

Achieving Local Residents' Support for Tourism Development through Community Satisfaction and Government Trust

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ABSTRACT: The purposes of the study are (1) to explore relationships amongst attitudes to positive/negative tourism impacts, community satisfaction, government trust, and support for tourism development and (2) to provide practical implications for policy makers how they can gain residents' support by increasing community satisfaction and government trust, which are resulted from attitudes to tourism impacts. A questionnaire is self-administered to local residents using a systematic sampling method in Ninh Hai Commune, Hoa Lu District, Ninh Binh Province, Vietnam. The results indicate community satisfaction and government trust are core factors of support for tourism development. The study highlights that to attain community satisfaction and government trust, the policy makers should especially increase positive socio-cultural and environmental impacts and minimize negative economic impacts on the community simultaneously.

Keywords: tourism impacts, satisfaction, trust, support, community, government

INTRODUCTION

Tourism development is widely viewed as a regional economic development strategy, especially in less developed countries[1,2]. The main goal of tourism development is to augment the positive impacts and diminish the negative impacts on the host community[3]. It is important for planners to consider information about the impacts of tourism from the local community's perspective when planning for the industry and about the ways to increase residents' support for tourism development.

According to Andereck, Valentine, Knopf, and Vogt[4], residents' support is based on their evaluations of the benefits and costs resulting from the industry. Residents are willing to enter an exchange with the industry if they believe that the gains are

higher than the costs. Accordingly, a community is likely to support tourism if the perceived positive impacts outweigh the negative consequences[5,6].

These positive and negative tourism impacts are closely related to residents' level of community satisfaction[2]. Positively, tourism development gains benefits for community and improves local people quality of life; residents, therefore, feel satisfied with their community. Conversely, residents who evaluate tourism as costs of development are less satisfied with their community. Nunkoo & Ramkissoon[7] also highlighted that community satisfaction is an important variable in understanding residents' support.

In addition to community satisfaction, local residents' trust in government is an important factor to enhance residents' support for tourism development [8] because tourism development is planned and im-

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plemented mainly by local government in less developed countries. The government manages to maintain a balance between economic priorities, environment, and the local society in order to gain political support for tourism development[9]. Institutions create policies and in exchange, they receive trust from citizens who are satisfied with these policies and cynicism from dissatisfied residents. Thus, it is arguable that residents' trust in government is predicted by the benefits and costs (that is, positive and negative tourism impacts) of tourism development[10].

In relationship marketing, satisfaction and trust are seen as essential ingredients for long-term relationship and key predictors of customer loyalty[11, 12]. However, in tourism literature, scholars only tested the relationships between either community satisfaction or government trust with support for tourism development. However, this study insists that we combine and test the influences of community satisfaction and government trust on residents' support for tourism development and understand how tourism impacts affect community satisfaction and government trust in tourism development. Therefore, the purposes of the study are (1) to propose and test relationships amongst attitudes to positive/negative tourism impacts, community satisfaction, government trust, and support for tourism development, and (2) to provide practical implications for policy makers how they can gain residents' support based on the results of the study.

LITERATURE REVIEW

Attitudes to Positive and Negative Tourism Impacts

In the literature, tourism impacts are commonly divided into three types, which are economic impacts, social-cultural impacts, and environment impacts[13,14].

If local residents recognize positive economic impacts, their attitude toward nature-based tourism will be positive[15]. Tourism provides employment opportunities, increases incomes, develops local infrastructures, etc. It also helps governments obtain tax revenues, foreign currencies, and diversifies the economy[16,17]. Nevertheless, tourism causes nega-

tive economic impacts. First, tourism causes inflation or unbalanced economic development[18] ; increases prices of goods, services, land and property[16]. More important, in the less developed countries, tourism development is usually dependent on foreign investor with more skills and money, and a few elites in the community. Thus, the income usually concentrates on these limited people that leads to the inequity of income distribution and increase poor people[19].

