

HUE UNIVERSITY
SCHOOL OF HOSPITALITY AND TOURISM



TRUONG THI THU LANH

**FACTORS AFFECTING RESIDENTS' INTENTION
TO PARTICIPATE IN MARINE TOURISM
DEVELOPMENT IN BINH THUAN**

Major: Tourism
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SUMMARY OF TOURISM DOCTORAL DISSERTATION

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Supervisors: **Assoc. Prof. Dr. Le Chi Cong**
Dr. Ho Thi Huong Lan

Reviewer 1:
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Reviewer 2:
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Reviewer 3:
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PART I. INTRODUCTION

1. Research background

Marine tourism development at destinations not only affects the economy but also influences the social, cultural, and living environment of residents, particularly coastal residents whose livelihoods, cultural life, and living environment are closely linked to marine and coastal resources (Hamzah et al., 2024). Therefore, destination management policies consistently emphasize the role of residents' participation as a key factor in achieving sustainable marine tourism development (Matarrita-Cascante et al., 2010).

Research on residents' participation in marine tourism development has been conducted for decades and continues to attract scholarly attention. Early studies primarily focused on residents' perception of tourism development impacts (Robinson et al., 2019; Unhasuta et al., 2021; Bartis & Madlwabinga, 2020; Riyanto et al., 2023), residents' attitudes toward tourism development (Presenza et al., 2013; Del Chiappa et al., 2018; Hsu et al., 2019;). More recently, residents' intention to support tourism has received increasing attention from researchers (Erul & Woosnam, 2022; Porras-Bueno, 2024). However, studies examining residents' intentions to participate in tourism development remain limited.

Besides, recent research has increasingly emphasized residents' emotional factors (Del Chiappa et al., 2018; Wong et al., 2022; Erul & Woosnam, 2022). Previous studies have demonstrated that community pride significantly influences residents' support. (Pookaiyaudom, 2015; Yoopetch, 2022). However, the role of community pride as a mediating mechanism between positive perceptions and residents' intention to participate in marine tourism development remains underexplored.

Furthermore, the Theory of Planned Behavior (TPB) has been widely used to explain tourists' intention behavior; however, residents' intention to participate in marine tourism is not considered fully (Yen & Kerstetter, 2008; Erul et al., 2020; Wong et al., 2022). A key limitation of TPB is that it has not clarified the origin of residents' attitudes. In contrast, Social Exchange Theory (SET) suggests that individuals are more willing to participate when they perceive the benefits to outweigh the costs (Ap, 1992). Previous studies have largely treated perceptions of the positive economic, social, and environmental impacts of tourism as outcomes of tourism development (Ap, 1992; Wu & Chen, 2018; Wei & Lin, 2025), rather than integrating them into TPB as antecedents of attitude. This gap highlights the need to extend TPB by integrating SET and incorporating perceived positive impacts as an additional construct to better explain residents' intention to participate in marine tourism development.

TPB can also be extended to explain continued participation intention (Ajzen, 1991; Kim & Han, 2010). Attitude, subjective norm, and perceived behavioral control all have the potential to sustain long-term behavioral intentions (Meng & Cui, 2020; Bianchi, 2022; Gao et al., 2026). However, a current research gap remains in the insufficient consideration of the SET-based benefit-cost mechanism in explaining continued participation intention.

Vietnam's tourism has shown positive developments following the COVID-19 period. In addition, national policies such as Decision No.147/QĐ – TTg (Prime Minister, 2020), Decision No.509/QĐ – TTg (Prime Minister, 2024), and Resolution No.36 – NQ/TW (Central Committee of the Communist Party, 2018) all emphasize the orientation of developing marine tourism as a key product, while also require development that ensures harmony among economic growth,

environmental protection, and the socio – cultural well – being of coastal residents. Thus, participation and benefit-sharing among coastal residents are key to ensuring sustainable marine tourism development.

