

Analysis on the Stakeholders of Ecotourism in Viet Nam

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ABSTRACT: In the process of ecotourism practice, conflicts and contradictions between stakeholders have become increasingly intensified, and have become an important factor restricting the sustainable development of ecotourism. This article tries to use stakeholder theory to analyze the stakeholders of ecotourism. Identify the main stakeholders of ecotourism, clarify their role in the practice of ecotourism, and believe that the local community is the most critical group in the ecotourism system. On the basis of this analysis, we try to clarify and coordinate the intricate relationships between multiple stakeholders, find the intersections of mutual interests, and try to discuss stakeholder management, it is proposed to implement a common governance model of community participation in ecotourism on the basis of clear property rights.

KEYWORDS: Ecotourism; Ecotourism view.

I. INTRODUCTION

Although there is no fully unified statement about ecotourism, it has a core connotation, that is, ecotourism is a way of tourism that emphasizes the harmony and unity of people and the environment. On the basis of summing up scholars from all over the world, the author believes that ecotourism is: In order to understand the local natural environment and historical and cultural knowledge, and go to tourist destinations to engage in tourism activities, the premise of this specific tourism method is to not change the local ecological environment system, increase the economic development opportunities of the destination, and make the destination rely on tourism to get rid of poverty and become rich, and enable local residents to enjoy the fruits of tourism development. It contains the following features: (1). The tourist destination is a "natural area" or a "specific cultural area", and the area may be a realistic administrative area, or it may be

borderless; (2). The purpose of such tourism activities is to understand local historical and cultural knowledge, or to appreciate and study the biological tribal system and related cultural characteristics, etc.; (3). The principle of engaging in this tourism activity is not to damage the integrity of the local ecological environment system, and to increase the interests of local residents on the basis of protecting the resources and environment.

II. THE MAIN STAKEHOLDERS OF ECOTOURISM

The main stakeholders of sustainable tourism include: local communities (people directly or indirectly engaged in the tourism industry, people working in enterprises), government agencies (relevant departments of the central and local governments), tourism enterprise (including travel, accommodation, transportation, shopping, entertainment and other six major aspects of operators, retailers, etc.), tourists (mass tourists, individual tourists, eco-tourists, etc.), related interest groups (environmental protection, wildlife, social groups, workers' rights defenders and other civil organizations), experts (academic researchers, social critics, policy consultants), news media, etc. Based on the above research, this article focuses on the analysis of the five key stakeholders of government, protected areas, local communities, tourism companies, and ecotourists and their internal relationships. It needs to be pointed out that the local community is located at the core of the five, playing the role of bond and bridge, and it is also the most important stakeholder in the sustainable development of ecotourism.

1. Government

The main task of the government is to formulate ecotourism laws and policies based on the actual development situation, draw up overall development plans, set up a working framework,

build a series of systems and systems, and escort the development of ecotourism. At the same time, in line with tourists, tourism companies, the local community residents should take a responsible attitude and do a good job of related management. Therefore, the government is also an effective and important stakeholder in the development of ecotourism.

2. Protected area

The protected areas and ecotourism scenic spots on which resources and the environment rely are the foundation of the ecotourism system. They carry the development of all ecotourism activities.

3. Tourism enterprises

Tourism companies are important technology and capital investors for ecotourism, but they are often described as short-sighted and profit-seeking roles.

4. Local community residents

In the ecotourism system, community residents seem to be particularly important. They are not only the main beneficiaries, but also an organic part of the entire social and cultural environment. It is even because of their existence that the local humane ecotourism resources are more uniquely attractive, but on the other hand, they are also sensitive and fragile, and are easily affected by the negative aspects of ecotourism. Therefore, local community residents are the most critical group of the main stakeholders of ecotourism, and the decision-making and benefit distribution in tourism development planning should allow them to participate. They have the right to speak, participate in, and claim the appropriate economic sharing of community ecotourism. Even the right to control, instead of succumbing to the dominated, the beneficiaries, and the marginalized groups under mandatory government orders.