From a socio-cultural perspective, there are positive and negative impacts of tourism. Pham[20] reveals that tourism helps to broaden education, cultural horizons and improve feelings of self-worth; reinforce preservation of heritage and tradition; provide recreational facilities that may be used by local people; break down language barriers, socio-cultural barriers, class barriers, racial barriers, political barriers, and religious barriers. Tourism also promotes international understanding and peace[18]. Tourism fosters demand for local craftsmanship, new services, and better facilities, alternatives for leisure, and creates opportunities to exchange ideas and cultural knowledge[21,22,23]. Nonetheless, tourism development causes to negative impacts. According to Goeldner and Ritchie[18], the negative social and cultural impacts of tourism can occur to the host communities such as increasing crime, prostitution, and gambling; commercializing culture, religion, and the arts; contributing to disease and transportation problems; or threatening family structure.

Tourism development contributes positive environmental impacts like environment protection and conversation, but it can cause negative impacts like degradation to soil, water, and air pollution, forest devastation, etc. Because residents' lives are affected by their surrounding environment, researching environmental impacts of tourism is important when studying tourism development[16]. Residents who suppose tourism will damage the environment are disapproving tourism development, while those who recognize tourism will preserve the natural environment are approving[24].

Community Satisfaction

Community refers to a grouping of people sharing a general place within a particular geographically

called territory[25]. Satisfaction is defined as an emotion reaction elicited from service experiences[26] and is one of the most important variable to understand one's behavioral intentions[27,28,29,30]. Community satisfaction involves not only perceptions of the service adequacy but also orientations of individuals as to their places within the grouping, satisfaction with locally based interactions, and a general perception of the quality of life in the locale [31]. Vargas-Sanchez, Plaza-Mejia, & Porras-Bueno's [32] study reveals a direct correlation between residents' satisfaction with their community and perceived impacts. The study by Nunkoo and Ramkissoon[23] which integrated community satisfaction as a determinant of residents' attitudes also reveals the former to be a good predictor of community responses to development.

Tourism gains benefits but causes costs on communities. As a result, it is likely that the benefits lead to local people's satisfaction with community but the costs make negative impacts on their community satisfaction. Ko and Stewart[2] indicate that a positive relationship exists between perceived positive tourism impacts and overall community satisfaction but perceived negative tourism impacts are negatively related to overall community satisfaction. Thus, this study deduces that positive tourism impacts are positively related to community satisfaction and negative tourism impacts are negatively related to community satisfaction. The following hypotheses are, thus, developed:

- H1: Attitudes to positive tourism impacts positively influence community satisfaction.
- H2: Attitudes to negative tourism impacts negatively influence community satisfaction.

Government Trust

Trust is a 'psychological state comprising the intention to accept vulnerability based upon positive expectations of the intentions or behavior of another'[33, p. 395]. Despite of the important roles of government in policy-making for sustainable tourism, research on political trust in the context of tourism development has remained virtually silent in the literature[10].

Social exchange theory posits that the benefits

and costs generating from a social exchange relationship affect the trust of one actor on the other [34]. Government launches tourism policies that decide the level of tourism benefits and costs for local communities, and accordingly it gains trust from satisfied individuals with these policies and cynicism from dissatisfied ones[35].

Currently, the relationships between tourism impacts and government trust are controversial in the literature. Based on Nunkoo & Ramkissoon's[10] study, there is a positive relationship between the perceived benefits of tourism and residents' trust in government actors; and adversely, there is a negative relationship between the perceived costs of tourism and residents' trust in government actors. Other studies demonstrate that benefits of tourism positively influence residents' trust in government but costs of tourism do not significantly influence residents' trust in government[17,36]. Despite the debates about the relationship between negative tourism impacts and government trust, this study suggests that attitudes to positive tourism impacts positively affect government trust but attitudes to negative tourism impacts negatively affect government trust. The reason for this suggestion is, for example, if government launches tourism policies that costs overwhelm benefits, in exchange, it leads to distrust from dissatisfied residents in government. Thus, the following hypotheses are proposed:

- H3: Attitudes to positive tourism impacts positively influence government trust.
- H4: Attitudes to negative tourism impacts negatively influence government trust.

Support for Tourism Development

Support is an attitude by which a person orients himself to an object either favorably or unfavorably, positively or negatively[37]. Residents' support for tourism development is examined as the ultimate dependent variable of the study and a pre-requisite for the sustainable development of the industry and without such support may hamper the industry's growth and its future potentials in a destination[7]. It is important for a destination's government to gain the community's endorsement for tourism to ensure that the development process is socially

compatible.

