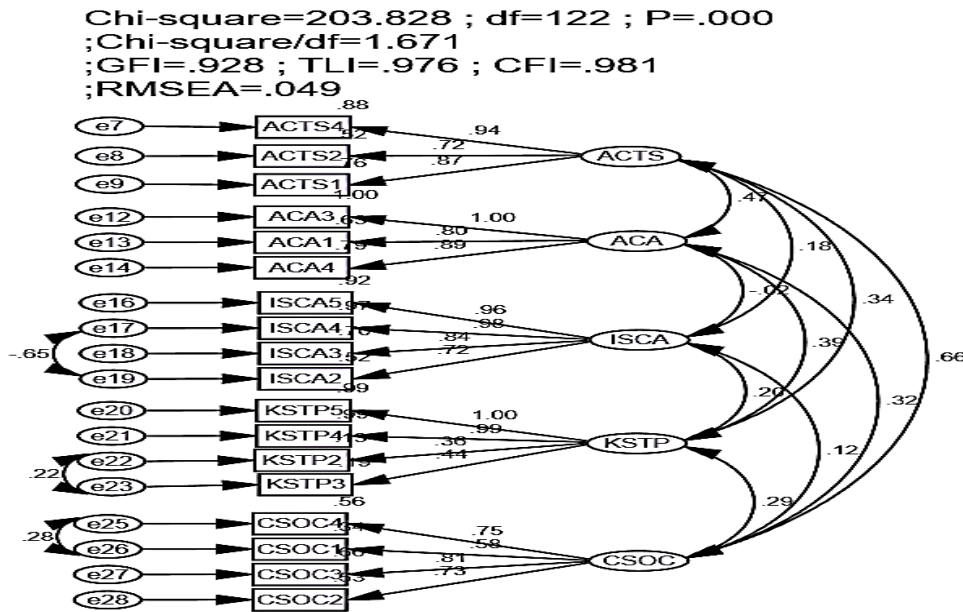


Figure 1 - CFA analysis results

(Source: Authors' own calculations)

Table 2 - Results of estimating the causal relationship between the factors of developing CBT in the Northwest region (Source: authors' own calculations)

	Correlations		Estimate	S.E.	C.R.	P
ACTS2	<---	ACTS	0.768	0.052	14.694	***
ACTS1	<---	ACTS	0.935	0.046	20.481	***
ACA1	<---	ACA	0.81	0.041	19.92	***
ISCA4	<---	ISCA	1.03	0.025	41.792	***
ISCA3	<---	ISCA	0.916	0.039	23.274	***
ISCA2	<---	ISCA	0.698	0.044	15.835	***
KSTP4	<---	KSTP	0.983	0.014	69.89	***
KSTP2	<---	KSTP	0.307	0.048	6.354	***
KSTP3	<---	KSTP	0.394	0.049	8.046	***
CSOC1	<---	CSOC	0.816	0.079	10.351	***
CSOC3	<---	CSOC	1.029	0.087	11.85	***
CSOC2	<---	CSOC	0.995	0.09	11.054	***
ACA4	<---	ACA	0.847	0.032	26.819	***

• **Structural Equation Model Results**

The research model includes 8 concepts, after CFA and SEM testing there are 5 satisfactory concepts, including 5 independent concepts: (1) Attraction of the community tourist spot (ACTS); (2) Accessibility to community attractions (ACA); (3) Infrastructure and services of community attractions (ISCA); (4) Knowledge and skills about tourism of local people (KSTP); (5) Cooperation and support from outside the community (CSOC).In contrast, developing CBT in the Northwest region (DCBT) is a dependent concept.

