FACTORS INFLUENCING RESIDENTS' DECISIONS TO PARTICIPATE IN COMMUNITY TOURISM IN THE CENTRAL COASTAL LAGOON REGION OF VIETNAM

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Abstract: This study explores the factors influencing residents' decisions to participate in community-based tourism (CBT) in the coastal lagoon region of central Vietnam. Using a mixed-methods approach, including a survey of 315 residents and regression analysis, the results indicate that community awareness of tourism resources and supportive policies significantly influence participation intentions. Factors such as household characteristics, livelihood benefits, tourism resources, local CBT development planning, and community organization positively impact participation. Conversely, adverse events and operational barriers negatively affect participation. The study highlights the importance of enhancing community awareness, developing tourism resources, and providing supportive policy frameworks to promote sustainable CBT and improve local livelihoods. Additionally, it emphasizes the need for resilience-building measures to mitigate the negative impacts of adverse events such as the COVID-19 pandemic on community tourism activities.

Keywords: Community-based tourism (CBT), resident participation, sustainable development, coastal lagoon, Central Vietnam

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INTRODUCTION

Community participation in tourism development has become an essential aspect of sustainable tourism, especially in regions where the natural and cultural resources form the backbone of the tourism industry. In the context of coastal lagoon areas in central Vietnam, community-based tourism (CBT) holds significant potential for promoting sustainable development and enhancing the livelihoods of local residents. However, the effective engagement of local communities in tourism initiatives is influenced by various factors, which necessitates a thorough investigation. Firstly, understanding the socio-economic impacts of tourism on local communities is crucial. Studies such as Tosun (2000) and Okazaki (2008) highlight that community participation can lead to improved economic benefits, greater social cohesion, and preservation of cultural heritage. In central Vietnam, where coastal lagoons are characterized by unique ecosystems and rich cultural traditions, engaging local communities in tourism can foster environmental conservation and cultural preservation (Dangi and Jamal, 2016). Moreover, the empowerment of local communities through tourism development is a key factor in ensuring sustainable tourism practices. Scheyvens (1999) argue that empowering local communities can lead to better resource management and increased resilience against external economic shocks. In the coastal lagoon areas of central Vietnam, empowerment can be facilitated through education, capacity building, and inclusive decision-making processes.

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Additionally, the role of government policies and institutional frameworks cannot be overlooked. Research by Hall (2000) and Cole (2006) emphasizes the importance of supportive policies and strong institutional frameworks in promoting community participation in tourism. In central Vietnam, effective governance structures and policies that encourage local involvement in tourism planning and management are critical for the success of CBT initiatives (Huybers and Bennett, 2003).

Furthermore, the environmental sustainability of tourism activities in coastal lagoon regions is a pressing concern. Buckley (2012) and Higham (2007) note that sustainable tourism practices must consider the carrying capacity of natural resources and minimize environmental degradation. In the fragile ecosystems of central Vietnam's coastal lagoons, sustainable tourism can be achieved through community-led conservation efforts and environmentally friendly tourism practices.

In conclusion, the study of factors influencing community participation in tourism, particularly in the coastal lagoon areas of central Vietnam, is essential for the development of sustainable tourism. By examining socio-economic impacts, empowerment strategies, policy frameworks, and environmental sustainability, this research aims to provide a comprehensive understanding of the dynamics at play in promoting community-based tourism. This, in turn, can contribute to the overall development and well-being of the local communities in these unique and valuable ecosystems.

LITERATURE REVIEW AND PROPOSED RESEARCH FRAMEWORK
Community participation in community-based tourism

Community-Based Tourism (CBT) has emerged as a sustainable tourism model, particularly in areas rich in natural and cultural resources. Community participation in tourism brings economic and social benefits by creating job opportunities and boosting local businesses (Tosun, 2000; Okazaki, 2008). It also enhances the quality of life, strengthens social cohesion, and preserves cultural heritage (Dangi and Jamal, 2016). Empowering local communities through education and capacity building ensures effective and sustainable participation. This enhances their ability to manage tourism activities independently and confidently (Scheyvens, 1999). Supportive policies and strong institutional frameworks are crucial for promoting community participation in tourism. These policies should facilitate community involvement in tourism planning and management (Hall, 2000; Cole, 2006). Community participation is essential in environmental conservation, especially in sensitive ecosystems like coastal lagoons. Community-led conservation efforts and sustainable tourism practices help minimize environmental impact (Buckley, 2012; Higham, 2007). Community participation is vital for the sustainable development of CBT. Understanding the factors influencing community involvement can improve the effectiveness of CBT projects, enhance local livelihoods, and protect natural resources.

Factors influencing residents' decisions to participate in community tourism in the central coastal lagoon region of Vietnam

Based on the results of in-depth interviews, the factors and variables influencing the decision of local people to participate in community tourism in the central coastal lagoon region of Vietnam are shown in Table 1.