There are controversial opinions of the relationship between community satisfaction and support for tourism development[2,7,32]. Despite the previous results in the literature, this study supposes that community satisfaction has a positive influence on support for tourism development because when people feel satisfied with benefits from tourism to their community, they will support for tourism development. Hence, a hypothesis is developed as following:

H5: Community satisfaction positively influences support for tourism development.

To achieve residents' support for tourism development, the government should be trusted by local residents in a sense that the government looks after the interest of the community. Nunkoo and Ramkissoon[10] and Nunkoo et al[8] find that residents' trust in tourism institutions positively influences their level of support for tourism development. Additionally, many researchers have validated the relationship between government trust and political support for government policies[38,39]. Hence, this study hypothesizes that residents' trust in government has a directly positive influence on their support for tourism.

H6: Government trust positively influences support for tourism development.

Figure 1 shows the conceptual model of the study.

METHODS

A self-administrated questionnaire was used to collect data. Participants' attitudes to positive/negative tourism impacts were measured by seventeen

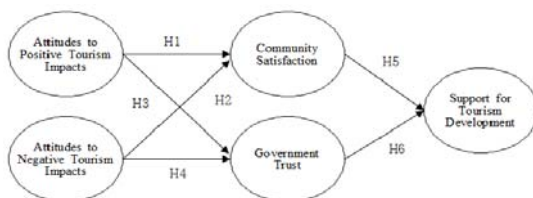


Figure 1. The conceptual model.

items of positive tourism impacts and eleven items of negative tourism impacts adopted from Sirivong & Tsuchiya[40], and Vargas-Sánchez et al[32]'s studies. Participants' level of community satisfaction was measured by six items adopted from Woo, Kim, & Uysal[41]'s study. Participants' government trust was measured by five items adopted from Nunkoo[36]'s study. Participants' support for tourism development was measured by eight items adopted from McGehee & Andereck[42]'s study. All the items were rated on a 7 point Likert scale with moderate as a midpoint. Participants were also asked about their socio-demographic information namely gender, age, ethnic group, education, marital status, number of family members, and annual household income.

Data collection was conducted in Ninh Hai Commune, Hoa Lu District, Ninh Binh Province, Vietnam in which most of tourism activities occur. The number of questions in the questionnaire is forty seven. Thus, a total of 235 questionnaires were distributed and collected from August, 1st to September, 5th 2015. This calculation is based on the sample size in which the ratio of observations and variables is 5:1[43]. Households in the region were selected using systematic random sampling. The population of Ninh Hai Commune in 2009 was approximately 9,446 people which are equivalent to roughly 2,361 households[44]. Therefore, every 10th households (2,361/235) was contacted to collect data. In case, no one was at home, next house was contacted. In the survey process, three households rejected to answer the questionnaires and one survey was, then, deleted for excessive missing data. Finally, 231 surveys (n=231) were used for analysis.

The data were analyzed with frequency analysis, principal component analyses and multiple regression analyses using SPSS 22.0.

RESULTS

Sample

Table 1 presents the socio-demographic characteristics of the sample. 106 responders (45.9%) were males and 125 responders (54.1%) were females. Most participants were from 40 to 49 years old (29.9%) followed by the group from 30 to 39 years

Table 1. Socio-demographic characteristics (N=231)

Variable	Freq.	%	Variable	Freq.	%
Gender			Marital status		
Male	106	45.9	Single/never married	56	24.2
Female	125	54.1	Married	172	74.5
Age			Other	3	1.3
18~29	56	24.2	Education		
30~39	63	27.3	Secondary school	65	28.1
40~49	69	29.9	High school	59	25.5
50~59	28	12.1	Vocational training school	38	16.5
60 or older	15	6.5	College	24	10.4
Ethnic group			University	35	15.2
Kinh	183	79.2	Other	10	4.3
Muong	41	17.7	Average household income ^a		
Other	7	3.0	Below VND 4,000,000	109	47.2
Number of family members			VND 4,000,001~5,000,000	53	22.9
3 or less than	56	24.2	VND 5,000,001~6,000,000	16	6.9
4~6	143	61.9	VND 6,000,001~7,000,000	27	11.7
7~9	31	13.4	VND 7,000,001~8,000,000	12	5.2
10 or more than	1	0.4	Above VND 8,000,000	14	6.1

^a1USD=21.000VND.

old (27.3%). Kinh ethnic group contributed 79.2% of responses while the remaining ethnic groups took account of 20.8%. The education level of the local residents reflected that 28.1% attended secondary school, 25.5% attended high school, 16.5% attended vocational training school, and 25.6% attended college or university after high school. The collected data also showed that 74.5% of respondents were married and 61.9% of respondent households had from four to six family members. 47.2% of respondents had monthly average income of household below 4,000,000VND, followed by 22.9% of residents from 4,000,000VND to 5,000,000VND while 11.7% of them was from 6,000,000VND to 7,000,000VND.

