

Green tourism-sustainable tourism development in Phu Quoc Island district

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Abstract

Social responsibility for green tourism-green products is an important factor in promoting sustainable tourism development. Therefore, Phu Quoc island district needs solutions to develop tourism in a sustainable way. Green tourism with the green product positive approach ensures sustainable tourism development. The main objective of the study is to examine the green tourism-green tourism relationship and social responsibility for the region's tourism in Vietnam. Accordingly, the author proposes a number of solutions to improve the sense of responsibility of visitors, contributing to attracting tourists back to Phu Quoc heritage, building appropriate tourism products, as well as developing tourism associated with local communities.

Keywords: tourists, green tourism - green products, social responsibility, Phu Quoc

Introduction

Phu Quoc, a tropical paradise located in the Gulf of Thailand, is Vietnam's largest island in the southwest and is also the largest of 22 different large islands here. Phu Quoc together with other islands forms the island district of Phu Quoc in Kien Giang province. Phu Quoc has many beautiful beaches stretching from the north to the south, with 99 hills and primeval forest ranges with rich flora and fauna. In the North of the island, there are fishing villages such as Rach Vem, Bai Thom, Hon Mot... outstanding wild beauty or in Nam Dao, there are 12 different large and small islands belonging to An Thoi archipelago, such as Hon Thom, Hon Nails, Hon Gam, Hon May Rut... are ideal places for nature exploration activities and activities on the sea such as yachting, fishing, diving and watching coral and exploring wild islands...

Phu Quoc island district with rich and diverse natural tourism resources along with many unique and attractive historical and cultural values has been planned to be a high-quality, regional-class eco-tourism destination and internationally from a sustainable perspective since the 2000s. In recent years, the number of visitors to Phu Quoc has been increasing. This has significantly contributed to the socio-economic development of Phu Quoc in particular and Kien Giang province in general. However, as the number of tourists to Phu Quoc has increased continuously in recent years, Phu Quoc's environmental problems have become alarming.

In 2018, Phu Quoc welcomed over 4 million visitors, an increase of 35.75% compared to 2017. In terms of revenue, Phu Quoc reached over 5,517 billion VND (an increase of 39.5%), equivalent to 86.58% of the total tourism income of Kien Giang. However, along with the benefits of economic and social development, tourism is one of the causes that significantly affects the environment of Phu Quoc island district. This situation has affected the development goal of Phu Quoc to become a high-quality eco-tourism destination with attraction and world-class green tourism products. Therefore, the Phu Quoc island district needs solutions to develop tourism in a sustainable way. Green tourism - produce the responsible tourism product takes an active

approach to sustainable tourism development - seen as a reasonable solution. From analyzing the current status of tourism development in Phu Quoc, the results of the study aim to propose solutions for green tourism development in Phu Quoc - Kien Giang in a sustainable direction.

Theoretical basis

About green tourism

The concept of "Green Tourism" has appeared for a long time in the world. However, at present, no official definition of green tourism has been given as a general theoretical basis for the tourism industry in the world. In 1992, the Japanese Government defined "green tourism as recreational activities to enjoy the nature and culture of the tourist destinations and interact with the locals in rural areas with natural scenery." rich" (Ngo Quynh an (2011) [8]. According to Agenda 21 on Tourism: Towards environmentally sustainable development, "Green Tourism" is an active approach to ensure sustainable tourism development. Green tourism also considers the key to sustainable tourism development (Thanh Le, 2012) [11]. Thus, green tourism is understood as "a form of eco-friendly tourism development on the basis of complying with the principles: First, rational use of natural resources for tourism development needs calendar; Second, limit the impact of tourism activities on the natural environment; Third, give priority to the development of types / products of responsible tourism with the natural environment with the focus on ecotourism" (Khoa Nam - Nhu Binh, 2019) [7].