Binh Thuan is one of the provinces with outstanding advantages in marine tourism, featuring well-known destinations such as Mui Ne – Phan Thiet, Phu Quy Island, fishing villages, and distinctive coastal culture. Following the administrative merger into Lam Dong province, tourism development policies have positioned marine tourism in the eastern region as a key pillar (Lam Dong Provincial People’s Committee, 2025) and have promoted community-based tourism development across the province (Lam Dong Provincial People’s Committee, 2026). Current policy emphasizes the importance of residents’ participation in tourism development; however, there remains a lack of empirical evidence to explain the mechanisms shaping their intentions.

Addressing theoretical and practical gaps, this study, entitled “Factors influencing residents’ intention to participate in marine tourism development in Binh Thuan”, aims to identify the factors influencing residents’ intention to participate in marine tourism development and propose managerial implications to foster residents’ participation in marine tourism development toward sustainability.

2. Research objectives

General objectives: The main objective of this dissertation is to examine the factors influencing residents’ intention to participate in marine tourism development activities in Binh Thuan province. Based on the empirical findings, the study aims to propose policy recommendations to foster residents’ participation in the development of sustainable marine tourism.

Specific objectives:

First, to employ an integrated framework of the extended TPB and SET to examine the mechanism of residents' behavioral intention to participate in marine tourism development in Binh Thuan province.

Second, to examine the mediating role of community pride between perceived positive tourism impacts (economic, environmental, and socio-cultural) and residents' intention to participate in marine tourism development in Binh Thuan province.

Third, to test how attitude mediates the relationship between the perceived positive impacts of marine tourism (economic, environmental, and socio-cultural) and residents' intention to participate in marine tourism development in Binh Thuan province.

Fourth, to analyze the moderating role of participation status (participants and nonparticipants) in the relationships among perceived positive impacts of marine tourism development, attitude, community pride, subjective norm, perceived behavioral control, and residents' intention to participate in marine tourism development in Binh Thuan province.

Fifth, to propose practical recommendations and policy implications for relevant stakeholders to foster residents' intention to participate in marine tourism development in Binh Thuan province.

3. Research object

The research object encompasses the theoretical and practical dimensions of factors influencing residents' intention to participate in marine tourism development in Binh Thuan province.

The survey sample comprises residents of households in the coastal areas of Binh Thuan province.

4. Research scope

Content scope: This study analyzes the mechanism of residents' intention to participate in marine tourism development by integrating the extended TPB, SET, Social Identity Theory (SIT), and the Cognitive-Affective-Conative (CAC) model. Key variables examined include perceived positive aspects of marine tourism (economic, environmental, and socio-cultural), attitudes, community pride, subjective norm, perceived behavioral control, and behavioral intentions. Furthermore, tests the mediating roles of attitude and community pride, as well as the moderating effect of participation status (participants and nonparticipants).

Spatial scope: The study was conducted in key coastal areas of Binh Thuan province. Ham Thuan Nam and Ham Tan districts, Lagi town, Phan Thiet city, and Phu Quy island.

Time Range:

Documents from 1997 to March 2026 to trace thematic evolution over time. Documents from 2008 to 2025 for content analysis. Data for the area research were collected during the period 2022 – 2024.

Primary data: In-depth expert interviews from October 2024 to January 2025, a residents' survey from February to June 2025, and expert consultations from October to November 2025.

5. Structure

Part I. Introduction:

Part II. The content of the study, including 4 chapters, is as follows:

Chapter 1: Theoretical basis for factors affecting residents' intention to participate in marine tourism development.

Chapter 2: Characteristics of the area and research methods.

Chapter 3: Research results

Chapter 4: Discussing management outcomes and implications

Part III. Conclusion

PART II. RESEARCH CONTENT
CHAPTER 1. THEORETICAL BASIS OF FACTORS
AFFECTING RESIDENTS' INTENT TO PARTICIPATE
IN THE MARINE TOURISM DEVELOPMENT

1.1. Concepts related

1.1.1 Development of marine tourism

1.1.1.1 Marine tourism

Marine tourism is a form of tourism in which sightseeing, leisure, and recreational activities occur in coastal areas and marine environments, and at corresponding onshore tourism facilities and infrastructure. Typical activities include beach-based sightseeing and recreation, marine sports, marine ecotourism, cruising, swimming, and diving. The supporting infrastructure encompasses accommodation, transportation, food and beverage services, shopping, and other related tourism services.