The Results of Principal Component Analyses

The principal component analyses with varimax rotation were conducted to test applicability of the positive and negative tourism impacts, community satisfaction, government trust, and support for tourism development (Table 2 & 3).

First, the analysis found three factors for positive tourism impacts named as 'positive economic impacts (Factor 1),' 'positive environmental impacts (Factor 2),' and 'positive socio-cultural impacts.' Among 17 original items, 6 items were deleted for cross-loading problem. The total percentage of variance explained was approximately 58.29%.

Second, the analysis found two factors for negative tourism impacts named as 'negative social and environmental impacts,' and 'negative economic impacts.' 2 items were deleted for cross-loading problem leaving 9 usable items. The total percent-

Table 2. The results of principal component analyses (Tourism impacts)

Items	Factor loading	Eigen value	Variance exp.(%)	α
Positive tourism impacts				
- Positive economic impacts		2.23	20.24	.77
Improvement of investment, more development and better infra-structures	.813			
Increase of opportunities for employment	.804			
General improvement incomes of the locality, thanks to taxes relating tourism	.765			
- Positive environmental impacts		2.10	19.10	.69
Greater protection of the natural environment	.652			
Improvement of infrastructures (water supply, electricity, telephone, etc.)	.604			
Improvement of roads and other public services	.786			
More support for the restoration and maintenance of historic buildings	.620			
- Positive socio-cultural impacts		2.09	18.95	.68
Increase in opportunities for education	.779			
Increased demand for cultural and leisure activities	.533			
Increase of the provision of cultural and leisure activities	.609			
Improving in the level of police protection and firefighting services	.686			
KMO=.830; Sig. of Bartlett's test of sphericity=.000; Total variance explained: 58.29%				
Negative tourism impacts				
- Negative social and environmental impacts		3.77	41.84	.88
Increase in alcoholism and prostitution	.745			
Change/loss of traditional culture	.747			
Problems of coexistence between residents and tourists	.762			
Loss of tranquility in the zone	.747			
Damage to the natural surrounding and to the countryside	.827			
Unpleasant over crowded of tourists and share of leisure spaces	.772			
- Negative economic impacts				.67
Increase in the cost of living because of tourism	.817	1.88	20.84	
Increase in the price of products and services because of tourism	.763			
Economic benefits only for a small number of residents	.638			
KMO=.863; Sig. of Bartlett's test of sphericity=.000; Total variance explained: 62.68%				

age of variance explained was 62.68%.

Third, community satisfaction, government trust,

and support for tourism development generated one factor solution, respectively. The total percent-

Table 3. The results of principal component analyses (Satisfaction, trust, & support)

Items	Factor loading	Eigen value	Total variance exp.(%)	α
Community satisfaction		2.58	51.69	.76
Health life	.740			
Emotional life	.722			
Community life	.748			
Material life	.724			
Financial situation	.657			
KMO=.811; Sig. of Bartlett's test of sphericity=.000				
Government trust		2.77	55.39	.80
I trust in my local municipality.	.727			
I trust in the regional municipality of Ninh Binh region.	.781			
I trust in tourism decisions made by local government.	.733			
I trust in local government elected officials to make the right decisions in tourism.	.701			
I trust in local government to do what is right in tourism.	.776			
KMO=.755; Sig. of Bartlett's test of Sphericity=.000				
Support for tourism development		2.66	53.30	.77
Tourism can be one of the most important industries for my community.	.655			
Additional tourism helps my community grow in the right direction.	.761			
I am happy and proud that tourists are coming in my community.	.765			
Tourism holds great promise for my community's future.	.769			
I favor building new tourism facilities which will attract more tourists.	.692			
KMO=.809; Sig. of Bartlett's test of sphericity=.000				

age of variance explained for community satisfaction was 51.69%, 55.39% for government trust, and 53.30% for support for tourism development.