Table 1. Factors influencing participation in community tourism in the central coastal lagoon region of Vietnam (Source: Collected by authors)

Components	Observed Variable	References
Household Characteristics	[HC1] Infrastructure conditions [HC2] Income-generating activities [HC3] Level of attachment to hometown [HC4] Working age [HC5] Number of workers [HC6] Educational level	Kim et al., 2013; Dangi and Jamal, 2016; Nguyen, B.A.T., 2019; Alrwajfah et al., 2019; Pretty and Ward, 2021; Chan et al., 2021; Van Tuyen et al., 2023 Additional experts
Residents' Perception of Community Tourism	[RP1] Awareness of tourism resources and activities [RP2] Benefits received from participation [RP3] Understanding of local tourism resource values	Nguyen, T. Q. H et al., 2021; Gößling et al., 2020; Van Tuyen et al., 2023 Additional experts
Livelihood Benefits	[LB1] Employment opportunities from tourism [LB2] Opportunities to increase income from tourism activities [LB3] Tourism promotes local economic development	Kim et al., 2013; Nguyen, B.A.T., 2019; Alrwajfah et al., 2019; Le, C.H.C. et al., 2024; Additional experts
Tourism Resources and Market	[TR1] The locality has unique and rich tourism resources [TR2] The locality has diverse tourism products [TR3] Reasonable prices at the destination [TR4] Full and convenient infrastructure facilities [TR5] Good security and safety at the destination [TR6] Convenient access to the destination [TR7] Good destination image promotion activities	Nguyen, B. A. T., 2019; Alrwajfah et al., 2019; Nguyen, T. Q. H et al., 2021; Chan et al., 2021; Van Tuyen et al., 2023 Additional experts
Local CBT Development Planning and Policy	[PP1] Many tourism development policies in the locality [PP2] Investment in local tourism development [PP3] Policies encouraging residents to participate in local tourism activities [PP4] Transparent coordination mechanisms	Kim et al., 2013; Nguyen, T. Q. H et al., 2021; Chan et al., 2021; Van Tuyen et al., 2023 Additional experts
Community and Kinship Organization	[CK1] Community organization participation [CK2] Family encouragement to engage in tourism [CK3] Friends and neighbors involved in tourism [CK4] Successes of other locals in tourism	Dangi and Jamal, 2016; Nguyen, T. Q. H et al., 2021; Pretty and Ward, 2021, Chan et al., 2021; Van Tuyen et al., 2023; Additional experts
Impact of Adverse Events Shock	[IS1] Resource degradation [IS2] Covid-19 pandemic [IS3] Natural disasters and floods [IS4] Market price fluctuations	Alrwajfah et al., 2019; Gößling et al., 2020; Chan et al., 2021; Van Tuyen et al., 2023 Additional experts

Mechanism and Resource Barriers	[MRB1] Incomplete or unsuitable local tourism development policies [MRB2] Lack of legal framework for co-management and benefit sharing [MRB3] Limited preferential social capital [MRB4] Insufficient household resources [MRB5] Lack of dialogue and connection between stakeholders [MRB6] Conflict of interest and lack of conflict resolution mechanisms [MRB7] Inadequate tourism infrastructure and facilities	Kim et al., 2013; Dangi and Jamal, 2016; Nguyen, B. A. T., 2019; Van Tuyen et al., 2023; Le, C.H.C et al., 2024 Additional experts
Business Operation Barriers	[BOB1] Low income from tourism activities [BOB2] Negative impact of local tourism seasonality leading to unstable and unsustainable livelihoods [BOB3] Lack of market information and consultancy on tourism products and projects [BOB4] Complicated and unfavorable business administrative procedures	Alrwajfah et al., 2019; Nguyen, B. A. T., 2019; Gößling et al., 2020; Chan et al., 2021; Van Tuyen et al., 2023; Le, C.H.C et al., 2024 Additional experts

Based on the analytical framework, the author develops a research model consisting of 7 groups of factors affecting the intention to participate and 2 groups of barriers regulating the transition from intention to decision to participate in community tourism activities. The research framework is presented in Figure 1.
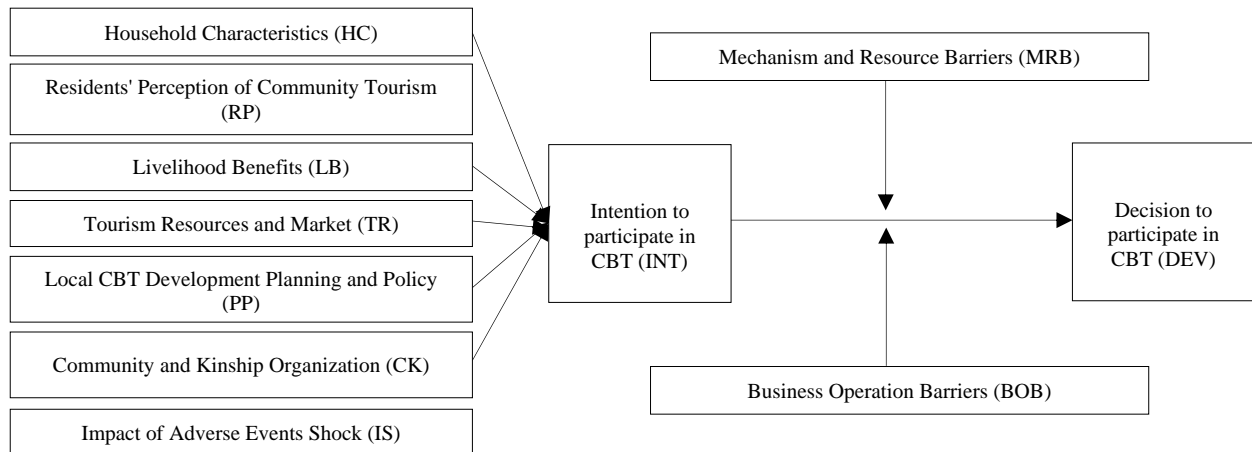