The results show that this model has a chi-squared value of 367.626 with 167 degrees of freedom (p = 0.000). The relative squared value of degrees of freedom CMIN/def is 1.789 (<2). Other indicators include: GTI = 0.921 (> 0.9), TLI = 0.945 (> 0.9), CFI = 0.956 (> 0.9), and

RMSEA = 0.038 (< 0.08). Therefore, this model achieves compatibility with the collected information. Factors include (1) Attraction of the community tourist spot (ACTS), (ES = 0.271, P = 0.000); (2) Infrastructure and services of community attractions (ISCA), (ES = 0.184, P = 0.003); (3) Accessibility to community attractions (ACA), (ES = 0.166, P = 0.000); (4) Cooperation and support from outside the community (CSOC), (ES = 0.150, P = 0.001); (5) Knowledge and skills about tourism of local people (KSTP), (ES = 0.089, P = 0.008).

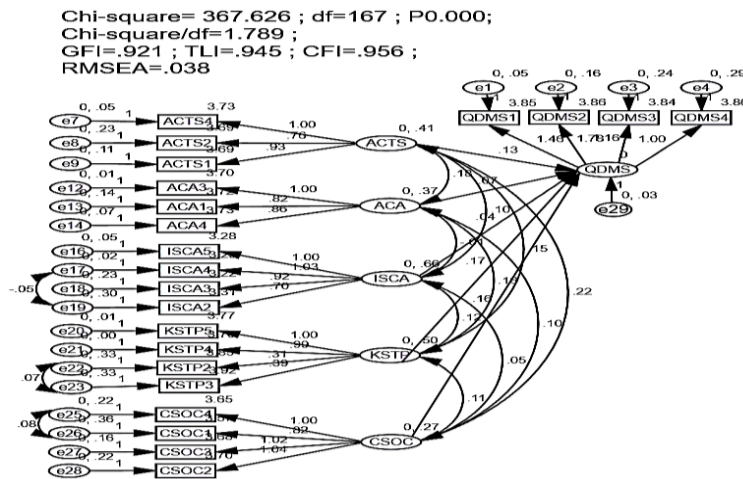


Figure 6 - The model structure after final calibration in SEM

Table 3 - Results of estimating the causal relationship between the factors of developing CBT in the Northwest region (Source: authors' own calculations)

	Relationship	Estimate	S.E.	C.R.	P	Label	
DCBT	<---	ACTS	.066	.033	.187	.032	Yes
DCBT	<---	ISCA	.041	.028	.574	.015	Yes
DCBT	<---	ACA	.998	.139	7.162	***	Yes
DCBT	<---	KSTP	.040	.047	1.121	.011	Yes
DCBT	<---	CSOC	.052	.018	2.852	.002	Yes

The bootstrap method is usually used to test the model estimates, with the pattern repeatedly being N =1000. The estimation results for 1000 samples averaged together with the deviations are presented in Tab. 4. CR has a very small absolute value, thus, it can be stated that the deviation is very low, while also being not statistically significant at the 95% confidence level. Thus, we can conclude that the model estimates can be trusted

Table 4 - Results estimated by means of bootstrap, N = 1000
 (Source: authors' own calculations)

Parameter			SE	SE-SE	Mean	Bias	SE-Bias	CR
DCBT	<---	ACST	0.032	0.001	0.084	0.001	0.001	1
DCBT	<---	ISCA	0.041	0.001	0.054	-0.003	0.001	-0.3
DCBT	<---	ACA	0.029	0.001	-0.003	0.001	0.001	1
DCBT	<---	KSTP	0.021	0.001	-0.028	0.002	0.001	0.3
DCBT	<---	CSOC	0.052	0.001	0.084	-0.002	0.002	-1

- **T-test and ANOVA**

According to the results of the T-test and ANOVA analysis, several demographic variables were statistically significant in this study: age group, education level, and income level. This means that there are differences in CBT development factors by age group, education level, and income level (Ai Huu Tran, 2017). The analysis results also show that there is no statistically significant difference in the factors of community tourism development between different gender groups and marital status.

The research results were again analyzed and discussed with experts to compare with the conclusions of previous studies and the actual results of the research area, as a basis for the author to make proposals, recommendations, and conclusions that are scientifically grounded.