1.1.1.2 Marine Tourism development

Marine tourism development can be understood as “the rational utilization of marine and island resources, tourism infrastructure and facilities, human resources, and other relevant resources to satisfy tourists’ needs, thereby generating income and enhancing socio-economic contributions at both national and local levels, while ensuring the protection of marine resources and ecological environments as well as maintaining national security and defense” (Tuán, 2016).

1.1.2 Residents’ intention to participate in marine tourism development

1.1.2.1 Residents

Residents are defined as community members who maintain a permanent, stable place of residence in the destination. They understand local customs and culture and are directly or indirectly

affected by tourism activities through economic, environmental, and socio-cultural impacts.

1.1.2.2 Residents' participation in tourism development

Residents' participation in tourism development is conceptualized as voluntary engagement in tourism-related activities. Residents' participation includes three forms: (i) direct involvement in the provision of tourism services; (ii) indirect involvement and supporting tourism development activities; and (iii) involvement in the conservation and protection of local tourism resources.

1.1.2.3 Residents' intention to participate in marine tourism development

Residents' intention to participate in marine tourism development is defined as their psychological readiness to engage in marine tourism-related activities within their community. This intention reflects residents' expectations, willingness, plans, and commitment to participate. It is conceptualized from two perspectives: (i) initial participation intention, referring to residents who have never previously participated in marine tourism development activities; and (ii) continued participation intention, referring to residents who have participated or are currently participating in such activities. This conceptualization enables a more comprehensive assessment of both residents' initial motivation and their sustained commitment to the marine tourism development process.

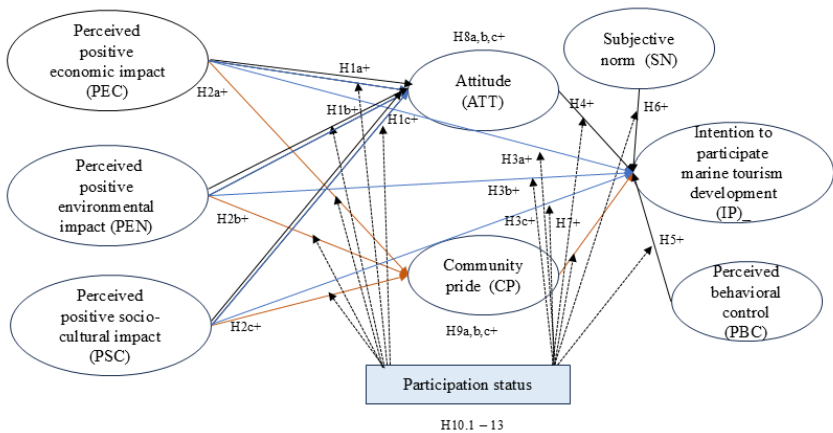
1.1.3 Theoretical Framework

- Theory of Planned Behavior
- Social Exchange Theory
- Social Identity Theory
- Cognition – Affect – Conation Model

1.1.4 Factors influencing residents' intention to participate in marine tourism development are examined in this study

- Perceived positive economic impacts of marine tourism (PEC)
- Perceived positive environmental impacts of marine tourism (PEN)
- Perceived positive socio-cultural impacts of marine tourism (PSC)
- Attitude (ATT)
- Community pride (CP)
- Subjective norm (SN)
- Perceived behavioral control (PBC)

1.1.5 Proposed Conceptual Framework



CHAPTER 2. RESEARCH CONTEXT AND RESEARCH METHODOLOGY

2.1 Characteristics of the research context

Binh Thuan is one of Vietnam's leading marine tourism destinations, with Mui Ne – Phan Thiet, Phu Quy Island, traditional festivals, and coastal fishing communities as distinctive tourism resources that enhance the destination's attractiveness.

2.2 Research Methods

Desk research involved a bibliometric and content analysis to identify research gaps, determine theoretical foundations, identify factors, identify measurement scales, and propose research models.

Quantitative pre-qualitative research through in-depth interviews with experts ($n = 6$) and focus group discussions with residents ($n = 12$) was conducted to explore their participation in marine tourism development activities and to refine the measurement scales. Qualitative post-quantitative research aims to confirm the results through expert consultation ($n = 10$).