Figure1. Research framework of factors affecting the decisions of local people to participate
in community tourism in the central coastal lagoon region of Vietnam (Source: proposed by the authors)

Research hypotheses

H1: Household characteristics positively correlate with the intention to engage in community tourism: Recent studies indicate that household characteristics such as the number of workers, age, education level, and attachment to the homeland positively correlate with participation in community tourism. Higher income and financial stability lead to greater engagement in community tourism (Alrwajfah et al., 2019; Kim et al., 2013). Households with multiple employed members participate more due to greater resources and flexibility (Chan et al., 2021). Younger households, especially those with children, are more inclined to participate (Van Tuyen et al., 2023). Higher education levels enhance participation due to better awareness and skills (Dangi and Jamal, 2016). Strong emotional and cultural ties to the homeland increase engagement, driven by a sense of responsibility and pride (Pretty and Ward, 2021).

H2: Residents' perceptions positively correlate with the intention to engage in community tourism: Individuals with a higher awareness of environmental issues are more likely to participate in community tourism, driven by their understanding of sustainable practices and the benefits of eco-friendly tourism (Gößling et al., 2020). Similarly, people with a deep appreciation and understanding of local cultures and heritage exhibit a stronger intention to engage in community tourism, as their awareness of cultural significance motivates them to support and promote local traditions (Van Tuyen et al., 2023).

H3: Livelihood benefits positively correlate with the intention to engage in community tourism: Individuals and households who perceive economic advantages such as increased income and job opportunities are more likely to participate in community tourism activities (Alrwajfah et al., 2019). The prospect of improved livelihoods through tourism, including the potential for stable employment and diversified income sources, motivates people to engage more actively in tourism-related initiatives (Kim et al., 2013).

H4: The attractiveness and image of tourist destinations positively correlate with the intention to engage in community tourism: Destinations perceived as visually appealing and culturally rich attract more tourists, stimulating community participation in tourism (Chan et al., 2021). The aesthetic appeal of natural landscapes, historical sites, and well-preserved cultural heritage enhances a destination's attractiveness, leading to higher engagement from tourists and locals (Van Tuyen et al., 2023). Community members are more likely to engage in tourism when they see the positive impact of a well-promoted destination image translating to economic benefits and improved local development (Alrwajfah et al., 2019).

H5: Tourism development planning and plans by the government, local authorities, organizations, and businesses positively correlate with the intention to engage in community tourism: Effective tourism planning fosters community participation by creating a supportive environment. Government policies that prioritize sustainable tourism and provide incentives and infrastructure development boost engagement (Kim et al., 2013). Local authorities' strategic planning,

including community input, fosters ownership and participation (Van Tuyen et al., 2023). Organizations and businesses enhance destinations by investing in infrastructure, attracting more community involvement (Chan et al., 2021).

H6: The impact from community organizations and surrounding residents positively correlates with the intention to engage in community tourism: Community organizations mobilize resources, provide education, and foster collaboration, encouraging participation in tourism activities (Dangi and Jamal, 2016). They also build trust and ensure that tourism initiatives align with local values, fostering a sense of ownership among residents (Van Tuyen et al., 2023). Surrounding residents influence engagement through positive social interactions and peer support. When residents see their peers benefiting from tourism, they are more likely to participate (Chan et al., 2021). Active involvement in decision-making processes enhances transparency and sustainability, strengthening community resilience (Pretty and Ward, 2021).

H7: The influence of adverse events negatively correlates with the intention to engage in community tourism: Natural disasters, political instability, and economic downturns create uncertainty and insecurity, reducing community participation (Gößling et al., 2020). Damaged infrastructure and disrupted services from natural disasters make destinations less attractive (Van Tuyen et al., 2023). Political instability deters tourists and diminishes local enthusiasm for tourism (Alrwajfah et al., 2019). Economic downturns limit financial resources, decreasing investment in tourism and shifting residents' priorities (Chan et al., 2021).

H8: Regulatory and policy barriers reduce the decision to engage in community tourism: Complex regulations, restrictive policies, and high compliance costs discourage community participation (Kim et al., 2013). Frequent policy changes and lack of clarity undermine confidence and deter investment (Dangi and Jamal, 2016). Additionally, the absence of inclusive policy-making processes leaves local needs unaddressed, further discouraging engagement (Van Tuyen et al., 2023).