8. CONCLUSION

Summary of research contents and results shows that the Northwest region has many potentials and strengths to develop community-based tourism, but those potentials and strengths have not been effectively exploited, contributing to the development of community-based tourism worthy part is a spearhead economic sector, promoting the economic and social development of the region. Stemming from the theory and practice of community-based tourism development in the northwest region, it is carried out with the goal of studying some factors affecting the development of community-based tourism in the northwest region based on the viewpoint of assessing, knowledge of local people.

To achieve that goal, a review of previous studies related to the development of community-based tourism was reviewed, and research gaps were identified; synthesize theoretical issues on the development of community tourism and the factors affecting the development of community tourism; synthesis and selection of theories for the research, in which three theories used by the author for the research are the theory of sustainable development; stakeholders and expectations theory.

The research results have built a set of scales to evaluate the development of community-based tourism in the Northwest, this set of scales ensures systematic and suitable for the development of community-based tourism in the Northwest region. Pointed out the groups of factors and variables that have an impact on the development of community-based tourism in the northwest region, and at the same time determined the order of influence of these variables and scales on the development of community-based tourism. Thereby helping stakeholders have a clearer view into the process of planning, implementing, implementing as well as checking and evaluating community-based tourism development in the northwest region.

In addition, from the research results, combined with the specifics of the research context, some recommendations with implications for governance with stakeholders in the development of community-based tourism in the northwest region is proposed to provide the basis for appropriate solutions and policies to develop community-based tourism, meet the different needs of tourists, ensure the harmonious development of the local community economy with the conservation and promotion of tourism cultural values, customs, and practices as well as environmental protection issues.

Limitations and directions for further research

Although the research results have solved the research objectives and questions, the study still has some limitations as follows:

Firstly, there are many different schools of research when it comes to community tourism, however, research only focuses on three schools of a theory of sustainable development; stakeholder theory and expectancy theory.

Secondly, the factors included in the study only explain 55.4% of the variation of community tourism development, the rest 44.6% are due to other factors but not mentioned by the author in the research. Therefore, further studies should add more factors to evaluate the development of community-based tourism with higher results.

Third, the new research method, only stops at approaching the local people from the perspective of providing community-based tourism products, not approaching tourists' consumers of community tourism products). At the same time, the study was conducted in the northwest region, an area with specific

characteristics in terms of topography, climate, and population, and ethnic characteristics, so it may not be possible to clarify the differences in factors affecting the development of community-based tourism and its content. Therefore, future studies should widen the scope of the study better results.