The quantitative phase comprised a pilot survey ($n = 50$) and a primary survey ($n = 575$).

The pilot survey was conducted to assess the clarity and to evaluate the preliminary reliability of the measurement scales using Cronbach's alpha. The primary survey data were used to assess scale reliability using Cronbach's alpha and to conduct exploratory factor analysis (EFA) in SPSS 27. The measurement model was evaluated using confirmatory factor analysis (CFA), measurement invariance assessment, common method bias (CMB) assessment, and normality assessment. Finally, the structural model was examined using structural equation modeling (SEM), and multi-group analysis was implemented in AMOS 28.

CHAPTER 3. RESEARCH RESULTS

3.1. Sample characteristics

The respondents (86.7%) had resided in the study area for more than 10 years; 49.6% had a monthly income between VND 5 million and VND 11 million; 32.9% held a university degree; 53.7% were married; and 40.4% were employed in tourism-related occupations.

3.2 Exploring the factors influencing residents' intention to participate in marine tourism development

The measurement scales demonstrated reliability in the preliminary assessment, as indicated by Cronbach's alpha and EFA. Eight constructs and 32 measurement items met the required psychometric criteria for subsequent analyses.

3.3 Confirming the factors influencing residents' intention to participate in marine tourism development

The measurement model demonstrated a satisfactory fit (Chi-Square/df = 1.753, GFI = 0.917, RMSEA = 0.038, NFI = 0.920, TLI = 0.959, and CFI = 0.964). Convergent validity was confirmed using standardized regression weights and AVE values above 0.50. Reliability was supported by Cronbach's alpha and CR values exceeding 0.70. Discriminant validity was established using the Fornell–Larcker criterion, in which the square root of each construct's AVE exceeded its correlations with other constructs, and the heterotrait–monotrait ratio (HTMT), with all values below the recommended threshold of 0.85.

3.4 Measurement invariance assessment

The unconstrained model demonstrated a satisfactory fit to the data across the two groups, and the results of the measurement invariance test were not statistically significant. Therefore, measurement invariance between the two groups was established.

3.5 Assessment of common method bias (CMB) and normality

Common Method Bias (CMB) was assessed using the Latent Common Factor (LCF), which was not statistically significant, suggesting that CMB does not pose a serious concern in this study.

The normality assessment indicated that the data satisfied the assumptions of univariate normality but not multivariate normality. Therefore, bootstrapping with 5,000 resamples was employed in the SEM analysis.

3.6 Factors influencing residents' intention to participate in marine tourism development

Model fit: The SEM results indicate a good fit (Chi-square/df = 1.912, GFI = 0.908, RMSEA = 0.042, NFI = 0.912, TLI = 0.950, and CFI = 0.956).

Results of direct hypothesis testing: 10/13 proposed hypotheses are supported. Specifically:

Table 3.7 Summary of results of direct hypothesis testing

No	Hypothesis		<i>B</i>	t - value	95% BC Bootstrap CI	Conclusion
1	PEC -> ATT	H1a	0,357***	5,817	[0,212;0,59]	supported
2	PEN -> ATT	H1b	0,241***	3,904	[0,065;0,513]	supported
3	PSC -> ATT	H1c	0,264***	4,405	[0,149;0,49]	supported
4	PEC -> CP	H2a	0,453***	7,601	[0,269;0,657]	supported
5	PEN -> CP	H2b	0,193***	3,393	[0,021;0,404]	supported
6	PSC -> CP	H2c	0,255***	4,575	[0,106;0,493]	supported
7	PEC -> IP	H3a	-0,039n/s	-0,529	[-0,200;0,111]	Not supported

No	Hypothesis		B	t - value	95% BC Bootstrap CI	Conclusion
8	PEN-> IP	H3b	0,042n/s	0,682	[-0,084;0,163]	Not supported
9	PSC -> IP	H3c	-0,047n/s	-0,621	[-0,248;0,116]	Not supported
10	ATT -> IP	H4	0,339***	5,156	[0,146;0,419]	supported
11	PBC -> IP	H5	0,221***	3,644	[0,039;0,357]	supported
12	SN-> IP	H6	0,200***	3,369	[0,05;0,273]	supported
13	CP -> IP	H7	0,245***	3,561	[0,081;0,357]	supported
Df = 440, $\chi^2 = 841,457$, P = 0,000. $\chi^2/df = 1,912$, GFI = 0,908, RMSEA = 0,042, NFI = 0,912, TLI = 0,950, CFI = 0,956.						
Squared Multiple Correlations (R^2): Attitude (ATT) = 0,557; IP (intention to participate) = 0,605; CP(Community pride) = 0,618.						