Responsible travel

The concept of "Responsible Tourism" was first introduced by the World Tourism Organization in 2002, in the Cape Town Declaration. "Responsibility" here can be understood as minimizing negative impacts from tourism activities on the economy, environment, and society; at the same time, actively contribute to the preservation of natural and cultural heritage, as well as to maintain the balance and biodiversity. Along with that, tourism must create greater economic benefits for local residents and improve the living standards of the welcoming community; At the same time, local

people must be involved in decisions that affect their lives and change their way of life. In addition, responsible tourism aims to provide visitors with products that are interesting, comfortable, and rewarding, through the experience and understanding of local cultural values and environmental issues and society. Through the empowerment of local people, it helps them both directly benefit from tourism, and as a positive factor contributing to the sustainable development of tourism. At the same time, contributing to the formation of respect between tourists and indigenous residents...

Responsible tourism is first and foremost responsible for preserving the local cultural values, ensuring long-term economic benefits. How to make the indigenous culture not affected by the tourism wave and become distorted? To what extent is exploited to develop tourism not too upset and negatively affect the lives of local communities?

Responsible tourism also demonstrates its environmental responsibility. Responsible tourism is based on the foundation that all developments are correlated with the health of the ecological environment. Only by developing tourism in parallel with nature conservation can we achieve sustainable development without leaving unfortunate consequences in the future.

Responsible tourism involves the participation of all stakeholders in the tourism system including governments, businesses, and employees working in the tourism industry, local communities, and tourists. The government is responsible for policy-making and responsible tourism development goals. Enterprises are responsible for realizing the state's direction in the implementation of responsible tourism through the tourism services they provide.

Tourism industry workers need to be aware of the benefits of responsible tourism and be the first and positive change in society in a responsible tourism approach. The local community consciously approaches responsible tourism by upholding the local intangible and tangible cultural values, as well as preserving the natural landscape inherent in the locality. Tourists are responsible for choosing sustainable, heritage-conscious tourism products and protecting the environment while traveling.

Travel motive

Tourism incentives are defined as "the set of attributes that cause a person to participate in a tourism activity" (Li M *et al.*, 2015) ^[6]. In particular, travel motivation relates to the reason a person decides to travel and chooses to visit a particular attraction or destination over others (Chen *et al.*, 2010) ^[1]. Crompton (1979) ^[2] has formed an expectation-motive model to perceive visitor attitudes towards travel experiences. The model describes the process of building motivation by examining the tourist's internal needs and values. In a later study, Iso-Ahola, (1982) proposed an "intrinsic search" model to explain the motivation, in which motivation is evaluated from two effects: search and liberation. The search effect is "the desire to get a positive psychological feel from tourism", and the liberating effect is the "desire to leave the daily environment" (Chen, C. F., 2010) ^[1]. Iso-Ahola points out that the above two effects are determinants of traveler behavior and can influence the overall travel experience.

Another popular theory about tourist motivations is the "Travel Career Ladder" (TCL), which classifies human motivation into 5 needs in a hierarchy, namely births safety,

relationships, respect, and self-improvement. Hughes (2002) ^[4] proposed that visitors visiting a destination whose main motivation is cultural inquiry is defined as "cultural-core tourists", while cultural-core tourists' people who visit heritage sites by accident or by accident are referred to as "off site-culture tourists"

Factors affecting green tourism and green products

According to the tourist survey results, Phu Quoc is known to tourists through many information channels. In which, the internet is the information channel that tourists choose the most (accounting for 26.39%). Followed by books/newspapers/magazines and television (accounting for 21.26% and 16.86 % respectively); travel agency (accounting for 15.40%), relatives (accounting for 12.76%). Therefore, in order for the image of the Phu Quoc tourist destination to reach tourists, relevant departments need to have specific solutions suitable for each customer.

Regarding the soil environment: Phu Quoc district has a total natural land area of 58,936.63 ha, of which Phu Quoc Island is 56,165ha. The land area of a favorable location associated with a favorable tourism resource for tourism development accounts for one third of the total land on the island. Urbanization has affected the land environment, mainly by the change of land use from agriculture and forestry to the purpose of developing a tourism planning.

Regarding the water environment: Phu Quoc's surface water is at risk of being polluted by waste and sediment. Currently, the most polluted beach is a Bai Vong hamlet, located in Ham Ninh commune, where the Phu Quoc - Rach Gia passenger wharf is located. The second beach that is heavily polluted is a Ganh Dau beach, especially along the coast, which crosses Chuong Vit hamlet. Dinh Cau Beach, where many people and tourists come to visit every day, swimming is also one of the beaches on the island that is polluted with rubbish. This has greatly influenced the visitors' perception of the environment of Phu Quoc.