5. Ecotourists

Ecotourists are the key link in the source of profit in the tourism product value chain. Obtaining high-quality tourism experience and personally participating in the destination experience are their main demands. They hope that the ecological and cultural environment of the reserve will be in a more harmonious state, and they are willing and is willing to build long-term and stable connections with local communities, and plays an indelible role in the collision and sublimation of local culture and external cultural exchanges.

III. THE PERFORMANCE OF ECOTOURISM STAKEHOLDER RELATIONSHIP CONFLICTS

1. Between governments

Judging from the current status of ecotourism, there are conflicts and conflicts of interest among government departments at various levels, functions, and regions related to ecotourism. The ownership of tourism resources by the whole people is actually the virtualization of ownership, and the government as the resource owner takes advantage of the virtuality. In this process, various and complicated relationships such as divisions, functional conflicts, and interest competitions are formed in the jurisdiction, control and sharing rights of various departments over ecological resources. For example, a national forest park is under the jurisdiction of the local government on the one hand, but on the other hand, the business is under the jurisdiction of the provincial forestry department, forming multiple management, resulting in confusion. As for the social, public welfare, and highly contributive protection and publicity activities that are difficult to obtain good economic returns, various interest departments are unwilling to bear corresponding responsibilities, and the economy is showing obvious benefits. In addition, the excessive interest-driven nature will also make the government unconsciously biased in morality when making tourism planning decisions, especially when developing tourism in some ecologically fragile and sensitive areas, it will not violate the law but not comply with the law. Initiatives based on principles of sustainable development. Such short-sighted behaviors will cause inefficiency and disorder in the allocation of ecotourism resources, trigger economic adverse selection and moral hazard, and are a tumor hidden in the development of ecotourism. When the problem accumulates to a certain extent, the tumor spreads and becomes out of control, seriously threatening the development of ecotourism.

2. Between the government and local communities

The establishment of protected areas often forces local residents to relocate, traditional production and lifestyle are prohibited but fail to provide the necessary life alternatives, bear most of the external uneconomics of tourism, and become bearers of negative impacts. District management, decision-making, and distribution of benefits exclude local residents. Even if they participate, they can only get very little income, causing residents to distrust and even resist the government.

3. Local communities and ecotourists

In ecotourism, tourists get a good travel experience by contacting and interacting with local residents. Tourists hope to get in touch with local residents as much as possible, taste the original

local culture, and participate in their daily lives. Local residents are due to the limitations of their own quality, they are not willing to be economically backward, and are eager to quickly get rid of poverty and become rich through the development of tourism. The scenes of the tourists are also processed and manufactured. It has become a contradiction that is difficult to reconcile in the development of ecotourism. To coordinate the relationship between local communities and ecotourists, it is necessary to achieve equality and cooperation in the true sense of the two, to achieve mutual understanding, mutual appreciation, and mutual benefit respect, avoid a single consumer culture, avoid the emergence of a strong psychological force of one party, avoid the invasion of the culture of ethnic minorities by a strong culture, and maintain the diversity of ecological culture.

IV. RECOMMENDATIONS

1. Cultivate qualified stakeholders and coordinate their conflicts

First of all, the government plays a leading role, and it should become the regulator of ecotourism. Under the guidance of the concept of scientific sustainable development, the government prepares local ecotourism plans, formulates general frameworks and restrictions, and coordinates the conflicts between various stakeholders. Promote their communication and cooperation, supervise the business behaviors of various tourism companies, and take effective measures to protect the ecological environment. At the same time, join the integration of community residents, provide them with education and training opportunities, change their concept of participation, and create employment opportunities for them, So that local community residents can enjoy the fruits of happiness brought by tourism development to the greatest extent. Under the influence of such a community-based scientific tourism development concept, community residents' enthusiasm for participating in tourism development will be strengthened, and the correctness of development decisions will be higher. It has changed the previous top-down imperative approach, and it has indeed promoted a qualitative leap in the local economy, culture, and society through tourism development. From the beginning to the end, community residents have been the core of my country's ecotourism development. It should be the beneficiary and protector of tourism development. In addition, with the help of the executive role of tourism companies, it serves ecotourism. Through active incentives, it can gain market competition

