



SUSTAINABLE TOUR OPERATION : A PERSPECTIVE OF VIETNAMESE
TOUR OPERATORS IN HO CHI MINH CITY

by
PHAN MAI HUONG

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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ABSTRACT

Tourism has always been synonymous with travel and leisure activities; however the tourism industry is responsible for more than these activities alone. In Vietnam and other developing countries, the tourism industry is contributing the main source of income for the economy. Because of the importance of tourism, sustainable tourism development has been created to help preserve and conserve this 'living earner'.

Tour operation business in Ho Chi Minh City is playing an important role in the industry. They handle half of the total number of international tourists coming to Vietnam annually. Since tourism service providers in Vietnam are mostly small in scale with limited budget and power to reach customers in all main markets, tour operators are in the position to deal with. Thus, tour operators are having important impacts on the industry in all aspects of tourism marketing, planning as well as the sustainability of the industry.

The main purpose of this study is to gain a glimpse into the sustainable tourism development in Vietnam as seen through the tour operation business with specific understanding on its profile, role, environmental policies and practices. In addition, the research will test the nature, model and size of the tour operation business as well as the length of tours to evaluate any deviation in attitudes towards sustainable practices.

Descriptive research and questionnaire were used as the research method and research instrument in this study. One hundred set of questionnaires were distributed to one hundred inbound and/or outbound tour operators in selected districts in Ho Chi Minh City, Vietnam. The data from the tests was analyzed by an Independent Sample t-test and ANOVA.

The results from hypothesis testing showed that there were few differences between mass and specialist tour operators in their attitudes towards sustainable tourism statements. However, the results also revealed that small and large sized tour operators along with the average length of tours handled by the tour operators do have many significant differences in the context of business attitudes towards sustainable tourism development.

Mass tour operators and specialist tour operators in Ho Chi Minh City have slight attitude differences towards certain issues. Small and large tour operators differ in attitudes towards 13 out of 20 statements on sustainable tourism. The results showed that large tour operators in Ho Chi Minh City have higher levels of support than small tour operators in all statements. The average length of tours group into “1 – 7 days”, “8 – 14 days”, and “15 – 21 days” organized by tour operators in Ho Chi Minh City have also been proven to have effects on the business attitudes of tour operators on the adoption of a sustainable tourism approach. Tour operators who provide longer days of tours are reported to be more supportive to sustainability issues.

From the overall result, tour operators in Ho Chi Minh City mostly showed support for the concepts and practices of sustainable tourism development. An advantage of the industry in Vietnam is the ability to educate and regulate the tourism industry to grow under balanced and controlled developments.

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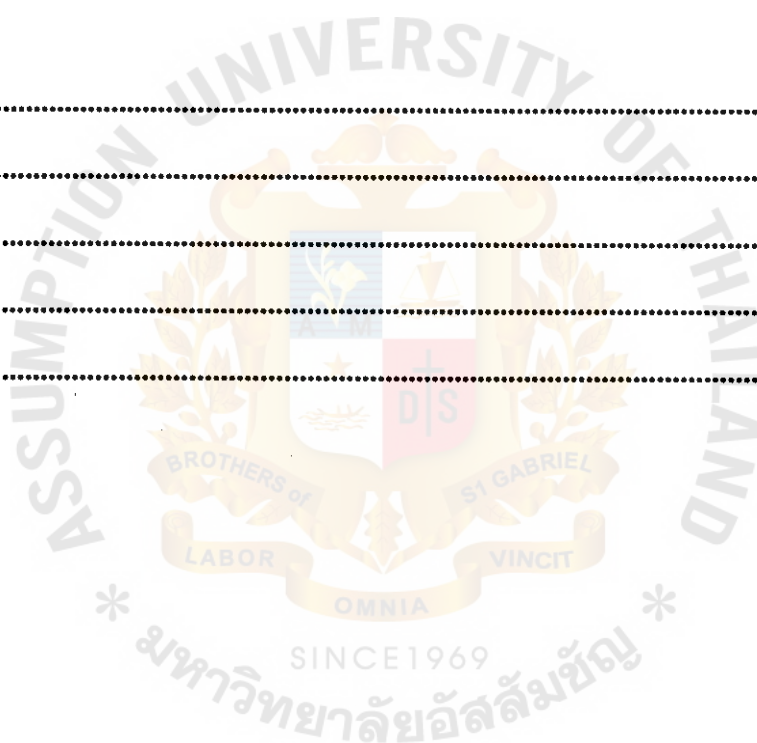
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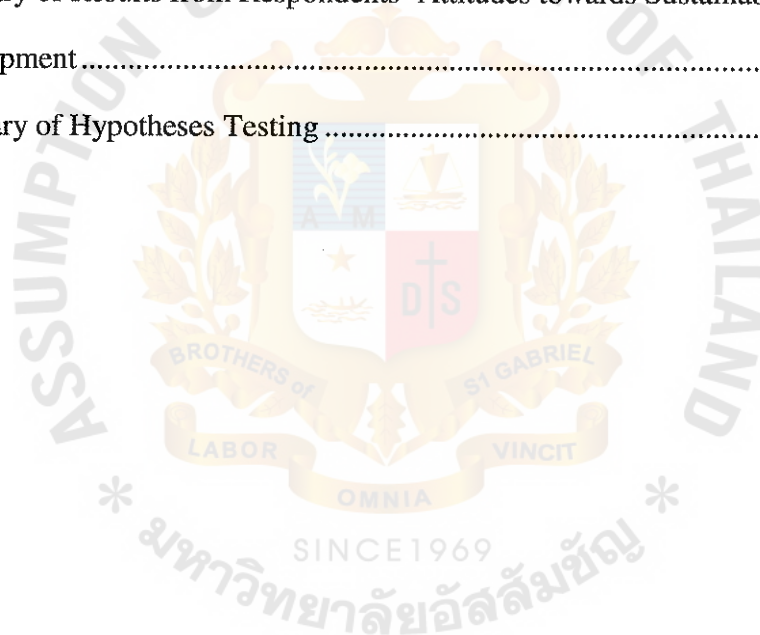
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CHAPTER I

GENERALITIES OF THE STUDY

1.1 Background of the study

Sustainable development is no longer just a term in a document but it has been repeated over and over again in regards to the economic, socio-culture, environment with core intensions to call on active awareness and responsible contributions by each single person, business and organization to the sustainability everywhere in the world. The impacts of tourism are not only positive but also negative. Good and bad influences tourism has been playing on various aspects of economic, socio-culture and environment always come along together in any place tourism comes. That was also the reason why the term and practices of sustainable tourism came with complicated and challenging duties on how to make tourism development continues sustainably in the most effective way.

As one of the most important main sectors in the tourism industry, the tour operation sector is making tremendous contributions to industry growth. Among tourists travelling all over the world, the majority of people travelling on package tours are organized by tour operators. For instance, European countries the main tourists generating sources with approximately 70 million European citizens on holiday each year both to EU and non-EU destinations are carried by tour operators who are indirectly members of The International Federation of Tour Operators (IFTO) - the international trade association representing the major outbound tour operator associations of most of the European countries and Turkey (EU Green Paper on Consumer Acquis - Response on behalf of International Federation of Tour Operators).

1.1.1 Tour operators and the tourism industry in Vietnam

Among attractive destinations for tourists in developing countries, Vietnam is growing as a new phenomenon not only because of its fast-growing economy but also because of its interesting culture, safe tourism environment and courteous people. The rapid development and contribution of Vietnam tourism in the national economy is expressed by the injection of the travel and tourism industry in the national GDP. The national GDP represents a 0.2 percent of the world's market share which is expected to reach 3.1 percent and forecasted to grow in total demand of 10.5 percent in 2007. Vietnam Travel and Tourism is ranked sixth in the world growth ranking from a total of 176 countries (World Travel and Tourism Council – WTTC, 2007). This ranking demonstrates the high development of potential of Vietnam in tourism.

From research conducted by WTTC (see table 1.1), Travel & Tourism is a high-growth activity, which is forecasted to increase its total economic activity by 4.4 percent per annum worldwide over the next ten years. In Southeast Asia, Travel & Tourism is expected to post average annualized gains of 6.3 percent between 2008 and 2017. For Vietnam, Travel & Tourism activity is expected to grow by 7.8 percent per annum between 2008 and 2017. Recent statistics done by the General Statistic Office of Vietnam (GSO) report on tourism exports in 2006 accounting for an increase of 23.9 percent compared to the increase of 19.6 percent in total national service exports (GSO, Press Release: socio-economic statistical data in year 2006, 2007). The total international arrivals in Vietnam for the first eleven months in 2007 are more than 3.8 million, a 17.1% increase from 3.6 million in 2006 (Vietnam National Administration of Tourism, as of 4 December 2007) with the majority of arrivals from China, the United States, South Korea, Japan, Taiwan, Australia, and Singapore.

Table 1.1 Summary on Travel & Tourism's Economic Impacts (adapted from WTTC's research, 2007).

Travel & Tourism (T & T) Forecasts	Vietnam	Southeast Asia	World
GDP contribution year 2007	3.1%	3.9%	3.6%
T& T Economy Contribution year 2007	11.2%	10.6%	10.4%
T&T economy jobs generation year 2007 (of total employment)	8.3%	8.4%	9.0%
Visitor exports year 2007(of total exports)	N/A	8.0%	9.4%
Capital investment (of total investment)	9.5%	12.3%	8.3%
Government T & T operating expenditures year 2007 (of total government spending)	1.4%	N/A	3.8%
Growth per annum between 2008 – 2017	7.8%	6.3%	4.4%

Source: World Travel & Tourism Council, 2007.

Table 1.2 Survey on international and domestic tourists in Vietnam in 2005 (adapted from GSO's Tourism Expenditure Survey in 2005).

Surveyed tourists (people)	Total	Going on tour	Self-arrangement
International	8.195 (100%)	3.482 (42.49%)	4.713 (57.51%)
Domestic	25.161 (100%)	2.990 (11.88%)	22.170 (88.11%)

Source: General Statistics Office of Vietnam, 2005.

The remarkable figures above in the Vietnam tourism index show the development potential and dramatic change in the service industry whereas tour operating business is a part of. The number of tour operators in Ho Chi Minh City include 256 inbound and/or outbound operators, 263 domestic operators and 23 foreign operators' representatives (Source: Ho Chi Minh City Department of Tourism). A survey conducted by GSO in 2005 with 8.195 international tourists in Vietnam (table 1.2) shows that nearly 50 percent (exactly 42.49 percent) of international tourists coming to Vietnam are on package tours with 57.51 percent coming on their own arrangements (similarly domestic tourists number 11.88 percent from package tours and 88.11 percent from self-arranging tours) (Source: GSO, Tourism Expenditure Survey in 2005). These percentages from the survey partially show that tour operation in Vietnam is playing a central role in holiday organizations and arrangements. This is evident especially in terms of international tourism markets where the numbers of tourists coming on package tours are semi-equivalent to those coming on their own. Understanding the importance tour operators have, the Ho Chi Minh Department of Tourism has just established an official individual association of tour operation named Ho Chi Minh Society of Travel Agents (HSTA) in 22nd November 2007 under the management of Ho Chi Minh City Tourism Association (HTA). HSTA's main objectives are to promote and encourage the building up of mutual relationships among tour operation businesses in Ho Chi Minh City. Its roles include firstly, to be an official common voice for the legal rights and benefits of its members, secondly, to connect a bridge between its members and the governmental sector, thirdly, to control wholesome competition in business with regards to the rights and benefits of both international and domestic tourists, fourthly, to improve traditional culture by protecting the natural and social environment, and fifthly, to contribute

to the sustainable development of Ho Chi Minh tourism and Vietnam tourism (in accordance to the Ho Chi Minh City Tourism Association's Visions, www.hta.org.vn).

1.1.2 Tour operators and sustainable tourism

As a matter of fact that tour operators are the main holiday organizers in most countries including Vietnam; therefore, tour operators definitely influence various aspects of the tourism industry development where sustainable tourism is not an exemption. Tour operators have a strong connection with service providers in destinations as they can usually get competitive prices by buying in bulk. Tour operators are reaching tourists in every part of the world by large scale advertising and promotion efforts to pull tourists to promoted destinations. This means tour operators are controlling the industry from both the supply and demand side. According to Swarbrooke (1999), "tour operators are in many ways the key to the drive towards more sustainable forms of tourism, because they:

- design the itineraries which tourists will follow and thus decide where they will and will not go, and what excursions they will take
- contract services from local suppliers in the destination, notably hotels
- provide the representatives in each resort who advise tourists on what to do in the destination
- sell the destination to potential tourists via promotional messages in their brochures
- have relatively little capital invested in most destinations and are therefore foot loose in that they can move from one destination to another with relative ease".

However, no matter how large a tour operator is, the most important concern of a business is profit, but tour operators seem to be "concentrating on the short term growth of their business and not the long term development of a well balanced tourist trade" (Krippendorff, 1987). Even though "sustainable tourism" is repeated in almost all tourism

activities, seminars, conferences, campaigns, and development policies and strategies. Along with its term and practice in various publications such as detailed manual guides, this saturation is not enough to make people absorb the necessity towards sustainability. Especially with tourism businesses and the tour operation in particular, sustainable practices are not strong enough to pull attractions from the business sectors in the same direction.

1.1.3 Negative side of Tour Operations

As discussed by Swarbrooke (1999), tour operators are blamed “at their worst they can cause major problems in relation to the concept of sustainability”. Accordingly, there are four main causes leading to negative influences. Firstly, tour operators are responsible for sending as many tourists to each destination as possible to get more profit when the business margin is low due to the sensitive nature of tourists towards price. Secondly, in order to make any profit, tour operators often negotiate with local suppliers to get the lowest price possible. This leads to local suppliers in tourist destinations lacking sufficient economic benefits from tourism services and substantially difficult making it to improve the service quality as a subsequence. Thirdly, tour operators often damage or even destroy historic sites and rare natural resources by bringing large numbers of tourists bringing to sensitive places through tour programs. Lastly, “most of tour operators are based outside their destinations so that much of the price paid for their holidays by the tourists never reaches the host community”. In addition, tour operators they also use their own tour guides limiting the opportunities for local guides to earn a living from tourism. Another concern is that tour operators do not have much commitment to the development of destinations for the long term as they easily switch to new destinations when the current ones do not make enough profit (Swarbrooke, 1999).

1.2 Statement of the Problem

With a total of 400 inbound and/or outbound tourist companies and over 10,000 domestic ones throughout Vietnam, tour operation business is playing an important role in the tourism industry. However, tour companies seem to be less concerned with the significance of sustainable development at various tourist destinations, only economic benefits tourism brings to business organizations. The context of sustainability is still considered the responsibility of the government and destinations themselves, not as a full cooperation from all tourism stakeholders. The tour operation sector in the Vietnam tourism industry is in the same situation with other host destinations; the dilemma is that there is still not a clear demand for sustainable holidays from the tourists generating side (Forsyth, 1997). Miller (2001) points out that “tourists tend to shop around for the lowest possible price; consumer loyalty is not often seen in the tour operating industry” (cited in Wijk *et al.* 2006). Hence, in case of Vietnam, international tourists coming to Vietnam are not introduced or offered any “sustainable packages” as causes from both the supply and demand side. Tour operators in Vietnam are developing and designing tour programs on their own to differentiate from competitors without any control or management from the governmental sector. Consequently, some destinations are being exploited in order to attract tourists with insufficient time for recovery and restoration. Some beach destinations in the central part of Vietnam are now completely covered with resorts; tourists to these destinations are contributing minimally to locals’ incomes where the tour operators are the main contractors with outsider-owned, inclusive resorts. In fact, there are tour operators who have mutual relationships with local suppliers to provide itineraries where locals are the real hosts and benefit from the tourism activities such as home-stays or tourists participating in local people’ daily life, etc. Therefore, the statement of the problem is to investigate whether these activities are initially designed with the consideration of sustainable tourism, or these activities are purely created for product differentiation. With or without the intention for sustainability, these activities

need to be multiplied in combination with sufficient information and guidelines included with proper perspectives on the sustainable tourism practices for tour operators in Vietnam.

Therefore, the following research questions have been proposed:

1. To what extent do Vietnamese tour operators' influence the sustainability of tour operation?
2. Whether a different nature and/or business model relate to sustainability in different ways?
3. To what extent do the company size and the average length of tours influence the Vietnamese tour operators on the issue of sustainability?

1.3 Research Objectives

Accordingly the following research objectives have been outlined:

- 1.3.1** To provide better understanding of Vietnamese tour operators profile, role, environmental policies and practices.
- 1.3.2** To identify any relationship between “nature” or certain “model” of tour operation business and the adoption of a sustainable approach to Vietnamese tour operators in Ho Chi Minh City, Vietnam.
- 1.3.3** To find the effect of the business size and the average length of tours on the adoption of a sustainable approach of Vietnamese tour operators in Ho Chi Minh City.

1.4 Scope of the Research

The scope of the research includes the business category of tour operators and the awareness of sustainability towards the destinations they are benefitting from. The nature of business will alter the attitude of tour operators towards sustainable tourism development. The research will also determine how much serious a business commits and goes for sustainability by considering the influences of business philosophies, the size of the organization, the number of year(s) running the business, the marketing terminology and the scope of the market focus which involve inbound, outbound or domestic markets.

The research focuses on tour operators based in Ho Chi Minh City - the most important and largest service, commercial city in Vietnam. The tour operators chosen include approximately 200 inbound and/or outbound tour operators who are officially registered at the Ho Chi Minh Department of Tourism, an official governmental organization controlling all tourism related businesses and activities in Ho Chi Minh City. The samples include all kinds of business sectors available such as state-owned, private, 100 percent foreign-invested, and joint stock. The questionnaires were distributed in Ho Chi Minh City.

1.5 Significance of the study

The significance of this study is to firstly present a picture of the tour operation business in Ho Chi Minh City by looking at the context of sustainable development as seen through the Ho Chi Minh Tourism Association, the main benefactor. Findings from this study will clarify the level of awareness and responsibility each tour operator who is a member of the HTA has towards sustainable tourism. As the research will indicate, action plans and even regulations could be consulted to motivate and manage this main tourism stake holder.

In addition, the findings of this research can also benefit tour operators themselves by understanding the significance of being a sustainable tour operator. When sustainability

transitions from a term used socially to a need for business, the result is a fruitful coexistence between tourist destinations and their business (es). Currently, sustainable practices are becoming a requirement among tourism related supply and demand as part of an expectation of responsible tourists from developed parts of the world.

1.6 Limitations of the Research

The research only focuses on one part of tourism business sector: the tour operator; therefore, the findings cannot reflect all other various tourism related businesses on the adoption of a sustainable approach to business objectives and practices.

The research was conducted from December 2007 to April 2008; therefore, its findings might not be applicable for all time periods.

The research was conducted with 100 tour operators who are based in Ho Chi Minh City, Vietnam; therefore, the findings might not be applicable for tour operation business in general.

1.7 Definition of terms

Domestic tour operator: specializes in selling domestic holidays, i.e. holidays in the UK for UK residents (Yale, 1995).

Inbound tour operator (incoming tour operator): handle arrangements inside a country for tourists coming from elsewhere... Sometimes incoming tour operators are called inbound tour operators or ground handlers (Yale, 1995).

Mass operators: offer a standardized package; they tend to be large vertically, horizontally and/or diagonally integrated companies (Poon, 1993).

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Outbound tour operator (oversea tour operator): provides oversea holidays (Yale, 1995).

Specialist operators: small to medium-sized independent companies, specializing in particular geographic areas or types of holidays (Curtin & Busby, 1999).

Sustainable development: is the process which allows development to take place without degrading or depleting the resources which make that development possible (World Conservation Union).

Sustainable tourism: a model form of economic development that is designed to improve the quality of life of the host community, provides a high quality of experience for the visitors, and maintains the quality of the environment on which both the host and the visitor depend (Vancouver Globe' 90 conference).

Tour operator: these are people who create a package that might include a variety of tourist products such as transportation, lodging, meals, transfers, sightseeing, etc. ... They can sell the package directly to the tourists" (Mill, 1990).

CHAPTER II

REVIEW OF RELATED LITERATURES AND STUDIES

2.1. Tour operator: a significant tourism sector

The tourism industry is a combination of many different industries which are directly and/or indirectly related. The industry itself contains a strong-related chain of sectors supporting the possibility of travel such as accommodation, transportation, restaurant, sightseeing, tour guide, shopping, etc. In reality, travelers could by themselves be able to put all these arrangements together for their trip with the support of easy direct international communication channels including telephone, fax, and the most convenient of all- the Internet. By all means, travelers do not require the assistance of any tourism business between them and the service suppliers if it were not for the fact that “the travel and tourism business suffers from greater than usual difficulty in matching up supply with demand. Many of its products (hotels, restaurants, etc.) are small businesses attracting their clientele from a huge geographically catchment area. As far as the customer (particularly the first-time customers) is concerned, there is also a problem in that they cannot know much about a particular hotel, and booking to stay there could be an expensive mistake” (Yale, 1995). Hence, the need of intermediary businesses that can connect the supply and demand perfectly through the use of advertising and budgeting, by prior investigation of particular services before suggesting them to their clients. Therefore, tour operators have an important role to play in the tourism industry.

Tour operators are positive intermediaries between tourists and tourism service providers. On the decision making step, a tour operator has decisive influence on the choice of tourist destination detailing including where to go and what facilities to use in

that particular place. On the arrangement side, a tour operator has strong impact on which service providers are chosen and what standards are required. On the marketing and promotion side, tour operators are both positive and negative supporters in promoting a certain destination. So, it is not overstating to claim that a tour operator is the most important sector in the tourism industry since this sector has direct and decisive influences on tourists, service suppliers and tourist destinations. By these vital roles, tour operators definitely have a louder voice in calling for the awareness and actual practices of the industry to sustainable tourism development starting from tour operators themselves. People travel to a tourist attraction because of its natural and cultural beauty. Only with these values are tourists interested in travelling. Going for sustainability in tourism development means “protecting the environmental and cultural resources on which the tourism industry depends for its survival and growth” (Tour Operators Initiative – Sustainable Tourism: The Tour Operators’ Contribution, 2003). In fact, tour operators are not environmental or social specialists, but as Krippendorf (1987; cited in Carey *et al.*, 1997) “believes that it is clear that the holiday producers are not charitable institutions but commercial undertakings”. However, if a tourist attraction no longer exists or is degraded, where will tourists travel to and why will they travel? By answering these questions, tour operators have been more aware of the reason why their contribution to sustainable development is a must.

2.2. Tour operators: nature of business type

There are a variety of definitions illustrating the role and responsibility of tour operation from different viewpoints. In general, tour operators could be understood as service dealers by connecting tourism suppliers and consumers to satisfy their business and holiday demands respectively. Negi (1990) presents a definition by looking into the

business process of a tour operator in terms of 'manufacturing' a travel product. A "tour operator is one who buys the individual elements in the travel product on his own account and combines them in such a way that he is selling a package travel, the tour, to his clients. He is remunerated by a reasonable mark-up on the prices he had paid to the providers of the services – which make up the package... the tour operator is a manufacturer of a particular travel product" (Negi, 1990).

By listing out detailed services handled by tour operators and their method of distribution of holiday packages, Lickorish et al. (1997) points that "tour operators are the promoters and 'enablers' of the tourist product. The tour operator puts together the transportation, accommodation, sometimes with meals, sightseeing, and other features in a 'package' and is essentially the wholesaler and risk taker... Generally the tour operator will advertise his products in the national newspapers and on television... Tour operators are sometimes manufacturers of the packages they sell and sometimes the wholesalers of another's land arrangements, adding the transportation arrangements between their home market and the country of consumption to complete the package". Similarly, Davidson understands tour operators through the definition of packages, thus leading to the description of package organizers who are then named 'tour operators': "Package holidays are also known as package tours, because they include a whole holiday package: transport to the destination; food and accommodation at the destination; the services of a guide or a holiday 'rep' to help with any problem and advise on excursion or sightseeing tours. Most holidays advertised in holiday brochures contain all these elements in one package. The people who put together these elements are called tour operators" (Davidson, 1995).

2.2.1 Mass tour operator

Using the word “mass” which means “involving or intended for a very large number of people” (Longman Dictionary of Contemporary English, 1995), the adjective explaining that tour operators who are mass operators incorporate a large number of people in the industry from providers to consumers during the whole process of tourism service manufacture and consumption. Mass tour operators purchase individual services as wholesale buyers and then sell packaged services as wholesalers, they “are in a high volume, low profit margins business so they need guaranteed volumes” (Swarbrooke, 1999). “Tour operators – particularly mass market ones – are characterized by small margins and, at the cheaper end, a largely undifferentiated product” (Curtin & Busby, 1999). “Consumer demand is still price-elastic and, despite moving towards oligopoly, the market has not yet witnessed the usual increase in margins associated with it” (Forsyth, 1996). By this business nature, mass operators tend to be large in scale and area of distribution in order to attract a large quantity of tourists to buy their package holidays. Tour operators are contracted allotments for charter flights and hotels one year prior to a new season; therefore recognizing the push to fill these justifies the quantity of scale.

2.2.2 Specialist tour operator

In contrast to mass tour operators, specialist operators mostly organize *ad hoc* holidays, etc. French *et al.* (1996) cites “specialty operators might concentrate on one particular destination or one type of accommodation (such as camping holidays) or cater for special interest groups such as historians or big-game fishermen”. Differences among the two include business scale, volume to destination, type of holidays, numbers of tourists per trip contrary to the assumption that mass tour operators have a high volume but low profit margins, specialist operators are not in the position to bring in the overall economic

benefits in replacement for mass operators because of its lower quantity of tourists handled “but the total benefits and positive impacts of the alternative tourism are far greater than the costs to the destination” (Carey *et al.*, 1997). In addition, Hall (1994) in general identifies “specialist operating is, at present, relatively price inelastic, enabling substantial returns to be made from smaller numbers with greater spend”. Being smaller and more responsible of the environment, specialist operators are considered ‘alternative operators’ in the industry with high hopes that this business type would help in reducing the pressure on destinations due to the continuing flows of tourists. More than this, specialist tourism is expected not to become ‘mass’ in long term development.

However, there is not a clear cut between mass and specialist tour operators in reality since mass tour operators also provide special-interest tours, and similarly, specialist tour operators who sell their special-interest packages in bulk could become “mass”.

Therefore, these two natures of business are relatively defined only.