Notes: *** $P \leq 0.001$; NS: Not statistically significant.

Source: Summary of research results (2025)

3.7 Mediating effects of attitude and community pride

The results indicate that all 6/6 proposed mediation hypotheses are supported.

Attitude plays a fully mediating role in the relationship between PEC and IP (H8a) ($\beta = 0.121$, $p = 0.001$). Similarly, attitude fully mediates the relationship between PEN and IP (H8b) ($\beta = 0.082$, $p = 0.009$). In addition, attitude fully mediates the relationship between PSC and IP (H8c) ($\beta = 0.089$, $p = 0.001$).

Community pride fully mediates the relationship between PEC and IP (H9a) ($\beta = 0.111$, $p = 0.002$). Similarly, community pride fully mediates the relationship between PEN and IP (H9b) ($\beta = 0.047$, $p = 0.026$). In addition, community pride fully mediates the relationship between the PSC and IP (H9c) ($\beta = 0.063$, $p = 0.005$).

3.8 Moderating effect of participation status

The structural weights comparison indicated a significant difference between the constrained and unconstrained models, confirming the moderating effect of participation status.

The multi-group analysis identified two significant differences in relationships between the two groups. (i) PEN had a positive effect on ATT among participants ($\beta = 0.371$, $p = 0.000$), but not significant among nonparticipants in marine tourism development activities ($\beta = 0.148$, $p = 0.101$). (ii) ATT had a positive effect on IP that was stronger among participants ($\beta = 0.550$, $p = 0.000$) than among nonparticipants in marine tourism development activities ($\beta = 0.196$, $p = 0.026$).

CHAPTER 4. DISCUSSION AND MANAGERIAL IMPLICATIONS

4.1 Discussion of the findings

The role of perceived positive (economic, environmental, and socio-cultural) impacts of marine tourism (PEC, PEN, PSC)

PEC, PEN, and PSC were found to positively influence residents' attitudes and community pride. These findings suggest that destination stakeholders should implement policies and programs that optimize and equitably distribute tourism benefits, diversify local livelihoods, preserve and promote socio-cultural values, and strengthen environmental awareness and conservation practices. Such initiatives can reinforce residents' positive perceptions, thereby fostering a more favorable attitude and stronger community pride.

However, PEC, PEN, and PSC do not directly foster residents' intention to participate in marine tourism development activities. This implies that policies are necessary to remove bottlenecks that hinder people's intention to participate in the development of marine tourism in economic, environmental, and sociocultural aspects.

The role of attitude (ATT)

ATT was found to have a significant positive effect on residents' intention to participate in marine tourism development. Therefore, government authorities should implement transparent policies regarding the benefits of participation, ensure the equitable distribution of tourism benefits, and strengthen residents' roles in marine tourism development strategies to enhance their intention to participate.

The role of perceived behavioral control (PBC)

PBC influenced residents' intention. Accordingly, stakeholders should implement coordinated policies and capacity-

building initiatives that increase their confidence and willingness to engage in marine tourism development activities.

The role of subjective norm

SN positively influenced residents' intention. In situations where the influence of family and friends is dominant, the role of stakeholders remains limited. Therefore, strategies to strengthen residents' participation should reinforce the leadership role of government authorities and key community stakeholders in shaping a favorable SN.

The role of community pride (CP)

CP positively influenced residents' intention. These results suggest that policymakers need to nurture and reinforce community pride as a soft tool for increasing intent.