H9: Business operation barriers reduce the decision to engage in community tourism: High costs, limited financing, and inadequate infrastructure discourage local entrepreneurs (Chan et al., 2021). Lack of business skills and training further hampers effective management, while complex licensing processes add to the burden (Van Tuyen et al., 2023). Limited access to technology restricts market reach and competitiveness (Gößling et al., 2020).

MATERIAL AND METHODS

This study employs a mixed-methods approach. The sampling process involved two stages: (1) Purposive sampling was used to select tourism service households, considering the limited number of such households in the area. (2) Snowball sampling was applied to select households for evaluating tourism outcomes, starting with a group of known individuals and expanding the sample as initial participants identified others involved. Data were collected from 315 residents across various localities in the central coastal lagoon region of Vietnam. The study area is shown in Figure 2.
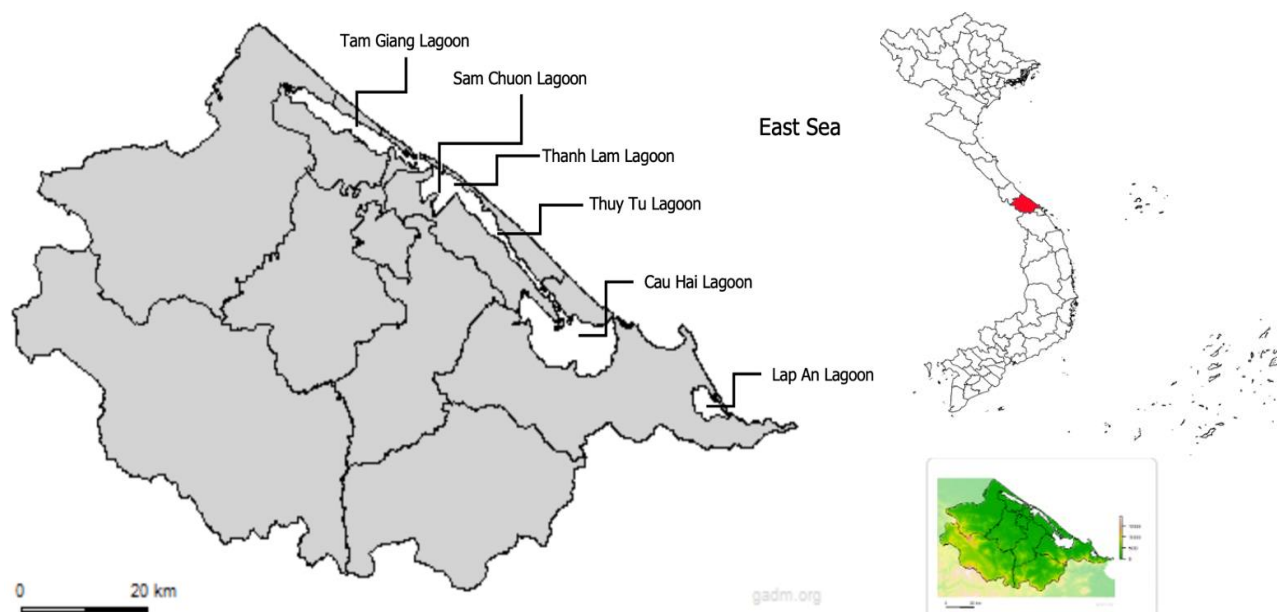

Figure 2. Study Area (Source: GADM, Open Development Vietnam)

In this study, the authors utilized the method proposed by Bollen (1998), which asserts that to ensure the suitability of the sample size for EFA analysis, the number of observed variables must be at least 4-5 times the number of variables. In this study, there are 42 variables, so the number of observed variables must be 168. Additionally, for CFA analysis, if a 10% error is acceptable, the sample size must be between 100 and 200 (Friendly, 2008). To mitigate time constraints and account for potential unsuitable observations, the research team opted to survey 315 residents from various localities in the central coastal lagoon region of Vietnam. The convenience sampling method was employed to select the appropriate participants for the study and ensure the researchers' accessibility to the participants. Table 2 shows the distribution of survey samples across the study areas. Using SPSS 22.0 software, statistical procedures including factor analysis, regression analysis, correlation analysis, moderation analysis, and descriptive statistics were used to evaluate the validity of the hypotheses. All items were scored using a five-point Likert scale from strongly disagree to strongly agree.

Table 2. Distribution of survey samples (Source: Summary of Authors' Data)

Criteria	Tam Giang Lagoon	Sam Chuon Lagoon	Thanh Lam Lagoon	Thuy Tu Lagoon	Cau Hai Lagoon	Lap An Lagoon
Total number of communes in the lagoon	12	3	2	10	8	1
Number of communes in the lagoon with coastline	4	0	2	5	3	1
Number of respondents	102	30	30	60	33	60

