



Research on tourists' perceptions of responsible tourism in PHU QUOC City

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Abstract

Responsible tourism is considered an appropriate form of tourism that promotes sustainable tourism development. These issues are increasingly being studied in the tourism industry, but there is a lack of studies that take a tourist-perspective approach. Therefore, the purpose of this study is to present the theory of responsible tourism and present the survey results of tourists' perception of responsible tourism in Phu Quoc city. The research methodology includes a review of relevant literature that allows the relationship between sustainable tourism and responsible tourism to be presented and the discussion of responsible tourism principles discussed. Tourist perceptions were analyzed through a questionnaire survey conducted in 2022. The sampling method used in the survey was a random selection. The results show that responsible tourism is still a new trend in Phu Quoc city. Visitors have low awareness of this issue. Therefore, education on responsible tourism is especially important through knowledge sharing, and building awareness about responsible tourism.

Keywords: sustainable tourism, responsible tourism, awareness of responsible tourism

Introduction

1. Make a problem

Tourism has become an important source of income in many countries – even in so-called developed countries, the development of mass tourism is fraught with risks such as negative cultural and environmental impacts school. Therefore, the tourism industry is increasingly talking about "responsible tourism", in order to maintain sustainable development, i.e., a balance between economic, environmental, and social benefits. According to the recent trend, the interest of tourists in different types of ecotourism has increased and the tourism authorities themselves are also aware of the benefits of ecotourism back to nature. This type of tourism helps to raise awareness of protecting the natural environment while sharing benefits with local people. Some of the revenue from the tourism business can be used for purposes related to nature conservation and better protection that minimizes the negative impacts of tourism growth so large as it is today.

The concept of responsible tourism, closely connected with sustainable development, calls for finding compromises and avoiding conflicts between economic development on the one hand, and the social and natural environment. However, achieving harmony among the three pillars of sustainable development above requires defining their interactions, both in scope and intensity. Among the problems facing tourist areas, we can include problems of traffic development, destruction of the landscape by rapid development and lack of proper planning, managing and exploiting natural resources, conserving precious natural areas, combating climate change, and combating social evils. Responsible tourism includes undertaking such activities that enable growth to be achieved in a manner that does not destroy the existing environment and preserves the culture, history, heritage, and achievements of the local community. According to this concept, increasing emphasis is placed on

the fact that sustainable management of tourism and its resources will contribute to a better quality of tourism products. People can use the environment during travel and affect it in a positive or negative way, but thanks to responsible tourism, this environment can not only be effectively protected but also improved richer. It is important for tourists to join hands with local governments and tourism businesses in their efforts to engage in responsible tourism. However, there is much research done on responsible tourism that lacks the approach from the perspective of tourists. Therefore, we have carried out a study of travelers' perception of responsible tourism to come up with solutions that contribute to the promotion of responsible tourism made more effectively (Wheller B., 1993) [15].

The synthesis of the above assessments shows that, over the years, many researchers and practitioners have shown that the responsible tourism product model can be one of the solutions to overcome the limitations of tourism mass, as well as issues of local economic development, conservation, and promotion of indigenous traditional cultural values, raising awareness of people and tourists in environmental protection... However, the reality shows that responsible tourism products always face many difficulties in the implementation process. Therefore, studying the factors affecting responsible tourism products is necessary to supplement the theoretical basis of responsible tourism products as well as suggest solutions for the successful implementation of this model in Phu Quoc, Kien Giang province, Vietnam.

2. Theoretical basis

The concepts of responsible tourism and sustainable tourism are related, so there is a fusion of common assumptions. The concept of sustainable tourism originates from the concept of responsible tourism developed by Hetzer in 1965. The

concept of responsible tourism focuses on minimizing interference with the natural environment and respecting cultural diversity, maximize the participation of local people in providing tourism services, and satisfy tourists (Weeden C., 2013) ^[14]. According to Weller, tourism should be developed by local communities in a controlled and sustained manner with small groups of visitors. This approach, in turn, refers to alternative tourism, which is characterized by different forms of small-scale tourism program implementation. However, many authors, including Gaworecki, Kousis and Goodwin, emphasize sustainable tourism only as the practice of tourism on a small scale and as an alternative to mass tourism. According to A. Spenceley, sustainable tourism aims at integrating tourism activities with the protection of nature, as well as developing new ethical attitudes of tourists. Therefore, the concept of sustainable development in tourism mainly refers to the following two aspects: dissemination of forms of tourism related to the natural & social environment and tourism integration with local communities & socioeconomic life of the tourist destination (Spenceley A., 2012) ^[8].