2.2.3 Traditional tour operator

The traditional package holiday is made up of three elements as transport, accommodation and transfer (Yale, 1995). Traditional tour operators are defined as operators who offer standardized, all-inclusive packages (Wijk & Persoon, 2006). The traditional operators are virtually in between local service providers and tourists, acting as a middle man to negotiate service prices and combine them into a package which is sold to markets. There is a compulsory requirement to have a physical office and provide certain service facilities to operate a business as a traditional tour operator.

2.2.4 Internet-based tour operator

Wijk & Persoon (2006) define internet-based travel firms, such as Expedia.com, Lastminute.com, and Travelocity.com, as firms who sell directly to customers at low prices. They offer flexible tour arrangements that are tailored by the consumers themselves. New dynamic packaging software enables online booking which lets travelers build their own vacation by mixing-and-matching the purchase of airline tickets, hotel rooms and rental cars into one bundled price. The internet-based tour operators could be anywhere in the world providing online tourism services for travelers using the internet to design and decide their own holidays just by a few simple clicks of the mouse. It is not necessary to have a virtual office but connected computers in order to do business all over the world.

2.3. Size of tour operators

There are many criteria for defining the size of the business firms. Among them are the number of employees, the turn over, the type of the ownership, the number of tourists handled, and the assets (Storey, 1994). However, there is no exact, general and clear definition for each type of business firm whether small, medium or large. The justification varies differently among countries and economies. In Vietnam, the size of tour operators goes through the criteria of employee numbers (as confirmed by telephonic conversation with Mr. Nam Nguyen, Managing Director of Vidotour Indochina Travel in Ho Chi Minh City, Vietnam). Hence, this study is based on the number of employee working in an organization and can be divided into two groups: a small firm (having up to 20 employees) and a large firm (employees numbering more than 20).

2.4. Average Length of Tours

Destination areas often look for means to extend tourists' length of stay in order to increase the economic benefit, but at the same time, the destinations are exemplifying negative environmental and physical impacts. In this way, the average length of tour being organized by tour operators has implications on the sustainability of the destinations (Jafari, 2000).

2.5. Different perspectives and attitudes of tour operators (mass versus specialist) to the concept of sustainable development

"Tour operators are in many ways the key to the drive towards more sustainable forms of tourism" (Swarbrooke, 1999) according to its nature of service in designing, suggesting specific itineraries to tourists, influencing tourists in decision making process, contracting with local suppliers in destinations, promoting and marketing destinations. So it is certain that tour operators have a key role to either enhance or degrade the sustainability of tourism development. Swarbrooke also argues that the influences mass and specialist tour operators are putting on destinations and the industry differ. Mass operators are often large firms who "use their power to negotiate contracts with local suppliers...minimizes the economic benefits of tourism for local communities and make it difficult for suppliers to improve quality". In order to guarantee service standards, mass tour operators tend to use their own guides "whose knowledge and interest in the area may be very limited, rather than by more knowledgeable and enthusiastic locals". And finally, tour operators who have a mass operation "generally show little long-term commitment to destinations and will leave at first sign that customers are losing interest or if prices rise too high for their market". Other authors in their works also indicate that there

are big differences between these two business natures in perspectives and attitudes towards sustainable concepts. Curtin *et al.* (1999) discovers that mass operators are less sustainable because they consider sustainability an issue for the, and not themselves when “the most important obstacle to sustainable tourism was that any attempt by individual operators to take steps would put them at a commercial disadvantage”. Moreover, the changing market is forcing tour operators to follow its trends when “the British market demands for low price, high volume holidays; consumers are not prepared to pay for a sustainable product” Carey *et al.* (1997) reveals most of the mass tour operators who are top operators in the UK “do not assume responsibility for environmental issues, but react to the needs of the market. There is no real interest in the long term welfare of the destination. Declining infrastructure and poor quality of services is the responsibility of the destination”. “The mass market tour operators’ main objective to break-even and possibly make a small profit, results in reducing the economic and socio-cultural benefits for the destinations”. In conclusion, Weaver (2007) is absolutely correct in claiming that the mainstream mass tourism industry had done very little to improve its sustainability, except for fuel-saving and other cost-cutting measures with incidental environmental benefits” (Weaver, 2007 cited in Buckley, 2007).

“The fact that mass operators often conflict with western society’s growing interest in conservation and related issues had led to an increasingly vocal call for alternative forms of tourism that are more responsible to local community concerns, and which attract tourists who are more responsible in their behavior” (Hall, 1994). Alternative/specialist tour operators are generally smaller in scale; they are not exactly beneficial but probably less harmful to destinations than their mass market counterparts” (Swarbrooke, 1999). The nature of business between mass and

specialist operators which were discussed in the previous part support the notion that specialist operators are hopefully alternative forms of tour operation. Even though they are still the minority in generating economic gains to the industry, their responsibilities towards the environment and destination sustainability are more encouraging. Comparing with mass tour operators, Carey *et al.* (1997) states “the specialists are more interested in the protection of the environment. They tend to take an active part in campaigns aiming to reduce pollution. They encourage destination policy makers to develop long term viable and sustainable tourism strategies. They seek to improve and increase the diversity of the destination’s assets, for example, sell or focus on activities, culture, manmade, and natural attractions and any other form of alternative tourism. They perceive service delivery as a key to long term sustainability”. In research conducted on small tourism firms, Horobin *et al.* (1996) reports that “many small tourism business owners recognize the importance of sustainable tourism development but do not necessarily identify a central role for themselves in its implementation” It is clear from this finding that even though specialists have better awareness in a sustainable context “there is still a critical need to find effective means of converting good intentions into appropriate action”.

The differences between mass and specialized tour operators in perceptions and attitudes towards sustainable tourism from various studies have raised an issue of how to draw more attention of operators in the mass market with long term commitment placed on tourism destinations which are benefiting from mutual advantages of both local communities and outside-based businesses. Therefore, specialists who are showing more responsible attitudes to the environment need to be guided and pushed to take actual actions in sustainable matters.

Table 2.1 The perceived differences between large mass market tour operators and small specialist operators (Swarbrooke, 1999).

	Large-scale mass market operators	Small-scale specialist operators
Environmental impact	<ul style="list-style-type: none"> • High 	<ul style="list-style-type: none"> • Low
Economic impact	<ul style="list-style-type: none"> • Low per head expenditure • Benefits relatively few enterprises 	<ul style="list-style-type: none"> • High per head expenditure • Benefits spread quite widely through the community
Socio-cultural impact	<ul style="list-style-type: none"> • High leakage from community • High 	<ul style="list-style-type: none"> • Low leakage from community • Low
Host community relations	<ul style="list-style-type: none"> • Formal • Institutionalized 	<ul style="list-style-type: none"> • Informal • Personal
Commitment to destination	<ul style="list-style-type: none"> • Low 	<ul style="list-style-type: none"> • High
Types of tourist	<ul style="list-style-type: none"> • Generally insensitive • Disinterested in destination specifically 	<ul style="list-style-type: none"> • Generally sensitive to/interested in destination specifically

Importance needs to be placed on the term ‘sustainable’ in order to ensure its proper usage in all tourism business sectors. ‘Sustainable tourism’ needs to be both real academic and workable concepts, not just purely made use of as a marketing term. Buckley (2007) adds in his research the conclusion that “there are indeed a small number of commercial tourism operations with excellent environmental performance, which do indeed deserve credit..., the most effective way to improve

environmental performance in tourism, as in any other industry sector, is to improve environmental legislation which governs it”.

2.6. Overview of sustainable tourism

2.6.1 Definitions of sustainable development

There are many different ways to define sustainable development based on various approaches such as the environment, human needs, politics, societies, cultures and economics. Therefore, sustainable development is understood and carried out differently according to the main concern of different people in different practices. Regarding the environment, the World Conservation Union defined sustainable development as “the process which allows development to take place without degrading or depleting the resources which make that development possible” With the emphasis on human needs, sustainable development is defined by The Brundtland Commission as “development which meets the needs of the present without compromising the ability of future generations to meet their own needs” Placing sustainable development in a sociological framework, Allen (1980; cited in Elliott, 1994) defines it as “development that is likely to achieve lasting satisfaction of human needs and improvement of the quality of life” Looking at sustainable development from economic / environment viewpoint, Coomer (1979) and Turner (1988; cited in Elliott, 1994) claim that a sustainable society is “one that lives within the self-perpetuating limits of its environment. It is not a no-growth society, but rather a society which recognizes the limits of growth and looks for alternative ways of growing, whilst protecting the natural environment stock”.

The tourism industry is a combination of various sectors in both direct and indirect relations; therefore, tourism as a sustainable concept should also be

illustrated in a coexistent framework containing environmental, socio-cultural and economic aspects. Developing from the definition stated by the Brundtland Commission, sustainable tourism could be defined as a format of service which makes use of current resources to satisfy not solely the tourists but also the host, while guaranteeing these resources are conserved and preserved for the future use of next generations. The necessity of sustainable-oriented tourism as pointed out by Eber is that “it advocates the wise use and conservation of resources in order to maintain their long-term viability rather than the rapid, short-term development which has previously dominated the industry” (Eber, 1992)

2.6.2 Integrating sustainability into tour operation business

Conducted by Tour Operators Initiative for Sustainable Tourism Development (TOI) – an organization supported by United Nations Environment Program (UNEP), a management guide exclusively for tour operators going sustainably suggested that effectively integrating sustainability into the tour operators' business means considering environmental, social and economic aspects throughout the process of developing a holiday package.

Once a tour operator decides to take into account the concept of sustainability and to carry out this concept throughout its business practices, there is a need of “understanding what to change and how to do”. Hence, this guideline points out the most important five areas to apply sustainable management with full discussion deeply in detail as well as giving practical examples done by TOI's members in each element. There are certain practices that a tour operator could consider to apply for its various managerial and operational business concepts. These suggested practices involve five elements which are internal management, product development and

management, supply chain management, customer relations, and co-operation with destinations.

(Source: Font & Cochrane, (2005). Integrating Sustainability into Business – A Management Guides for Responsible Tour Operations. TOI and United Nations Environment Program).

2.7. Relationship between tour operators and sustainability of tourist destinations

The previous part discuss the roles of tour operators in the industry and how they relate to the sustainability of tourist destinations in a reciprocal relationship. This part provides the summary of key business benefits that tour operators receive from practicing sustainability (reported by TOI, 2005).

- Being seen to be sustainable can help increase market share and revenue.
- Sustainability actions can help lower operating costs and improve overall productivity and efficiency.
- Sustainable tour operators are more likely to be able to attract capital from banks and investors.
- Tour operators that take their responsibility to society seriously have an increased capacity to attract and retain skilled and talented employees.
- A reputation for being sustainable adds value to a tour operator's brand and strengthens its market position.
- Acting sustainably ensures the long-term quality of the destination and helps guarantee business viability.
- Sustainable management helps improved service and thus higher customer satisfaction.
- Tour operators can reduce their legal liability by managing compliance and pre-empting relevant legislation.

- Tour operators that develop their own codes of conduct and produce independently verified performance reports are in a strong position to influence any proposed legislation.

(Source: Font & Cochrane, (2005). Integrating Sustainability into Business – A Management Guides for Responsible Tour Operations. TOI and United Nations Environment Program).

2.8. Empirical Studies

Susanna Curtin and Graham Busby (1999). *Sustainable Destination Development: the Tour Operator Perspective.*

The study was conducted in the United Kingdom in order to investigate the business attitudes towards sustainable tourism development through the measurements of “the level of awareness and ascertain current practice, enable the pressure for sustainable development to continue in practical, professional and positive way”. Understanding that the nature of the tour operation business can influence attitudes and actual practices in sustainable concepts; the study chose sample groups who are members of the British Federation of Tour Operators and Association of Independent Tour Operators to respectively represent large and small tour operators in the UK. The researchers examine the impacts of tourism development by putting the industry development in the contexts of environmental concerns and sustainable development. Moreover, the nature of tour operating between mass and specialist operators is determined with practical British business samples to evaluate how small and large tour operators perceive the impacts of their development and their level of response to environmental concerns. The study’s

objectives set a requirement of rich data so that researchers apply the qualitative method by face-to-face, in-depth interviews with sample groups. The findings of this study show an unclear differentiation between mass and specialist operators as the boundaries of each seem not to be clearly defined. The research indicates that specialist operators are those who organize specific holiday products but there are mass tour operators who offer differentiated products with higher quality and of course higher price to attract more educated, higher spending, self-choosing holiday makers. In conclusion, sustainable tourism and its practices are different among specialist and mass operators with the majority of mass operators not seeing the importance and benefits of doing business sustainably instead purely seeking to make as much money as possible. Anyway, there are still positive aspects of some mass tour operators who begin to put their concerns on environmental matters by realizing that there may be a commercial advantage. This realization is better than when the industry and market demand set this issue as a compulsory business standard.

Helen Horobin, Jonathan Long (1996). *Sustainable tourism: the role of small firm.*

When the research was conducted in the United Kingdom, it focused on small tourism businesses in the context of sustainable tourism in order to investigate how the attitudes of small businesses towards sustainability are. It also explained the practical actions they are taking to contribute to the protection of the environment. The study's other objective is to identify the relationship between the business nature or business owner type and the adoption of sustainable approach to business operation. The researchers choose different small business sectors in the industry such as shops, restaurants, pubs and cafes, general stores, attractions and accommodation as survey samples. The field area of Yorkshire Dales National Park is chosen because

of the high dependency of these businesses and on the natural environment as the main tourism products. The qualitative research method is used with an approximately 45-minute interview based on a structured questionnaire conducted with 54 independently-owned firms. The first important finding of the study is the business attitude towards the environment; the majority of respondents showed they strongly agree with the statements of the main principles of sustainability. In contrast, the statements on specific actions and the advantages of “going green” are not easily agreed upon because most of the respondents show the need for more clarification on what and how to help protect the environment in a practical business context. Other findings regarding the distribution of information on sustainable and environmental subjects the businesses received shows that more than half of the respondents have never been given any information on these issues. The vast majority do not have any of five major UK sustainable tourism publications and guidelines; however, two-thirds of the interviewees show a desire for information on impacts their businesses are putting on the environment and its sustainability as well as what they could do to prevent the negative impacts. The findings on business actions taken in these sample firms show that there are certain things the businesses have done environmentally friendly, but it is a very ad hoc approach with some of the actions described of questionable value. It is clear that there is a lack of information, clear definitions and business actual practices on environmental concerns. The findings on visitor management prove that none of businesses is keen on limiting the number of customers to an area but agrees to participate in the management of visitors’ impacts. The last finding reveals that the positive attitudes from the respondents prove their willingness to take action according to their agreements with the environmental

statements rather than those who do not agree, or in other words, who seek business profit as the only motivation.

Sandra Carey and Y Gountas (1997). *Tour operators and destination sustainability*.

Another study conducted in the UK with tour operators as the main research subjects examine the tour operators' influence on the long term sustainability of destinations. Starting from the demand side of the industry, tour operators' business categories, marketing strategies and activities are verified to prove the hypothesis that the tour operator is one of the major influences for the nature of tourism demand. The researchers select the top thirty UK tour operators to conduct judgmental sampling methods in order to guarantee the approximate representation of all types and sizes of tour operators. Parallel to this, interviews with semi structured questionnaires to standardize the responses were carried out in the tour operators' premises with participants having major influences on the decision making process to both the clients and the business itself. The findings illustrate the reality that mass operators do not assume their responsibility for environment and destination sustainability but follow market trends only. Mass operators consider it is the task of the destination itself to take charge of sustainability. On the other hand, specialist operators are more interested in environmental and sustainable issues as well as, playing an important role in contributing positive impacts on local destinations. The findings also insist a tour operators has influence on development strategies in terms of driving tourism demand to certain destinations.

Andrew Holden (1996). *A profile of UK outbound 'environmentally friendly' tour operators.*

The purpose of this research is to provide a better understanding of the profile, role, environmental policies and practices of UK outbound tour operators whose image claiming to be 'green' or 'environmentally friendly'. The study primarily started through the concern of whether eco-tourism is promoted and managed properly under controls and regulations, making sure that the eco-label is not just a marketing label that any tour operator could easily stick on its brochure without serious awareness and responsibility. Thirty nine out of forty five operators who are both members of the Association of Independent Tour Operators (AITO) and Green Flag International agreed to participate in the survey conducted through telephone interviews. The result reports that most of the sample tour operators show their responsiveness on sustainable tourism destination by their concerns of community involvement. The need of educating tourists is mentioned, but it is more important to educate tour guides who can then convey the information to tourists informally. However, a worrying outcome from the survey showed that operators are moving away from being 'green' in response to possible future market trends and the possible dangers of eco-tourism if destinations are overused and overdeveloped.

Sue Berry and Adele Ladkin (1997). *Sustainable tourism: a regional perspectives.*

The research approaches the context of sustainable tourism from the side of the destination by choosing small tourism businesses running at the destination as subjects since the majority of businesses in the industry are small in scale. The objectives of this research are to identify the awareness of tourism destinations and business firms in sustainability, to investigate how the concepts are implemented in

practical actions and to find out major barriers tourism businesses face in practicing sustainable tourism. By the case study of East Sussex in the UK, the researchers use qualitative method from focus group discussions in three different places with the participants grouped ten people per group and the researcher acting as moderator to control and record outcomes of these free flowing discussions. The first findings on the participants' awareness of sustainable tourism is relatively low, even though the term is not strange, there is still a need for a clearer definition and what constitutes sustainable tourism for implementation rather than just using the term 'sustainable' for marketing purposes. The second finding is on the possibility of bringing documented sustainable concepts into practice with suggestions on compatibility between sustainability and accessibility, proper marketing on destinations, and education on the concepts for locals and visitors. The final finding is on various barriers that could possibly prevent the destination and its businesses from implementation of sustainable tourism; with this, the concerns are about funding for environmental initiatives as well as locally managed administration and legislation. Over all, most of the respondents point out that there is a need of understanding among public administrators and private business runners regarding the roles of each sector in sustainable development. Anyhow, business is still business where business people wish for commercial sense; therefore, a combination of sustainability and profit – oriented is always a perfect concept.

Jeroen Van Wijk and Winifred Persoon (2006). *A Long-haul Destination: Sustainability Reporting Among Tour Operators.*

Analyzing the sustainability reporting of 42 UK, German and Dutch international tour operators from research looking at four angles of firm size, the

industry sector characteristics, the nationality of the firm and the firm's business model, Wijk and Persoon worked to investigate "whether and to what extent tour operators are involved in efforts to improve sustainability of their sector". The three main research questions focus on exploring the sustainability policies in annual reports and websites of the 42 sampled international tour operators. The research questions include a) In what manner do tour operators report their sustainability policies? b) To what extent does the reporting on sustainability by the tour operating industry differ from that in other industry sectors? c) To what extent do company size, nationality and business model influence sustainability reporting of tour operators? Regarding the methodology, the researchers use content analysis of annual reports, explicit sustainability reports, and websites of the total sample of tour operators. For each research angle, the authors use a different approach to explore the hypotheses by subdividing sample groups into three business categories based on sales volume using the international survey of corporate responsibility to compare sustainability reporting in the tour operator sector with other industry sectors, examining nationality influence to sustainability reports compared by an equal number of firms from the three nations; and comparing the influence of the business model between online and traditional tour operators. The findings are discussed according to each research angle. Firstly, large tour operators report far better than middle and small operators in sustainability when "small operators even do not mention sustainability issues in their annual report or do not publish such a report at all". Secondly, "in comparison to other industry sectors, tour operators perform weak at best". Thirdly, the nationality issue does not make a big difference in sustainability reporting. Lastly, none of the sampled eight largest online tour operators produce reports on sustainability or mention the issue in their

annual reports where the figures are respectively 9 and 15 percent for traditional operators.

“The sustainability reporting performance of the tour operator sector is as yet rather limited”. Compared in 17 industries, tour operators rank almost at the bottom of the list. The difference comes from the nature of the tour operation business because it is a combination of various other business suppliers; so, it is a big challenge for tour operators to control and address performance of other suppliers. However, the sample tour operators in this research are the biggest, mass firms in the industry who are not suggested as sustainable in operating business by their small, specialist counterparts.

2.9. Tabular presentations of Empirical Studies

Author / Year	Key Objectives	Respondents	Finding(s)
Susanna Curtin and Graham Busby (1999)	To investigate business attitudes towards sustainable tourism development.	Six representatives from mass and specialist operators who are members of the British Federation of Tour Operators and Association of Independent Tour Operators with face-to- face, in-depth interviews.	Mass tour operators are less concerned with sustainable tourism. There are, however, some who begin to realize possible commercial advantages and concentration on this issue.

Helen Horobin and Jonathan Long (1996)	To understand attitudes towards sustainability, action taken to protect the environment in relation with characteristics of the firms.	Fifty four independently-owned small firms in Yorkshire Dales National Park area.	Small tourism firms mostly recognize the importance of sustainable tourism development but not really having roles in the implementations.
Sandra Carey and Y Gountas (1997)	To study the influence of tour operators on the long term sustainability of destinations.	Top thirty UK tour operators in interviews.	Mass operators do not assume their responsibility for environment and destination sustainability but follow only market trends.
Andrew Holden (1996)	To create a clear profile of 'green-labeled' outbound UK tour operators	Thirty nine operators who are both members of Association of Independent Tour Operators (AITO) and	Most of the respondents are concerned about sustainable tourism development but

		Green Flag International by telephone interviews.	there is a warning of overused and / or overdeveloped eco- tourism destinations.
Sue Berry and Adele Ladkin (1997).	To study the awareness and practices of tourism destinations and its operators in sustainable developments.	Thirty people in three focus group discussions.	The key findings are on the possible barriers tourism destinations and operating businesses may face in sustainable tourism implementations.
Jeroen Van Wijk and Winifred Persoon (2006)	To investigate the sustainability reporting among tour operators.	Forty two internationally operating tour operators in UK, Germany and Holland.	The findings are on the performance of tour operators on the issue of sustainability; the size of firms show a big difference in sustainability reports; traditional

			<p>four operators report</p> <p>far better than their</p> <p>online counterparts;</p> <p>and finally</p> <p>nationality of</p> <p>business does not</p> <p>influence much on</p> <p>the reporting</p> <p>performance.</p>
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CHAPTER III

RESEARCH FRAMEWORK

This chapter discusses the research framework. It starts with a continuation of relevant literature review, providing basic theoretical background leading to the drawing of a conceptual framework of this study. Other sections include research hypotheses and operational variables.

3.1 Theoretical Framework

The theoretical framework of this study is based mainly on two previous studies. Curtin & Busby (1999) determined a relationship between the tour operator's nature of business with the attitudes, perspectives and actual practices towards sustainable tourism development. The study concluded that awareness of operators on environmental issues varies between business type, and this relates directly to their perceived responsibility. Wijk & Persoon (2006) investigated and analyzed tour operators in sustainability reporting. It determines sustainability performance in accordance to the firm's size, business model (traditional and online operators), and industry sector characteristics, but it describes a little difference occurred among operators' nationalities. The two sets of variables from both studies were combined to propose the following framework.

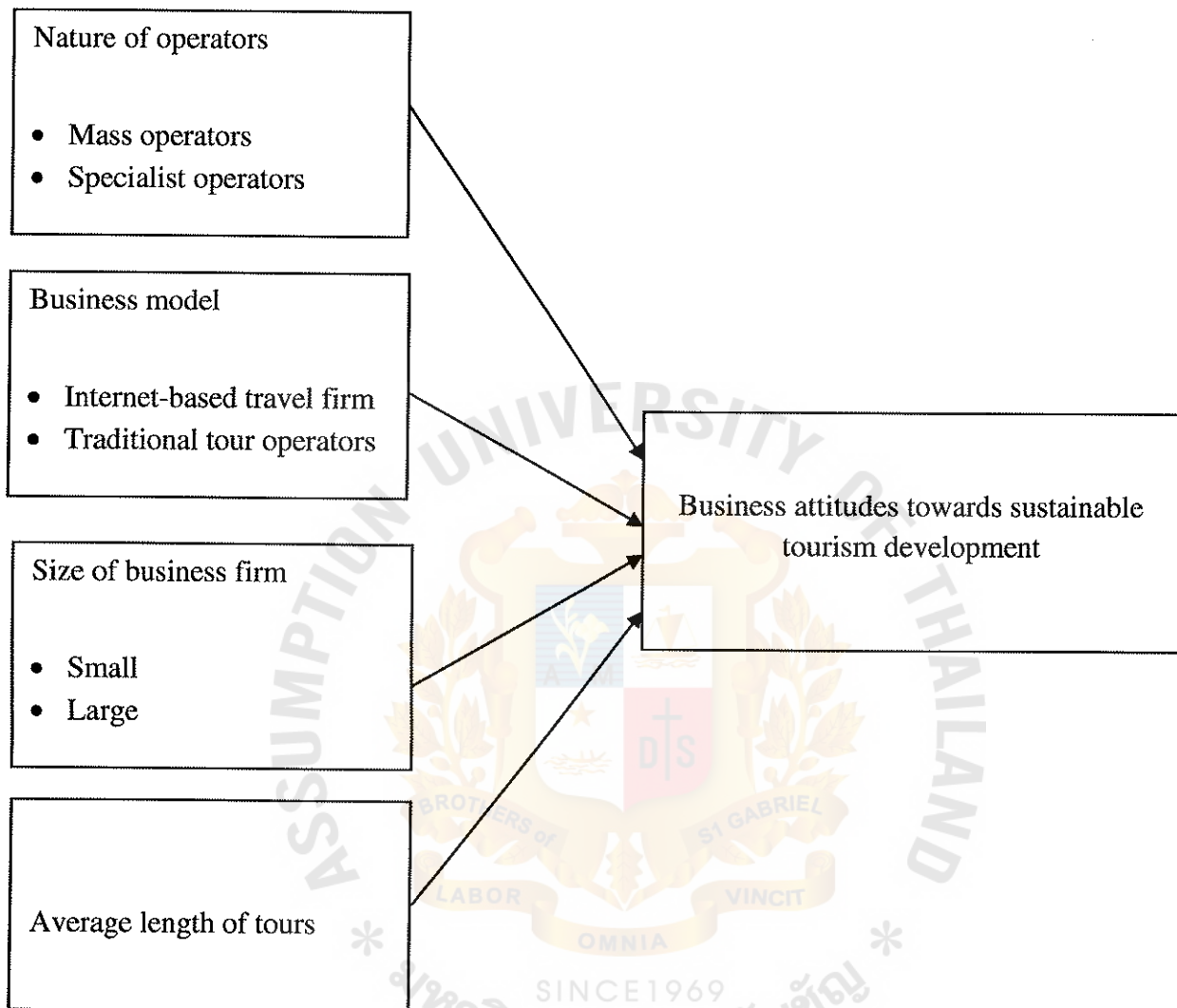
3.2 Conceptual Framework

The proposed conceptual framework is drawn with the inclusion that the independent variables are the nature and model of tour operators business and studying its relationship with business attitudes as dependent variable.