The mediating role of community attitudes and community pride

ATT and CP fully mediated the relationships between PEC, PEN, PSC, and residents' intention to participate in marine tourism development activities. Accordingly, destination managers should move beyond communicating tourism benefits and focus on transforming these perceptions into positive attitudes and community pride by showcasing successful models of community participation and promoting local identity and cultural heritage.

The moderating role of participation status

Participation status moderated two structural relationships in the model. Therefore, to promote intention by people who have never engaged in marine development activities, destination policies need to create many favorable conditions and opportunities for practical participation in marine tourism development activities. For participants, sustained engagement can be promoted by improving service quality, upgrading infrastructure, and strengthening

institutional support to encourage their long-term commitment to marine tourism development.

4.2 Policy recommendations to foster residents' intention to participate in marine tourism development in Binh Thuan province

4.2.1 Enhancing perceived positive (economic, environmental, and socio-cultural) impacts of marine tourism to strengthen attitude and community pride

➤ *For local authorities*

Economic dimension: Develop sustainable dual-livelihood policies by integrating tourism into existing coastal livelihoods and strengthening regulation of tourism-related business activities.

Socio-cultural dimension: regularly restore, organize, and enhance traditional festivals; promote local cuisine and traditional crafts as tourism assets to reinforce community pride; strengthen measures to prevent tourism-related social problems; and invest in public infrastructure that benefits both residents and visitors.

Environmental dimension: Address the shortage of public beach access and ensure that future coastal tourism planning reserves adequate shared space for both residents and tourists. Strengthen environmental monitoring and enforcement, particularly by organizing community forums to promote environmental awareness, conservation practices, and shared responsibility for protecting marine resources.

➤ *For enterprises*

They should act as key partners in equitably sharing economic benefits with residents while actively collaborating with local communities to preserve cultural heritage and protect the environment.

➤ *Policy for nonparticipants*

Local authorities: Environmental protection initiatives should not be implemented in isolation but must be linked to tangible economic and socio-cultural benefits for residents.

Enterprises: Enterprises should strengthen environmentally and socially responsible practices at the local level to foster trust and encourage future participation.

➤ *Policy for participants*

Local authorities: it is necessary to empower residents to manage and protect the environment and to consult on policies to conserve marine tourism resources in the locality.

Enterprises and tourism associations: support these groups in developing sustainable business models that contribute to marine environmental conservation.

4.2.2 Enhancing perceived behavioral control

For local authorities: Local governments should act as both technical and financial enablers by providing preferential credit schemes, facilitating tourism-related start-up loans, and implementing temporary tax reduction policies for households engaged in tourism service provision.

In addition, long-term training programs should be implemented alongside the development of dedicated expert teams to provide continuous support and guidance for their entrepreneurship.

For enterprises: Tourism enterprises should serve as a bridge for market access and provide direct technical support.

For residents: Adopt a proactive learning orientation by participating in training programs and workshops to enhance relevant skills. They are encouraged to effectively leverage available

household resources to transform or integrate them into tourism-related services, and to establish cooperative networks with other residents to mitigate risks during the initial stages of engagement in marine tourism development activities.

4.2.3 Strengthening subjective norm

For local authorities: implement long-term communication and community education strategies in which respected residents serve as key communication agents to enhance message credibility and social influence. Increase transparent dialogue about planning, compensation, and the land-clearing process to build trust among residents. In addition, recognize and reward exemplary individuals and effective models to reinforce positive subjective norm.

For community organizations: They play a pivotal role in shaping residents' opinions.

For residents: Residents should enhance their sense of collective responsibility and cooperation within the community, voluntarily comply with shared norms of civilized conduct and landscape protection, and actively share knowledge and motivation with younger generations, thereby fostering intergenerational continuity in participatory marine tourism development.

