# Exploring Residents' Perceptions and Behavioural Intentions to Support Cruise Tourism: A Case Study in Ho Chi Minh City (HCMC), Vietnam

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# Abstract

Residents' perceptions and behaviours have been acknowledged as integral to sustainable tourism development. While cruise tourism has been impacted by the COVID-19 Pandemic, and there are signs that the industry is recovering, understanding how residents in port destinations perceive and can support cruise tourism is integral to recovery. Indeed, little research has been conducted on residents' attitudes towards cruise tourism development (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018). In addition, scant attention has been paid to this topic in Asia as much of the research to date on cruise tourism has been undertaken within the context of North America, Europe, and the Caribbean.

The aim of this research was to investigate relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, overall quality of life (QOL) and their behavioural intentions to support cruise tourism. The context for this research was Ho Chi Minh City (HCMC) in Vietnam which is in the early stages of development as a port destination but emerging as one of the largest in South East Asia.

To achieve the aim of this research, two research questions were developed. RQ1 asked 'How do residents of the host communities of a port destination demonstrate, or otherwise, their behavioural intentions to support cruise tourism?' and RQ2 asked 'To what extent do resident perceptions of the economic, sociocultural and environmental and overall quality of life impacts of cruise tourism influence their behavioural support for cruise tourism in their everyday lives?'.

To address the two research questions, an exploratory sequential mixed methods research design was used whereby qualitative research was first undertaken followed by quantitative research. In Stage 1, three focus groups with a total of 23 HCMC residents were conducted to investigate perceptions of participants may behaviourally support cruise tourism in HCMC in the future. The findings from the focus groups were used to develop a set of initial

items to measure resident behavioural intentions to support cruise tourism. The measure, which will be referred to as the RBISCT from this point forward, was tested for content validity via an academic expert panel. The items remaining after the removal of those suggested by the experts were then included in a questionnaire administered via an online survey in Stage 2 of the research with a sample HCMC (n=465) residents. The data from Stage 2 were used to assess the reliability, cross-loading, average variance extracted, convergent validity and discriminant validity of the RBISCT. The data obtained from the online survey were also used to examine the hypothesised relationships among residents' perceptions of the economic, sociocultural, environmental impacts of cruise tourism, overall QOL and their behavioural intentions to support cruise tourism.

The research identified that resident behavioural intentions to support cruise tourism is a multidimensional construct which can be measured by RBISCT. It was found that a significant positive correlation between residents' perceptions of positive economic impact, a positive sociocultural impact of cruise tourism and their behavioural intentions to support cruise tourism. In addition, a significant relationship between residents' perceptions of positive economic, positive sociocultural, negative sociocultural, negative environmental impacts of cruise tourism and their overall QOL. These findings assist to provide a more comprehensive understanding of residents' perspectives of how cruise tourism impacts their QOL and the way they may behave to support cruise tourism in the future.

This research adds to the emerging body of literature on cruise tourism. First, one important and innovative contribution of the research is the novel conceptualisation and measurement of resident behavioural intentions to support cruise tourism. Second, this research examined relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, overall QOL and their behavioural intentions to support cruise tourism which have not been fully explored in the cruise tourism literature

despite this relationship being important to understand. Finally, this research contributes to the tourism recovery literature in relation to impacts of external events, such as the COVID-19 Pandemic, by providing an understanding of residents' perceptions and their behavioural intention to support tourism (in the context of cruise tourism) in this era.

There are several practical implications of this research for local government and tourism stakeholders as they develop strategies around cruise tourism to manage the negative impacts of cruise tourism, to enhance residents' QOL in the port destination. For example, the findings can specifically inform recovery strategies in relation to cruise tourism in HCMC after the COVID-19 Pandemic via collaboration between the local community, government, and destination managers, to plan and update appropriate policies and regulations to ensure the health and safety of both cruise tourists and the community. Furthermore, this research contributes useful information for development of effective strategies for resuming cruises to HCMC. The findings may even inform other destinations developing strategies for cruise tourism development.