The Results of Multiple Regression Analyses

A series of multiple regression analysis were conducted to analyze the data (Table 4).

First, the analysis tested the relationship between tourism impacts and community satisfaction. The results revealed that all positive and negative tourism impacts except positive socio-cultural impacts had significant influences on community satisfaction. Spe-

cifically, positive economic impacts and positive environmental impacts had positive influences on community satisfaction while negative social and environmental impacts and negative economic impacts had negative influences on community satisfaction. Among them, positive economic impacts had the strongest impacts on community satisfaction, followed by negative economic impacts, positive environmental impacts, and negative social and environmental impacts. On the other hand, positive socio-cultural impacts did not have a statistically significant influence on community satisfaction.

Table 4. The results of regression analyses

Dependent V.	Independent V.	B	β	t	Statistics
Community satisfaction	Constant	3.203		7.987	
	Positive economic impacts	.244	.319	5.348 ^{***}	$R^2=.405$
	Positive environmental impacts	.175	.177	2.746 ^{**}	Adj. $R^2=.391$
	Positive socio-cultural impacts	.065	.062	.988	$F=30.591$
	Negative social & environmental impacts	-.117	-.158	-2.598 ^{**}	Sig=.000
	Negative economic impacts	-.195	-.234	-3.866 ^{***}	
Government trust	Constant	1.987		4.257	
	Positive economic impacts	.093	.117	1.740	$R^2=.239$
	Positive environmental impacts	.210	.206	2.825 ^{**}	Adj. $R^2=.222$
	Positive socio-cultural impacts	.221	.204	2.880 ^{**}	$F=14.150$
	Negative social & environmental impacts	.077	.101	1.473	Sig=.000
	Negative economic impacts	-.178	-.208	-3.030 ^{**}	
Support for tourism development	Constant	2.197		8.610	$R^2=.281$
	Community satisfaction	.344	.356	5.265 ^{***}	Adj. $R^2=.175$
	Government trust	.226	.241	3.558 ^{***}	$F=44.512$ Sig=.000

^{**} p is significant at the 0.01 level; ^{***} p is significant at the 0.001 level.

Second, the analysis tested the relationship between tourism impacts and government trust. The results found that positive environmental impacts and positive socio-cultural impacts had positive influences on government trust while negative economic impacts had a negative influence on government trust. Among them, negative economic impacts had the strongest influence on government trust, followed by positive environmental impacts and positive socio-cultural impacts. On the other hand, positive economic impacts and negative social & environmental impacts had no significant influences on government trust.

Third, the analysis also examined the influences of community satisfaction and government trust on residents' support for tourism development. The results found that both community satisfaction and government trust had significant positive influences on support for tourism development. Overall, community satisfaction had a stronger impact on support than government trust.

Table 5 shows the results of testing hypotheses by multiple regression analyses.

DISCUSSIONS AND CONCLUSIONS

The ultimate purpose of the study is how to achieve local residents' support for tourism development. Based on the results, community satisfaction and government trust are critical predictors of support for tourism development wherein the former had greater influence than the latter. To promote the local support for tourism development, both community satisfaction and government trust need therefore to be gained.

First, the local residents give support for tourism development when they feel satisfied with community. The finding is consistent with the result of Nunkoo & Ramkissoon[7]'s study and notion in which community satisfaction is an important variable in understanding residents' support for tourism development. In this study, it is thus significant be-

Table 5. The results of testing hypotheses by multiple regression analyses

	Hypothesis	Results
H1	Attitudes to positive tourism impacts positively influence community satisfaction.	
<i>H1-1</i>	Attitudes to positive economic impacts positively influence community satisfaction.	Supported
<i>H1-2</i>	Attitudes to positive environmental impacts positively influence community satisfaction.	Supported
<i>H1-3</i>	Attitudes to positive socio-cultural impacts positively influence community satisfaction.	Not supported
H2	Attitudes to negative tourism impacts negatively influence community satisfaction.	
<i>H2-1</i>	Attitudes to negative social and environment impacts negatively influence community satisfaction.	Supported
<i>H2-2</i>	Attitudes to negative economic impacts negatively influence community satisfaction.	Supported
H3	Attitudes to positive tourism impacts positively influence government trust.	
<i>H3-1</i>	Attitudes to positive economic impacts positively influence government trust.	Not supported
<i>H3-2</i>	Attitudes to positive environmental impacts positively influence government trust.	Supported
<i>H3-3</i>	Attitudes to positive socio-cultural impacts positively influence government trust.	Supported
H4	Attitudes to negative tourism impacts negatively influence government trust.	
<i>H4-1</i>	Attitudes to negative social and environment impacts negatively influence government trust.	Not supported
<i>H4-2</i>	Attitudes to negative economic impacts negatively influence government trust.	Supported
H5	Community satisfaction positively influences support for tourism development.	Supported
H6	Government trust positively influences support for tourism development.	Supported

cause when the local are satisfied with community driven by benefits of tourism impacts, they support for tourism development.