Table 3.1 Conceptual Framework Model for the Study

Independent Variables

Dependent Variables



Source: Modified and adopted from Curtin & Busby (1999); and Wijk & Persoon (2006).

3.2.1 Independent and Dependent Variables

3.2.1.1 Independent Variables

Independent variables in this study are the international mass and specialist tour operators business based in Ho Chi Minh City, Vietnam. Mass and specialist are terms to

differentiate the business nature, however, there is not a clear boundary between these two types as there are mass operators who provide specific, tailor-made tour programs per request which is originally the service scope of specialist operators. Similarly, specialists are offering tourism products which evolve to mass markets.

In the context of sustainable business practices, many previous studies have examined and suggested the fact that mass operators are lower than their specialist counterparts in awareness and likelihood to adopt sustainability in their business. Thus, understanding of the differences and boundaries of each type become a necessity to look at tourism sustainable development policies and strategies.

In this study, the size of the business is defined by the number of employees in the organization either as small or large. The size is considered to have an effect on the business attitudes towards the sustainability of tourism development in the context of its operation as well as policies in this issue.

The length of tours are discussed to have an effect in the sustainability in terms of an increase and/or decrease in the environmental, economic and social impacts at the destinations. Hence, this factor is considered to be a variable in this study.

3.2.1.2 Dependent Variables

The dependent variable(s) in this study is the business attitudes towards sustainable tourism development from the tour operators in Ho Chi Minh City, Vietnam. This includes the awareness of the concept of sustainability on this tourism sector and how tour operators perform in the context of sustainable development. The research looked at tour operators through their business profile, role, environmental policies and practices.

3.3 Research Hypotheses

- H₀1: The difference between mass and alternative/specialist tour operators in terms of their response towards sustainability is not significant
- H_a1: The difference between mass and alternative/specialist tour operators in terms of their response towards sustainability is significant
- H₀2: The difference between web-based tour operators and traditional tour operators in terms of their response towards sustainability is not significant
- H_a2: The difference between web-based tour operators and traditional tour operators in terms of their response towards sustainability is significant
- H₀3: The difference between small tour operators and large tour operators in terms of their response towards sustainability is not significant
- H_a3: The difference between small tour operators and large tour operators in terms of their response towards sustainability is significant
- H₀4: The difference on the average length of tours handled by tour operators in terms of their response towards sustainability is not significant
- H_a4: The difference on the average length of tours handled by tour operators in terms of their response towards sustainability is significant

3.4 Operationalization of Variables

Table 3.2 Operationalization of Variables

Variables	Conceptual Definition	Operational Component	Scale of Measure-ment Used	Question No. in the Question-naire
Mass / Specialist tour operators	The business type which involves large numbers of tourists and services, normally provides services in tour packages / specialize in certain products with small number of tourists or small groups of special interests	<ul style="list-style-type: none"> • Mass • Specialist 	Nominal	Part I, Q.1
Business model	The internet-based travel firm offers online bookings with flexible tour arrangements designed by tourists themselves. Traditional operators offer standardized, all-inclusive tour packages.	<ul style="list-style-type: none"> • Internet-based travel firm • Traditional tour operators 	Nominal	Part 1,Q.2

Size of business	Small tour operator with the number of employee up to 20 employees and large tour operator with more than 20 employees	<ul style="list-style-type: none"> • Small • Large 	Nominal	Part I, Q.3
Average length of tours	Length of tour is defined by the number of day(s) tourist spent at the destination	Wide ranges of number of days tourists spend at the destinations	Nominal	Part I, Q.4
Business attitudes towards sustainable tourism development	Issues that relate to business sector in understanding and implementation of sustainable tourism concept	Examine the level of business support in sustainable practices in: education for tourists and the locals, infrastructure usage, environmental protection, energy consumption, cultural integration, local involvements in tourism developments, etc.	Interval	Part II, Q.11–Q.30

CHAPTER IV

RESEARCH METHODOLOGY

This chapter discusses the research methodology. It includes six sections, namely: research method, respondent and sampling procedures, research instruments, collection of data, research pre-test and statistical treatment of data.

4.1 Methods of Research Used

The study investigates perspectives of Vietnamese tour operators in Ho Chi Minh City towards the concept of sustainable tourism development. The researcher is working on a method to describe the characteristics of tour operator groups as well as to estimate the proportion of operators in Vietnam behaving in a sustainability context. With this mind, descriptive research is the suitable method which is noted by Churchill (1999) as a method to describe the characteristics of certain groups and to estimate the proportion of people in a specified population who behave in certain way. Malhotra & Birks (2003) state that descriptive research is characterized by the prior formulation of specific research questions and hypotheses. Thus, the information needed is clearly defined. As a result, descriptive research is pre-planned and structured. It is typically based on large representative samples.

Using a questionnaire for a group as a sample to collect information (Zikmund, 2000), the study uses a sample survey as its research technique with a self-administered questionnaire to gather research data. This method has its advantages including low cost, greater geographical coverage and quality time for respondents to think about questions and answers.

4.2 Respondents and Sampling Procedures

4.2.1 Respondent/Target Population of the Study

The target population in this research is the inbound and/or outbound tour operators including both mass and specialist operators organizing tour programs for tourists travelling throughout Vietnam. The target respondents are mainly based in Ho Chi Minh City.

4.2.2 Sample Method

The research is using non-random judgment, or purposive, a sampling method in which the researcher selects sample units on his or her own judgment or convenience. The basic idea of this method is that logic and common sense can be used to select a sample that is representative of a larger population and satisfies certain appropriate characteristics required of the sample member.

The respondents who actually filled in the questionnaire are business owners or managers who are directly involved in the business policy making.

4.2.3 Sample Size

Determining the sample size is very complicated and involves several quantitative considerations. These considerations include the importance of the decision, the nature of research, the number of variables, the nature of analysis, the sample size used in similar studies, incidence rates, completion rates and resource constrains (Malhotra & Birks, 2003).

The major concern in choosing a sample is that it is large enough to be representative of the population from which it comes (Anderson, 1996). Anderson also presents a table illustrating clearly the possibility of accurate forecasts with modest samples when the population is large and the sample is drawn at random (see table 4.1)

The target population of this study is inbound and/or outbound tour operators based in Ho Chi Minh City, around 500 total. For the practicality of self-conducted questionnaires, the researcher decided to have 217 respondents as a sample size for this study.

Table 4.1: Theoretical sample size for different sizes of population and a 95 percent level of certainty (Anderson, 1996)

Population	Required Sample for Tolerable Error of			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	879	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

4.2.4 Sampling procedure

The sampling unit in this study is individual. Questionnaires were distributed to respondents to fill in. In the first step, simple random sampling is used. Based on the data from the Ho Chi Minh City People’s Committee, Ho Chi Minh City is divided into 18 districts. The researcher wrote all district names on a paper slip and put them in a box. Five slips were drawn from the box, the selected districts located in Ho Chi Minh City are as follows: district 1, district 3, district 5, Binh Thanh district, and Tan Binh district.

In the second step, quota sampling is used. In this, a total number of respondents are assigned to each district. Since the total number of the sample size requires more than 200 respondents, to achieve the expected amount, 40 respondents are assigned for each of the five districts.

For the last step, convenience sampling one of the non-probability sampling method is utilized. This method obtains data from people (tour operators in this case) who are most conveniently available in each district.

4.3 Research Instruments/Questionnaire

A questionnaire is used as the structured instrument for this research. Respondents are asked questions in a closed ended format. The questionnaire contains two parts:

The first part (question 1 – 10) consists of the demographic profile of the respondents including the size of the firm; the size of holidays organized, the nature of the business; the business model; the usage of marketing terminology in creating business image among customers; the methods of monitoring environmental protection used; the methods of passing on environmental information to tourists; the source of information in sustainable issues; and the estimation of respondents on the percentage of interested tourists on sustainability information. Each area is presented multiple choice form.

The second part (questions 11 – 30) consists of 20 questions that indicate the situation of awareness and the level of support of respondents on various suggested tourism sustainable practices. Respondents select appropriate responses on the basis of a 5-point likert scale with: 5 - Definitely support; 4 - Support; 3 - Neutral; 2 - Oppose; 1 - Definitely oppose.

The research questionnaire was provided in both English and Vietnamese versions in order to make sure the respondents from different backgrounds do not have difficulty with specific academic terms and definitions. The back translation technique was used to ensure the correct translation.

4.4 Collection of Data/Gathering Procedures

This section discusses the methods used in collecting primary data (with the aid of questionnaire) or secondary data (from books, journals, articles, etc.)

Primary Data is determined originally by the researcher in accordance to the specific purpose of addressing the research problem, and is collected through a research survey with the aid of a designed questionnaire. The more carefully the questionnaire is structured, the better quality the primary data is. Hence, Zikmund (2000) indicates that a questionnaire's design is one of the most critical stages in the research process.

The researcher planned to distribute roughly 10 – 15 questionnaires each day, in the month of February 2008, which incidentally coincided with the beginning of Vietnamese New Year. This traditional festivity comes once a year for Vietnamese and the event lasts from 3 days to a week. The holiday season brings lots of business to tour operators. The researcher found it hard to get the questionnaires delivered and filled out. In same way, while distributing the questionnaires and making a preliminary investigation, it was realized that not many tour operators in Ho Chi Minh City were aware of the issue of sustainability in practice. Keeping in view of reality, the researcher distributed 100 questionnaires only.

Secondary Data is defined by Zikmund (2000) as any data generated for a certain purpose rather than the present research objective. This kind of data can be collected easily

and inexpensively. Secondary data used for this research is obtained from various sources such as books, journals, articles, previous researches and related web sites.

4.5 Reliability Test or Pre-Test

Jennings (2001) states that a pre-test enables the researcher to determine whether categories provided for questions are valid and reliable measures including whether the terms are understandable, the question order flows and the length the questionnaire takes as well as the suitability of the measures for analysis. For this study, the researcher conducted a pilot study by distributing questionnaires directly to a sample of 20 respondents in Ho Chi Minh City in February 2008.

The Cronbach's alpha reliability coefficients of the independent and dependent variables were obtained. The result is 0.843 at the scale of all variables. Sekaran (2003) stated the closer the reliability coefficient gets to 1.0, the better. In general, reliabilities which exceed 0.60 are considered to be reliable and those over 0.80 are good. Thus, the result of the reliability analysis of this study with the coefficient alpha scores higher than 0.80 in all parts of the questionnaire, so it was considered to be good and reliable. The result of the pre-test indicates that this questionnaire is sufficient for examining this study's hypotheses.

4.6 Statistical Treatment of Data

4.6.1 Descriptive Statistics

Descriptive statistics enable researchers to describe the aggregation of raw data in numerical terms (Neuman, 2000). Descriptive statistics are used to describe the basic features of the data in the study. They provide simple summaries about the sample and the measures.

Together with simple graphic analysis, they form the basis of virtually every quantitative analysis of data. With descriptive statistics it is simply describing what the data is or what the data shows. The descriptive statistics are simply used to describe what is going on in the data (Trochim, 2000).

Descriptive statistics involve the use of univariate (one variable), bivariate (two variables) and multivariate (more than two variables) analysis. The number of variables to be analyzed at any time will relate back to the aims, objectives or hypothesis of the research project. These methods of analysis incorporate the use of frequency distributions, percentage tables and measures of central tendency (Jennings, 2001).

Descriptive statistics are used to describe the percentage, frequency mean, and standard deviation.

4.6.2 Hypotheses testing

According to the Conceptual Framework (table 3.1), the model for this study is the presentation of the independent and dependent variables and the requirement of statistical test. Thus, a t-test was used to test the differences between mass/specialist tour operators, traditional/web-based, small/large tour operators in the adoption of sustainable tour operation business approach. In the same way, an ANOVA was used to test the differences that the length of tours might have on this issue.

Independent Sample t-test: t-test assumes that two samples are of equal size (Sprinthall, 2002). T-test is appropriate when there is a single interval dependent and dichotomous independent and wish to test the difference of means. A t-test may be used to compare the means of a criterion variable for two independent samples (Moore, 1995).

Therefore, a t-test was used to analyze the data in this research and t-test statistical tool was used to answer the questions on the statement of the problem and hypotheses. A t-test table is presented for the results. The SPSS computer software program was used to analyze the data.

Independent Sample t-test is used whether the means of two groups are statistically different from each other. This analysis is appropriate whenever to compare the means of two groups. When looking at the differences between scores for two groups, it is a need to judge the difference between the means and the variability of the scores. The t-test does just this (http://www.socialresearchmethods.net/kb/stat_t.php, retrieved 17 January 2008). When $p < 0.05$ the two independently sampled groups will be concluded significantly different in their means. (<http://www.wellesley.edu/Psychology/Psych205/indepttest.html>, retrieved 17 January 2008).

The *t*-test tells us if the variation between two groups is "significant". If there are more than two groups to be compared, a t-test is used for all the pairs of locations then a $P = .05$ for one pair cannot be considered significant. ANOVA puts all the data into one number (F) and give one P for the null hypothesis (<http://www.physics.csbsju.edu/stats/anova.html>, retrieved 4 February 2008).

Hypotheses	Statistical test employed
H ₀₁ : The difference between mass and alternative/specialist tour operators in terms of their response towards sustainability is not significant	Independent Sample t-test
H ₀₂ : The difference between web-based tour operators and traditional tour operators in terms of their response towards sustainability is not significant	Independent Sample t-test
H ₀₃ : The difference between small tour operators and large tour operator in terms of their response towards sustainability is not significant	Independent Sample t-test
H ₀₄ : The difference of average lengths of tours handled by tour operators in terms of their response towards sustainability is not significant	ANOVA

CHAPTER V

DATA ANALYSIS

This chapter presents the data analysis, critical discussion and explanation of the results based on the survey of 100 respondents. The first part focuses on descriptive statistics and the second part covers the hypothesis testing.

5.1 Descriptive Statistics

The researcher along with assistants distributed a total of 100 questionnaires to inbound and/or outbound tour operators including both mass and specialist operators organizing tour programs for tourists travelling throughout Vietnam. The respondents were mainly based in Ho Chi Minh City. All questionnaires were distributed and collected by hand. There was no invalid questionnaire received.

5.1.1 Frequency Distribution of Independent Variables

A frequency distribution reveals the number of times each different value appears in a particular set of values. The numbers are converted into percentages for the ease of comparison.

5.1.1.1 Frequency Distribution of Tour Operators Business Profile

Nature of Tour Operation

Table 5.1 and Figure 5.1 show that 75 respondents are mass operators (75%) and 25 respondents are specialist operators (25%) in this study.

Table 5.1 Frequency Distribution of Respondent’s Business Nature

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	mass operators	75	75.0	75.0	75.0
	specialist operators	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Figure 5.1 Graphical Representation of Respondent’s Business Nature



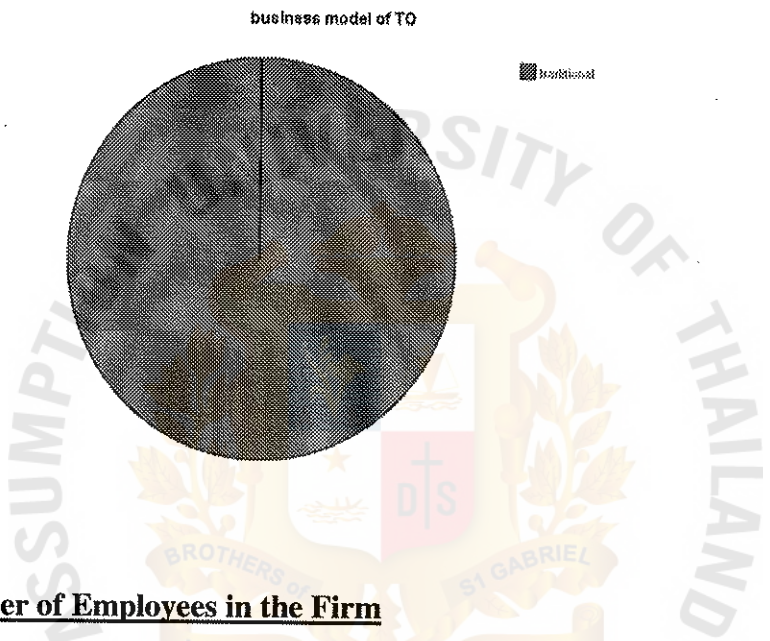
Business Model

Table 5.2 and Figure 5.2 present that almost all 100 respondents (100%) can be categorized as traditional tour operators because there is no clear cut demarcation of internet-based tour operators in Ho Chi Minh City.

Table 5.2 Frequency Distribution of Respondents’ Business Model

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	traditional	100	100.0	100.0	100.0

Figure 5.2 Graphical Representation of Respondents’ Business Model



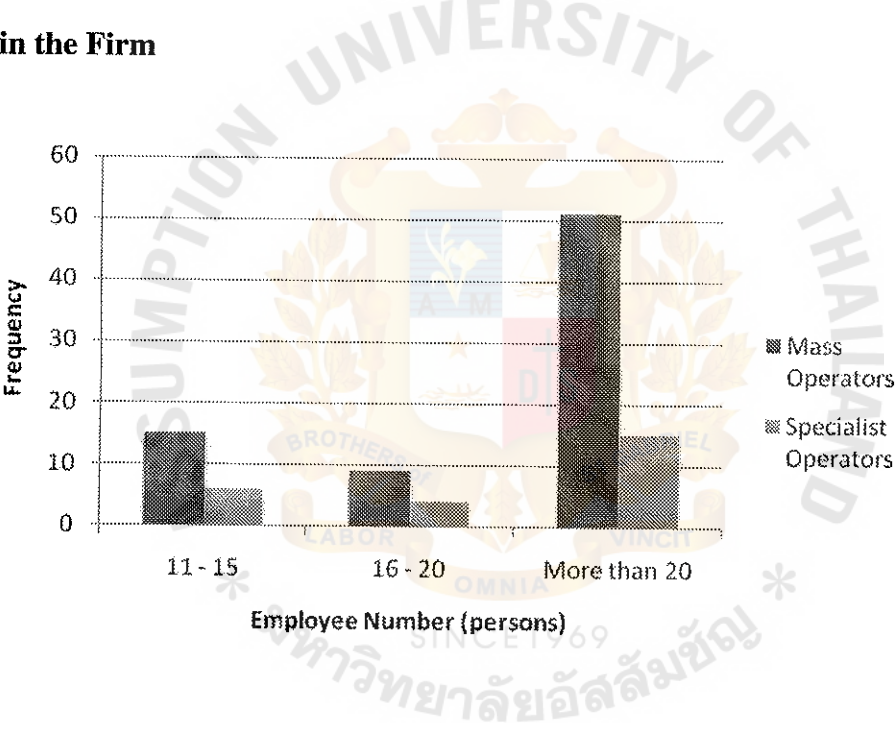
Approximate Number of Employees in the Firm

Table 5.3 and Figure 5.3 illustrate that the numbers of firms having “more than 20” employees are the majority with: 51 mass tour operators (68%) and 15 specialist tour operators (60%) have “more than 20 employees” in their organization, 15 mass operators (20%) and 6 specialist operators (24%) with “11 – 15 employees”, 9 mass operators (12%) and 4 specialist operators (16%) with “16 – 20 employees” in Ho Chi Minh City, respectively.

Table 5.3 Frequency Distribution of Respondents’ Approximate Number of Employees in the Firm

Employee Number (persons)	Mass Tour Operators				Specialist Tour Operators			
	Frequency	Percent	Valid Percent	Cumulative Percent	Frequency	Percent	Valid Percent	Cumulative Percent
11-15	15	20.0	20.0	20.0	6	24.0	24.0	24.0
16-20	9	12.0	12.0	32.0	4	16.0	16.0	40.0
more than 20	51	68.0	68.0	100.0	15	60.0	60.0	100.0
Total	75	100.0	100.0		25	100.0	100.0	

Figure 5.3 Graphical Representation of Respondents’ Approximate Number of Employees in the Firm



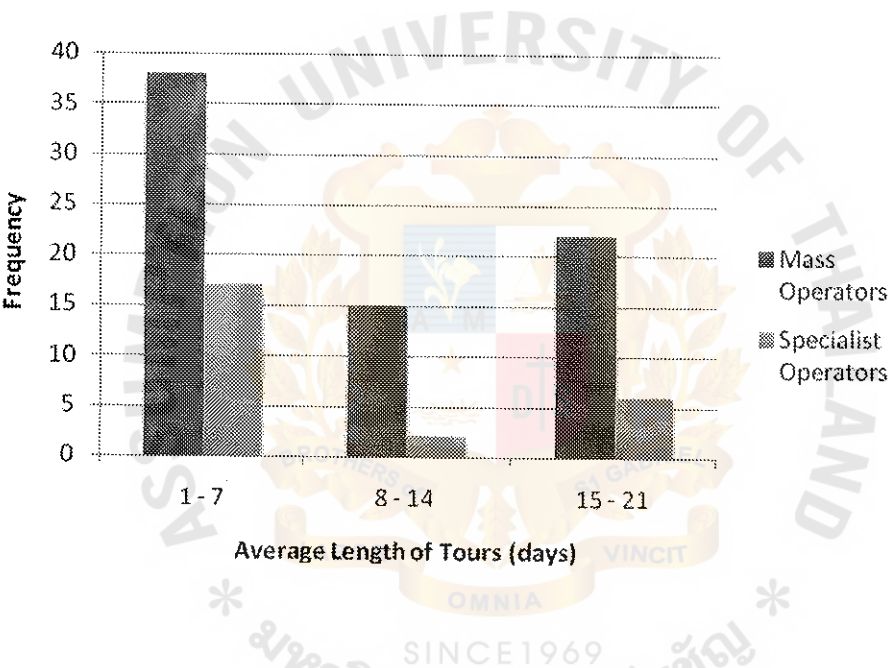
Average Length of Tours

Table 5.4 and Figure 5.4 show the frequency of the average length of tours operated by tour operators. Accordingly, 38 mass operators (50.7%) and 17 specialist operators (68%) operate “1 – 7 days” tours, 15 mass operators (20%) and 2 specialist operators (8%) operate “8 – 14 days” tours, 22 mass operators (29.3%) and 6 specialist operators (24%) operate “15 – 21 days” tours, respectively.

Table 5.4 Frequency Distribution of Respondents’ Average Length of Tours Operated

Average Length of Tours (days)	Mass Tour Operators				Specialist Tour Operators			
	Frequency	Percent	Valid Percent	Cumulative Percent	Frequency	Percent	Valid Percent	Cumulative Percent
1-7	38	50.7	50.7	50.7	17	68.0	68.0	68.0
8-14	15	20.0	20.0	70.7	2	8.0	8.0	76.0
15-21	22	29.3	29.3	100.0	6	24.0	24.0	100.0
Total	75	100.0	100.0		25	100.0	100.0	

Figure 5.4 Graphical Representation Respondents’ Average Length of Tours Operated



Activities Provided by The Tour Operators

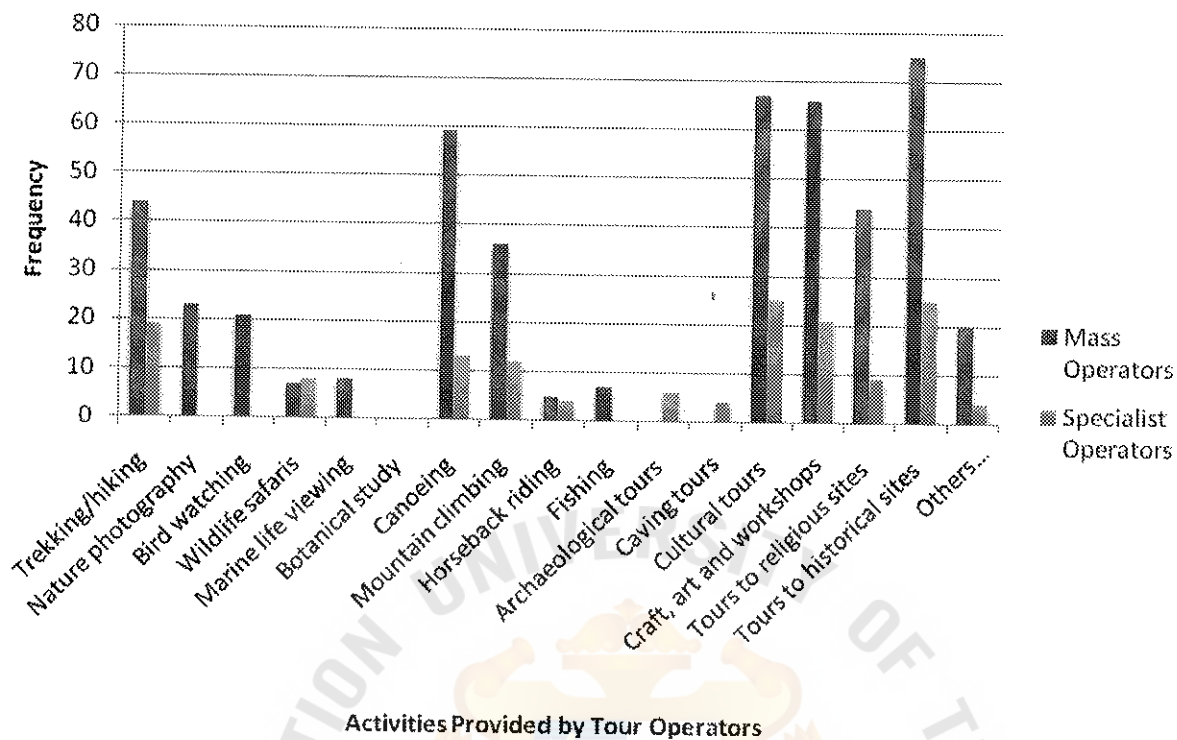
Table 5.5 and Figure 5.5 show the number of operators providing various kinds of tourism activities. The top five activities out of a total of 17 choices operated by mass tour operators in Ho Chi Minh City are (1) tours to historical sites; (2) cultural tours; (3) craft, art and workshops; (4) canoeing and (5) trekking / hiking, respectively.