PART III. CONCLUSION

Residents' participation plays an important role in the management of sustainable marine tourism destinations. Therefore, studies on residents' participation in marine tourism have been conducted since the early years and have steadily increased in number. The studies mainly focus on residents' perceived impact of tourism, attitudes, and intentions to support, while limiting research to exploring residents' intentions to participate in marine development. In addition, emotional factors play a vital role in predicting intentions; however, studies that focus on emotional factors have not been fully considered (Wang & nnk., 2021). Especially, the mediating role of community pride between residents' perceptions of positive impacts and intentions. Besides, TPB has been used extensively to examine tourists' behavioral intentions; however, there is limited research that extends TPB to SET to examine the mediating role of attitudes between perceived positive impacts and residents' intentions to participate in marine tourism development. On the other hand, TPB not only explains initial behavioral intention but also explains the intention to continue and maintain the behavior; however, most studies focus on a homogeneous group without considering differences in motivations for intent formation between participants and non-participants in marine tourism development activities. Before and after the merger into Lam Dong province, in Binh Thuan, marine tourism is identified as a driver of economic growth, and development tourism policies emphasize the role of residents' participation in tourism development. However, current policies often call for residents' participation but lack a scientific basis for explaining the mechanism underlying residents' intent. To address these gaps, the study selects the Planned Behavior Theory (TPB) framework as the foundation. It

expands it by integrating social exchange theory (SET) to examine the mediating role of attitudes between perceived positive impacts and residents' intentions to participate in marine tourism development. Community pride is an emotion based on social identity theory (SIT), and the mediating role of community pride is the effect stage of the CAC model. At the same time, the moderating role of participation status is examined in the above relationships to clarify the factors affecting residents' intention to participate in the development of marine tourism in Binh Thuan.

Main findings of the dissertation

Residents' perceptions of positive impacts of marine tourism (economic, environmental, and socio-cultural) serve as key drivers that foster community pride and promote a positive attitude toward participation in marine tourism development activities.

Perceived behavioral control, subjective norm, community pride, and attitude all exert significant positive effects on residents' intention to participate in marine tourism development activities.

Community pride and attitude fully mediate the relationships between residents' perception of the positive impacts of marine tourism (economic, environmental, and socio-cultural) and their intention to participate in marine tourism development activities.

The multi-group analysis revealed statistically significant differences between residents who had participated in or were currently participating in marine tourism development activities (participants) and those who had never participated (nonparticipants) in two structural relationships. (i) Perceptions of positive environmental impacts of marine tourism significantly influenced the attitude of participants, whereas this relationship was not statistically significant for nonparticipants; (ii) attitude positively influenced

intention in both groups; however, the effect was significantly stronger for participants than nonparticipants.

Based on these findings, the dissertation proposes managerial and policy implications to enhance residents' perceptions of the positive impacts of marine tourism (economic, environmental, and socio-cultural) in order to strengthen community pride and foster a more favorable attitude toward participation. In addition, the proposed recommendations emphasize improving perceived behavioral control and reinforcing the influence of subjective norms to encourage stronger intentions to participate in marine tourism development.

Theoretical and practical contributions of the dissertation

Theoretical contributions

The dissertation extends the Theory of Planned Behavior (TPB) by integrating Social Exchange Theory (SET) and incorporating perceived positive impacts as an antecedent to attitude, thereby providing a more comprehensive explanation of the formation of intention to participate.

By examining continued intention to participate alongside initial intention to participate, the study adds depth to the application of TPB in community behavior research.

The study validates the mediating roles of attitude and community pride in the relationship between perceptions of the positive (economic, environmental, socio-cultural) impacts of tourism and residents' intention to participate in marine tourism development, thereby enhancing understanding of how psychosocial factors transform perceptions into behavioral intentions.

The analysis of participation status as a moderating variable strengthens the academic value of the TPB – SET framework and

contributes to theoretical development by reflecting the diversity of community behavior.

Practical Implications

The dissertation provides empirical evidence on the mechanism underlying residents' intention to participate in marine tourism development, thereby informing destination managers and local authorities in designing policies that promote residents' participation.

By identifying differences between participants and nonparticipants. Perceived positive environmental impacts influence attitude only among participants, whereas the effect of attitude on intention to participate is stronger among participants than among nonparticipants. The study provides a basis for developing targeted strategies for different groups.

The findings on perceived positive impacts, attitude, and community pride provide practical guidance for communication strategies and policymaking to enhance residents' participation in marine tourism development.