Regarding the gas environment: According to reports on the current state of the environment on Phu Quoc Island over the years, the air quality on Phu Quoc Island meets the permitted standards. However, at tourist beaches in peak seasons, noise, dust concentration and pollutant content are also at risk of exceeding the permitted level, due to the concentration of large numbers of tourists.

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Regarding biodiversity: Phu Quoc Island is part of the biosphere conservation area of Kien Giang province with an area of over 1.1 million hectares. However, at present, the forest area of the Phu Quoc National Park is being reduced due to deforestation, exploiting precious timber or encroachment on forests for other purposes. In addition,

marine ecosystems including coral reefs and seagrass beds in the core zone of Phu Quoc MPA, which are considered to be relatively good, are also affected by the quantity and quality of over fishing.

Regarding solid waste: This is an important issue in the development process in general and tourism development in particular in the District. Waste generated from tourism and daily life activities is increasing, but collection and treatment have not achieved high results. According to statistics, every day, the island district generated about 200 tons of waste and 18,000 m³ of wastewater, while the collection capacity is only over 60%. The amount of domestic waste that has not yet been collected and treated is drifting in the wild, along drains, canals, rivers, and streams that float straight to the sea, causing serious environmental pollution (Department of Tourism of Kien Giang province, 2019) ^[3]. Currently, Phu Quoc does not have a centralized waste treatment area as planned. Mainly, waste is gathered at 2 landfills An Thoi (An Thoi town) and Ong Lang (Cua Duong commune). At these landfills, the waste is gathered openly and the main method of treatment is still open landfill, most of them are temporary, unhygienic, do not treat odors and locate no bottom waterproofing, no wall surrounding the landfill. According to forecasts, the amount of domestic solid waste generated in Phu Quoc district is increasing, by 2030 it will be 718 tons/day (Tu Quy, 2019). If the Kien Giang government does not find a solution, it will greatly affect Phu Quoc tourism.

Current situation of tourism development in Phu Quoc island district

State management of tourism

The state management of tourism in Phu Quoc in recent years has been strengthened and strengthened in order to develop tourism in association with preserving the landscape and ecological environment, towards sustainable tourism development. The Department of Tourism has deployed documents to guide businesses to operate and continuously improve service quality and diversify products. The province has specific policies to contribute to making Phu Quoc become "a center of ecotourism, resort and marine tourism of regional and international stature".

In addition, the Department of Tourism also propagates and educates about the awareness of protecting natural resources and the environment for sustainable development for businesses, local communities, and tourists in many forms. In which, the campaign "Green Tourism" is an activity that has brought about positive results. However, the pollution of the island's tourism environment is still serious, affecting visitors' satisfaction. This is because Phu Quoc has not had the policy to develop "green" tourism products, and the "green" character in tourism services has not yet been integrated into experience tours. In addition, the awareness of managers, businesses, local communities, and tourists about green tourism development is still limited.

Situation of tourism business

According to statistics, the total number of visitors to Phu Quoc has increased over the years. In 2014, Phu Quoc welcomed nearly 162 thousand international visitors, an increase of 31.6% compared to 2013. Following the success, in 2015, the number of visitors to Phu Quoc increased by 586,525 compared to 2014 - is the strongest increase in the

period 2010-2015. In 2016, Phu Quoc had a remarkable growth rate, reaching about 61.89% compared to 2015. However, by 2017 and 2018, Phu Quoc tourism had a lower growth rate, only reaching 11, 77% and 35.75% (Nguyen The, 2019)

International tourists of Phu Quoc Island come from many different marketplaces in the macrocosm, simply focus more on Western Europe and America (accounting for 65%); Japanese tourists account for 30% of the number of Asian visitors to the island. Recently, the Russian tourist market tends to increase rapidly. Typically in 2018, the number of visitors from this market reached 58,000, an increase of 300% compared to 2017 (just nearly 14,000 visitors) (Hughes, H. L., 2002) ^[4]. Meanwhile, the domestic tourist market has a diverse composition from many different regions. Tourists come to Phu Quoc primarily by ships and airlift. In which, cruise ship increased rapidly. If before 2014 there were 03 flights with 924 international visitors to the Phu Quoc district, so far there have been more than 6 trips to Phu Quoc with over 10,000 passengers, crew and service staff (Nguyen The, 2019).