ANALYSIS OF DATA

Table 3 presents the statistical characteristics of respondents categorized by gender, age, and education. The majority of respondents are male, accounting for 83.81%. In terms of age, most respondents fall within the 25 to 54 years range, representing 56.19%, followed by those aged above 55 years at 41.59%. The least represented age group is those under 24 years, comprising just 2.22%. Regarding education, nearly half of the respondents have an elementary education level (48.08%), followed by 30.79% with a junior high school education, 18.1% with a high school education, and a small fraction, 6.03%, with education above high school. Table 4 shows the overall positive perceptions and outcomes. Household characteristics have a mean of 4.04, indicating favorable conditions. Residents' perception of community tourism is high, with a mean of 4.07, reflecting satisfaction with tourism activities. Livelihood benefits score the highest at 4.12, showing significant positive impacts on economic and social well-being. Tourism resources and market have a mean of 3.95, suggesting adequate infrastructure and market opportunities. Local CBT development planning and policy are rated highly at 4.13, demonstrating strong governance and strategic planning. Community and kinship organization have a mean of 3.84, indicating a fair level of cohesion and support networks. The impact of adverse events shock is moderately rated at 3.88, showing some resilience. Mechanism and resource barriers have a mean of 3.72, pointing to challenges in accessing or utilizing resources effectively. Business operation barriers are noted at 3.65, indicating operational challenges. Overall, the data reflects strong benefits and positive perceptions of CBT, though operational and resource challenges need addressing.

Table 3. Statistical characteristics of respondents (Source: results processed by SPSS 22.0 by researchers)

Parameters	Classification	Distribution	Percentage
Gender	Male	264	83.81
	Female	51	16.19
Age	Less than 24 years	7	2.22
	25 to 54 years	177	56.19
	Above 55 years	131	41.59
Education	Elementary	142	48.08
	Junior high school	97	30.79
	High school	57	18.1
	Above high school	19	6.03

Table 4. Descriptive analysis (Source: results processed by SPSS 22.0 by researchers)

Items	Mean	Std. Deviation
Household characteristics	4.04	0.62
Residents' perception of community tourism	4.07	0.66
Livelihood benefits	4.12	0.59
Tourism resources and market	3.95	0.59
Local CBT development planning and policy	4.13	0.76
Community and kinship organization	3.84	0.65
Impact of adverse events shock	3.88	0.67
Mechanism and resource barriers	3.72	0.64
Business operation barriers	3.65	0.69
Household characteristics	3.86	0.46
Residents' perception of community tourism	3.75	0.52

Table 5. Reliability assessment of variables (Source: results processed by SPSS 22.0 by researchers)

	Cronbach's Alpha	Number of Items
Household characteristics (HC)	.848	5
Residents' perception of community tourism (RP)	.822	3
Livelihood benefits (LB)	.781	3
Tourism resources and market (TR)	.886	7
Local CBT development planning and policy (PP)	.822	4
Community and kinship organization (CK)	.844	4
Impact of adverse events shock (IS)	.863	4
Mechanism and resource barriers (MRB)	.886	7
Business operation barriers (BOB)	.809	4
Intention to participate in CBT (INT)	.808	3
Decision to participate in CBT (DEV)	.810	3

Table 5 demonstrates high reliability for different aspects of CBT, evidenced by Cronbach's Alpha values. Household characteristics (HC) have an alpha of .848 across 5 items, suggesting strong internal consistency. Residents' perception of

community tourism (RP) scores .822 over 3 items, reflecting reliable measurements. Livelihood benefits (LB) have a reliability of .781 across 3 items, slightly lower but still acceptable. Tourism resources and market (TR) have a high alpha of .886 over 7 items, indicating very reliable data. Local CBT development planning and policy (PP) also show high reliability with an alpha of .822 over 4 items. Community and kinship organization (CK) have a reliability of .844 across 4 items. The impact of adverse events shock (IS) scores .863 over 4 items, showing strong internal consistency. Mechanism and resource barriers (MRB) have an alpha of .886 across 7 items, indicating very high reliability. Business operation barriers (BOB) have a reliability of .809 over 4 items. The intention to participate in CBT (INT) and the decision to participate in CBT (DEV) both have alphas slightly above .80, at .808 and .810 respectively, across 3 items each, indicating reliable measures. Overall, the data shows high reliability across most aspects of CBT.

Factor Analysis (EFA)

Table 6 presents the results of the KMO and Bartlett's test of sphericity. KMO > 0.5, so factor analysis is appropriate. Sig. (Bartlett's Test) = 0.000 (sig. < 0.05) indicates that the observed variables included in the EFA analysis are correlated with each other. Independent Variable: There are 7 factors extracted based on the eigenvalue criterion 1.388 > 1, thus these 7 factors summarize the information of the 28 observed variables included in the EFA in the best possible way. The total variance extracted by these factors is 68.561% > 50%, therefore, the 7 extracted factors explain 68.561% of the data variation of the 28 observed variables included in the EFA.

Barrier variable: The rotated matrix results show that 1 factor is extracted from the observed variables included in the EFA. The variance explained is 53.437% at an eigenvalue of 5.878 > 1.

Intention variable: The rotated matrix results show that 1 factor is extracted from the observed variables included in the EFA. The variance explained is 72.264% at an eigenvalue of 2.168 > 1.