Essentially, sustainable tourism can be seen as the application of the idea of sustainable development to the tourism sector - that is, developing tourism that meets the needs of the present without compromising the ability to meet the needs of the present. of future generations to meet their own needs or, consistent with Budowski's (1976) 'symbiotic' scenario tourism uses and conserves resources wisely to maintain their long-term viability of them. Essentially, sustainable tourism involves minimizing negative impacts and maximizing positive impacts. In turn, as defined by the European Commission, sustainable tourism is a tourism industry that is profitable in terms of economic and social development, without harming the local environment and culture (Medina LK., 2005) ^[6]. Therefore, sustainable tourism reflects economic success and financial concern for the environment, protection and development, and responsible behavior for cultural and social value - these three factors are interdependence.

According to Professor Harold Goodwin, "Responsible tourism is about the responsibility to achieve sustainable development through tourism. It is about identifying important local economic, social and environmental problems and solving them, addressing them" Responsible tourism also calls for maximizing the natural, economic, social, and cultural benefits of tourism, but looking through the lens of the responsibility of individuals and organizations responsible tourism recognizes the impact of tourism on a destination and seeks to maximize the positive impacts and minimize the negative impacts. Responsible tourism is tourism that "creates better places for people to live." people live and better places to visit" "Responsible tourism" aims to enjoy the culture, customs, food, and traditions of the local people with respect and always try to contribute to the development of responsible and sustainable tourism. Therefore, the term responsible tourism focuses on fostering a sense of responsibility among tourists for the place to visit. As pointed out by H. Goodwin, responsible tourism is not a separate, isolated form, but is intertwined with all forms of human activity and evolves with needs and attitudes, and needs human change. Increased interest in responsible tourism is associated with increased social sensitivity. Everyday behavior, such as picking up trash,

distributing plastic bags, or caring about the origin of a food product translates into a request for the tour operator.

Responsible Tourism Principles

The two main documents that present the principles of responsible tourism are The Global Code of Ethics for Tourism, published by the World Trade Organization (United Nations World Tourism Organization - UNWTO), and responsible tourism principles (Cape Town Declaration, 2002).

The Cape Town Declaration's Responsible Tourism Principles is one of the most important documents on responsible tourism principles. This document was developed at a conference held in 2002 by the Partnership for Responsible Tourism and Western Cape Tourism, as an event prior to the World Summit on Sustainable Development in Johannesburg. The conference was attended by representatives of various tourism industry interest groups from around the world, including travel agents, businessmen from the tourism industry, national parks, government representatives, experts in the field of tourism, NGOs, hotel groups and many others (Goodwin H., 2011) ^[5]. According to the Statement of Responsible Tourism for the purpose:

At the core of Responsible Tourism are the principles of sustainable tourism, which, according to the United Nations Environment Program and the World Tourism Organization, aim to:

Making optimal use of environmental resources at present becomes an important factor in tourism development, maintaining important ecological processes and helping to preserve natural heritage and biodiversity.

Respect the socio-cultural authenticity of local communities, preserve their buildings, living cultural heritage, and traditional values, and contribute to intercultural understanding and tolerance. Ensure feasible, long-term economic benefits for all stakeholders are distributed equitably, including stable job creation opportunities.