Following the order of these activities for mass operators, all 75 operators (100%) provide (1), 67 operators (89.3%) provide (2), 66 operators (88%) provide (3), 59 operators (78.7%) provide (4), 44 operators (58.7%) provide (5), respectively.

For specialist operators, the top five activities are ranked as follow: (1) tours to historical sites and cultural tours; (2) craft, art and workshops; (3) trekking / hiking; and (4) canoeing respectively. Accordingly, all 25 operators (100%) provide (1), 21 operators (84%) provide (2), 19 operators (76%) provide (3), and 13 operators (52%) provide (4), respectively.

Table 5.5 Frequency Distribution of Activities Provided by the Tour Operators

Activities	Mass Tour Operators (out of 75 respondents)				Specialist Tour Operators (out of 25 respondents)			
	Frequency	Percent	Valid Percent	Ranked top five activities	Frequency	Percent	Valid Percent	Ranked top five activities
Trekking/hiking	44	58.7	58.7	5	19	76.0	76.0	3
Nature photography	23	30.7	30.7		-	-	-	
Bird watching	21	28.0	28.0		-	-	-	
Wildlife safaris	7	9.3	9.3		8	32.0	32.0	
Marine life viewing	8	10.7	10.7		-	-	-	
Botanical study	-	-	-		-	-	-	
Canoeing	59	78.7	78.7	4	13	52.0	52.0	4
Mountain climbing	36	48.0	48.0		12	48.0	48.0	
Horseback riding	5	6.7	6.7		4	16.0	16.0	
Fishing	7	9.3	9.3		-	-	-	
Archaeological tours	-	-	-		6	24.0	24.0	
Caving tours	-	-	-		4	16.0	16.0	
Cultural tours	67	89.3	89.3	2	25	100.0	100.0	1
Craft, art and workshops	66	88.0	88.0	3	21	84.0	84.0	2
Tours to religious sites	44	58.7	58.7		9	36.0	36.0	
Tours to historical sites	75	100.0	100.0	1	25	100.0	100.0	1
Others (MICE, Discovery, Classic, Beach, Leisure, Biking, Eco-tour)	20	26.7	26.7		4	16.0	16.0	

Figure 5.5 Graphical Representation of Activities Provided by the Tour Operators

Marketing Terminology Used in Creating Business Image among Customers

Table 5.6 and Figure 5.6 illustrate the frequency of the marketing terminology used by tour operators. The top five terminology terms used by the tour operators in each group are as follows:

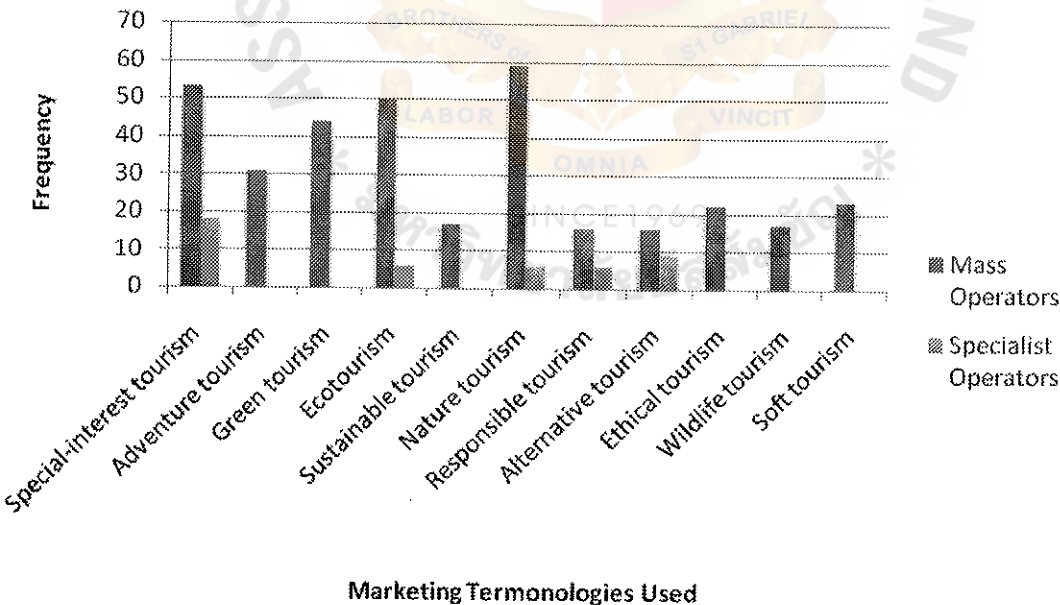
Mass operators tend to use “nature tourism” with 59 responses (78.7%), “specialist-interest tourism” with 53 responses (70.7%), “eco-tourism” with 50 responses (66.7%), “green tourism” with 44 responses (58.7%), and “adventure tourism” with 31 responses (41.3%), respectively.

Specialist operators tend to use “specialist interest tourism” with 18 answers (72%), “alternative tourism” with 9 answers (36%), and an equivalent number among (24%) “eco-tourism”, “nature tourism”, and “responsible tourism” with six answers, respectively.

Table 5.6 Frequency Distribution of Marketing Terminology Used in Creating Business Image among Customers in Creating Business Image Among Customers

Marketing Terminologies	Mass Tour Operators (out of 75 respondents)			Specialist Tour Operators (out of 25 respondents)		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Special-interest tourism	53	70.7	70.7	18	72.0	72.0
Adventure tourism	31	41.3	41.3	-	-	-
Green tourism	44	58.7	58.7	-	-	-
Ecotourism	50	66.7	66.7	6	24.0	24.0
Sustainable tourism	17	22.7	22.7	-	-	-
Nature tourism	59	78.7	78.7	6	24.0	24.0
Responsible tourism	16	21.3	21.3	6	24.0	24.0
Alternative tourism	16	21.3	21.3	9	36.0	36.0
Ethical tourism	22	29.3	29.3	-	-	-
Wildlife tourism	17	22.7	22.7	-	-	-
Soft tourism	23	30.7	30.7	-	-	-

Figure 5.6 Graphical Representation of Marketing Terminology Used in Creating Business Image Among Customers



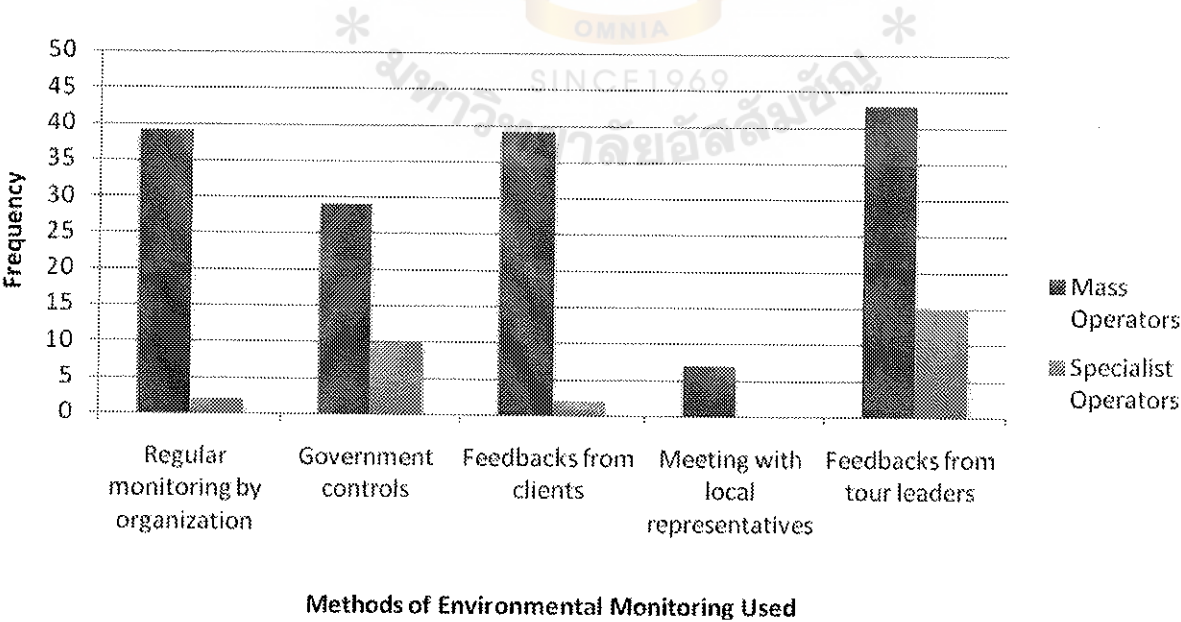
Methods of Monitoring Environmental Protection Used

Table 5.7 and Figure 5.7 summarize Methods of Monitoring Environmental Protection Used by operators. Accordingly, “feedbacks from tour leaders” is used as the main method by 43 mass tour operators (57.3%), followed by “regular monitoring by organization” and “feedbacks from customers” reported by 39 operators (52%), “government controls” used by 29 operators (38.7%), respectively.

Table 5.7 Frequency Distribution of Methods of Monitoring Environmental Protection Used

Methods of Environmental Monitoring	Mass Tour Operators (out of 75 respondents)			Specialist Tour Operators (out of 25 respondents)		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Regular monitoring by organization	39	52.0	52.0	2	8.0	8.0
Government controls	29	38.7	38.7	10	40.0	40.0
Feedbacks from clients	39	52.0	52.0	2	8.0	8.0
Meeting with local representatives	7	9.3	9.3	-	-	-
Feedbacks from tour leaders	43	57.3	57.3	15	60.0	60.0

Figure 5.7 Graphical Representation of Methods of Monitoring Environmental Protection Used



For specialist tour operators, the majority with 15 operators (60%) used “feedbacks from tour leaders” as the main method; followed by 10 operators (40%) advocated “government controls” for the environmental monitoring, respectively.

Methods of Passing on Environmental Information to Tourists

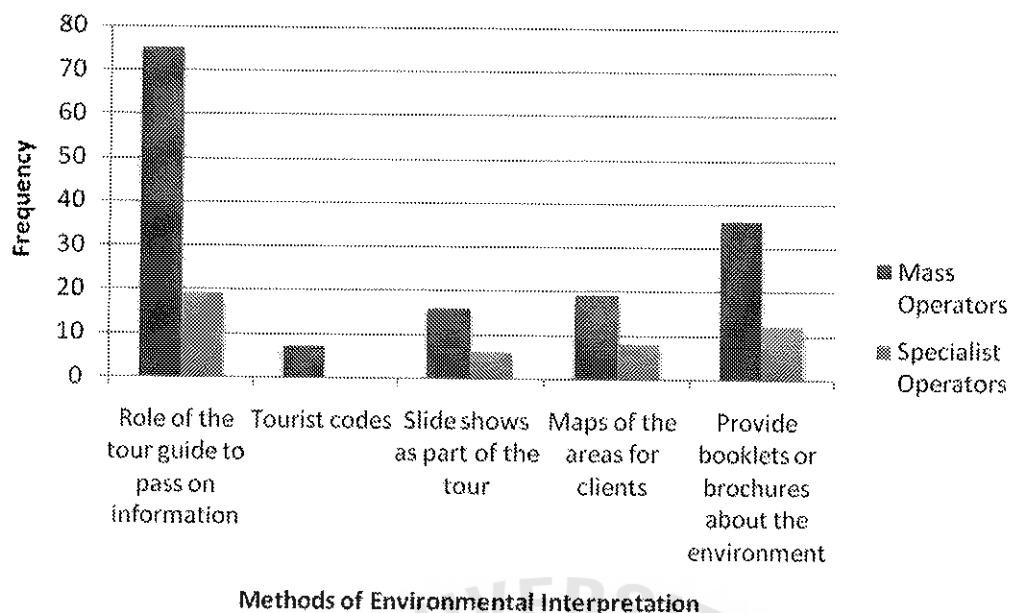
When considering the varying methods of environmental interpretation, tour operators in Ho Chi Minh City importance on the role of the tour guide to convey information.

Table 5.8 Frequency Distribution of Methods of Passing on Environmental Information to Tourists

Methods of Environmental Monitoring Interpretation	Mass Tour Operators (out of 75 respondents)			Specialist Tour Operators (out of 25 respondents)		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
Role of the tour guide to pass on information	75	100.0	100.0	19	76.0	76.0
Tourist codes	7	9.3	9.3	-	-	-
Slide shows as part of the tour	16	21.3	21.3	6	24.0	24.0
Maps of the areas for clients	19	25.3	25.3	8	32.0	32.0
Provide booklets or brochures about the environment	36	48.0	48.0	12	48.0	48.0

Figure 5.8 Graphical Representation of Methods of Passing on Environmental Information to Tourists

Almost all of the mass tour operators (100%) consider the “role of the guide to pass on information” to tourists as a method of environmental interpretation. A total of 36 mass tour operators (48%) consider provision of “booklets/brochures as a medium of environmental interpretation; while 12 specialist operators (48%) agreed to support this method for informing and educating tourists.



Sources of Information Consulted on Particular Application of Sustainability to Tour Operation Business

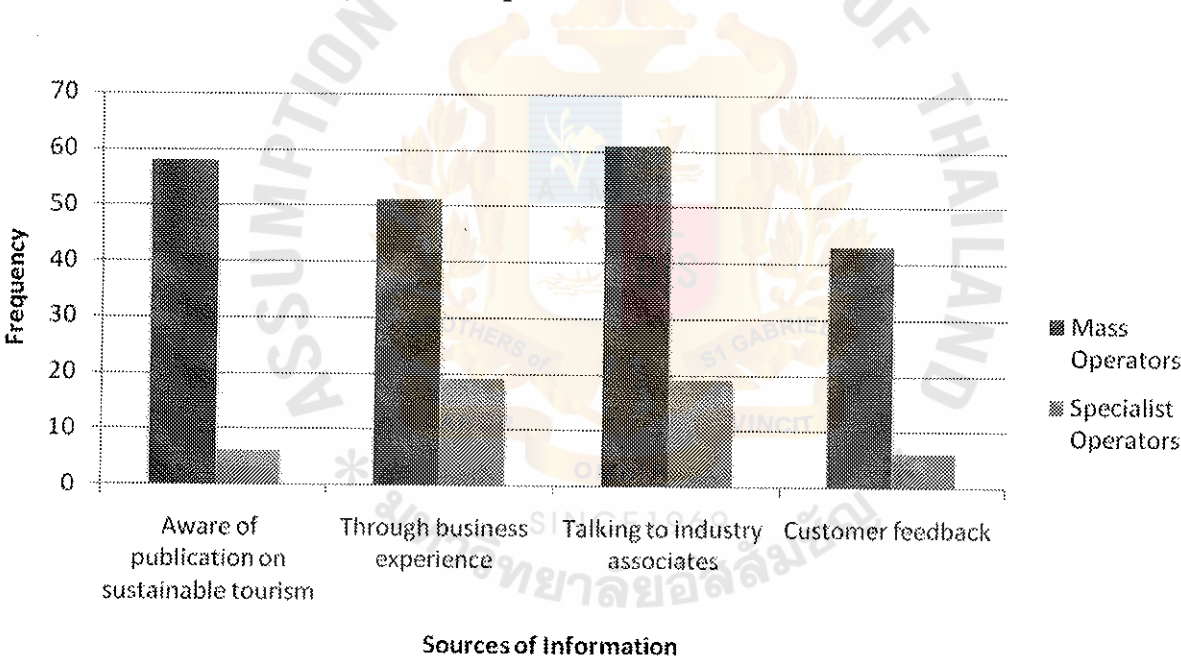
Table 5.9 and Figure 5.9 show sources of information that 75 mass and 25 specialist operators consulted on the application of sustainability to the tour operation business. Among these sources, “talking to industry associates” is reported by 61 mass tour operators (81.3%), and “talking to industry associates” by 58 mass tour operators (77.3%), respectively.

Specialist tour operators considered “business experience” and “talking to industry associates” their main information sources to consult regarding the issues of sustainability towards the tour operation business with reports from 19 specialist tour operators (76%).

Table 5.9 Frequency Distribution of Sources of Information Consulted on Particular Application of Sustainability to Tour Operation Business

Sources of Information	Mass Tour Operators (out of 75 respondents)			Specialist Tour Operators (out of 25 respondents)		
	Frequency	Percent	Valid Percent	Frequency	Percent	Valid Percent
From publication on sustainable tourism	58	77.3	77.3	6	24.0	24.0
Through business experience	51	68.0	68.0	19	76.0	76.0
Talking to industry associates	61	81.3	81.3	19	76.0	76.0
Customer feedback	43	57.3	57.3	6	24.0	24.0

Figure 5.9 Graphical Representation of Sources of Information Consulted on Particular Application of Sustainability to Tour Operation Business



Estimate the Percentage of Clients Interested in Receiving Environmentally Educational Information

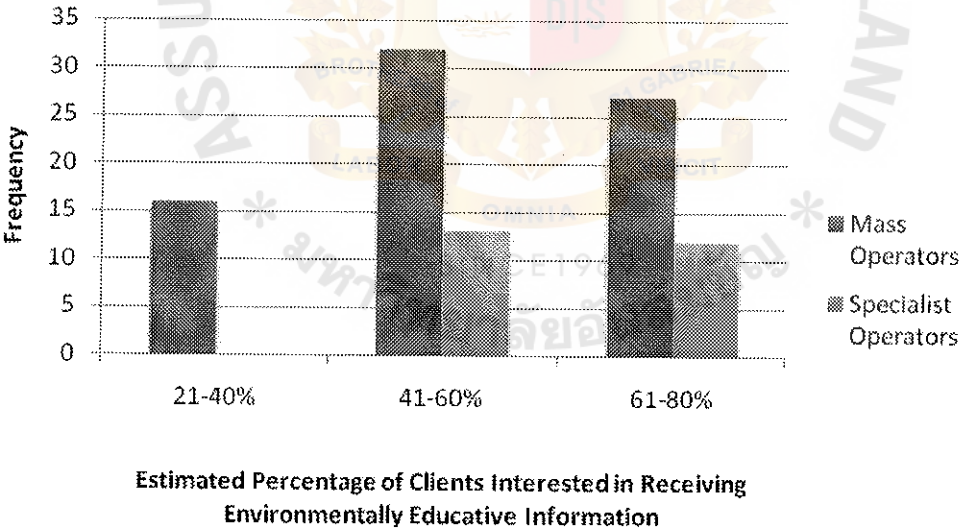
Table 5.10 and Figure 5.10 display the estimated percentages of respondents on the likeliness of their clients in receiving environmentally educational information during their visit to destinations. The majority with 32 mass tour operators (42.7%) estimated the percentage

of “41 – 60%” of their customers would be interested in receiving environmentally educative information; while the same percentages for customers of 13 specialist tour operators (52%) expressed interest in receiving environmentally educative information.

Table 5.10 Frequency Distribution of Percentage Estimation of Clients Interested in Receiving Environmentally Educative Information

Estimated Percentage	Mass Tour Operators				Specialist Tour Operators			
	Frequency	Percent	Valid Percent	Cumulative Percent	Frequency	Percent	Valid Percent	Cumulative Percent
21-40%	16	21.3	21.3	21.3	-	-	-	-
41-60%	32	42.7	42.7	64.0	13	52.0	52.0	52.0
61-80%	27	36.0	36.0	100.0	12	48.0	48.0	100.0
Total	75	100.0	100.0		25	100.0	100.0	

Figure 5.10 Graphical Representation of Percentage Estimation of Clients Interested in Receiving Environmentally Educative Information



5.1.2 Cross Tabulation and Mean Score of Dependent Variables

This part illustrates the mean score and cross tabulation of the dependent variable; business attitudes towards sustainable tourism development. The first section is presenting the cross tabulation and explanation, followed by the mean score of the dependent variable.

5.1.2.1 Cross Tabulation of Business Attitudes towards Sustainable Tourism Development

There are a total of 20 items listed in the second part of the questionnaire; each of the items was evaluated by the respondents in three groups: mass versus specialist tour operators, small versus large tour operators, and tour operators whose average lengths of tours organized are “1-7days”, 8-14 days”, and “15-21 days”. This part demonstrates the respondents’ business attitudes towards sustainable tourism development (see Appendix C).

5.1.2.2 Mean Score of Business Attitudes towards Sustainable Tourism Development

The descriptive statistics are used to examine the responses of tour operators in their business attitudes towards sustainable tourism development.

The mean score of respondents towards “Respect local culture & physical environment” is the highest mean score with $M_{high} = 4.71$ while the mean score of respondents towards “Non-western cultural imposition” is the lowest mean score with $M_{low} = 2.83$. This means that almost all of the tour operators support the notion that tourism activities should be based on the respect of the local culture and physical environment leading to sustainability. On the contrary, the lowest mean score does not reflect that tour operators do not support non-western culture imposition at the destinations. However, to be sustainable, people do not need to reject all cultural exchanges from other countries. The western culture

and/or behaviors are considered more responsible towards the environment than non-western ones. Hence, it is necessary to absorb good cultural practices from others in order to regulate the local culture.

Table 5.11 Descriptive Statistics of Business Attitudes towards Sustainable Tourism Development

	N	Minimum	Maximum	Mean	Std. Deviation
Inform and educate tourists	100	3	5	4.62	.528
Limit the number of tours/tourists	100	2	5	3.16	.801
Educate locals/guides	100	4	5	4.56	.499
Financial gain for locals	100	3	5	4.14	.532
Good behaviors of tourists	100	3	5	4.57	.590
Respect local culture & physical environment	100	4	5	4.71	.456
Using existing infrastructure	100	2	5	2.90	.948
Selectivity and limitation of development (balanced and controlled development)	100	3	5	4.22	.561
Recycle wastes (bottles, cans, papers)	100	3	5	3.82	.744
Reduce energy consumption	100	3	5	4.00	.512
Use/encourage "environmental friendly" products	100	4	5	4.57	.498
Encourage tourists to participate to local life	100	3	5	4.39	.723
Non-western cultural imposition	100	2	5	2.83	.805
Employing members of the local community as guides or representatives.	100	3	5	4.16	.564
Consult conservative groups when establish new tours	100	2	5	3.63	.991
Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels	100	2	5	3.49	.904
Not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises	100	2	5	3.12	.913
Wherever possible, lake use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)	100	2	5	4.15	.869

Only contract with local hotels which operate in an environmentally friendly ways	100	2	5	2.99	1.068
Help de-market overcrowded sites by not offerings excursions at peak times	100	2	4	2.86	.739
Valid N (list wise)	100				

5.2 Hypothesis Testing

The Independent Sample t-test was used to test the differences of the natures and models of the tour operation business in the context of business attitudes towards sustainable tourism development. The Independent Sample t-test is applied to examine the differences between two means at a time (Thicehurst and Veal, 2000).

Whether the hypothesis is accepted or rejected depends on the significance of the value compared. The observed significant level, p-value, is the basic for deciding if the null hypothesis (H_0) is rejected or not. This is the probability that if the null hypothesis is true, a statistical result such as the one observed would occur. If the observed significant level is small, usually less than 0.05, the null hypothesis is rejected (Cryer and Miller, 1994).

There are a total of four research hypotheses proposed. The first hypothesis is on the difference between “mass” and “specialist” natures of tour operators towards sustainable tourism development. The second hypothesis is on the difference between “internet-based” and “traditional” models of tour operators towards sustainable tourism development. The third is on the difference between “small” and “large” size tour operators towards sustainable tourism development. The last hypothesis is on the difference among tour operators whose average length of tours are “1 – 7 days”, “8 – 14 days”, and “15 – 21 days” towards sustainable tourism development. However, as per data needed to test the second hypothesis was not enough, this hypothesis was, therefore, not tested.

Hypothesis 1

- H₀1: The difference between mass and alternative/specialist tour operators in terms of their response towards sustainability is not significant
- H_a1: The difference between mass and alternative/specialist tour operators in terms of their response towards sustainability is significant

The Independent Sample t-test Analysis in table 5.74 indicates that the p-value of mass and specialist in “Tourists encouraged to participate and experience local life” is 0.000 which is less than 0.05 ($0.000 < 0.05$), in “Non-western cultural imposition” is 0.017 which is less than 0.05 ($0.017 < 0.05$), and in “Only contract local hotels which operate in an environmentally friendly way” is 0.004 which is less than 0.05 ($0.004 < 0.05$). Therefore, there are three items within the business attitudes towards sustainable tourism development which have a p-value of less than 0.05. In this case, the null hypothesis is rejected for these three items, meaning there are differences between mass and specialist tour operators in their business attitudes towards sustainable tourism development in “tourists encouraged to participate and experience local life”, “non-western cultural imposition”, and “only contract local hotels which operate in an environmentally friendly way”.