Second, the finding verified that when local residents trust in the local government, they support for tourism development. When the government looks after the interest of the community and provides policies of tourism development gaining benefits for the local residents, the government will be trusted by local residents and achieve their support for tourism development. The study's findings underlined the results of preceding studies[8,38,39].

More specifically, the results of the study suggested that community satisfaction of local residents decreases if tourism impacts cause negative effects to their community. These results verify those of Ko and Stewart[2]'s research. Additionally, the results al-

so imply that residents who perceive that tourism development gain benefits of economy and environment for their community, they feel satisfied with their community. However, positive socio-cultural impacts do not positively influence community satisfaction. This finding makes sense in this particular location at the current and early stage of tourism development, because of the fact that there have not had many benefits of tourism on social and cultural fields. Some examples are demonstrated as lack of opportunities for education, inadequate provision of cultural and leisure activities, and inefficient improvement of police protection. The local people probably thus propose that there be no positive relationship between positive socio-cultural impacts and community satisfaction.

The findings also supported that negative eco-

conomic impacts (e.g., increased living cost, increased the price of products and services, economic benefits only for a small number of residents, and benefits of tourism development for companies and people outside of the locality) negatively influence the local people's trust in government. These results are consistent with the study of Nunkoo and Ramkissoon[10] that found that there is a negative relationship between the perceived costs of tourism and residents' trust in government. Unpredictably, attitudes to negative social and environmental impacts do not negatively influence government trust. This result can be explained that negative social and environmental impacts have slight influences on Trang An Complex Landscape in comparison with other landscapes under impacts of tourism development. Ninh Binh in particularly and Vietnam in generally has a relatively low crime rate[45] ; the living of people is stable and improved[46].

Furthermore, the results found that residents will trust in government when they perceive positive environmental and socio-cultural impacts supporting the previous literature[15]. Surprisingly, however, in this study positive economic tourism impacts did not have positive influence on government trust. The reason may be due to local residents' inadequate perceptions of economic benefits such as more investment, opportunities for employment, and improvement of locality income thanks to taxes relating tourism that tourism brings to their locality.

To gain local residents' satisfaction with community, the results of the study indicate that attitude to economic and environmental impacts are actually important to community satisfaction. Thus, to bring more tourism benefits to local residents, planners should push for more education related to tourism such as courses for learning a foreign language, skills related to local tour guide, restaurant, or hotel. These courses will increase their support for tourism development and provide residents economic benefits by providing more employment opportunities and then raising incomes. Likewise, policy makers are recommended to consider environmental impacts. They should provide tourism products highlighting eco-tourism, green tours, and environment conservation to raise tourists' awareness of natural importance to human being.

In addition, to promote residents' trust in the government, policy makers necessarily pay more attention to environmental and socio-cultural impacts of tourism; while they should decrease negative economic impacts. The local government should have socio-cultural programs which encourage the local residents' participation so as to reinforce preservation of heritages and traditions; the government should also stimulate and restore traditional craft villages which bring career opportunities and improve income for the people[21,22,23]. Additionally, they are recommended to build recreational facilities that may be used by the local people; and to establish educational programs to promote international understanding and peace for the local people[18].

There are limitations raised for further research. First, for this study, data collection was undertaken in Ninh Hai Commune, Hoa Lu District, Ninh Binh, Vietnam in which tourism activities are mostly developed. However, it would be interesting to compare the research model utilizing different samples and investigate findings of local residents' support for tourism development. Thus, this would be a suggestion of future research. Second, to make more in-depth understanding in local residents' support for tourism development, qualitative research design using a focus group or personal interviews is highly recommended for future study. More specially, triangulation of research methods should be utilized for more convincing and accurate understanding in this field of research.

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