Principles of responsible tourism

The tourism, sustainable development model was developed by the United Nations Environment Program and the World Tourism Organization for the purpose of:

- a. Making optimal use of environmental resources constitutes an important factor in tourism development, maintaining important ecological processes and helping to preserve natural heritage and biodiversity.
- b. Respect the socio-cultural authenticity of local communities, preserve their buildings, living cultural heritage, and traditional values, and contribute to intercultural understanding and tolerance chemicals.
- c. Ensure feasibly, long-term economic benefits for all stakeholders are distributed equitably, including stable jobs, income-generating opportunities, and social services for localities along with contributing to poverty alleviation.

However, Responsible Tourism is not just about achieving sustainability, it requires all of us to express ourselves, from tourists to managers and staff in restaurants and hotels, to institutions, tourism management agencies, need to become more actively involved in creating positive changes through decision-making and implementing them to maximize economic, social, and environmental benefits and minimize

negative impacts. extremely related. However, the model has the limitation that it has not identified the importance of the role of institutional sustainability affecting economic, social, and environmental aspects today (Atinay, 2005)^[1]

Economic Responsibilities

Before acting on tourism development, the economy can be impacted so tourism business activities need to be evaluated to select development forms that benefit the local community at the same time reduce negative impacts on local livelihoods. Note that tourism is not always the best solution leading to a thriving community economy. Increasing economic benefits should be achieved while ensuring that local communities are actually involved in the process and that these benefits are actually distributed to them. Wherever possible, tourism should be used to reduce poverty through the implementation of pro-poor strategies (Butler R.W., 1999)^[2].

Social responsibility

Impact assessment in the social sector should be considered at every stage of tourism projects, starting with their planning to enhance positive impacts and reduce negative impacts. In addition, it is necessary to ensure the right of participation of all parties where the participation of local communities in planning and decision-making is necessary. Tourism activities must be associated with local culture, in order to maintain and emphasize cultural and social diversity.

Responsibility to the environment

Environmental impact assessments in the region should be considered at every stage of tourism projects, starting with their planning to enhance positive impacts and reduce negative impacts. Particular attention is paid to the responsible use of resources, in order to reduce waste and overconsumption. It is necessary to strengthen the capacity of all stakeholders and ensure that they benefit from best practices, and for them to consult with experts in the field of environmental and natural protection. The diversity of the natural environment needs to be managed in a sustainable way, and where necessary - restoration actions should be taken. Existing ecosystems and protected areas should be treated with respect

Research Methods

The research is carried out based on a combination of quantitative research and qualitative research. In which theoretical systems are synthesized from research documents and scientific articles. In particular, this study conducted a survey of tourists' perceptions of responsible tourism. The survey was conducted and the collected data were processed through the statistical analysis software SPSS. The study analyzed descriptive statistics and exploratory factor analysis (EFA) to find out the factors affecting tourists' perception of responsible tourism to propose solutions to improve the awareness of tourist visitors on this issue.

1. Sampling method

The responsible tourism perception survey in Phu Quoc City concerns the need to identify specific actions in responsible tourist behavior. In this survey, we have focused our attention on the factors affecting tourists' behavior in terms

of awareness, and respectful behavior towards culture and environment at tourist destinations. The main objective of the survey is to assess the level of tourists' awareness and behavior regarding responsible tourism and the factors that influence tourist perceptions. The sampling method used in the survey was a simple random selection, 418 completed questionnaires were collected by 2022. The survey results allow for measuring the level of responsible tourism awareness and identifying the activities that have the most significant impact on responsible tourist behavior.

2. Assessing tourists' perception of Responsible Tourism

The characteristics of the respondents by gender show that the participation of women is dominant in the survey (54.67%). In contrast, men constituted a slightly smaller group (45.33%). Those aged 18-30 are the largest group among the surveyed samples (44.46%), followed by 31-50 years old (30%), 30-35 years old (4.20%), over 50 age (16.67%), under 18 years old accounted for only 8.67%. The majority of tourists surveyed came from the central provinces, accounting for 46% and 28% of visitors from the North and 26% of visitors from the South.