During the period 2012 - 2016, tourism income of Phu Quoc accounts for about 75% to 84% of the total tourism income of the province. By 2018, Phu Quoc's tourism revenue reached 5,518 billion VND, an increase of 39.5% compared to 2017, corresponding to 86.58% of Kien Giang's total tourism income (Nguyen The, 2019). This shows that Phu Quoc island district plays an important role in the economic development of Kien Giang province.

Travel products

With rich tourism potentials, Phu Quoc has developed ecotourism products, sea-island resorts, culture, history, and spiritual tourism in key areas. Marine tourism is the strength of the province, but environmental pollution in the islands is increasingly serious, affecting the landscape, natural environment, quality of water sources and reducing the attraction of tourists to visit experience.

Agreeing to the survey results of 292 tourists, the purpose of tourists choosing Phu Quoc to travel is to "repose, relax" with the highest percentage (21.30%), pursued by "discover the beauty of resources nature" (accounting for 20.47%) ... Likewise, the most preferred type of tourist when coming to Phu Quoc is vacation tourism. Ecotourism ranked second as tourists select during the visit to Phu Quoc. This is considered a favorable condition to develop ecotourism - a type of eco-tourism.

Solutions to develop green tourism and green products in Phu Quoc island district

Solutions for green tourism development in Phu Quoc island district to develop green tourism in Phu Quoc island district, it is necessary to implement some of the following solutions:

Firstly, Kien Giang province needs to develop tax incentives to encourage investment projects to develop green tourism in association with nature and cultural conservation; regulations on the construction of wastewater treatment systems, collection and recycling of wastes in business establishments; mechanisms to encourage businesses to use environment friendly materials, realize cleaner production by saving energy and use advanced technologies, clean technologies, to reduce waste from tourism into the environment. At the same time, Kien Giang province needs

to assess the level of the socio-economic impacts of the projects, resolutely refuse projects that affect the environment and do not attract investment at all costs. In addition, the province should have a policy to train staff of the Department of Tourism on management of green tourism development and sustainable tourism. In addition, there should also be a training policy for the team of eco-tour guides, staff in travel businesses. to improve knowledge and practice on green tourism. Knowledge of environmental protection for tourism, green tourism, and communication skills should also be integrated into the training and human resource training programs of districts and businesses. In addition, there should be programs and activities to call tourists and raise awareness for local communities in the green tourism development process. The province should focus on developing policies to ensure sustainable livelihoods for coastal communities. This is a measure to reduce pressure on marine resources and the environment, through creating conditions for communities to participate in tourism with the form of community ecotourism.

Second, create conditions for companies to organize green tourism products and thematic tours with the goal of combining tourism with environmental protection activities. In which, tourists play a key role to contribute to environmental protection by doing practical activities such as planting trees to cause forests, collecting rubbish on the beach, distributing plastic bags that self-destruct.

Thirdly, Phu Quoc district needs to organize the development of products "Green tourism", mainly the type of ecotourism associated with environmental protection, such as: determining the potential of green tourism resources, conduct market research, encourage and strengthen the "greenness" in the development of tourism technical facilities and in tourism services. Implement association - cooperate with provinces and regions in promoting ecotourism products, regularly update information on green tourism activities, green tourism development examples, development experiences green tourism development, businesses operating towards green tourism and green tours, as well as other tourism activities to protect natural resources, the environment, Some tourism products Ecotourism that needs to be exploited and developed is natural ecotourism products (sea island ecotourism, pepper garden ecotourism.) and humanist ecotourism (associated ecotourism) with fishing village, fish sauce village, pearl culture, revolutionary traditional culture).

Finally, in order to well implement green tourism development in Phu Quoc island district, it is necessary to focus on enhancing close coordination with other departments in the province and localities to develop policies and create a favorable environment for tourism business activities in a sustainable direction.

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