REFERENCES

1. Ai Huu Tran (2017). Consumer's behavior towards green purchase intention. *Actual Problems of Economics*, №2(188).
2. Ai Huu Tran (2017). Brand value of public universities in Ho Chi Minh City, Vietnam. *The eurasians: journal on global socio-economic dynamics*, Volume 6 (19); November - December, Year 2019.
3. Brennan, F, & Allen, G. (2001). Community-based Ecotourism, Social Exclusion and the Changing Political Economy of KwaZulu-Natal, South Africa. In D. Harrison, 2001 (Ed.), *Tourism and the Less Developed World*, (pp.203-220).
4. Bryson, J. M., Cunningham, G. L., & Lokkesmoe, K. J. (2002). What to do when stakeholders matter: the case of policy formulation for the African American men project of Hennepin County, Minnesota. *Public Administration Review*, 568-584.
5. Bush, R., Dower, J., & Mutch, A. (2002). *Community capacity index manual. Queensland, Centre for Primary Health Care: The University of Queensland*.
6. Butcher, J. (1996). *Sustainable development or development? In M.J. Stabler (Ed.) Tourism sustainability: Principles and Practice*, UK: CAB International.
7. Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31, 29-35.
8. Clark, T. (1984). Alternative Modes of Co-operative Production. *Economic and Industrial Democracy*, 5(1), 97-129.
9. Creswell, J.W. (2007). *Qualitative inquiry & research design: Choosing among five approaches (2nd ed.)*. Thousand Oaks, CA: Sage.
10. Duk-Byeong Park, Rbin Nunkoo & Yoo-Sik Yoon. (2015). Rural residents' attitudes to tourism and the moderating effects of social capital. *Tourism Geographies*, Vol.17, No.1, 112-133
11. Eagles, P. F. J., Bowman, M. E., & Tao, T. (2001). *Guidelines for tourism in parks and protected areas of East Asia*, Ontario, Canada: Waterloo Printing.
12. Eagles, P. F., McCool, S. F., & Haynes, C. D. (2002). *Sustainable tourism in protected areas: Guidelines for planning and management*. Cambridge, UK: IUCN.
13. Hillery, G. (1955). *Definitions of community: areas of agreement*, *Rural Sociology*: 20, 111-123.
14. Holloway, J. C., & Humphreys, C. (2012). *The business of tourism*. Essex, UK: Pearson.
15. Howard Rheingold. (1993), *The Virtual Community: Homesteading on the Electronic Frontier*, Reading, Massachusetts: Addison-Wesley: ISBN 0-201-60870-7.
16. Ivanovic, M. (2009). *Cultural Tourism*. USA: Juta and Company Limited.
17. Jafari, J. (Ed). (2000). *Encyclopedia of tourism*, London and New York: Routledge.
18. Jennings, G. (2010). *Tourism Research, Brisbane*. Australia, John Wiley & Sons.
19. Kibicho, W. (2008). "Community-Based Tourism: A Factor-Cluster Segmentation Approach", *Journal of Sustainable Tourism*, 16, 211-231.
20. Milne, S., & Ateljevic, I. (2001). Tourism, economic development and the global-local nexus: Theoiy embracing complexity. *Tourism Geographies*, 3(4), 369-393.

21. Moscardo, G. (2011). Exploring social representations of tourism planning: issues for governance. *Journal of Sustainable Tourism*, 19(4-5),423-436.
22. Nguyen Dinh Tho and Nguyen Thi Mai Trang (2011). *Marketing Scientific Research* (2nd edition), Labor Publishing House, Hanoi
23. Nopparat Satarat (2010). *Sustainable Management of Community-Based Tourism in Thailand. Doctor of Philosophy (Development Administration): School of Public Administration*. National Institute of Development Administration.
24. Pearce, P. L , & Moscardo, G. (1989)."Tourism Community Analysis: Asking the right Questions,. In R Buder, W. (Ed.). *Contemporary Issues in Tourism Development, London and New York* (Routledge.), 31-51.
25. Saftic, D., Tezak, A., & Luk, N. (2011). *Stakeholder approach in tourism management: implication in Croatian tourism*. 30th International Conference on Organizational Science Development. Portoroz, Slovenia, Institute of Agriculture and Tourism, Croatia.
26. Sila Karacaoğlu và Kemal Birdir. (2017), "Success Factors of Community Based Tourism (CBT) Perceived by Local Peoples: The Case of % 100 Misa Project", *International Rural Tourism and Development Journal*, 2602-4462, 1 (2): 53-61.
27. Smith, V.L., & Eadington, W.R. (Eds.). (1992) *Tourism alternatives: Potentials and problems in the development of tourism, Philadelphia*. University of Pennsylvania Press.
28. Suthamma Nitikasetsoontorn. (2014). *The success factors of community-based Tourism in Thailand. Doctor of Philosophy (Development Administration): School of Public Administration*. National Institute of Development Administration.
29. Suthathip Suanmali. (2014). *Factors Affecting Tourist Satisfaction: An Empirical Study in the Northern Part of Thailand*. EDP Sciences
30. Swarbrooke, J. (199). *Sustainable tourism management*. Wallingford, UK: CABI.
31. Tasci, A. D. S., Semrad, K. J., & Yilmaz, S. S Community based tourism finding the (2013). *Community based tourism finding the equilibrium in COMCEC contex.*, Setting the Pathway for the Future. Ankara: COMCEC Coordination Office.
32. Telfer, D. J. & Sharpley, R. (2008). *Tourism and development in the developing world*. New York, USA: Routledge.