From the statistical results, 25.45% of tourists have never heard of the concept of responsible tourism and 61.32% of tourists have heard of Responsible Tourism but do not understand exactly what it is called responsible travel. Only 13.23% of tourists have a real understanding of responsible tourism. From that, it shows that responsible tourism is still unfamiliar to tourists and tourists do not have much understanding of this issue. The table below shows the statistics related to tourists' perceptions of Responsible Tourism broken down by age to better see whether that perception has an age hierarchy.

Table 1: Tourists' perception of Responsible Tourism

Visitors' perception	Ages (%)			
	<18	18-30	31-50	> 50
Travelers don't know Responsible Tourism	72.87	25.45	31.24	57.60
Travelers have heard of Responsible Tourism but do not understand its essence	27.13	61.32	58.20	34.40
Travelers are knowledgeable about Responsible Tourism	0.00	13.23	10.56	8.00
Total	100	100	100	100

(Source: Processing census data in 2022)

Table 1 shows the perceptions of tourists broken down by age group. Most travelers under the age of 18 have never heard of responsible tourism. This is understandable when this group of tourists is still too young and does not have much knowledge and also because Responsible Tourism is a new concept in Vietnam. Even for the older age group from 18 to 30 years old, 25.45% of tourists do not know about responsible tourism while 61.32% of tourists have heard of this concept but do not really understand it. What is responsibility? What is its nature? Only 13.23% of these travelers have a real understanding of responsible tourism. Similarly, in the age group 31-50, which tends to be similar to the age group 18-30 that most have heard of responsible tourism, but only 10.56% of visitors understand the true meaning of this issue. As for the age group over 50, up to 57.6% of tourists do not know anything about responsible tourism, 34.40% of tourists do not understand the meaning of the problem and only 8% of tourists really understand tourism. What is a responsible calendar? This shows that the

age group from 18 to 50 years old is still more knowledgeable about Responsible Tourism than other age groups. This may also be because the exposure to

information technology in this age group is more than in the rest of the age groups, so they are exposed to and somewhat understand responsible tourism

Table 2: Tourists' activities before the trip travel

Visitors' activities	Very not good	Not good	Normal	Good	Very good
Find out about the destination before traveling	4.67	6	20.33	44.33	24.67
Learn to speak some local words of the tourist destination	6	16.33	27.67	35.33	14.67
Travelers who want to communicate with locals	7.67	15	25.33	36.67	15.33
Visitors want to learn about the culture of the region	5.33	13.67	19	40	22

(Source: Processing census data in 2022)

The activities of guests preparing before the trip and writing for the purpose of the trip have shown that the visitor is conscious of his or her trip or not. The majority of tourists learn about the destination before traveling, accounting for 69%. This shows that tourists are responsible for their own trip and finding out information about the destination also shows the respect of tourists for the tourist destination. Besides, 35.33% of visitors want to learn to speak some local words of the tourist destination and 14.67% of tourists really want to learn. When tourists want to learn to speak

some local words, it means that tourists respect the language of the locals and want to learn to communicate with them. In fact, up to 52% of visitors want to communicate with the locals and 62% of visitors want to learn about the culture of the region. These purposes show that visitors respect the local culture, which shows that visitors have shown part of their responsibility to respect the culture of the local community and this motivates them to preserve and further develop.

Table 3: Visitor activities showing respect for the environment

Visitors' activities	Very not good	Not good	Normal	Good	Very good
Littering in the prescribed places	13.33	15.33	22	33.34	16
Use products with biodegradable packaging	36.33	30	15.33	12.34	6
Avoid using disposable packaging, especially plastic packaging	31.33	26	18.67	15.33	8.67
Follow the rules in protected areas	6.67	11.33	24.33	33.67	24
Does not affect the ecosystem	5.33	7.67	25	32	30
Conserve energy sources such as electricity and water	11.33	16.00	25.33	35.33	12.00

(Source: Processing census data in 2022)

Visitors self-assess their activities during the tour. Besides 49.34% of tourists who throw their garbage in the right place, there are still 27.67% of tourists who do not really do this well. Especially most tourists do not use products with biodegradable packaging and they mostly use disposable packaging such as plastic bags. This has a negative impact on the environment. Most visitors follow the rules in places that need to be protected and do not affect the ecosystem. In

addition, they also do quite well in the economic use of energy sources such as saving electricity and water. It can be said that most tourists comply with regulations on environmental protection, but the habit of using plastic bags still exists and this seriously affects the environment. Therefore, tourists need to change their thinking and behavior to better protect the environment.