Decision variable: The rotated matrix results show that 1 factor is extracted from the observed variables included in the EFA. The variance explained is 72.443% at an eigenvalue of 2.173 > 1.

The factor loadings of the observed variables are all greater than 0.5, indicating that these observed variables significantly contribute to the model.

Table 6. KMO and Bartlett's test of sphericity (Source: results processed by SPSS 22.0 by researchers)

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.858
Independent variables	Bartlett's test of sphericity	Approx. Chi-Square	3998.593
		Df	378
		Sig.	.000
	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.942
Barrier variable	Bartlett's test of sphericity	Approx. Chi-Square	1669.896
		Df	55
		Sig.	.000
	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.698
Intention variable	Bartlett's test of sphericity	Approx. Chi-Square	317.880
		Df	3
		Sig.	.000
	Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.706
Decision variable	Bartlett's test of sphericity	Approx. Chi-Square	315.088
		Df	3
		Sig.	.000

Table 7.1. Correlation analysis with dependent variable INT (Source: results processed by SPSS 22.0 by researchers)

		INT	RP	TR	CK	IS	PP	LB	HC
INT	Pearson Correlation	1	.591**	.616**	.521**	-.376**	.462**	.323**	.335**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
RP	Pearson Correlation	.591**	1	.340**	.229**	-.119*	.167**	.230**	.224**
	Sig. (2-tailed)	.000		.000	.000	.035	.003	.000	.000
TR	Pearson Correlation	.616**	.340**	1	.310**	-.259**	.278**	.224**	.191**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.001
CK	Pearson Correlation	.521**	.229**	.310**	1	-.349**	.430**	.122*	.152**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.030	.007
IS	Pearson Correlation	-.376**	-.119*	-.259**	-.349**	1	-.319**	-.104	-.063
	Sig. (2-tailed)	.000	.035	.000	.000		.000	.066	.262
PP	Pearson Correlation	.462**	.167**	.278**	.430**	-.319**	1	.084	.093
	Sig. (2-tailed)	.000	.003	.000	.000	.000		.135	.098
LB	Pearson Correlation	.323**	.230**	.224**	.122*	-.104	.084	1	.340**
	Sig. (2-tailed)	.000	.000	.000	.030	.066	.135		.000
HC	Pearson Correlation	.335**	.224**	.191**	.152**	-.063	.093	.340**	1
	Sig. (2-tailed)	.000	.000	.001	.007	.262	.098	.000	
**. Correlation is significant at the 0.01 level (2-tailed); *. Correlation is significant at the 0.05 level (2-tailed).									

Correlation test

Tables 7.1 and 7.2 present the correlation analyses with the dependent variables INT and DEV, respectively. Pearson

correlation analysis is employed in this section to determine the suitability of including the components in the regression model. The Pearson correlation coefficient (r) measures the strength of the linear relationship between two quantitative variables. The significance (sig) value indicates whether the relationship between the observed variables is statistically significant.

The results show that all Pearson correlation significance values between the independent variables and the dependent variable are less than 0.05, indicating that the independent variables have a linear correlation with the dependent variable.

The main conclusion from the correlation analysis is that Intention to participate in CBT (INT) is strongly and positively correlated with several key performance metrics, including Tourism resources and market (TR), Residents' perception of community tourism (RP), and Community and kinship organization (CK). Conversely, Impact of adverse events shock (IS) show negative correlations with intelligence and other performance metrics, suggesting a trade-off between interpersonal skills and these performance aspects. The strongest observed correlation is between Decision to participate in CBT (DEV) and Intention to participate in CBT (INT).

Table 7.2. Correlation analysis with dependent variable DEV (Source: results processed by SPSS 22.0 by researchers)

		DEV	INT
DEV	Pearson Correlation	1	.742**
	Sig. (2-tailed)		.000
INT	Pearson Correlation	.742**	1
	Sig. (2-tailed)	.000	
**. Correlation is significant at the 0.01 level (2-tailed).			

Regression model

Regression 1: Dependent Variable: Intention to participate in CBT (INT). Tables 8.1, 8.2, and 8.3 present the results of the multiple regression analysis related to the intention to participate in CBT, including the analysis of variance, multiple regression results, and the coefficients of the model. F-test significance = 0.000 < 0.05, therefore the regression model is significant. Adjusted R-squared is 0.688, indicating that the independent variables included in the regression explain 68.8% of the variation in the dependent variable. The Durbin-Watson value is 1.946, which falls within the range of 1.5 to 2.5, suggesting that the regression results do not suffer from first-order autocorrelation.

