Sustainable Tour Operation: A Perspective of Vietnamese Tour Operators in Ho Chi

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Abstract: The purpose of this study is to examine the attitudes of tour operators in Ho Chi Minh City, Vietnam, towards sustainable tourism development, and to examine whether the nature and size of the tour operation business, as well as the length of tours, make any difference in their attitudes. A sample survey method was used, with a structured questionnaire as the research instrument, at Ho Chi Minh City, Vietnam. Data from 100 inbound and/or outbound tour operators, as respondents, was used for statistical analysis. Independent Sample t-test and ANOVA were used to test the hypotheses. Findings showed that there are few differences between mass and specialist tour operators in their attitudes towards sustainable tourism statements. Additionally, the small and large size of tour operations and the average length of tours handled by the tour operators do reveal significant differences. Results also indicated that tour operators in Ho Chi Minh City mostly support the concept and practices of sustainable tourism development.

Key words: Sustainable tour operation, tour operator, sustainable perspective, business attitude, Vietnam.

Introduction

Tour operators are controlling the industry from both the supply and demand side. They have strong connection with service providers in destinations and able to reach tourists in every part of the world by large scale advertising and promotion efforts. That is to say tour operators are in many ways the key to