Table 4: Visitors' activities show respect for local culture

Visitors' activities	Very not good	Not good	Normal	Good	Very good
Respect the local culture of the destination	8	9	27	37.33	18.67
Introduce local culture to others	12	14.33	22.67	37.33	13.67
Adaptable to the life of the local people	13.67	18	18.33	42.33	7.67
Rent a house from a local	30	21.67	14.33	19.67	14.33
Tourists and locals go on a tour together	16	22.67	21.33	26	14
Buy local products	13.67	17	21.33	28.33	19.67

(Source: Processing census data in 2022)

In the assessment of tourists' respect for the local culture, the majority of tourists respect the local culture, 51% of visitors intend to introduce the local culture of the tourist destination to the tourists and 50% of visitors can adapt to the life of local people. However, the percentage of tourists who rent houses from locals or accompany them on the trip is not much, this may be because some tourists book a package tour program that does not have a partner in that program with local people during their visit or stay at their home. In addition, 48% of tourists buy local products, 21.33% of the tourists are hesitant and 30.67% of visitors do

not buy local products. This needs to be improved because the act of buying local products will contribute to sharing the benefits of tourism with local communities and encourage them to continue to produce traditional products and preserve cultural values there.

3. Research model and hypothesis

From the basis of research theories of responsible tourism product development Porter (1990) and empirical studies on factors affecting tourists' responsible tourism products, the author conducts build the initial linear regression model

with the dependent variable being Responsible tourism product development of tourists and independent variables inherited from the model Dwyer and Kim (2003); Diaz (2017); Blazeska *et al* (2018); Jamal, T. and Robinson, M (2012); Vietnam Institute of Sustainable Tourism (2012); Vietnam Tourism Law 2017; Pham Trung Luong (2007). Through the preliminary research process, the author has formed a research model for the topic, including 7 factors belonging to the scales due to independent variables: (1) Natural tourism resources (NTR); (2) Responsible Tourism Services (RTS); (3) Tourism Infrastructure and Technical Facility (TITF); (4) Tourists; (5) Quality of responsible human resources (QRHR); (6) Responsible tourism management, (REM); (7) Development Policy (DP) and the dependent variable scale is Responsible Tourism Product Development (RTPD).

H1: Natural and cultural tourism resources have a positive influence on responsible tourism product development, helping Phu Quoc to operate more effectively than other localities.

H2: Tourists have a positive influence on tourism product development and are responsible for helping Phu Quoc operate more effectively than other localities.

H3: Responsible tourism services have the same influence as a responsible tourism product development to help Phu

Quoc operate tourism more effectively than other localities.
H4: Tourism infrastructure and facilities have a positive influence on responsible tourism product development, helping Phu Quoc to operate tourism more effectively than other localities.

H5: Responsible tourism management has the same influence as a responsible tourism product development to help Phu Quoc operate tourism effectively and outperform other localities.

H6: The quality of tourism human resources has a positive influence on responsible tourism product development, helping Phu Quoc to operate tourism more effectively than other localities.

H7: Development policy has the same influence as responsible tourism product development, helping Phu Quoc to operate tourism more effectively than other localities.

4. Regression analysis

Table 5 shows that the F statistic is calculated from the R square of the model with a very small level of significance (Sig. = 0) showing that the multiple linear regression model is suitable for the data set and can be useful. The adjusted R2 coefficient = 0.647 means that the built multiple linear regression model fits the data set of 64.7%.