Table 8.1. Analysis of variance (ANOVA) (Source: results processed by SPSS 22.0 by researchers)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.700	7	6.671	99.888	.000[b]
	Residual	20.504	307	.067		
	Total	67.205	314			
a. Dependent Variable: Intention to participate in CBT (INT); b. Predictors: (Constant), IS, HC, RP, PP, LB, TR, CK						

Table 8.2. Multiple regression analysis (Source: results processed by SPSS 22.0 by researchers)

Model	R	R Square	Adjusted R Square	Std. Error of the stimate	Durbin-Watson
1	.834[a]	.695	.688	.25844	1.927
a. Predictors: (Constant), IS, HC, RP, PP, LB, TR, CK ; b. Dependent Variable: Intention to participate in CBT (INT)					

Table 8.3. Coefficients; *dependent variable (dv): Intention to participate in CBT (INT) (Source: results processed by SPSS 22.0 by researchers)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.584	.213		2.742	.006		
	HC	.084	.025	.114	3.329	.001	.851	1.174
	RP	.244	.024	.351	10.151	.000	.832	1.202
	LB	.065	.027	.082	2.390	.017	.844	1.185
	TR	.247	.028	.316	8.831	.000	.774	1.291
	PP	.108	.022	.177	4.902	.000	.766	1.305
	CK	.143	.026	.201	5.446	.000	.726	1.377
	IS	-.076	.024	-.110	-3.175	.002	.824	1.213

Table 8.4. Analysis of variance (ANOVA) (Source: results processed by SPSS 22.0 by researchers)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.515	1	46.515	383.661	.000[b]
	Residual	37.948	313	.121		
	Total	84.463	314			
a. Dependent Variable: DEV; b. Predictors: (Constant), INT						

F-test significance = 0.000 < 0.05, therefore the regression model is significant.

The regression results indicate that all variables have an impact on the dependent variable since the t-test significance (Sig) of each independent variable is less than 0.05. The VIF (Variance Inflation Factor) values for the independent variables are all less than 5, indicating that multicollinearity is not present. The regression equation is as follows:

$$INT = 0.114*HC + 0.351*RP + 0.082*LB + 0.316*TR + 0.177*PP + 0.201*CK - 0.11*IS + \varepsilon$$

Regression 2: Dependent Variable: Decision to participate in CBT (DEV)

Tables 8.4, 8.5, and 8.6 showcase the outcomes of the multiple regression analysis concerning the decision to participate in CBT, encompassing the analysis of variance, detailed regression findings, and the model's coefficients.

Table 8.5. Multiple regression analysis (Source: results processed by SPSS 22.0 by researchers)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.742ᵃ	.551	.549	.34820	1.847
a. Predictors: (Constant), INT; b. Dependent Variable: DEV					

Table 8.6. Coefficients; *dependent variable (dv): Decision to
participate in CBT (DEV) (Source: results processed by SPSS 22.0 by researchers)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.542	.165		3.281	.001		
	INT	.832	.042	.742	19.587	.000	1.000	1.000

Adjusted R-squared is 0.549, indicating that the independent variables included in the regression explain 54.9% of the variation in the dependent variable. The Durbin-Watson value is 1.847, which falls within the range of 1.5 to 2.5, suggesting that the regression results do not suffer from first-order autocorrelation.

The regression results indicate that the variable INT has an impact on DEV since the t-test significance (Sig) is less than 0.05. The regression equation is as follows: $DEV = 0.742 \times INT + \varepsilon$

The moderating factor of the relationship between intention and decision

According to Baron and Kenny (1986), a moderating variable is one that alters the strength and direction of the relationship between the independent and dependent variables. Traditionally, for a variable to be considered a moderator, (1) it should not be related to either the independent or dependent variables, and (2) the interaction term X*W must have an effect on Y. However, according to a new approach, condition (1) does not necessarily have to be met; it is sufficient if condition (2) is satisfied to conclude that there is a moderating effect. Evaluate the moderating relationship using the bootstrapping technique (5000 samples) via the Process macro in SPSS. Mechanism and Resource Barriers (MRB). Tables 9.1 and 9.2 present the results of the moderating variable MRB on the relationship between intention and decision to participate in CBT, including the model summary and the impact of the moderating variable.

Product terms key: Int_1: INT x MRB; Test(s) of highest order unconditional interaction(s):

Table 9.1. Results of moderating variable MRB on the relationship between
intention and decision to participate (Source: results processed by SPSS 22.0 by researchers)

Model Summary						
		R	R-sq	MSE	F	df1
		.766	.587	.112	147.541	3.000
Model	coeff	se	t	p	LLCI	ULCI
constant	3.748	.019	198.505	.000	3.711	3.785
INT	.837	.041	20.465	.000	.757	.918
MRB	-.031	.030	-1.052	.294	-.090	.027
Int_1	-.350	.071	-4.942	.000	-.489	-.210

Table 9.2. Results of testing the impact of moderating variable MRB(Source: results processed by SPSS 22.0 by researchers)

	R2-chng	F	df1	df2	p
X*W	.032	24.420	1.000	311.000	.000

The variable Int_1 has a t-test p_value of 0.000 < 0.05, indicating that MRB moderates the impact of INT on DEC. The moderating coefficient is -0.350 < 0, indicating that an increase in MRB reduces the impact of INT on DEC.

The interaction variable X*W is highly statistically significant and increases the explanatory power of the model by an additional 3.2% (p < 0.001). Business Operation Barriers (BOB). Tables 9.3 and 9.4 provide the analysis results of the moderating effect of the variable BOB on the relationship between intention and decision to participate in CBT, including a model summary and the specific impact of the moderating variable.