Limitations of the dissertation and directions for future research

First, due to limited access to household lists, the survey sample was selected using quota and convenience sampling across five coastal districts/towns/cities. While the sample covers key locations and is sufficiently large to test the research model, the findings may have limited generalizability. Future studies should replicate this research in other coastal tourism destinations. In addition, respondents aged 18–35 accounted for 44% of the sample, lower than those aged 36 and above (56%), which may affect generalizability; future research could balance the age distribution. The cross-sectional design also limits the assessment of relationship stability over time, suggesting the need for longitudinal studies.

Although respondents from Phú Quý Island were included, the sample size remained relatively small; future research should increase the number of island respondents to enable comparisons between mainland and island residents.

Second, this study applies SET as a complementary framework to the TPB but examines SET only from a positive perspective (benefits), excluding negative aspects (costs). This may limit a comprehensive understanding of residents' perceptions. Future studies should consider both positive and negative impacts. Moreover, recent research indicates that the political/policy dimension also plays an important role in explaining behavioral intentions (Wong et al., 2022). Future research could therefore incorporate this dimension.

Third, this study examines residents' perceptions of positive tourism impacts, attitudes, community pride, social norms, and perceived behavioral control in shaping participation intentions. However, it may not capture all relevant factors, particularly emotional ones such as place attachment (Wong et al., 2022), sense of belonging (Del Chiappa et al., 2018), and emotional solidarity (Erul & Woosnam, 2022). Future research could integrate additional psychological perspectives.

LIST OF SCIENTIFIC PUBLICATIONS

Journal article published in the Hue University Journal

1. Truong Thi Thu Lanh, Le Chi Cong, Ho Thi Huong Lan (2025). Community Participation in Tourism Development: A Bibliometrics Analysis Using R Biblioshiny. *Hue University Journal of Science: Economics and Development*, 134(5S), 107 – 122. DOI:[10.26459/hueunijed.v134i5S.7799](https://doi.org/10.26459/hueunijed.v134i5S.7799).

Paper presented at international conferences published in the ISBN proceedings

2. Truong Thi Thu Lanh, Le Chi Cong, Ho Thi Huong Lan (2024). Community Participation in Tourism Development: Bibliometric Review and Analysis, *International Conference on Business and Finance 2024*, ISBN: 978-604-492-360-4.
3. Truong Thi Thu Lanh, Le Chi Cong, Ho Thi Huong Lan (2024). Overview of Studies on Local Community Participation, Sustainable Marine Tourism Development, 6th International Conference on Tourism Development in Vietnam, *Tourism and Leisure in The New Era*. ISBN: 978-604-4983-97-4.
4. Truong Thi Thu Lanh (2024). Some Experiences on Local Community Participation in Tourism Development in The World, *International Scientific Conference Enhancing Cooperation to Promote Sustainable Tourism in Response to Climate Change, The Fourth Industrial Revolution and Artificial Intelligence*. ISBN: 978-604-965-871-6.

Published Journal Articles (ISSN)

5. Truong Thi Thu Lanh, Le Chi Cong, Ho Thi Huong Lan (2025). The influence of perception of positive tourism impacts on the intention of local communities to participate in marine tourism in Binh Thuan Province: The role of attitudes. *Ho Chi Minh City Open University Journal of Science - Economics and Business Administration*. 20(10), 37 – 53. ISSN: 2734-9306. DOI:[10.46223/HCMCOUJS.econ.vi.20.10.4508.2025](https://doi.org/10.46223/HCMCOUJS.econ.vi.20.10.4508.2025).
6. Thi Thu Lanh (2025). Marine Tourism Development: Bibliometric Analysis from Scopus Database. *Economy&Forecast Review*” 4(07), 109-112, ISSN: 1859-4972.
7. Truong Thi Thu Lanh (2026). Application of the Theory of Planned Behavior (TPB) in research on local community participation in tourism development: A literature review. *Vietnam Economic & Financial Review*, 1(10), 70-74, ISSN: 3093-3390.
8. Truong Thi Thu Lanh, Le Chi Cong, Ho Thi Huong Lan (2026). Residents' intention to participate in coastal tourism development in Binh Thuan province, Vietnam: Extending the theory of planned behavior. *Ho Chi Minh City Open University Journal of Science - Economics and Business Administration*, 21(8) (In Press). ISSN: 2734-9306.