Table 5.12 Independent Sample t-test Analysis for the Business Attitudes of Mass and Specialist Tour Operators towards Sustainable Tourism Development

Business Attitudes towards Sustainable Tourism Development		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Inform and educate tourists about local area and the ways in which they could help protect it	Equal variances assumed	5.375	.023	.655	98	.514	.080	.122	-.163	.323
	Equal variances not assumed			.565	33.272	.576	.080	.142	-.208	.368
Limit the number of tours/tourists	Equal variances assumed	3.331	.071	-1.749	98	.083	-.320	.183	-.683	.043
	Equal variances not assumed			-1.529	33.813	.136	-.320	.209	-.745	.105
Educate local people/guides	Equal variances assumed	17.553	.000	-1.875	98	.064	-.213	.114	-.439	.012
	Equal variances not assumed			-1.966	44.831	.056	-.213	.109	-.432	.005
Financial gain for locals	Equal variances assumed	.036	.849	-1.086	98	.280	-.133	.123	-.377	.110
	Equal variances not assumed			-1.229	52.446	.225	-.133	.108	-.351	.084
Good behaviors of tourists	Equal variances assumed	7.965	.006	-1.476	98	.143	-.200	.136	-.469	.069
	Equal variances not assumed			-1.717	55.809	.092	-.200	.117	-.433	.033
Respect local culture & physical environment	Equal variances assumed	.065	.799	-.126	98	.900	-.013	.106	-.223	.197
	Equal variances not assumed			-.126	41.190	.900	-.013	.106	-.227	.200
Using existing infrastructure	Equal variances assumed	.895	.346	-1.596	98	.114	-.347	.217	-.778	.085
	Equal variances not assumed			-1.389	33.642	.174	-.347	.249	-.854	.161
Selectivity and limitation of	Equal variances assumed	.681	.411	.616	98	.540	.080	.130	-.178	.338

development (balanced and controlled development)	Equal variances not assumed			.622	41.953	.537	.080	.129	-.179	.339
Recycle wastes (bottles, cans, papers)	Equal variances assumed	3.187	.077	-1.404	98	.163	-.240	.171	-.579	.099
	Equal variances not assumed			-1.447	43.422	.155	-.240	.166	-.574	.094
Reduce energy consumption	Equal variances assumed	4.727	.032	-.900	98	.370	-.107	.118	-.342	.128
	Equal variances not assumed			-.768	32.820	.448	-.107	.139	-.389	.176
Use/encourage "environmental friendly" products	Equal variances assumed	.928	.338	1.045	98	.299	.120	.115	-.108	.348
	Equal variances not assumed			1.027	40.040	.310	.120	.117	-.116	.356
Tourists encouraged to participate and experience local life	Equal variances assumed	22.668	.000	-3.832	98	.000	-.600	.157	-.911	-.289
	Equal variances not assumed			-5.240	83.077	.000	-.600	.114	-.828	-.372
Non-western cultural imposition	Equal variances assumed	11.370	.001	-2.425	98	.017	-.440	.181	-.800	-.080
	Equal variances not assumed			-1.835	28.966	.077	-.440	.240	-.931	.051
Employing members of the local community as guides or representatives	Equal variances assumed	18.901	.000	.818	98	.415	.107	.130	-.152	.365
	Equal variances not assumed			1.167	90.715	.246	.107	.091	-.075	.288
Consult conservative groups when establish new tours	Equal variances assumed	2.875	.093	.872	98	.385	.200	.229	-.255	.655
	Equal variances not assumed			.948	48.092	.348	.200	.211	-.224	.624
Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels	Equal variances assumed	.349	.556	.064	98	.949	.013	.210	-.403	.430
	Equal variances not assumed			.065	43.231	.948	.013	.204	-.398	.425
Not promote those all-inclusive	Equal variances assumed	14.526	.000	-.757	98	.451	-.160	.211	-.579	.259

holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises	Equal variances not assumed			-1.089	92.238	.279	-.160	.147	-.452	.132
Wherever possible, lake use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)	Equal variances assumed	5.227	.024	-1.131	98	.261	-.227	.200	-.624	.171
	Equal variances not assumed			-1.550	83.507	.125	-.227	.146	-.517	.064
Only contract local hotels which operate in an environmentally friendly way	Equal variances assumed	1.830	.179	-2.976	98	.004	-.707	.237	-1.178	-.235
	Equal variances not assumed			-2.802	37.410	.008	-.707	.252	-1.218	-.196
Help de-market overcrowded sites by not offerings excursions at peak times	Equal variances assumed	2.271	.135	-1.095	98	.276	-.187	.170	-.525	.152
	Equal variances not assumed			-1.127	43.282	.266	-.187	.166	-.521	.147

Hypothesis 2

By definition, an internet-based travel firm sells directly to customers at low prices and arranges flexible tour arrangements tailor by the consumer themselves. However, this does not exist in Vietnam, so the second hypothesis was therefore; not tested. In addition to the definition of an internet-based tour operator, the operation was unclear and misunderstood by the business firm as observed during the distribution of the questionnaire and prior meeting with the owners or representatives of the firms. The so called internet-based tour operators (or online tour operators) assume that online tour operators provide the booking function to their customers online where customers choose a specific tour program, fill in the booking profile, provide a credit card number to guarantee booking, receive a booking

confirmation through the website interface or by email later, get a booking number (or e-voucher), and finally, are ready to experience that certain tour program. These functions are just part of the real day-to-day functions of an internet-based tour operator in Vietnam. In practicality, an online tour operator needs to have:

- Real-time connected networks with all service suppliers for a tour program (transportation, accommodation, Destination Management Corporations - DMCs, etc.)
- A data warehouse (or database) to enable a quick-time booking status for checking and confirmation (Computerized Reservations System – CRS)
- A secure online payment functions.
- Self-arrangement functions for tourist to tailor their own holidays.
- Direct sales to tourists without any middle man (travel agent, travel broker).

It would be worth mentioning here that, none of the tour operators based in Ho Chi Minh City satisfies the requirements of this business model (internet-based). Unlike well-known, international, and big internet-based tour operators located in the US such as Orbitz (www.orbitz.com), Travelocity (www.travelocity.com), Last Minute (www.lastminute.com), Expedia (www.expedia.com) the respondents figured out they are far behind the real definition of an internet-based tour operator.

A finding from Wijk & Persoon's study (Wijk & Persoon, 2006), on the other hand, confirms that the online tour operators' performance in sustainability reporting is behind their traditional counterparts. Online tour operators seem more concerned with prices than with sustainability issues. The 'virtual' tour operators are also less visible and perhaps therefore less vulnerable to reputation damage from ignoring sustainability issues.

Hypothesis 3

H₀3: The difference between small tour operators and large tour operators in terms of their response towards sustainability is not significant

H_a3: The difference between small tour operators and large tour operators in terms of their response towards sustainability is significant

The Independent Sample t-test Analysis in table 5.75 shows that the p-value of small and large tour operators to “limit the number of tours/tourists” is 0.000 (<0.05), to “respect local culture & physical environment” is 0.001 (<0.05), to “financial gain for locals” is 0.000 (<0.05), to “using existing infrastructure” is 0.000 (<0.05), to “recycle wastes” is 0.000 (<0.05), to “tourists encouraged to participate and experience local life” is 0.004 (<0.05), to “non-western cultural imposition” is 0.024 (<0.05), to “employing members of local community as guides or representatives” is 0.000 (<0.05), to “consult conservation groups when establish new tours” is 0.000 (<0.05), to “boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make way for new hotels” is 0.000 (<0.05), to “not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises” is 0.010 (<0.05), to “wherever possible, make use of more environmentally friendly forms of transport” is 0.000 (<0.05), to “only contract with hotels with environmentally friendly ways” is 0.000 (<0.05), to “help de-market overcrowded sites by not offering excursions at peak times” is 0.000 (<0.05). Therefore, there are 14 items within the business attitudes towards sustainable tourism development which have a p-value of less than 0.05. In this case, the null hypothesis is rejected for these 14 items, meaning there are differences between small and large tour operators in their business attitudes towards sustainable tourism development regarding these 14 items.

Table 5.13 Independent Sample t-test Analysis for the Business Attitudes of Small and Large Tour Operators towards Sustainable Tourism Development

Business Attitudes towards Sustainable Tourism Development		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Inform and educate tourists about local area and the ways in which they could help protect it	Equal variances assumed	.167	.683	.831	98	.408	.093	.112	-.129	.314
	Equal variances not assumed			.850	71.022	.398	.093	.109	-.125	.310
Limit the number of tours/tourists	Equal variances assumed	17.940	.000	4.101	98	.000	.643	.157	.332	.955
	Equal variances not assumed			4.939	97.950	.000	.643	.130	.385	.902
Educate local people/guides	Equal variances assumed	1.139	.288	.862	98	.391	.091	.105	-.118	.300
	Equal variances not assumed			.855	65.356	.395	.091	.106	-.121	.303
Financial gain for locals	Equal variances assumed	4.704	.033	5.849	98	.000	.569	.097	.376	.762
	Equal variances not assumed			6.037	72.822	.000	.569	.094	.381	.756
Good behaviors of tourists	Equal variances assumed	.453	.502	.850	98	.398	.106	.125	-.142	.354
	Equal variances not assumed			.910	80.398	.365	.106	.117	-.126	.338
Respect local culture & physical environment	Equal variances assumed	22.676	.000	3.486	98	.001	.318	.091	.137	.499
	Equal variances not assumed			3.204	53.473	.002	.318	.099	.119	.517
Using existing infrastructure	Equal variances assumed	24.408	.000	4.531	98	.000	.829	.183	.466	1.192
	Equal variances not assumed			5.555	97.707	.000	.829	.149	.533	1.125
Selectivity and limitation of development (balanced and controlled development)	Equal variances assumed	4.337	.040	-.195	98	.846	-.023	.119	-.259	.213
	Equal variances not assumed			-.218	89.426	.828	-.023	.106	-.234	.188
Recycle wastes (bottles, cans, papers)	Equal variances assumed	1.629	.205	4.641	98	.000	.663	.143	.380	.947
	Equal variances not assumed			5.284	92.280	.000	.663	.125	.414	.912

Reduce energy consumption	Equal variances assumed	3.926	.050	1.662	98	.100	.178	.107	-.035	.391
	Equal variances not assumed			1.966	97.077	.052	.178	.091	-.002	.358
Use/encourage "environmental friendly" products	Equal variances assumed	2.104	.150	-.685	98	.495	-.072	.105	-.281	.137
	Equal variances not assumed			-.689	67.778	.493	-.072	.105	-.281	.137
Tourists encouraged to participate and experience local life	Equal variances assumed	14.218	.000	-2.951	98	.004	-.434	.147	-.726	-.142
	Equal variances not assumed			-3.433	95.390	.001	-.434	.126	-.685	-.183
Non-western cultural imposition	Equal variances assumed	2.824	.096	1.920	98	.058	.322	.168	-.011	.654
	Equal variances not assumed			2.293	97.687	.024	.322	.140	.043	.600
Employing members of the local community as guides or representatives	Equal variances assumed	8.526	.004	-4.289	98	.000	-.471	.110	-.688	-.253
	Equal variances not assumed			-4.342	69.046	.000	-.471	.108	-.687	-.254
Consult conservative groups when establish new tours	Equal variances assumed	27.553	.000	8.490	98	.000	1.356	.160	1.039	1.672
	Equal variances not assumed			10.269	97.999	.000	1.356	.132	1.094	1.618
Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels	Equal variances assumed	111.664	.000	4.203	98	.000	.742	.177	.392	1.093
	Equal variances not assumed			5.870	65.000	.000	.742	.126	.490	.995
Not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises	Equal variances assumed	44.011	.000	2.637	98	.010	.494	.187	.122	.865
	Equal variances not assumed			3.357	93.165	.001	.494	.147	.202	.786

Wherever possible, make use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)	Equal variances assumed	30.041	.000	6.415	98	.000	1.154	.180	.797	1.511
	Equal variances not assumed			5.038	24.694	.000	1.154	.229	.682	1.626
Only contract local hotels which operate in an environmentally friendly way	Equal variances assumed	50.348	.000	5.419	98	.000	1.253	.231	.794	1.712
	Equal variances not assumed			10.550	78.000	.000	1.253	.119	1.017	1.490
Help de-market overcrowded sites by not offerings excursions at peak times	Equal variances assumed	.514	.475	3.531	98	.001	.606	.172	.266	.947
	Equal variances not assumed			4.426	46.493	.000	.606	.137	.331	.882

Hypothesis 4

H₀₄: The difference of the average length of tours handled by tour operators in terms of their response towards sustainability is not significant

H_{a4}: The difference of the average length of tours handled by tour operators in terms of their response towards sustainability is significant

The ANOVA Analysis in table 5.76 shows that the p-value of tour operators whose average lengths of tours are 1 – 7 days, 8 – 14 days, and 15 – 21 days in “educate local people/guides” is 0.000 (<0.05), in “financial gain for locals” is 0.018 (<0.05), in good behaviors of tourists” is 0.000 (<0.05), in “respect for local culture and physical environment” is 0.000 (<0.05), in “using existing infrastructure” is 0.000 (<0.05), in “selectivity and limitation of development (balanced and controlled development)” is 0.000 (<0.05), in “recycle waste” is 0.002 (<0.05), in “reduce energy consumption” is 0.000

(<0.05), in “use/encourage environmentally friendly products” is 0.000 (<0.05), in “non-western cultural imposition” is 0.000(<0.05), in “consult local conservation groups when establish new tours” is 0.000 (<0.05), in “boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make way for new hotels” is 0.000 (<0.05), in “not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises” is 0.000 (<0.05), in “wherever possible, make use of more environmentally friendly forms of transport” is 0.000 (<0.05), in “only contract with hotels with environmentally friendly ways” is 0.000 (<0.05), in “help de-market overcrowded sites by not offering excursions at peak times” is 0.000 (<0.05). Therefore, there are 16 items within the business attitudes towards sustainable tourism development which have a p-value of less than 0.05. In this case, the null hypothesis is rejected for these 16 items, meaning there are differences between tour operators whose average length of tours are “1 – 7 days”, “8 – 14 days”, and “15 – 21 days” in their business attitudes towards sustainable tourism development regarding these 16 items.

Table 5.14 ANOVA Analysis for the Business Attitudes of Tour Operators whose average lengths of tours are 1 – 7 days, 8 – 14 days, and 15 – 21 days towards Sustainable Tourism Development

Business Attitudes of Tour Operators towards Sustainable Tourism Development		Sum of Squares	df	Mean Square	F	Sig.
Inform and educate tourists	Between Groups	1.506	2	.753	2.803	.066
	Within Groups	26.054	97	.269		
	Total	27.560	99			
Limit the number of tours/tourists	Between Groups	3.232	2	1.616	2.604	.079
	Within Groups	60.208	97	.621		
	Total	63.440	99			
Educate locals/guides	Between Groups	3.967	2	1.983	9.306	.000
	Within Groups	20.673	97	.213		
	Total	24.640	99			

Financial gain for locals	Between Groups	2.226	2	1.113	4.183	.018
	Within Groups	25.814	97	.266		
	Total	28.040	99			
Good behaviors of tourists	Between Groups	15.128	2	7.564	37.856	.000
	Within Groups	19.382	97	.200		
	Total	34.510	99			
Respect local culture & physical environment	Between Groups	6.881	2	3.440	24.343	.000
	Within Groups	13.709	97	.141		
	Total	20.590	99			
Using existing infrastructure	Between Groups	27.070	2	13.535	21.199	.000
	Within Groups	61.930	97	.638		
	Total	89.000	99			
Selectivity and limitation of development (balanced and controlled development)	Between Groups	11.309	2	5.654	27.630	.000
	Within Groups	19.851	97	.205		
	Total	31.160	99			
Recycle wastes (bottles, cans, papers)	Between Groups	6.593	2	3.297	6.639	.002
	Within Groups	48.167	97	.497		
	Total	54.760	99			
Reduce energy consumption	Between Groups	7.241	2	3.620	18.720	.000
	Within Groups	18.759	97	.193		
	Total	26.000	99			
Use/encourage "environmental friendly" products	Between Groups	7.293	2	3.646	20.544	.000
	Within Groups	17.217	97	.177		
	Total	24.510	99			
Tourists encouraged to participate and experience local life	Between Groups	2.969	2	1.484	2.949	.057
	Within Groups	48.821	97	.503		
	Total	51.790	99			
Non-western cultural imposition	Between Groups	13.205	2	6.602	12.581	.000
	Within Groups	50.905	97	.525		
	Total	64.110	99			
Employing members of the local community as guides or representatives	Between Groups	.316	2	.158	.493	.612
	Within Groups	31.124	97	.321		
	Total	31.440	99			
Consult local conservation groups when establish new tours	Between Groups	75.192	2	37.596	164.883	.000
	Within Groups	22.118	97	.228		
	Total	97.310	99			
Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels	Between Groups	63.513	2	31.757	176.255	.000
	Within Groups	17.477	97	.180		
	Total	80.990	99			

Not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises	Between Groups	28.200	2	14.100	25.160	.000
	Within Groups	54.360	97	.560		
	Total	82.560	99			
Wherever possible, lake use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)	Between Groups	30.934	2	15.467	34.241	.000
	Within Groups	43.816	97	.452		
	Total	74.750	99			
Only contract with local hotels which operate in an environmentally friendly ways	Between Groups	61.759	2	30.880	58.467	.000
	Within Groups	51.231	97	.528		
	Total	112.990	99			
Help de-market overcrowded sites by not offerings excursions at peak times	Between Groups	30.809	2	15.405	64.322	.000
	Within Groups	23.231	97	.239		
	Total	54.040	99			



CHAPTER VI

SUMMARY, CONCLUSION AND RECOMMENDATIONS

In this final chapter, a summary of the research findings with brief statements of the results and descriptions based on the answers to each of the questions and hypotheses is explained. Furthermore, a conclusion of the whole study is presented with critical discussion of the findings. Lastly, suggestions and recommendations are provided.

6.1 Summary of Findings

6.1.1 Summary of Respondents' Business Profile

In the research, the business profile relates to descriptive statistics and consists of 10 factors: the nature of tour operation, the business model of tour operation, the approximate number of employees in the firm, the average length of tours, activities provided by the tour operators, the marketing terminology used, methods of monitoring environmental protection used, methods of passing on environmental information to tourists, sources of information consulted on the particular application of sustainability to tour operation business, and the estimated percentage of clientele who show interest in receiving environmentally educative information. Table 6.1 shows the largest group of each variable in terms of the business profile.

Nature of Tour Operation

The largest group of respondents' nature of business is mass tour operator (75%), the rest of the respondents are specialist tour operators (25%).

Business Model of Tour Operation

All of the respondents are categorized in the group of traditional tour operators (100%). None of the respondents are internet-based tour operators.

Table 6.1 Summary of results from respondents’ business profile

Variable	Largest Group (%)
Nature of tour operation	Mass tour operator (75%)
Business model of tour operation	Traditional tour operator (100%)
Approximate number of employees in the firm	More than 20 (66%)
Average length of tours	1 - 7 days (55%)
Activities provided by the tour operators	Tours to historical sites (100%)
Marketing terminologies used	Special-interest tourism (71%)
Methods of monitoring environmental protection used	Feedbacks from tour leaders (58%)
Methods of passing on environmental information to tourists	Role of the tour guide to pass on information (94%)
Sources of information consulted on particular application of sustainability to tour operation business	Talking to industry associates (80%)
Estimated percentage of clientele who interest in receiving environmentally educative information	41 – 60 percent (45%)

Approximate Number of Employees in the Firm

The largest group of respondents’ approximate number of employees in the firm is “more than 20 employees” (66%), followed by “11 – 15 employees” (21%), and “16 – 20

employees” (13%), respectively. None of the respondents have “1 – 5 employees” or “6 – 10 employees” in the firm.

Average Length of Tours

The largest group of respondents’ average length of tours is “1- 7 days” (55%), followed by “15 – 21 days” (28%), and “8 – 14 days” (17%), respectively. None of the respondents organized tours with the average length of “22 – 28 days” or “more than 28 days”.

Activities Provided by the Tour Operators

The most popular activities provided by the respondents are “tours to historical sites” (100%), followed by “cultural tours” (92%), “crafts, arts & workshops” (87%), “canoeing” (72%), “trekking/hiking” (63%), “tours to religious sites” (53%), “mountain climbing” (48%), “nature photography” (23%), “bird watching” (21%), “wildlife safaris” (15%), “horse riding” (9%), “marine life viewing” (8%), “fishing” (7%), “archaeological tours” (6%), and “caving tours” (4%), respectively. None of the tour operators in Ho Chi Minh City organized a “botanical study tour”.

Marketing Terminologies Used

The largest number of respondents used “special-interest tourism” (71%) for marketing, followed by “nature tourism” (65%), eco-tourism (56%), “green tourism” (44%), “adventure tourism” (31%), “alternative tourism” (25%), “soft tourism” (23%), “responsible tourism” or “ethical tourism” (22%), respectively. The lowest percentage of the terminology used for marketing purposes by tour operators in Ho Chi Minh City was “sustainable tourism” or “wildlife tourism” (17%).

Methods of Monitoring Environmental Protection Used

The largest number of respondents used “feedbacks from tour leaders” (58%) for the environmental monitoring, followed by “regular monitoring by organization” or “feedbacks from clients” (41%), or “government controls” (39%), respectively. The method of “meeting with local representatives” was less used by tour operators in Ho Chi Minh City with only 7% of respondents’ giving responses.

Methods of Passing on Environmental Information to Tourists

The highest number of respondents (94%) considered the “role of tour guide to pass on information” on sustainable tourism to be the most effective method, followed by “provide booklets or brochures about the environment” (48%), “maps of the areas for clients” (27%), and “slide shows as part of the tour” (22%), respectively. The method of setting “tourist codes” (0%) on the issue of sustainability was considered less effective among tour operators in Ho Chi Minh City.

Sources of Information Consulted on Particular Application of Sustainability to Tour Operation Business

The most popular source of information on the issue of sustainability to the tour operation business consulted by tour operators in Ho Chi Minh City was “talking to industry associates” (80%), followed by “through business experience” (70%), and “publication on sustainable tourism” (64%), respectively. “Feedbacks from customers” was considered less helpful to tour operators in Ho Chi Minh City in the awareness on sustainability and its practices with only 49% of responding.

Estimated Percentage of Clientele Who Interest in Receiving Environmentally Educative Information

The highest percentage estimated by the respondents on the number of their customers who show interest in receiving environmentally educative information is “41 – 60%” (45%), followed by “61 – 80%” (39%), and “21 – 40%” (16%), respectively. None of the respondents estimated “less than 20%” or “over 81%” of their customers show interest in environmentally educative information.

6.1.2 Summary of respondents’ attitudes towards sustainable tourism development

Tour operators in Ho Chi Minh City mostly showed their supportive attitudes to certain statements on the business attitudes and/or practices towards sustainable tourism development. The total percentage of “support” and “definitely support” to these statements are much higher than 50% on “inform and educate tourists”, “educate locals/guides”, “financial gains for locals”, “good behaviors of tourists”, “respect local culture & physical environment”, “selectivity and limitation of development”, “recycle wastes”, “reduce energy consumption”, “use/encourage "environmental friendly" products”, “encourage tourists to participate to local life”, “employing members of the local community as guides or representatives”, and “wherever possible, lake use of more environmentally friendly forms of transport”.

Table 6.2 Summary of results from respondents' attitudes towards sustainable tourism development

Variable	"Support" to "Definitely support"	"Neither support nor oppose"	"Oppose" to "Definitely oppose"
Inform and educate tourists	98%	2%	-
Limit the number of tours/tourists	28%	52%	19%
Educate locals/guides	100%	-	-
Financial gain for locals	92%	8%	-
Good behaviors of tourists	95%	5%	-
Respect local culture & physical environment	100%	-	-
Using existing infrastructure	28%	28%	44%
Selectivity and limitation of development (balanced and controlled development)	93%	7%	-
Recycle wastes (bottles, cans, papers)	62%	38%	-
Reduce energy consumption	87%	13%	-
Use/encourage "environmental friendly" products	100%	-	-
Encourage tourists to participate to local life	86%	14%	-
Non-western cultural imposition	13%	51%	36%
Employing members of the local community as guides or representatives.	91%	9%	-
Consult conservative groups when establish new tours	44%	47%	9%
Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels	37%	55%	8%
Not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises	30%	43%	27%
Wherever possible, lake use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)	85%	7%	8%
Only contract with local hotels which operate in an environmentally friendly ways	28%	29%	43%
Help de-market overcrowded sites by not offerings excursions at peak times	21%	44%	35%

In some of the statements, tour operators did not decide exactly whether they “support” or “oppose”. The respondents marked “neither support nor oppose” to these statements totaling more than 50%. A number (52%) of the respondents expressed neutral attitudes to the “limitation of tours/tourists” because the tour operator business is to attract as many tourists as possible, and to make benefits from tourists’ expenditure; the main priority is placed on being profitable. The second statement, “non-western cultural imposition” showed (51%) “neither support nor oppose” from respondents because tour operators in Ho Chi Minh City do not want to mix up the meaning of being sustainable and being isolated. The development needs cultural exchanges to enrich the local culture. The third statement of “boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels” displayed 55% of responses to be “neither support nor oppose”. The reality of inadequate and backward infrastructure for tourism development in Vietnam could explain this reasoning. Tour operators claimed that Vietnam needs more efforts in planning and projecting for balanced and controlled development. It is not appropriate if the government solely limits the construction of new hotels according to sustainability policies while the numbers of hotel at present are not enough to accommodate the tourists.

6.1.3 Summary of Hypotheses Testing

From the results of hypotheses testing summarized in Table 6.3, it can be concluded that there are differences among tour operators based in Ho Chi Minh City in their business attitudes towards sustainable tourism development. The differences are:

Table 6.3 Summary of Hypotheses Testing

Hypotheses	Statistical Test Employed	Results
H ₀ 1: The difference between mass and alternative/specialist tour operators in terms of their response towards sustainability is not significant	Independent Sample t-test	Reject H ₀ 1 in three items
H ₀ 2: The difference between web-based tour operators and traditional tour operators in terms of their response towards sustainability is not significant		Hypothesis was not tested for lacking of adequate data
H ₀ 3: The difference between small tour operators and large tour operators in terms of their response towards sustainability is not significant	Independent Sample t-test	Reject H ₀ 3 in 14 items
H ₀ 4: The difference of average lengths of tours handled by tour operators in terms of their response towards sustainability is not significant	ANOVA	Reject H ₀ 4 in 16 items

Firstly, mass tour operators and specialist tour operators in Ho Chi Minh City have different attitudes towards “tourists encouraged to participate and experience local life”, “non-western cultural imposition”, and “only contract local hotels which operate in an environmentally friendly way”.

Secondly, small tour operators and large tour operators are different in their attitudes towards “limit the number of tours/tourists”, “respect local culture & physical environment”, “financial gain for locals”, “using existing infrastructure”, “recycle wastes”, “tourists

encouraged to participate and experience local life”, “non-western cultural imposition”, “employing members of local community as guides or representatives”, “consult conservation groups when establish new tours”, “boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make way for new hotels”, “not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises”, “wherever possible, make use of more environmentally friendly forms of transport”, “only contract with hotels with environmentally friendly ways”, and “help de-market overcrowded sites by not offering excursions at peak times”.

Thirdly, tour operators whose average length of tours are “1 – 7 days”, “8 – 14 days”, and “15 – 21 days” have differences in their attitudes towards “educate local people/guides”, “financial gain for locals”, “good behaviors of tourists”, “respect for local culture and physical environment”, “using existing infrastructure”, “selectivity and limitation of development (balanced and controlled development)”, “recycle waste”, “reduce energy consumption”, “use/encourage environmentally friendly products”, “non-western cultural imposition”, “consult local conservation groups when establish new tours”, “boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make way for new hotels”, “not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises”, “wherever possible, make use of more environmentally friendly forms of transport”, “only contract with hotels with environmentally friendly ways”, and “help de-market overcrowded sites by not offering excursions at peak times”.