Product terms key: Int_1: INT x BOB; Test(s) of highest order unconditional interaction(s):

Table 9.3. Results of moderating variable BOB on the relationship between
intention and decision to participate (Source: results processed by SPSS 22.0 by researchers)

Model Summary						
		R	R-sq	MSE	F	df1
		.765	.585	.113	145.940	3.000
Model	coeff	se	t	p	LLCI	ULCI
constant	3.748	.019	197.847	.000	3.711	3.785
INT	.841	.041	20.480	.000	.760	.922
BOB	-.029	.028	-1.041	.299	-.083	.026
Int_1	-.323	.066	-4.928	.000	-.452	-.194

Table 9.4. Results of testing the impact of moderating variable BOB   (Source: results processed by SPSS 22.0 by researchers)

	R2-chng	F	df1	df2	p
X*W	.032	24.288	1.000	311.000	.000

The variable Int_1 has a t-test p_value of 0.000 < 0.05, indicating that BOB moderates the impact of INT on DEC. The moderating coefficient is -0.323 < 0, indicating that an increase in BOB reduce. The interaction variable X*W is highly statistically significant and increases the explanatory power of the model by an additional 3.2% (p < 0.001).

DISCUSSION

The study examines factors influencing community participation in community-based tourism (CBT) in the central coastal lagoon region of Vietnam. The results show that community awareness (coefficient 0.351) and tourism resources (coefficient 0.316) are the most significant factors, aligning with Tosun (2000) and Okazaki (2008). Planning and development strategies (coefficient 0.177) and community organization and kinship (coefficient 0.201) also positively influence participation, consistent with Hall (2000) and Cole (2006). Household characteristics (coefficient 0.114) and livelihood benefits (coefficient 0.082) have less impact, partially contrasting with Kim et al. (2013) and Alrwajfah et al. (2019). This discrepancy due to the unique socio-economic context of the region, where CBT is still developing, and some areas have yet to experience clear economic benefits from tourism activities.

Adverse events (negative coefficient -0.11) significantly deter participation, particularly relevant during the COVID-19 pandemic, supporting the findings of Gössling et al. (2020) and Van Tuyen et al. (2023). This highlights the need for resilience-building measures and adaptive strategies to mitigate such effects on community tourism. The study confirms that intention (coefficient 0.742) is a critical predictor of actual participation, consistent with Blackstock (2005) and Mendoza-Ramos and Prideaux (2017). The detailed classification of policy and business operation barriers provides a nuanced understanding of their negative impact on participation, building on Kim et al. (2013) and Lee (2013). The positive influence of community organization and kinship (coefficient 0.201) underscores the importance of social networks in promoting tourism participation. Furthermore, the focus on the impact of adverse events, such as COVID-19, offers critical insights into the resilience of CBT, aligning with Sharma et al. (2023). Overall, the findings highlight the importance of enhancing awareness, developing tourism resources, and providing supportive frameworks to promote sustainable CBT and improve local livelihoods in the central coastal lagoon region of Vietnam.

CONCLUSION

The study clarified that community participation in tourism is driven not only by economic benefits but also by awareness and support from policy frameworks and community organizations. Community awareness of tourism resources and benefits from participating in community-based tourism is the most significant factor, with the highest coefficient of 0.351. Factors such as tourism resources and market, government and organizational planning and development, as well as community and kinship organization, also significantly impact residents' intentions to participate. Household characteristics and livelihood benefits have lower coefficients, indicating a need to focus on raising awareness and developing tourism resources rather than solely relying on economic factors. However, adverse events such as natural disasters and the COVID-19 pandemic negatively impact residents' participation intentions. This is particularly relevant in the context of the COVID-19 pandemic's strong impact on the global tourism industry. The study also confirms that intention plays a critical role in determining actual participation behavior in community-based tourism. This finding aligns with previous studies on the impact of community-based tourism in enhancing social cohesion and cultural preservation.

Additionally, the study highlights that policy and business operation barriers negatively impact participation intentions. These barriers include complex regulations, restrictive policies, high compliance costs, and a lack of business skills and training. The detailed analysis of specific barrier groups and their effects is a unique aspect of this study, helping to build effective strategies to encourage community participation in community-based tourism.

By enhancing awareness, developing tourism resources, and providing supportive frameworks from policies and organizations, community-based tourism can significantly contribute to sustainable development and improve the livelihoods of residents in the coastal lagoon areas of central Vietnam.

Ethical considerations and Data collection process:

These studies were conducted in adherence to established research ethics, which encompass fundamental principles of ethical research, including obtaining informed consent and safeguarding participant confidentiality. The research ethics and study protocol received approval from the Research Ethics Committee of Hue University (ID: 949/QD-DHH). Moreover, this research forms a component of a doctoral thesis and adheres to the regulations set forth by the University of Agriculture and Forestry, Hue University. Before collecting data, ethical principles were strictly adhered to, and consent was obtained from all participants for their involvement in the research. Most surveys and interviews were conducted in person at the local level. Clear instructions were provided to all participants before conducting interviews. Data collection took place from May 2022 to December 2023.

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