Table 5: Model Summary^b

R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
				R Square Change	F Change	df1	df2	Sig. F Change	
0,808 ^a	0,653	0,647	0,27206	0,653	110,085	7	410	0,000	1,162
a. Predictors: (Constant): REM, NTR, RTS, TITF, DP, QRHR, TOURIST									
b. Dependent Variable: RTPD									

Source: Author's calculations

Table 6: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57,039	7	8,148	110,085
	Residual	30,348	410	0,074	
	Total	87,387	417		

a. Dependent Variable: RTPD

b. Predictors: (Constant), REM, NTR, RTS, TITF, DP, QRHR, TOURIST.

Source: Author's calculations

Table 7: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-0,012	0,163		-0,072	0,943	
	REM	0,123	0,024	0,165	5,207	0,000	0,848
	NTR	0,063	0,022	0,087	2,840	0,005	0,898
	RTS	0,324	0,031	0,387	10,378	0,000	0,610
	TITF	0,285	0,028	0,352	10,032	0,000	0,689
	DP	0,109	0,024	0,137	4,563	0,000	0,935
	QRHR	0,064	0,023	0,084	2,798	0,005	0,940
	TOURISTS	0,070	0,023	0,093	3,097	0,002	0,940

a. Dependent Variable: RTPD

Source: Author's calculations

Table 7 it is shown that all factors on the scale factors have a positive impact (positive Beta coefficient) on Responsible tourism product development in Ho Chi Minh City. Phu Quoc with the significance level in all 8 factors has Sig. = 0.000-0.005. There is a tolerance of varying > 0.610 and

VIF coefficients of all 8 factors (1.063-1,639) < 2, so there is no multilinear phenomenon. The F-statistic is 110,085, the R2 value is 0.653 and the adjusted R2 is 0.647, at the Sig = 0.000 significance level; Durbin-Watson coefficient

($1 < 1,162 < 3$) shows that the results are consistent with the research model.

Research results

When Natural Resources increase by 1 unit, responsible tourism product development increases by 0.096 units, provided the remaining variables remain unchanged; similar for the remaining variables REM, NTR, RTS, TITF, DP, QRHR, TOURIST. Based on the normalized coefficient β to determine the level of factors in order from high to low: (1) RTS, (2) TITF, (3) REM, (4) DP, (4) TOURISTS, (6) NTR and (7) QRHR. The larger the absolute value of any Beta coefficient, the stronger that factor is related to responsible tourism product development in Ho Chi Minh City. Phu Quoc, looking at table 7, we see:

The factor of Responsible Tourism Services (RTS) has a coefficient of $\beta = 0.387$ ($p = 0.000$), the largest of the Beta coefficients, showing that Responsible Tourism Services are very important if you want to develop tourism products responsible calendar in the city. Phu Quoc.

The second most strongly related factor is Tourism Infrastructure and Facilities (TITF) with coefficient $\beta = 0.352$ ($p = 0.000$). Therefore, tourism infrastructure and technical facilities in some economies should be enhanced, with priority given to the development and improvement of hard infrastructure.

The third lowest relevant factor Tourism Management (REM) has a coefficient of $\beta = 0.165$ ($p = 0.000$), which is also a factor that has a significant impact on tourism development management.

The fourth strongest related factor Development policy (DP) has a coefficient of $\beta = 0.137$ ($p = 0.000$), Development of specific tourism products is equally important, a unique feature, and unique only in Vietnam the territory in that area itself.

The 5th strongest related factor Tourist (TOURISTS) has a coefficient of $\beta = 0.093$ ($p = 0.002$), while tourist needs are the specific desires of tourists on a specific trip (need essential, complementary and specific needs)

The sixth most strongly related factor Natural and cultural tourism resources (NTR) has a coefficient of $\beta = 0.087$ ($p = 0.005$), which is quite strongly related, showing that the coral reef ecosystem alone has 252 recorded species belonging to 49 genera and 14 families of hard corals, 19 species of soft corals with a total area of 473.9 ha in Phu Quoc.

The 7th most strongly related factor is the Quality of Tourism Human Resources (QRHR) with the coefficient $\beta = 0.084$ ($p = 0.005$). To create a complete tourism product, besides the factors of resources, the floors, facilities..., then people - human resources are considered a key that opens the door to quality for that product.

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