6.2 Conclusions

The Vietnam tourism industry has been growing since 1990 from year to year with many changes, opportunities and challenges. The industry itself is still in its “childhood” in various concepts and practices throughout the development process. Sustainable tourism development, accordingly, is considered new to the industry in its contexts and practices. Therefore, the research focuses to study the overview on the awareness and perception of tour operators in Ho Chi Minh City on the issues of sustainability.

The study investigated the tour operators’ business profiles as well as their environmental policies and practices. These independent factors are specific to business nature, business model, business size and the average length of tours organized. They were examined in a relationship with business attitudes and/or practices towards sustainable tourism development. The study chose Ho Chi Minh City as the main research area. A total of 100 tour operators as respondents were selected from 5 administrative districts which were centrally located in Ho Chi Minh City.

In conclusion, this study confirmed that there are certain differences among tour operators in Ho Chi Minh City on their attitudes towards sustainable tourism practices. Based on the descriptive statistic analysis, the researcher has concluded the results of hypotheses testing in order to answer the research objectives as follows:

- **Tour Operators Profile, Role, Environmental Policies and Practice**

To study the first objective, Frequency Distribution Statistics were conducted. **Firstly**, the results show that there are more mass tour operators than specialist tour operators in Ho Chi Minh City (75 mass tour operators versus 25 specialist tour operators

respectively). None of the examined tour operators are internet-based tour operators, all of the respondents in this study are categorized as traditional tour operators (0 internet-based tour operator versus 100 traditional tour operators respectively). The majority of tour operators in Ho Chi Minh City has more than 20 employees in the firm, which means they are ranked as large organizations. The average length of tours operated by tour operators in Ho Chi Minh City is mostly from 1 to 7 days. **Secondly**, because of Vietnam is a long history of wars with China, Japan, France, and America in the past, many places have become historical sites as visitors gain their first glimpse of Vietnam. Thus, among various activities mentioned to determine the most popular tourist activities in Vietnam, tour operators in Ho Chi Minh City agree at one hundred percent that “tours to historical sites” were popular. Most of the tour operators in Ho Chi Minh City chose to market themselves as “specialist-interest tourism” in order to attract tourists to explore Vietnam in different aspects. **Thirdly**, regarding the environmental policies and practices, the largest number of tour operators monitors their environmental practices after their customers’ feedback. Tour operators in Ho Chi Minh City consider the role of the tour guide in passing on environmentally related information to tourists to be important. The main source of information on sustainable tourism that tour operators in Ho Chi Minh City consulted from is the industry associates. **Lastly**, almost all of the tour operators estimated about a half of tourists travelling in Vietnam would show interest in receiving environmentally educative information during their trips.

- **The Relationship between “Natures” or certain “Models” of Tour Operation Business on the Adoption of Sustainable Approach**

To address this second objective of the study, Independent Sample t-test was conducted to test the attitudes of mass tour operators and specialist tour operators towards 20 statements on sustainable practices. The respondents were asked to score, on

the Likert scale, the level of their support on each of the 20 statements. The findings presented in Table 5.74, the p-value of “Tourists encouraged to participate and experience local life” is 0.000, “Non-western cultural imposition” is 0,017, and “Only contract local hotels which operate in an environmentally friendly way” is 0.004. The figures are less than 0.05, which means that mass tour operators and specialist tour operators in Ho Chi Minh City are different in their attitudes towards these three statements. However, with only three differences out of 20 statements of sustainable tourism development between mass tour operators and specialist tour operators in the contexts of sustainable tourism practices, this illustrates the differences are minimal. In other words, mass tour operators and specialist tour operators in Ho Chi Minh City do not have a large difference in their attitudes towards sustainable tourism contexts.

The result is supported by the finding in previous study that the differentiation between mass and specialist operators is unclear, the boundaries seem not to be clearly defined because even specialist operators are those who organize specific holiday products but there are mass tour operators who offer differentiated products with higher quality and of course higher price to attract better educated, high spending and destination self-choosing holiday makers (Curtin & Busby, 1999).

The reality of tour operation business in Ho Chi Minh City showed that there is not any internet-based tour operator who satisfies the definition and descriptions of this business model. Even though online tour operators do exist in Ho Chi Minh City but they are simply traditional tour operators who provide online booking options, additionally, on their websites.

- **The Effect of Business Size of Tour Operation and the Average Length of Tours on the Adoption of Sustainable Approach**

The third objective was addressed by the use of an Independent Sample t-test to test business attitudes towards sustainable tourism development of small tour operators versus large tour operators. Similarly, an ANOVA test was conducted to test the differences among tour operators whose average length of tours are different. The respondents were asked to score, on the Likert scale, the level of their support on each of the 20 statements on sustainable practices. The results showed in Table 5.13, the p-value of the total of 14 items were less than 0.05, which means small and large tour operators in Ho Chi Minh City have a considerable difference in their attitudes towards sustainable tourism issues. By the comparison of the mean scores between large and small tour operators in Ho Chi Minh City, large tour operators mostly have a higher mean score than small tour operators in these 14 items (See Appendix D, table D.1). The findings revealed that large tour operators are paying more attention to the issues of sustainability than small tour operators by showing a higher level of support. Large tour operators have more employees than small tour operators; thus they could assign staff or a separate department to be solely in charge of certain sustainable issues. Moreover, large tour operators certainly have a larger market share and a wider customer network, so they have stronger budgets and bargaining power in negotiation with service suppliers for a higher quality and more sustainable product. Supporting for this result, Wijk & Persoon (Wijk & Persoon, 2006) revealed large tour operators report far better than middle and small operators in sustainability when “small operators even do not mention sustainability issues in their annual report or do not publish such a report at all”.

In the same way, findings presented in Table 5.14 reported that tour operators whose average length of tours are “1-7 days”, “8-14 days”, and “15-21 days” have differences in 16 out of 20 statements. To conclude the results from the mean score comparison, tour operators in Ho Chi Minh City whose average length of tours are “8-14 days” and “15-21

days” have higher mean scores – or a higher level of support – to the statements of sustainable tourism development than tour operators whose average length of tours is “1-7 days” in these 16 items (See Appendix D, table D.2). By providing longer day tours, tour operators make more financial contributions to local communities and tourists have more experience at each destination. They finding it possible to practice in a sustainable way.

6.3 Recommendations

This study provides information which facilitates better understanding of the tour operator business in Ho Chi Minh City and their attitudes towards the various practices of sustainable tourism development. The findings proved that tour operators in Ho Chi Minh City, in general, have a high level of support to the issues of sustainability. However, the differences of business nature, business size and average length of tour organized do have effects on their business attitudes. The information and results of this study showed that sustainable tourism and its practices in Vietnam are considered the role of government for providing information, education, implementation and regulations. Business firms are not seriously taking into account this matter since business profits and their existence on the market are much more important. The following recommendations are suggested for both governmental and business sectors in Ho Chi Minh City:

- **Recommendation for Governmental Tourism Sectors**

The high level of support towards sustainability and its practices of tour operators in Ho Chi Minh City is an advantage for the government to propose and implement policies on sustainability. The tourism industry in Ho Chi Minh City needs specific policies and manuals as well as regulations in order to convert good intentions/attitudes of tour operators to practical actions. The first important step is to provide necessary information

and awareness for tour operation businesses through regular meetings among the industry associates since this is proved to be the most frequent source of information for tour operators. The second step is to cooperate with tour operators in educating tour leaders and tour guides on the concepts and practices of sustainability because they are reported to be the main bridges to pass on information and convey feedback among the tour operators and tourists.

- **Recommendation for Tourism Business Sectors**

Since sustainability in tourism is becoming more and more important, it is predicted to be one of the main standards that tourists and tourism service partners would look at; the tour operator business in Ho Chi Minh City should pay more attention to this issue in order to keep up with the rapid changes of the world in the tourism industry and the demand of customers. Instead of waiting for the government to start with policies and rules to regulate sustainable practices, tour operators could by themselves begin to study and understand what sustainable tourism is and how it could help the businesses. Starting with simple practices within the business organization such as reducing energy consumption, recycling wastes, taking into account the benefits of local communities in establishing tour programs and activities, supporting environmentally friendly products, respecting local cultures and physical environment, and educating tour guides / local people on how to protect the uniqueness of local areas. Moreover, tour operators could actively introduce alternative, sustainable tourism products to their customers which would be better than providing only what they request. This would help them to differentiate from their competitors as well as to create positive images for their business partners. This is especially important with partners in developed parts of the world where sustainable tourism is becoming more and more significant. Also, operating sustainably might put tour operators in Ho Chi Minh City at a higher position to be business partners

with large, well-known multi-national tour operators who have specific policies and practices on sustainable tourism issues.

6.4 Suggestions for further research

This research is to investigate the perception of tour operators in Ho Chi Minh City in the context of sustainable tourism and its practices. The study focused on the relationship of tour operation business natures as well as the effects of business size and average length of tours to the adoption of sustainable approach. Since the issue of sustainable tourism in Vietnam is more or less new to the industry, the researcher would like to recommend further studies.

Firstly, according to the scope and limitation of this study, the researcher studied only one business sector in the industry tour operators. Further research could widen the scope to other business sectors such as accommodation, transportation, tourist destinations, etc. **Secondly**, this research conducted with tour operators based in Ho Chi Minh City only. Further research may be conducted with tour operators in other provinces in Vietnam. **Thirdly**, this research studied only the perceptions of tour operators. Further research could study the perception of tourists travelling to Vietnam in the context of their attitudes towards sustainable tourism development. **Fourthly**, a detailed study can be carried on by taking into consideration the practices of tourism business sectors towards the issues of sustainability; this will provide the business useful awareness and practical methods to go for sustainable development.

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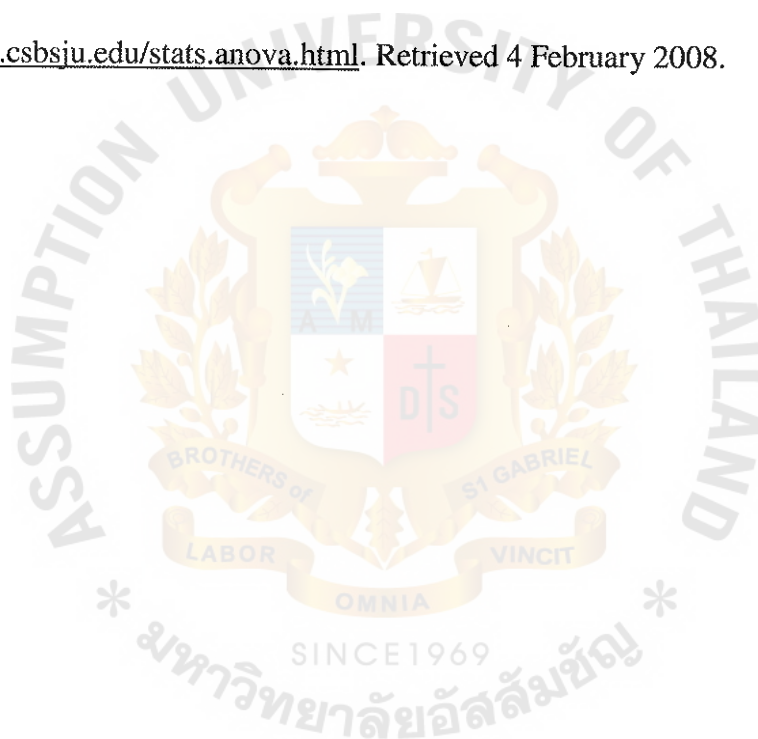
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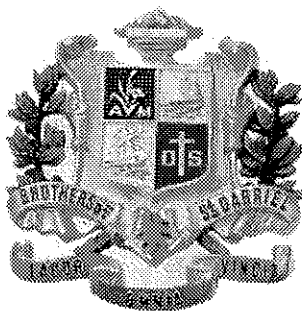
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APPENDIX A





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

Đề tài nghiên cứu Lữ Hành Bền Vững: Bối Cảnh của Doanh Nghiệp Lữ Hành Việt Nam tại thành phố Hồ Chí Minh

This questionnaire is designed as part of fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management. The success of this study depends largely on your active participation and therefore, your kind assistance and prompt answers would be highly appreciated. Your responses will be accorded confidential treatment.

The researcher would like to pay her gratitude to your kindness and participation.

Huong Phan (Miss)

QUESTIONNAIRE

PART I: Tour Operators Business Profiles / Phần I: Thông tin về doanh nghiệp

(Questions 1 – 4 please tick only ONE choice)

(Câu hỏi 1 – 4 vui lòng chỉ đánh MỘT lựa chọn)

1. Nature of tour operation / Tính chất của doanh nghiệp tổ chức tour
 - ☐ Mass operator / Tổ chức tour theo số nhiều
 - ☐ Specialist operator / Tổ chức tour theo yêu cầu
2. Business model of tour operation / Hình thức doanh nghiệp

- ☐ Internet-based travel firm (sell directly to customers at low price, flexible tour arrangements tailored by consumer themselves) / Doanh nghiệp trực tuyến
- ☐ Traditional tour operator (sell standardized, all-inclusive packages) / Doanh nghiệp truyền thống

3. Approximate number of employees in the firm / Số lượng nhân viên doanh nghiệp

- ☐ 1-10
- ☐ 11-15
- ☐ 16-20
- ☐ More than 20 / Hơn 20

Analysis criteria: small tour operators (up to 20 employees), large tour operators (more than 20 employees)

4. Average length of tours (days) / Độ dài tour tổ chức trung bình (ngày)

- ☐ 1-7
- ☐ 8-14
- ☐ 15-21
- ☐ More than 21 / Hơn 21

(Questions 5 – 9 respondents may tick MORE THAN ONE choice)

(Câu hỏi 5 – 9 có thể chọn NHIỀU HƠN MỘT lựa chọn)

5. Activities provided by the tour operators / Các hoạt động tour tổ chức

- ☐ Trekking & hiking /
- ☐ Nature photography / Nhiếp ảnh
- ☐ Bird watching / Ngắm chim
- ☐ Wildlife safaris / Tham quan động vật hoang dã
- ☐ Marine life viewing / Tham quan đáy đại dương
- ☐ Botanical study / Nghiên cứu thực vật
- ☐ Canoeing / Đi ca-nô
- ☐ Mountain climbing / Leo núi
- ☐ Horseback riding / Cưỡi ngựa
- ☐ Fishing / Câu cá
- ☐ Archaeological tours / Tour khảo cổ
- ☐ Caving tours/ Tour điêu khắc
- ☐ Cultural tours / Tour văn hóa
- ☐ Craft, art and workshops / Làng nghề thủ công mỹ nghệ
- ☐ Tours to religious sites/ Tham quan thánh địa tôn giáo
- ☐ Tours to historical sites / Tham quan di tích lịch sử
- ☐ Others (please specify) / Khác (vui lòng nêu rõ)

6. Marketing terminology used in creating business image among customers / Thuật ngữ tiếp thị sử dụng mang đến hình ảnh doanh nghiệp của đối với khách hàng
- ☐ Special-interest tourism / Du lịch theo yêu cầu đặc biệt
 - ☐ Adventure tourism / Du lịch mạo hiểm
 - ☐ Green tourism / Du lịch Xanh
 - ☐ Ecotourism / Du lịch sinh thái
 - ☐ Sustainable tourism / Du lịch bền vững
 - ☐ Nature tourism / Du lịch tự nhiên
 - ☐ Responsible tourism / Du lịch có trách nhiệm (với môi trường)
 - ☐ Alternative tourism / Du lịch thay thế (các loại hình truyền thống khác)
 - ☐ Ethical tourism / Du lịch mang tính đạo đức
 - ☐ Wildlife tourism / Du lịch hoang dã
 - ☐ Soft tourism / Du lịch “mềm” (ôn hòa đối với môi trường)
7. Methods of monitoring environmental protection used / Phương pháp giám sát việc bảo vệ môi trường
- ☐ Regular monitoring by organization / Giám sát thường xuyên bởi tổ chức
 - ☐ Government controls / Nhà nước giám sát
 - ☐ Feedbacks from clients / Phản hồi từ khách hàng
 - ☐ Meeting with local representatives / Họp các đại diện địa phương
 - ☐ Feedbacks from tour leaders / Phản hồi từ tour leaders
8. Methods of passing on environmental information to tourists / Phương pháp truyền tải các thông tin về môi trường đến khách du lịch
- ☐ Role of the tour guide to pass on information / Trách nhiệm của hướng dẫn viên cung cấp thông tin cho khách du lịch
 - ☐ Tourist codes / Thiết lập các qui tắc đối với khách du lịch
 - ☐ Slide shows as part of the tour / Trình chiếu slide show trong chương trình tour
 - ☐ Maps of the areas for clients / Cung cấp bản đồ các khu vực cho khách du lịch
 - ☐ Provide booklets or brochures about the environment / Cung cấp sách hướng dẫn, brochure về môi trường cho khách du lịch
9. Sources of information consulted on particular application of sustainability to tour operation business / Nguồn thông tin tham khảo về vấn đề Du lịch bền vững đối với ngành lữ hành
- ☐ From publication on sustainable tourism / Các ấn phẩm chuyên ngành
 - ☐ Through business experience / Qua kinh nghiệm kinh doanh
 - ☐ Talking to industry associates / Trao đổi với các tổ chức trong ngành
 - ☐ Customer feedback / Từ phản hồi của khách hàng

10. Estimate the percentage (%) of clientele who you think are interested in receiving environmentally educative information / Ước lượng phần trăm (%) số khách du lịch quan tâm đến các thông tin giáo dục về môi trường

- ☐ None
- ☐ 1 – 20%
- ☐ 21% - 40%
- ☐ 41% - 60%
- ☐ 61% - 80%
- ☐ over 81%

PART II: Business Attitudes and/or Practices towards Sustainable Tourism Development/ Phần II: Thái độ / hành xử của doanh nghiệp đối với phát triển du lịch bền vững

Instruction: Please mark (✓) in the box that describes your level of support in the context of business attitudes towards sustainable tourism development

Where 5 = Definitely support; 4 = Support; 3 = Neither support nor oppose; 2 = Oppose;

1 = Definitely oppose

Hướng dẫn: Vui lòng đánh dấu (✓) vào lựa chọn phản ánh đúng mức độ đồng ý của anh / chị về thái độ của doanh nghiệp xử hành đối với phát triển du lịch bền vững. Theo đó,

5 = Hoàn toàn ủng hộ; 4 = Ủng hộ; 3 = Không ủng hộ cũng không phản đối; 2 = Phản đối;

1 = Hoàn toàn phản đối

	5	4	3	2	1
11. Inform / educate tourists about local area and the ways in which they could help protect it Thông tin / giáo dục du khách về địa điểm du lịch và cách họ có thể đóng góp để bảo vệ những nơi này					
12. Limit to the number of tourists / tours Giới hạn số du khách / số tour					
13. Educate local people / guides Giáo dục người địa phương / hướng dẫn viên					
14. Financial gain for locals Tăng thu nhập tài chính cho dân địa phương					
15. Good behaviors of tourists Hành xử tốt của khách du lịch					
16. Respect for the local culture and physical environment / Tôn trọng văn hóa địa phương và môi trường vật lý					
17. Use existing infrastructure					

Sử dụng cơ sở hạ tầng hiện có					
18. Selectivity and limitation of development (balanced and controlled development) Phát triển có chọn lọc và giới hạn (phát triển cân bằng và có kiểm soát)					
19. Recycle waste (bottles, cans, and papers) Tái sử dụng rác thải (chai, lon và giấy)					
20. Reduce energy consumption Giảm tiêu thụ năng lượng					
21. Use / encourage “environmental friendly” products Sử dụng / ủng hộ các sản phẩm “thân thiện với môi trường”					
22. Tourists encouraged to participate and experience local life Khuyến khích du khách tham gia các hoạt động sinh hoạt đời thường					
23. Non-western cultural imposition Theo xu hướng văn hóa phi tây phương					
24. Employing members of the local community as guides or representatives Thuê hướng dẫn hoặc đại diện người địa phương					
25. Consult local conservation groups when establish new tours Tham khảo các đơn vị bảo tồn của địa phương khi thiết kế tour mới					
26. Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make way for new hotels Tẩy chay những nơi mà phát triển du lịch xâm phạm đến quyền lợi của người dân bản xứ như những nơi người dân bị chịu giải tỏa nhà ở lấy đất xây khách sạn					
27. Not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises Không khuyến khích hình thức tour trọn gói hay các khu liên hợp resort khép kín cách ly khách du lịch với dân địa phương, đồng thời cắt nguồn thu nhập từ du lịch của các cơ sở địa phương nhỏ					

<p>28. Wherever possible, make use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)</p> <p>Tận dụng các hình thức di chuyển “thân thiện với môi trường” bất cứ lúc nào có thể (xe đạp, ngựa, hoặc đi bộ)</p>					
<p>29. Only contract local hotels which operate in an environmentally friendly way</p> <p>Chỉ hợp đồng dịch vụ với những khách sạn kinh doanh “thân thiện với môi trường”</p>					
<p>30. Help de-market overcrowded sites by not offering excursions at peak times.</p> <p>Giúp giảm tình trạng quá tải du khách ở một số địa điểm bằng việc ngừng cung cấp tour tham quan vào những giai đoạn cao điểm</p>					



APPENDIX B



Reliability Analysis

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	20	29.9
	Exclude d(a)	47	70.1
	Total	67	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.843	20



APPENDIX C



Cross Tabulation of Business Attitudes towards Sustainable Tourism Development

(i) Inform and educate tourists about local area and the ways in which they could help protect it

Table C.1 shows the number of all 75 mass tour operators “support” to “definitely support” that tourists should be informed and educated about the ways they could help to protect the local area; while 23 specialist tour operators show their “support” to “definitely support” this statement.

Table C.1 Cross Tabulation of Respondents towards Inform and Educate Tourists about Local Area and the Ways in which They Could Help Protect It (mass versus specialist tour operators)

			Inform and educate tourists			Total
			neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	0	27	48	75
		% within nature of tour operation	.0%	36.0%	64.0%	100.0%
	specialist operators	Count	2	7	16	25
		% within nature of tour operation	8.0%	28.0%	64.0%	100.0%
Total	Count		2	34	64	100
	% within nature of tour operation		2.0%	34.0%	64.0%	100.0%

Table C.2 shows the majority of small tour operators (34) and large tour operators (64) “support” to “definitely support” the statement of information and education for tourists to help protect the local areas.

Table C.2 Cross Tabulation of Respondents towards Inform and Educate Tourists about Local Area and the Ways in which They Could Help Protect It (small versus large tour operators)

			Inform and educate tourists			Total
			neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	0	15	19	34
		% within business size	.0%	44.1%	55.9%	100.0%
	Large tour operators	Count	2	19	45	66
		% within business size	3.0%	28.8%	68.2%	100.0%
Total	Count		2	34	64	100
	% within business size		2.0%	34.0%	64.0%	100.0%

Table C.3 Cross Tabulation of Respondents towards Inform and Educate Tourists about Local Area and the Ways in which They Could Help Protect It (vary among different average lengths of tours handled by the respondents)

			Inform and educate tourists			Total
			neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	0	27	28	55
		% within average length of tours	.0%	49.1%	50.9%	100.0%
	8-14	Count	2	0	15	17
		% within average length of tours	11.8%	.0%	88.2%	100.0%
	15-21	Count	0	7	21	28
		% within average length of tours	.0%	25.0%	75.0%	100.0%
Total	Count		2	34	64	100
	% within average length of tours		2.0%	34.0%	64.0%	100.0%

Table C.3 shows that 55 tour operators whose average length of tours organized is 1 – 7

days “support” to “definitely support” that tourists would be informed and educated to help protect the local areas, while 15 tour operators whose average length of tours organized is 8 – 14 days and 28 tours operators whose average length of tours organized is 15 – 21 days, respectively, “support” to “definitely support”.

(ii) Limit the number of tours/tourists

Table C.4 shows that 17 mass operators “oppose” to the limitation of tours / tourists; while 35 mass tour operators did not decide whether they “support” or “oppose”, and 23 mass operators “support” this issue.

Specialist operators, who “oppose” to the statement of limiting tours / tourists, account for only 2 out of 25 specialist tour operators; while 17 specialist operators stay “neither support nor oppose”, 6 specialist operators “support” this matter.

Table C.4 Cross Tabulation of Respondents towards Limit the Number of Tours/Tourists (mass versus specialist tour operators)

			Limit the number of tours/tourists				Total
			oppose	neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	17	35	23	0	75
		% within nature of tour operation	22.7%	46.7%	30.7%	.0%	100.0 %
	specialist operators	Count	2	17	0	6	25
		% within nature of tour operation	8.0%	68.0%	.0%	24.0%	100.0 %
Total	Count		19	52	23	6	100
	% within nature of tour operation		19.0%	52.0%	23.0%	6.0%	100.0 %

The table C.5 shows there are 9 small operators “oppose” to the limitation of tours / tourists to the destinations; while 25 small operators “neither support nor suppose”, and none of the small operators “support” to “definitely support” the statement.

A number of 29 large tour operators “support” to “definitely support” that the number of tours/tourists would be limited; while 27 large operators stay neutral, and 10 large operators “oppose” to the issue.

Table C.5 Cross Tabulation of Respondents towards Limit the Number of Tours/Tourists (small versus large tour operators)

			Limit the number of tours/tourists				Total
			oppose	neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	9	25	0	0	34
		% within business size	26.5%	73.5%	.0%	.0%	100.0%
	Large tour operators	Count	10	27	23	6	66
		% within business size	15.2%	40.9%	34.8%	9.1%	100.0%
Total	Count		19	52	23	6	100
	% within business size		19.0%	52.0%	23.0%	6.0%	100.0%

The table shows only 9 tour operators whose average length of tours is 1 – 7 days “support” to limit the number of tours/tourists, while 37 of them “neither support to oppose”, and 9 operators in this group “oppose”.

Tour operators whose average length of tours is 8 – 14 days show their opinions as follow: 2 operators “oppose”, 8 operators stay neutral and 7 operators “support”, respectively.

Similarly, in the group of tour operators whose average length of tours is 15 – 21 days, 8 operators “oppose”, 7 operators “neither support nor oppose” and 13 operators “support” to “definitely support”, respectively.