advantages, which can be manifested as preferential taxation, certification services, compensation allowances, etc. In addition, penalties and rewards are At the same time, through mandatory requirements, make it more standardized in operation and management, specific methods such as protection contracts, franchise qualifications, penalties for violations of laws and regulations, etc. Finally, tourists personally practice the concept of ecological development and consciously abide by the tourist destination to minimize damage to the ecological environment and strive to be qualified ecotourists.

2. Reasonably arrange property rights and implement joint governance

- Some scholars have pointed out that a reasonable corporate governance structure should be that all stakeholders jointly own ownership and jointly govern the enterprise, that is, common governance. The core of common governance is to ensure that each property right subject has equal participation in the enterprise through formal institutional arrangements within the enterprise ownership distribution opportunities, and at the same time rely on the mechanism of mutual supervision to check and balance the behavior of various property rights subjects. The company's governance objectives have also been expanded from maximizing shareholder benefits to maximizing the benefits of stakeholders, that is, maximizing the overall benefits of the company. The development of ecotourism a common governance model should also be established on the basis of clear property rights. Based on the above-mentioned research on ecotourism stakeholders and their relationships, the development of ecotourism puts community participation at the core link, emphasizing the scientific concept of ecological development based on the community level. Residents present the most authentic and simple cultural essence to tourists, and other stakeholders carry out activities around the community, and most of the economic benefit income is retained in the internal circulation of the community, so as to protect the local natural environment and history and culture, and promote the comprehensive development of the local area.

- Ownership of ownership is the basis for common governance and the theoretical basis for the protection of the interests of stakeholders. Property rights refer to the mutually recognized behavioral relationship between people caused by the existence of things and their use, and the arrangement of property rights is determined In order for each person to correspond to the norms of the time of things, everyone must abide by the

mutual relationship between him and other people, or bear the cost of not complying with this relationship. The important role of property rights is to internalize externalities and promote exchange Fairness. Reasonable property rights arrangements can efficiently allocate and utilize scarce resources, encourage people to make the best use of them, and maximize benefits. my country's tourism resources are owned by the whole people, and the central and all levels of government are the owners. In tourism in the process of development, the government should position itself, clarify the property rights of resources, and clarify the relationship between ownership, management, and management. Tourism resources, especially resources with high value and taste, and strong scarcity, have an unquestionable ownership for the country, management and management rights should also be held in the hands of the government. Only in this way can the development concept of ecotourism be implemented and the interests of stakeholders can be protected.

- Coase pointed out in the "Nature of the Enterprise" that the operation of the market has a cost, by forming an organization and allowing an authority to control resources, certain market operating costs can be saved. Therefore, it is a road worth exploring for the community to participate in the development of ecotourism and integrate into the corporate business model. Community residents, investors, governments, etc., jointly fund to build community ecotourism enterprises according to different share ratios. The enterprise undertakes the important task of local tourism development, the community, investors, and the government jointly participate in the decision-making of the enterprise, and develop together while checking and balancing each other. Other stakeholders can also buy shares of their resources, and enjoy the benefits of business operations through cooperation, giving consumption surplus, and enhancing product value. The government and investors can also get benefit sharing in tourism development, co-governance, and a win-win situation for the three.

V. CONCLUSION

Facts have proved that the joint establishment of tourism enterprises by all stakeholders is an effective way to promote the sustainable development of destination ecotourism. However, this article is not in-depth on how to establish a reasonable benefit coordination and distribution mechanism, and further research is needed in the future.

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