Table C.6 Cross Tabulation of Respondents towards Limit the Number of Tours/Tourists (vary among different average lengths of tours handled by the respondents)

			Limit the number of tours/tourists				Total
			oppose	neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	9	37	9	0	55
		% within average length of tours	16.4%	67.3%	16.4%	.0%	100.0%
	8-14	Count	2	8	7	0	17
		% within average length of tours	11.8%	47.1%	41.2%	.0%	100.0%
	15-21	Count	8	7	7	6	28
		% within average length of tours	28.6%	25.0%	25.0%	21.4%	100.0%
Total	Count		19	52	23	6	100
	% within average length of tours		19.0%	52.0%	23.0%	6.0%	100.0%

(iii) Educate local people/guides

The absolute number of 100% mass tour operators as well as specialist tour operators “support” to “definitely support” that local people and guides need necessary education in the issue of sustainability.

Table C.7 Cross Tabulation of Respondents towards Educate Local People / Guides
(mass versus specialist tour operators)

			Educate local people/guides		Total
			support	definitely support	
nature of tour operation	mass operators	Count	37	38	75
		% within nature of tour operation	49.3%	50.7%	100.0%
	specialist operators	Count	7	18	25
		% within nature of tour operation	28.0%	72.0%	100.0%
Total	Count		44	56	100
	% within nature of tour operation		44.0%	56.0%	100.0%

The number of 34 small tour operators and 66 large tour operators express their “support” to “definite support” to the statement that locals and guides could be educated for the sustainability of tourism development.

Table C.8 Cross Tabulation of Respondents towards Educate Local People / Guides
(small versus large tour operators)

			Educate local people/guides		Total
			support	definitely support	
business size	Small tour operators	Count	17	17	34
		% within business size	50.0%	50.0%	100.0%
	Large tour operators	Count	27	39	66
		% within business size	40.9%	59.1%	100.0%
Total	Count		44	56	100
	% within business size		44.0%	56.0%	100.0%

The absolute numbers of 55 tour operators whose average length of tours is 1 – 7 days, 17 tour operators whose average length of tours is 8 – 14 days, and 28 tour operators

whose average length of tours is 15 – 21 days, respectively, show that they “support” to “definitely support” to the education on sustainable practices provided for locals and guides.

Table C.9 Cross Tabulation of Respondents towards Educate Local People / Guides
 (vary among different average lengths of tours handled by the respondents)

			Educate local people/guides		Total
			support	definitely support	
average length of tours	1-7	Count	29	26	55
		% within average length of tours	52.7%	47.3%	100.0%
	8-14	Count	0	17	17
		% within average length of tours	.0%	100.0%	100.0%
	15-21	Count	15	13	28
		% within average length of tours	53.6%	46.4%	100.0%
Total		Count	44	56	100
		% within average length of tours	44.0%	56.0%	100.0%

(iv)Financial gain for locals

Table C.10 shows that 67 mass tour operators “support” to “definitely support” that sustainability would financially benefit the locals at the destinations. Meanwhile, 100% of specialist tour operators show their support to definite support towards the statement.

Table C.10 Cross Tabulation of Respondents towards Financial Gain for Locals (mass versus specialist tour operators)

			Financial gain for locals			Total
			neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	8	51	16	75
		% within nature of tour operation	10.7%	68.0%	21.3%	100.0%
	specialist operators	Count	0	19	6	25
		% within nature of tour operation	.0%	76.0%	24.0%	100.0%
Total	Count		8	70	22	100
	% within nature of tour operation		8.0%	70.0%	22.0%	100.0%

A number of 26 small tour operators “support” to “definitely support” that sustainability in tourism would bring financial gain for locals; while a total of 66 large tour operators “support” to “definitely support” the statement.

Table C.11 Cross Tabulation of Respondents towards Financial Gain for Locals (small versus large tour operators)

			Financial gain for locals			Total
			neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	8	26	0	34
		% within business size	23.5%	76.5%	.0%	100.0%
	Large tour operators	Count	0	44	22	66
		% within business size	.0%	66.7%	33.3%	100.0%
Total	Count		8	70	22	100
	% within business size		8.0%	70.0%	22.0%	100.0%

In the group of tour operators whose average length of tours is 1 – 7 days, 47 operators “support” to “definitely support” that sustainability should help locals to gain

financial benefits. Similarly, 17 tour operators whose average length of tours is 8 – 14 days and 28 tour operators whose average length of tours is 15 – 21 days, respectively, show their “support” to “definite support.

Table C.12 Cross Tabulation of Respondents towards Financial Gain for Locals (vary among different average lengths of tours handled by the respondents)

			Financial gain for locals			Total
			neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	8	38	9	55
		% within average length of tours	14.5%	69.1%	16.4%	100.0%
	8-14	Count	0	10	7	17
		% within average length of tours	.0%	58.8%	41.2%	100.0%
	15-21	Count	0	22	6	28
		% within average length of tours	.0%	78.6%	21.4%	100.0%
Total		Count	8	70	22	100
		% within average length of tours	8.0%	70.0%	22.0%	100.0%

(v) Good behaviors of tourists

The majority of 70 mass tour operators and all of 25 specialist tour operators “support” to “definitely support” that good behaviors of tourists at the destinations are important in the context of sustainable tourism.

Table C.13 Frequency Distribution of Respondents towards Good Behaviors of Tourists
(mass versus specialist tour operators)

			Good behaviors of tourists			Total
			neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	5	26	44	75
		% within nature of tour operation	6.7%	34.7%	58.7%	100.0%
	specialist operators	Count	0	7	18	25
		% within nature of tour operation	.0%	28.0%	72.0%	100.0%
Total	Count		5	33	62	100
	% within nature of tour operation		5.0%	33.0%	62.0%	100.0%

A total number of 34 small operators and 61 large tour operators “support” to “definitely support” the issue of good behaviors of tourists.

Table C.14 Frequency Distribution of Respondents towards Good Behaviors of Tourists
(small versus large tour operators)

			Good behaviors of tourists			Total
			neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	0	17	17	34
		% within business size	.0%	50.0%	50.0%	100.0%
	Large tour operators	Count	5	16	45	66
		% within business size	7.6%	24.2%	68.2%	100.0%
Total	Count		5	33	62	100
	% within business size		5.0%	33.0%	62.0%	100.0%

In the three groups of tour operators whose average lengths of tours range from 1 – 7 days, 8 – 14 days, and 15 – 21 days, the number of tour operators who “support” to

“definitely support” good behaviors of tourists at the destinations are 50, 17, and 28, respectively.

Table C.15 Frequency Distribution of Respondents towards Good Behaviors of Tourists
(vary among different average lengths of tours handled by the respondents)

			Good behaviors of tourists			Total
			neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	5	33	17	55
		% within average length of tours	9.1%	60.0%	30.9%	100.0%
	8-14	Count	0	0	17	17
		% within average length of tours	.0%	.0%	100.0%	100.0%
	15-21	Count	0	0	28	28
		% within average length of tours	.0%	.0%	100.0%	100.0%
Total		Count	5	33	62	100
		% within average length of tours	5.0%	33.0%	62.0%	100.0%

(vi) Respect local culture & physical environment

The total number of 75 mass tour operators and 25 specialist tour operators “support” to “definitely support” to respect local culture and physical environment at the destinations.

Table C.16 Cross Tabulation of Respondents towards Respect Local Culture & Physical Environment (mass versus specialist tour operators)

			Respect local culture & physical environment		Total
			support	definitely support	
nature of tour operation	mass operators	Count	22	53	75
		% within nature of tour operation	29.3%	70.7%	100.0%
	specialist operators	Count	7	18	25
		% within nature of tour operation	28.0%	72.0%	100.0%
Total	Count		29	71	100
	% within nature of tour operation		29.0%	71.0%	100.0%

The total 34 small tour operators and 66 large tour operators “support” to “definitely support” that tourism related stakeholders should pay their respects to the local culture and physical environment.

Table C.17 Cross Tabulation of Respondents towards Respect Local Culture & Physical Environment (small versus large tour operators)

			Respect local culture & physical environment		Total
			support	definitely support	
business size	Small tour operators	Count	17	17	34
		% within business size	50.0%	50.0%	100.0%
	Large tour operators	Count	12	54	66
		% within business size	18.2%	81.8%	100.0%
Total	Count		29	71	100
	% within business size		29.0%	71.0%	100.0%

The number of 55 tour operators whose average length of tours is 1 – 7 days, 17 tour operators whose average length of tours is 8 – 14 days, and 28 tour operators whose average

length of tours show their “support” to “definite support” to the respect of local culture and physical environment.

Table C.18 Cross Tabulation of Respondents towards Respect Local Culture & Physical Environment (vary among different average lengths of tours handled by the respondents)

			Respect local culture & physical environment		Total
			support	definitely support	
average length of tours	1-7	Count	29	26	55
		% within average length of tours	52.7%	47.3%	100.0%
	8-14	Count	0	17	17
		% within average length of tours	.0%	100.0%	100.0%
	15-21	Count	0	28	28
		% within average length of tours	.0%	100.0%	100.0%
Total	Count		29	71	100
	% within average length of tours		29.0%	71.0%	100.0%

(vii) Using existing infrastructure

There are 36 mass tour operators and 8 specialist tour operators who “oppose” to the statement of using existing infrastructure in tourism development; while 22 mass operators and 6 specialist operators “support” to “definitely support”, 17 mass operators and 11 specialist operators did not provide their opinions.

Table C.19 Cross Tabulation of Respondents towards Using Existing Infrastructure
(mass versus specialist tour operators)

			Using existing infrastructure				Total
			oppose	neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	36	17	22	0	75
		% within nature of tour operation	48.0%	22.7%	29.3%	.0%	100.0%
	specialist operators	Count	8	11	0	6	25
		% within nature of tour operation	32.0%	44.0%	.0%	24.0%	100.0%
Total	Count		44	28	22	6	100
	% within nature of tour operation		44.0%	28.0%	22.0%	6.0%	100.0%

The equivalent numbers of 22 small tour operators and 22 large tour operators “oppose” to the use of existing infrastructure. While none of the small operators support the statement, there are 28 large operators “support” to “definitely support”.

Table C.20 Cross Tabulation of Respondents towards Using Existing Infrastructure
(small versus large tour operators)

			Using existing infrastructure				Total
			oppose	neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	22	12	0	0	34
		% within business size	64.7%	35.3%	.0%	.0%	100.0%
	Large tour operators	Count	22	16	22	6	66
		% within business size	33.3%	24.2%	33.3%	9.1%	100.0%
Total	Count		44	28	22	6	100
	% within business size		44.0%	28.0%	22.0%	6.0%	100.0%

There are 27 operators in the group of tour operators whose average length of tours is 1 – 7 days “oppose” to using existing infrastructure; while other 28 operators “neither support nor oppose” and none of them support the statement.

In the group of tour operators whose average length of tours is 8 – 14 days, 10 of them “oppose” and 7 of them “support” to “definitely support” the statement.

With tour operators whose average length of tours is 15 – 21 days, 7 of them “oppose” and 21 of them “support” to “definitely support”.

Table C.21 Cross Tabulation of Respondents towards Using Existing Infrastructure (vary among different average lengths of tours handled by the respondents)

			Using existing infrastructure				Total
			oppose	neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	27	28	0	0	55
		% within average length of tours	49.1%	50.9%	.0%	.0%	100.0%
	8-14	Count	10	0	7	0	17
		% within average length of tours	58.8%	.0%	41.2%	.0%	100.0%
	15-21	Count	7	0	15	6	28
		% within average length of tours	25.0%	.0%	53.6%	21.4%	100.0%
Total	Count		44	28	22	6	100
	% within average length of tours		44.0%	28.0%	22.0%	6.0%	100.0%

(viii) Selectivity and limitation of development (balanced and controlled development)

The vast number of mass tour operators (70 operators) “support” to “definitely support” the selectivity and limitation of development, similarly, 23 specialist tour operators show their supportive opinions in this statement.

Table C.22 Cross Tabulation of Respondents towards Selectivity and Limitation of Development (Balanced and Controlled Development) (mass versus specialist tour operators)

			Selectivity and limitation of development (balanced and controlled development)			Total
			neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	5	47	23	75
		% within nature of tour operation	6.7%	62.7%	30.7%	100.0%
	specialist operators	Count	2	17	6	25
		% within nature of tour operation	8.0%	68.0%	24.0%	100.0%
Total	Count		7	64	29	100
	% within nature of tour operation		7.0%	64.0%	29.0%	100.0%

There are 34 small tour operators and 59 large tour operators “support” to “definitely support” that sustainability in tourism need to cover the selectivity and limitation of development.

Table C.23 Cross Tabulation of Respondents towards Selectivity and Limitation of Development (Balanced and Controlled Development) (small versus large tour operators)

			Selectivity and limitation of development (balanced and controlled development)			Total
			neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	0	26	8	34
		% within business size	.0%	76.5%	23.5%	100.0%
	Large tour operators	Count	7	38	21	66
		% within business size	10.6%	57.6%	31.8%	100.0%
Total	Count		7	64	29	100
	% within business size		7.0%	64.0%	29.0%	100.0%

In each group of tour operators whose average lengths of tours are 1 – 7 days, 8 – 14 days, and 15 – 21 days, the numbers of tour operators who “support” to “definitely support” are 50, 15 and 28, respectively.

Table C.24 Cross Tabulation of Respondents towards Selectivity and Limitation of Development (Balanced and Controlled Development) (vary among different average lengths of tours handled by the respondents)

			Selectivity and limitation of development (balanced and controlled development)			Total
			neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	5	42	8	55
		% within average length of tours	9.1%	76.4%	14.5%	100.0%
	8-14	Count	2	15	0	17
		% within average length of tours	11.8%	88.2%	.0%	100.0%
	15-21	Count	0	7	21	28
		% within average length of tours	.0%	25.0%	75.0%	100.0%
Total	Count		7	64	29	100
	% within average length of tours		7.0%	64.0%	29.0%	100.0%

(viii) Recycle wastes (bottles, cans, papers)

The number of 43 mass tour operators “support” to definitely support” that wastes as bottles, cans, papers, etc. should be recycled. Similarly, 19 specialist operators show their support to this practice.

Table C.25 Cross Tabulation of Respondents towards Recycle Wastes (Bottles, Cans, Papers) (mass versus specialist tour operators)

			Recycle wastes (cans, bottles, papers)			Total
			neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	32	29	14	75
		% within nature of tour operation	42.7%	38.7%	18.7%	100.0%
	specialist operators	Count	6	13	6	25
		% within nature of tour operation	24.0%	52.0%	24.0%	100.0%
Total	Count		38	42	20	100
	% within nature of tour operation		38.0%	42.0%	20.0%	100.0%

The number of 13 small tour operators and 49 large tour operators show their support to the practice of recycle wastes; while 21 small operators and 17 large operators did not express their exact ideas.

Table C.26 Cross Tabulation of Respondents towards Recycle Wastes (Bottles, Cans, Papers) (small versus large tour operators)

			Recycle wastes (cans, bottles, papers)			Total
			neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	21	13	0	34
		% within business size	61.8%	38.2%	.0%	100.0%
	Large tour operators	Count	17	29	20	66
		% within business size	25.8%	43.9%	30.3%	100.0%
Total	Count		38	42	20	100
	% within business size		38.0%	42.0%	20.0%	100.0%

The numbers of tour operators who support the recycle of wastes are 34, 7 and 21 tour operators in the groups of tour operators whose average lengths of tours are 1 – 7 days, 8 – 14 days, and 15 – 21 days, respectively.

Table C.27 Cross Tabulation of Respondents towards Recycle Wastes (Bottles, Cans, Papers) (vary among different average lengths of tours handled by the respondents)

			Recycle wastes (cans, bottles, papers)			Total
			neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	21	34	0	55
		% within average length of tours	38.2%	61.8%	.0%	100.0%
	8-14	Count	10	0	7	17
		% within average length of tours	58.8%	.0%	41.2%	100.0%
	15-21	Count	7	8	13	28
		% within average length of tours	25.0%	28.6%	46.4%	100.0%
Total		Count	38	42	20	100
		% within average length of tours	38.0%	42.0%	20.0%	100.0%

(ix) Reduce energy consumption

There are 66 mass tour operators and 21 specialist tour operators support the reduction of energy consumption.

Table C.28 Cross Tabulation of Respondents towards Reduce Energy Consumption (mass versus specialist tour operators)

			Reduce energy consumption			Total
			neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	9	59	7	75
		% within nature of tour operation	12.0%	78.7%	9.3%	100.0%
	specialist operators	Count	4	15	6	25
		% within nature of tour operation	16.0%	60.0%	24.0%	100.0%
Total		Count	13	74	13	100
		% within nature of tour operation	13.0%	74.0%	13.0%	100.0%

There are 30 small tour operators and 57 large tour operators support to reduce energy consumption in tourism industry in its going towards sustainability

Table C.29 Cross Tabulation of Respondents towards Reduce Energy Consumption (small versus large tour operators)

			Reduce energy consumption			Total
			neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	4	30	0	34
		% within business size	11.8%	88.2%	.0%	100.0%
	Large tour operators	Count	9	44	13	66
		% within business size	13.6%	66.7%	19.7%	100.0%
Total	Count		13	74	13	100
	% within business size		13.0%	74.0%	13.0%	100.0%

The numbers of tour operators who support to reduce energy consumption vary among three groups of tour operators whose average lengths of tours are 1 – 7 days, 8 – 14 days, and 15 – 21 days as 42, 17, and 28 tour operators, respectively.

Table C.30 Cross Tabulation of Respondents towards Reduce Energy Consumption (vary among different average lengths of tours handled by the respondents)

			Reduce energy consumption			Total
			neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	13	42	0	55
		% within average length of tours	23.6%	76.4%	.0%	100.0%
	8-14	Count	0	10	7	17
		% within average length of tours	.0%	58.8%	41.2%	100.0%
	15-21	Count	0	22	6	28
		% within average length of tours	.0%	78.6%	21.4%	100.0%
Total	Count		13	74	13	100
	% within average length of tours		13.0%	74.0%	13.0%	100.0%

(x) Use/encourage "environmental friendly" products

Table C.31, C.32 and C.33 show that the total number of tour operators “support” to “definitely support” to use and encourage the “environmental friendly” products despite their differences in business nature (mass and specialist), business size (small and large), or the average lengths of tours (1 -7 days, 8 - 14 days, and 15 – 21 days)

Table C.31 Cross Tabulation of Respondents towards Use/encourage "environmental friendly" products (mass versus specialist tour operators)

			Use/encourage "environmental friendly" products		Total
			support	definitely support	
nature of tour operation	mass operators	Count	30	45	75
		% within nature of tour operation	40.0%	60.0%	100.0%
	specialist operators	Count	13	12	25
		% within nature of tour operation	52.0%	48.0%	100.0%
Total	Count		43	57	100
	% within nature of tour operation		43.0%	57.0%	100.0%

Table C.32 Cross Tabulation of Respondents towards Use/encourage "environmental friendly" products (small versus large tour operators)

			Use/encourage "environmental friendly" products		Total
			support	definitely support	
business size	Small tour operators	Count	13	21	34
		% within business size	38.2%	61.8%	100.0%
	Large tour operators	Count	30	36	66
		% within business size	45.5%	54.5%	100.0%
Total	Count		43	57	100
	% within business size		43.0%	57.0%	100.0%

Table C.33 Cross Tabulation of Respondents towards Use/encourage "environmental friendly" products (vary among different average lengths of tours handled by the respondents)

			Use/encourage "environmental friendly" products		Total
			support	definitely support	
average length of tours	1-7	Count	34	21	55
		% within average length of tours	61.8%	38.2%	100.0%
	8-14	Count	9	8	17
		% within average length of tours	52.9%	47.1%	100.0%
	15-21	Count	0	28	28
		% within average length of tours	.0%	100.0%	100.0%
Total	Count		43	57	100
	% within average length of tours		43.0%	57.0%	100.0%

(xi) Tourists encouraged to participate and experience local life

Table C.34 shows that almost all of the tour operators agree on the statement of encouraging tourists to participate to local life with 61 mass tour operators and all 25 specialist tour operators “support” to “definitely support”, respectively.

Table C.34 Cross Tabulation of Respondents towards Tourists encouraged to Participate and Experience Local Life (mass versus specialist tour operators)

			Tourists encouraged to participate and experience local life			Total
			neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	14	29	32	75
		% within nature of tour operation	18.7%	38.7%	42.7%	100.0%
	specialist operators	Count	0	4	21	25
		% within nature of tour operation	.0%	16.0%	84.0%	100.0%
Total		Count	14	33	53	100
		% within nature of tour operation	14.0%	33.0%	53.0%	100.0%

All of the small operators (34 operators) and majority of large tour operators (52 operators) show that they “support” to “definitely support” that tourists should be encouraged to participate and experience local life during their visits at the destinations.

Table C.35 Cross Tabulation of Respondents towards Tourists encouraged to Participate and Experience Local Life (small versus large tour operators)

			Tourists encouraged to participate and experience local life			Total
			neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	0	11	23	34
		% within business size	.0%	32.4%	67.6%	100.0%
	Large tour operators	Count	14	22	30	66
		% within business size	21.2%	33.3%	45.5%	100.0%
Total		Count	14	33	53	100
		% within business size	14.0%	33.0%	53.0%	100.0%

The average lengths of tours does not make many differences in the level of support of tour operators towards the statement of encouraging tourists to participate and experience local life when 55 tour operators whose average length of tours is 1 – 7 days, 10 tour operators whose average length of tours is 8 – 14 days, and 21 tour operators whose average length of tours is 15 – 21 days show their supports and definite supports.

Table C.36 Cross Tabulation of Respondents towards Tourists encouraged to Participate and Experience Local Life (vary among different average lengths of tours handled by the respondents)

			Tourists encouraged to participate and experience local life			Total
			neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	0	25	30	55
		% within average length of tours	.0%	45.5%	54.5%	100.0%
	8-14	Count	7	0	10	17
		% within average length of tours	41.2%	.0%	58.8%	100.0%
	15-21	Count	7	8	13	28
		% within average length of tours	25.0%	28.6%	46.4%	100.0%
Total	Count	14	33	53	100	
	% within average length of tours	14.0%	33.0%	53.0%	100.0%	

(xii) Non-western cultural imposition

A majority of mass and specialist tour operators did not make decisions on their attitudes towards the statement of non-western cultural imposition with 40 mass operators and 11 specialist operators chose “neither support nor oppose”, while 28 mass operators and 8 specialist operators “oppose”. Very few tour operators support this statement with only 7 mass tour operators and 6 specialist tour operators.

Table C.37 Cross Tabulation of Respondents towards Non-western Cultural Imposition (mass versus specialist tour operators)

			Non-western cultural imposition				Total
			oppose	neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	28	40	7	0	75
		% within nature of tour operation	37.3%	53.3%	9.3%	.0%	100.0%
	specialist operators	Count	8	11	0	6	25
		% within nature of tour operation	32.0%	44.0%	.0%	24.0%	100.0%
Total	Count		36	51	7	6	100
	% within nature of tour operation		36.0%	51.0%	7.0%	6.0%	100.0%

The tour operators in different business sizes show that they did not show their opinion in this matter with 21 small operators and 30 large operators stay neutral. Besides, 13 small operators and 23 large operators “oppose” to the statement; while none of the small operators support, there are 13 large operators “support” to “definitely support” this issue.

Table C.38 Cross Tabulation of Respondents towards Non-western Cultural Imposition (small versus large tour operators)

			Non-western cultural imposition				Total
			oppose	neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	13	21	0	0	34
		% within business size	38.2%	61.8%	.0%	.0%	100.0%
	Large tour operators	Count	23	30	7	6	66
		% within business size	34.8%	45.5%	10.6%	9.1%	100.0%
Total	Count		36	51	7	6	100
	% within business size		36.0%	51.0%	7.0%	6.0%	100.0%

Table C.39 Cross Tabulation of Respondents towards Non-western Cultural Imposition
(vary among different average lengths of tours handled by the respondents)

			Non-western cultural imposition				Total
			oppose	neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	18	37	0	0	55
		% within average length of tours	32.7%	67.3%	.0%	.0%	100.0%
	8-14	Count	10	7	0	0	17
		% within average length of tours	58.8%	41.2%	.0%	.0%	100.0%
	15-21	Count	8	7	7	6	28
		% within average length of tours	28.6%	25.0%	25.0%	21.4%	100.0%
Total	Count		36	51	7	6	100
	% within average length of tours		36.0%	51.0%	7.0%	6.0%	100.0%

In the three groups of tours operators whose average lengths of tours are varied from 1 – 7 days, 8 – 14 days, and 15 – 21 days, the same situation shows that the majority of tour operators did not specify their opinions with 37, 7 and 7 tour operators in each group “neither support nor oppose”. Besides that, 18, 10 and 8 tour operators “oppose” to the statement, respectively

(xiii) Employing members of the local community as guides or representatives

There are 66 mass tour operators and all 25 specialist tour operators support to employ the locals to be guides or representatives to help the local community.

Table C.40 Cross Tabulation of Respondents towards Employing Members of the Local Community as Guides or Representatives (mass versus specialist tour operators)

			Employing members of local community as guides or representatives			Total
			neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	9	43	23	75
		% within nature of tour operation	12.0%	57.3%	30.7%	100.0%
	specialist operators	Count	0	23	2	25
		% within nature of tour operation	.0%	92.0%	8.0%	100.0%
Total	Count		9	66	25	100
	% within nature of tour operation		9.0%	66.0%	25.0%	100.0%

Employing members of local community is supported to definitely supported by almost all of the tour operators despite their business size as small tour operators (34) or large tour operators (57).

Table C.41 Cross Tabulation of Respondents towards Employing Members of the Local Community as Guides or Representatives (small versus large tour operators)

			Employing members of local community as guides or representatives			Total
			neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	0	18	16	34
		% within business size	.0%	52.9%	47.1%	100.0%
	Large tour operators	Count	9	48	9	66
		% within business size	13.6%	72.7%	13.6%	100.0%
Total	Count		9	66	25	100
	% within business size		9.0%	66.0%	25.0%	100.0%

Table C.42 Cross Tabulation of Respondents towards Employing Members of the Local Community as Guides or Representatives (vary among different average lengths of tours handled by the respondents)

			Employing members of local community as guides or representatives			Total
			neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	9	30	16	55
		% within average length of tours	16.4%	54.5%	29.1%	100.0%
	8-14	Count	0	15	2	17
		% within average length of tours	.0%	88.2%	11.8%	100.0%
	15-21	Count	0	21	7	28
		% within average length of tours	.0%	75.0%	25.0%	100.0%
Total	Count		9	66	25	100
	% within average length of tours		9.0%	66.0%	25.0%	100.0%

The statement of employing guides / representatives from the local community was supported by a majority of tour operators at all three different groups of tour operators whose average lengths of tours are either 1 – 7 days, 8 – 14 days, or 15 -21 days. Those numbers are 46, 17 and 28, respectively.

(xiv) Consult local conservation groups when establish new tours

There are certain different levels of attitudes of tour operators in consulting local conservation groups for designing new tours. There are 38 mass tour operators and 6 specialist tour operators “support” to “definitely support”; while 28 mass operators and 19 specialist operators “neither support nor oppose”.

Table C.43 Cross Tabulation of Respondents towards Consult Local Conservation Groups when Establish New Tours (mass versus specialist tour operators)

			Consult local conservation groups when establish new tours				Total
			oppose	neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	9	28	16	22	75
		% within nature of tour operation	12.0%	37.3%	21.3%	29.3%	100.0%
	specialist operators	Count	0	19	0	6	25
		% within nature of tour operation	.0%	76.0%	.0%	24.0%	100.0%
Total	Count		9	47	16	28	100
	% within nature of tour operation		9.0%	47.0%	16.0%	28.0%	100.0%

None of the small operators support while 44 large tour operators “support” to “definitely support” that tour operators should consult local conservation groups about the issue of sustainability when they establish new tours. A number of 25 small tour operators and 22 large tour operators stay neutral in their answers.

Table C.44 Cross Tabulation of Respondents towards Consult Local Conservation Groups when Establish New Tours (small versus large tour operators)

			Consult local conservation groups when establish new tours				Total
			oppose	neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	9	25	0	0	34
		% within business size	26.5%	73.5%	.0%	.0%	100.0%
	Large tour operators	Count	0	22	16	28	66
		% within business size	.0%	33.3%	24.2%	42.4%	100.0%
Total	Count		9	47	16	28	100
	% within business size		9.0%	47.0%	16.0%	28.0%	100.0%

Table C.45 Cross Tabulation of Respondents towards Consult Local Conservation Groups when Establish New Tours (vary among different average lengths of tours handled by the respondents)

			Consult local conservation groups when establish new tours				Total
			oppose	neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	9	37	9	0	55
		% within average length of tours	16.4%	67.3%	16.4%	.0%	100.0%
	8-14	Count	0	10	7	0	17
		% within average length of tours	.0%	58.8%	41.2%	.0%	100.0%
	15-21	Count	0	0	0	28	28
		% within average length of tours	.0%	.0%	.0%	100.0%	100.0%
Total	Count		9	47	16	28	100
	% within average length of tours		9.0%	47.0%	16.0%	28.0%	100.0%

It seems that consultation local conservation groups to establish new tours is not widely supported by tours operators in the groups of tour operators whose average lengths of tours are 1 – 7 days and 8 – 14 days with only 9 operators and 7 operators respectively. However, in the group of tour operators whose average length of tour is 15 – 21 days, the total of 28 operators “definitely support”.

- (xv) **Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels**

Table C.46 Cross Tabulation of Respondents towards Boycott Destinations where Tourism Development Infringers the Human Rights of the Indigenous Population such as those Places where Local People are Displaced to Make Ways for New Hotels (mass versus specialist tour operators)

			Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels				Total
			oppose	neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	8	36	17	14	75
		% within nature of tour operation	10.7%	48.0%	22.7%	18.7%	100.0%
	specialist operators	Count	0	19	0	6	25
		% within nature of tour operation	.0%	76.0%	.0%	24.0%	100.0%
Total	Count		8	55	17	20	100
	% within nature of tour operation		8.0%	55.0%	17.0%	20.0%	100.0%

In table C.46, there are 31 mass tour operators and 6 specialist tour operators showing their supportive opinions to boycott destinations where tourism development infringers the locals, while 36 mass operators and 19 specialist operators did not make decision on their level of support.

Table C.47 Cross Tabulation of Respondents towards Boycott Destinations where Tourism Development Infringers the Human Rights of the Indigenous Population such as those Places where Local People are Displaced to Make Ways for New Hotels (small versus large tour operators)

			Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels				Total
			oppose	neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	0	34	0	0	34
		% within business size	.0%	100.0%	.0%	.0%	100.0%
	Large tour operators	Count	8	21	17	20	66
		% within business size	12.1%	31.8%	25.8%	30.3%	100.0%
Total	Count		8	55	17	20	100
	% within business size		8.0%	55.0%	17.0%	20.0%	100.0%

Table C.47 shows that none of the small tour operators support to boycott destinations where tourism development negatively affects the locals while 37 large tour operators “support” to “definitely support”. In the group of tour operators who “neither support nor oppose”, there are 34 small operators and 21 large operators.

Table C.48 shows that in the two groups of tour operators whose average lengths of tours are 1 – 7 days, and 8 – 14 days, the numbers of tour operators who stay neutral in their replies are 46 and 9 respectively. Besides, 9 tour operators whose average length of tours is 1 – 7 days support and all 28 tour operators whose average length of tours is 15 – 21 days “support” to “definitely support” the statement to boycott destinations where tourism development play negative impacts on.

Table C.48 Cross Tabulation of Respondents towards Boycott Destinations where Tourism Development Infringers the Human Rights of the Indigenous Population such as those Places where Local People are Displaced to Make Ways for New Hotels (vary among different average lengths of tours handled by the respondents)

			Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels				Total
			oppose	neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	0	46	9	0	55
		% within average length of tours	.0%	83.6%	16.4%	.0%	100.0%
	8-14	Count	8	9	0	0	17
		% within average length of tours	47.1%	52.9%	.0%	.0%	100.0%
	15-21	Count	0	0	8	20	28
		% within average length of tours	.0%	.0%	28.6%	71.4%	100.0%
	Total	Count	8	55	17	20	100
		% within average length of tours	8.0%	55.0%	17.0%	20.0%	100.0%

(xvi) Not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises

There are 24 mass tour operators and 6 specialist tour operators who support the issue of not promoting type of tourism which separates hosts and tourists. Besides, 27 mass tour operators did not agree when none of the specialist tour operators oppose to the statement.

Table C.49 Cross Tabulation of Respondents towards Not Promote those All-inclusive Holidays and Self-contained Resort Complexes which Separate Tourists from Hosts and Take Business Away from Small Scale Local Enterprises (mass versus specialist tour operators)

			Not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises				Total
			oppose	neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	27	24	15	9	75
		% within nature of tour operation	36.0%	32.0%	20.0%	12.0%	100.0%
	specialist operators	Count	0	19	6	0	25
		% within nature of tour operation	.0%	76.0%	24.0%	.0%	100.0%
Total	Count		27	43	21	9	100
	% within nature of tour operation		27.0%	43.0%	21.0%	9.0%	100.0%

None of the small tour operators support, but there are 30 large tour operators support to the issue of not promoting all-inclusive and self-contained tourism services. However, 7 small operators and 20 large operators show that they oppose to this matter.

Table C.50 Cross Tabulation of Respondents towards Not Promote those All-inclusive Holidays and Self-contained Resort Complexes which Separate Tourists from Hosts and Take Business Away from Small Scale Local Enterprises (small versus large tour operators)

			Not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises				Total
			oppose	neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	7	27	0	0	34
		% within business size	20.6%	79.4%	.0%	.0%	100.0%
	Large tour operators	Count	20	16	21	9	66
		% within business size	30.3%	24.2%	31.8%	13.6%	100.0%
Total		Count	27	43	21	9	100
		% within business size	27.0%	43.0%	21.0%	9.0%	100.0%

Only 21 tour operators whose average length of tours is 15 – 21 days support not to promote all-inclusive and self-contained services; while 34, 2 and 7 tour operators in groups whose average lengths of tours are 1 – 7 days, 8 – 14 days, and 15 – 21 days neither support nor oppose, respectively.

Table C.51 Cross Tabulation of Respondents towards Not Promote those All-inclusive Holidays and Self-contained Resort Complexes which Separate Tourists from Hosts and Take Business Away from Small Scale Local Enterprises (vary among different average lengths of tours handled by the respondents)

			Not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises				Total
			oppose	neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	12	34	0	9	55
		% within average length of tours	21.8%	61.8%	.0%	16.4%	100.0%
	8-14	Count	15	2	0	0	17
		% within average length of tours	88.2%	11.8%	.0%	.0%	100.0%
	15-21	Count	0	7	21	0	28
		% within average length of tours	.0%	25.0%	75.0%	.0%	100.0%
Total	Count		27	43	21	9	100
	% within average length of tours		27.0%	43.0%	21.0%	9.0%	100.0%

(xvii) Wherever possible, make use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)

A majority of mass tour operators (60 operators) and all 25 specialist tour operators support that tourist could participate in helping tourism development towards sustainability by the way of using more environmentally friendly forms of transport.

Table C.52 Cross Tabulation of Respondents towards Wherever Possible, Make Use of More Environmentally Friendly Forms of Transport (Bicycles, Horses, and Even the Tourists' Own Feet) (mass versus specialist tour operators)

			Wherever possible, make use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)				Total
			oppose	neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	8	7	30	30	75
		% within nature of tour operation	10.7%	9.3%	40.0%	40.0%	100.0%
	specialist operators	Count	0	0	17	8	25
		% within nature of tour operation	.0%	.0%	68.0%	32.0%	100.0%
Total	Count		8	7	47	38	100
	% within nature of tour operation		8.0%	7.0%	47.0%	38.0%	100.0%

There are 26 out of 34 small tour operators and 59 out of 66 large tour operators “support” to “definitely support” that during tour programs, wherever possible, make use of more environmentally friendly forms of transport to reduce pollution pressure on the environment.

Table C.53 Cross Tabulation of Respondents towards Wherever Possible, Make Use of More Environmentally Friendly Forms of Transport (Bicycles, Horses, and Even the Tourists' Own Feet) (small versus large tour operators)

			Wherever possible, make use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)				Total
			oppose	neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	8	0	26	0	34
		% within business size	23.5%	.0%	76.5%	.0%	100.0%
	Large tour operators	Count	0	7	21	38	66
		% within business size	.0%	10.6%	31.8%	57.6%	100.0%
Total	Count		8	7	47	38	100
	% within business size		8.0%	7.0%	47.0%	38.0%	100.0%

In Table C.54, the majority tour operators in three groups of tour operators whose average lengths of tours are 1- 7 days, 8 -14 days, and 15 – 21 days “support” to “definitely support” the use of environmentally friendly forms of transport during the tours.

Table C.54 Cross Tabulation of Respondents towards Wherever Possible, Make Use of More Environmentally Friendly Forms of Transport (Bicycles, Horses, and Even the Tourists' Own Feet) (vary among different average lengths of tours handled by the respondents)

			Wherever possible, make use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)				Total
			oppose	neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	8	0	47	0	55
		% within average length of tours	14.5%	.0%	85.5%	.0%	100.0%
	8-14	Count	0	7	0	10	17
		% within average length of tours	.0%	41.2%	.0%	58.8%	100.0%
	15-21	Count	0	0	0	28	28
		% within average length of tours	.0%	.0%	.0%	100.0%	100.0%
Total	Count		8	7	47	38	100
	% within average length of tours		8.0%	7.0%	47.0%	38.0%	100.0%

(xviii) Only contract local hotels which operate in an environmentally friendly way

A number of 37 mass tour operators and 6 specialist tour operators oppose to the statement that tour operators should only contract with local hotels which operate in an environmentally friendly way. Besides, the answer of “neither support nor oppose” was chosen by 23 mass and 6 specialist tour operators.

Table C.55 Frequency Distribution of Respondents towards Only Contract Local Hotels which Operate in an Environmentally Friendly Way (mass versus specialist tour operators)

			Only contract with local hotels which operate in an environmentally friendly ways				Total
			oppose	neither support nor oppose	support	definitely support	
nature of tour operation	mass operators	Count	37	23	7	8	75
		% within nature of tour operation	49.3%	30.7%	9.3%	10.7%	100.0%
	specialist operators	Count	6	6	7	6	25
		% within nature of tour operation	24.0%	24.0%	28.0%	24.0%	100.0%
Total		Count	43	29	14	14	100
		% within nature of tour operation	43.0%	29.0%	14.0%	14.0%	100.0%

None of the small tour operators support while 28 large tour operators show their supports to the statement that tour operators should only contract local hotels which operate in an environmentally friendly way. Besides, 30 small and 13 large tour operators oppose to this issue.

Table C.56 Frequency Distribution of Respondents towards Only Contract Local Hotels which Operate in an Environmentally Friendly Way (small versus large tour operators)

			Only contract with local hotels which operate in an environmentally friendly ways				Total
			oppose	neither support nor oppose	support	definitely support	
business size	Small tour operators	Count	30	4	0	0	34
		% within business size	88.2%	11.8%	.0%	.0%	100.0%
	Large tour operators	Count	13	25	14	14	66
		% within business size	19.7%	37.9%	21.2%	21.2%	100.0%
Total		Count	43	29	14	14	100
		% within business size	43.0%	29.0%	14.0%	14.0%	100.0%

There are 35 operators and 8 operators in groups whose average lengths of tours are 1 – 7 days and 8 – 14 days oppose to the statement of only contract with local hotels which operate environmentally friendly. While only 7 tour operators whose average length of tours is 1 – 7 days support this issue, there are 21 operators whose average length of tours is 15 – 21 days did support. None of those whose average length of tours is 8 – 14 days support the statement.

Table C.57 Frequency Distribution of Respondents towards Only Contract Local Hotels which Operate in an Environmentally Friendly Way (vary among different average lengths of tours handled by the respondents)

			Only contract with local hotels which operate in an environmentally friendly ways				Total
			oppose	neither support nor oppose	support	definitely support	
average length of tours	1-7	Count	35	13	7	0	55
		% within average length of tours	63.6%	23.6%	12.7%	.0%	100.0%
	8-14	Count	8	9	0	0	17
		% within average length of tours	47.1%	52.9%	.0%	.0%	100.0%
	15-21	Count	0	7	7	14	28
		% within average length of tours	.0%	25.0%	25.0%	50.0%	100.0%
Total		Count	43	29	14	14	100
		% within average length of tours	43.0%	29.0%	14.0%	14.0%	100.0%

(xix) Help de-market overcrowded sites by not offerings excursions at peak times

With the statement of de-marketing overcrowded sites by not offering excursions at peak time, there are 29 mass and 6 specialist tour operators who oppose; 31 mass and 13 specialist tour operators did not give their opinion; 15 mass and 6 specialist tour operators agree with theissue.

Table C.58 Frequency Distribution of Respondents towards Help De-market Overcrowded Sites by Not Offerings Excursions at Peak Times (mass versus specialist tour operators)

			Help de-market overcrowded sites by not offerings excursions at peak times			Total
			oppose	neither support nor oppose	support	
nature of tour operation	mass operators	Count	29	31	15	75
		% within nature of tour operation	38.7%	41.3%	20.0%	100.0%
	specialist operators	Count	6	13	6	25
		% within nature of tour operation	24.0%	52.0%	24.0%	100.0%
Total		Count	35	44	21	100
		% within nature of tour operation	35.0%	44.0%	21.0%	100.0%

Examining tour operators by their business size, there are 22 small and 13 large tour operators did not see the necessity of de-marketing overcrowded sites by not offering excursions at peak times; while 12 small and 32 large tour operators stay neutral in their opinions.

Table C.59 Frequency Distribution of Respondents towards Help De-market Overcrowded Sites by Not Offerings Excursions at Peak Times (small versus large tour operators)

			Help de-market overcrowded sites by not offerings excursions at peak times			Total
			oppose	neither support nor oppose	support	
business size	Small tour operators	Count	22	12	0	34
		% within business size	64.7%	35.3%	.0%	100.0%
	Large tour operators	Count	13	32	21	66
		% within business size	19.7%	48.5%	31.8%	100.0%
Total		Count	35	44	21	100
		% within business size	35.0%	44.0%	21.0%	100.0%

In the groups of tour operators whose average lengths of tours range from 1 – 7 days, 8 - 14 days, and 15 – 21 days, there are 28, 9 and 7 tour operators who did not give their exact answers on the issue of not offering excursion at peak time to overcrowded sites, respectively. Besides only 21 tour operators whose average length of tours is 15 – 21 days support, none of tour operators in remaining groups support, but oppose to the statement.

Table C.60 Frequency Distribution of Respondents towards Help De-market Overcrowded Sites by Not Offerings Excursions at Peak Times (vary among different average lengths of tours handled by the respondents)

			Help de-market overcrowded sites by not offerings excursions at peak times			Total
			oppose	neither support nor oppose	support	
average length of tours	1-7	Count	27	28	0	55
		% within average length of tours	49.1%	50.9%	.0%	100.0%
	8-14	Count	8	9	0	17
		% within average length of tours	47.1%	52.9%	.0%	100.0%
	15-21	Count	0	7	21	28
		% within average length of tours	.0%	25.0%	75.0%	100.0%
Total	Count		35	44	21	100
	% within average length of tours		35.0%	44.0%	21.0%	100.0%

APPENDIX D



Table D.1 Descriptive Statistics Analysis for the Business Attitudes of Small and Large Tour Operators towards Sustainable Tourism Development

Variables	Business Size	N	Mean	Std. Deviation	Std. Error Mean
Inform and educate tourists about local area and the ways in which they could help protect it	Large tour operators	66	4.65	.540	.067
	Small tour operators	34	4.56	.504	.086
Limit the number of tours/tourists	Large tour operators	66	3.38	.855	.105
	Small tour operators	34	2.74	.448	.077
Educate local people/guides	Large tour operators	66	4.59	.495	.061
	Small tour operators	34	4.50	.508	.087
Financial gain for locals	Large tour operators	66	4.33	.475	.058
	Small tour operators	34	3.76	.431	.074
Good behaviors of tourists	Large tour operators	66	4.61	.630	.077
	Small tour operators	34	4.50	.508	.087
Respect local culture & physical environment	Large tour operators	66	4.82	.389	.048
	Small tour operators	34	4.50	.508	.087
Using existing infrastructure	Large tour operators	66	3.18	1.006	.124
	Small tour operators	34	2.35	.485	.083
Selectivity and limitation of development (balanced and controlled development)	Large tour operators	66	4.21	.621	.076
	Small tour operators	34	4.24	.431	.074
Recycle wastes (bottles, cans, papers)	Large tour operators	66	4.05	.753	.093
	Small tour operators	34	3.38	.493	.085
Reduce energy consumption	Large tour operators	66	4.06	.579	.071
	Small tour operators	34	3.88	.327	.056
Use/encourage "environmental friendly" products	Large tour operators	66	4.55	.502	.062
	Small tour operators	34	4.62	.493	.085
Tourists encouraged to participate and experience local life	Large tour operators	66	4.24	.786	.097
	Small tour operators	34	4.68	.475	.081
Non-western cultural imposition	Large tour operators	66	2.94	.909	.112
	Small tour operators	34	2.62	.493	.085
Employing members of the local community as guides or representatives	Large tour operators	66	4.00	.526	.065
	Small tour operators	34	4.47	.507	.087

Consult local conservation groups when establish new tours	Large tour operators	66	4.09	.872	.107
	Small tour operators	34	2.74	.448	.077
Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels	Large tour operators	66	3.74	1.027	.126
	Small tour operators	34	3.00	.000	.000
Not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises	Large tour operators	66	3.29	1.049	.129
	Small tour operators	34	2.79	.410	.070
Wherever possible, make use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)	Large tour operators	66	4.47	.684	.084
	Small tour operators	34	3.53	.861	.148
Only contract local hotels which operate in an environmentally friendly way	Large tour operators	66	3.44	1.040	.128
	Small tour operators	34	2.12	.327	.056
Help de-market overcrowded sites by not offerings excursions at peak times	Large tour operators	66	3.12	.713	.088
	Small tour operators	34	2.35	.485	.083

Table D.2 Descriptive Statistic Analysis for the Business Attitudes of Tour Operators whose average lengths of tours are 1 – 7 days, 8 – 14 days, and 15 – 21 days towards Sustainable Tourism Development

Variables		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Inform and educate tourists about local area and the ways in which they could help protect it	1-7	55	4.51	.505	.068	4.37	4.65	4	5
	8-14	17	4.76	.664	.161	4.42	5.11	3	5
	15-21	28	4.75	.441	.083	4.58	4.92	4	5
	Total	100	4.62	.528	.053	4.52	4.72	3	5

Limit the number of tours/tourists	1-7	55	3.00	.577	.078	2.84	3.16	2	4
	8-14	17	3.29	.686	.166	2.94	3.65	2	4
	15-21	28	3.39	1.133	.214	2.95	3.83	2	5
	Total	100	3.16	.801	.080	3.00	3.32	2	5
Educate locals/guides	1-7	55	4.47	.504	.068	4.34	4.61	4	5
	8-14	17	5.00	.000	.000	5.00	5.00	5	5
	15-21	28	4.46	.508	.096	4.27	4.66	4	5
	Total	100	4.56	.499	.050	4.46	4.66	4	5
Financial gain for locals	1-7	55	4.02	.561	.076	3.87	4.17	3	5
	8-14	17	4.41	.507	.123	4.15	4.67	4	5
	15-21	28	4.21	.418	.079	4.05	4.38	4	5
	Total	100	4.14	.532	.053	4.03	4.25	3	5
Good behaviors of tourists	1-7	55	4.22	.599	.081	4.06	4.38	3	5
	8-14	17	5.00	.000	.000	5.00	5.00	5	5
	15-21	28	5.00	.000	.000	5.00	5.00	5	5
	Total	100	4.57	.590	.059	4.45	4.69	3	5
Respect local culture & physical environment	1-7	55	4.47	.504	.068	4.34	4.61	4	5
	8-14	17	5.00	.000	.000	5.00	5.00	5	5
	15-21	28	5.00	.000	.000	5.00	5.00	5	5
	Total	100	4.71	.456	.046	4.62	4.80	4	5
Using existing infrastructure	1-7	55	2.51	.505	.068	2.37	2.65	2	3
	8-14	17	2.82	1.015	.246	2.30	3.35	2	4
	15-21	28	3.71	1.084	.205	3.29	4.13	2	5
	Total	100	2.90	.948	.095	2.71	3.09	2	5
Selectivity and limitation of development (balanced and controlled development)	1-7	55	4.05	.488	.066	3.92	4.19	3	5
	8-14	17	3.88	.332	.081	3.71	4.05	3	4
	15-21	28	4.75	.441	.083	4.58	4.92	4	5
	Total	100	4.22	.561	.056	4.11	4.33	3	5
Recycle wastes	1-7	55	3.62	.490	.066	3.49	3.75	3	4
	8-14	17	3.82	1.015	.246	3.30	4.35	3	5
	15-21	28	4.21	.833	.157	3.89	4.54	3	5
	Total	100	3.82	.744	.074	3.67	3.97	3	5
Reduce energy consumption	1-7	55	3.76	.429	.058	3.65	3.88	3	4
	8-14	17	4.41	.507	.123	4.15	4.67	4	5
	15-21	28	4.21	.418	.079	4.05	4.38	4	5
	Total	100	4.00	.512	.051	3.90	4.10	3	5
Use/encourage "environmental friendly" products	1-7	55	4.38	.490	.066	4.25	4.51	4	5
	8-14	17	4.47	.514	.125	4.21	4.74	4	5
	15-21	28	5.00	.000	.000	5.00	5.00	5	5
	Total	100	4.57	.498	.050	4.47	4.67	4	5
Tourists encouraged to participate and experience local life	1-7	55	4.55	.503	.068	4.41	4.68	4	5
	8-14	17	4.18	1.015	.246	3.65	4.70	3	5
	15-21	28	4.21	.833	.157	3.89	4.54	3	5
	Total	100	4.39	.723	.072	4.25	4.53	3	5
Non-western cultural imposition	1-7	55	2.67	.474	.064	2.54	2.80	2	3
	8-14	17	2.41	.507	.123	2.15	2.67	2	3

	15-21	28	3.39	1.133	.214	2.95	3.83	2	5
	Total	100	2.83	.805	.080	2.67	2.99	2	5
Employing members of the local community as guides or representatives	1-7	55	4.13	.668	.090	3.95	4.31	3	5
	8-14	17	4.12	.332	.081	3.95	4.29	4	5
	15-21	28	4.25	.441	.083	4.08	4.42	4	5
	Total	100	4.16	.564	.056	4.05	4.27	3	5
Consult local conservation groups when establish new tours	1-7	55	3.00	.577	.078	2.84	3.16	2	4
	8-14	17	3.41	.507	.123	3.15	3.67	3	4
	15-21	28	5.00	.000	.000	5.00	5.00	5	5
	Total	100	3.63	.991	.099	3.43	3.83	2	5
Boycott destinations where tourism development infringers the human rights of the indigenous population such as those places where local people are displaced to make ways for new hotels	1-7	55	3.16	.373	.050	3.06	3.26	3	4
	8-14	17	2.53	.514	.125	2.26	2.79	2	3
	15-21	28	4.71	.460	.087	4.54	4.89	4	5
	Total	100	3.49	.904	.090	3.31	3.67	2	5
Not promote those all-inclusive holidays and self-contained resort complexes which separate tourists from hosts and take business away from small scale local enterprises	1-7	55	3.11	.936	.126	2.86	3.36	2	5
	8-14	17	2.12	.332	.081	1.95	2.29	2	3
	15-21	28	3.75	.441	.083	3.58	3.92	3	4
	Total	100	3.12	.913	.091	2.94	3.30	2	5
Wherever possible, make use of more environmentally friendly forms of transport (bicycles, horses, and even the tourists' own feet)	1-7	55	3.71	.712	.096	3.52	3.90	2	4
	8-14	17	4.18	1.015	.246	3.65	4.70	3	5
	15-21	28	5.00	.000	.000	5.00	5.00	5	5
	Total	100	4.15	.869	.087	3.98	4.32	2	5
Only contract local hotels which operate in an environmentally friendly way	1-7	55	2.49	.717	.097	2.30	2.68	2	4
	8-14	17	2.53	.514	.125	2.26	2.79	2	3
	15-21	28	4.25	.844	.160	3.92	4.58	3	5
	Total	100	2.99	1.068	.107	2.78	3.20	2	5
Help de-market overcrowded sites by not offerings excursions at peak times	1-7	55	2.51	.505	.068	2.37	2.65	2	3
	8-14	17	2.53	.514	.125	2.26	2.79	2	3
	15-21	28	3.75	.441	.083	3.58	3.92	3	4
	Total	100	2.86	.739	.074	2.71	3.01	2	4



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