Finally, the findings may aid cruise liner companies to better understand HCMC residents, and those of similar port destinations. This may help them reposition their cruise products, particularly port activities, based on how locals react to and are willing to accommodate cruise tourists in port destinations. For example, instead of focusing on city tours, cruise liners may consider adding other attractive destinations such as traditional villages, or activities such as cooking classes, so that cruise tourists have opportunities to meet local people and learn about the local culture to enhance the potential and benefits of sustainable tourism development in this context.

# Student Declaration

I, Bich Tien Ma, declare that the PhD thesis entitled "Exploring Residents' Perceptions and Behavioural Intentions Support Cruise Tourism: A Case Study in Ho Chi Minh City (HCMC) —Vietnam" is no more than 80,000 words in length including quotes and exclusive of tables, figures, appendices, bibliography, references, and footnotes. This thesis contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this thesis is my own work.

I have conducted my research in alignment with the Australian Code for the Responsible Conduct of Research and Victoria University's Higher Degree (Ethics Clearance Reference Number, HRE19-167) approved by the Victoria University Human Research Ethics Committee.

Signature

Date 06/11/2022

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# Publications Associated with the Thesis

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# List of Abbreviations

| | |
|---|---|
| AVE | Average variance extracted |
| BTS | Bartlett's test of sphericity |
| CFA | Confirmatory factor analysis |
| CFI | Comparative Fit Index |
| CNN | Cable News Network |
| CLIA | Cruise Lines International Association |
| CR | Construct reliability |
| EFA | Exploratory factor analysis |
| GFI | Goodness of Fit Index |
| HCMC | Ho Chi Minh City |
| KMO | Kaiser-Meyer-Olkin |
| ML | Maximum likelihood |
| NFI | Normed Fit Index |
| QOL | Quality of life |
| QUAL | Qualitative |
| QUAN | Quantitative |
| RBISCT | Resident Behavioural Intentions to Support Cruise Tourism |
| RMSEA | Root mean square error of approximation |
| SEM | Structural equation modelling |
| SPSS | Statistical Package for the Social Sciences |
| SRMR | Standard root mean square residual |
| TLI | Tucker-Lewis Index |
| VNAT | Vietnam National Administration of Tourism |

# Chapter 1: Introduction

## 1.1 Background

Before the COVID-19 Pandemic, cruise tourism was a key element of the global tourism industry and a crucial international growth area, especially in Asia (Hong, Jianyong, & Mei, 2019). The rise of new destinations in China, South Korea, Japan, Singapore and Vietnam created the opportunity to develop new cruise itineraries (Hong, Jianyong, & Mei, 2019). Most cruise tourists in western countries are searching for exotic oriental culture, attractive destinations, local wildlife, rich tourism resources, proximity to neighbouring countries and year-round warm weather, which they can experience in Asia (Lau & Yip, 2020). Consequently, many Asian cruise ports have begun to attract cruise liners. For example, the number of ships in and through Asia increased by 137% from 2013 to 2018 (Cruise Lines International Association [CLIA], 2021a). Furthermore, the passenger capacity almost tripled from 1.51 million passengers to 4.26 million passengers in that period (CLIA, 2020a).

Although the Asian cruise market has expanded in the last ten years, research about cruise tourism in the Asian area is at the early development stage (Lau & Yip, 2020). Indeed, most cruise tourism research has been focused on the North American market and the Caribbean region (Wondirad, 2019) with only a few studies conducted cruise research in Asia. Vaggelas and Pallis (2010) and Gui and Russo (2011) also suggested that cruise ports are an under-researched topic in maritime policy, geography, management, and economics. To some extent, the Asian cruise market has huge potential to develop into an international cruise industry in the forthcoming years, but this requires the development of a cruise tourism strategy for the current cruise tourism investment and infrastructure.

The COVID-19 Pandemic has accentuated the need to address this knowledge gap given the significant infrastructure already invested in cruise tourism in many Asian destinations prior to 2020 (Focus Asia Pacific, 2019). For example, Singapore invested around

USD 500 million in a new cruise terminal at Marina Bay Cruise Centre in 2012 (Singapore Business Review, 2012). Similarly, the Philippines invested USD 153 million to upgrade a port in central Philippines in 2019 (Focus Asia Pacific, 2019). However, since March 2020, cruise liners have cancelled their voyages to Asia because of the COVID-19 Pandemic (Mallapaty, 2020). To take advantage of the extensive cruise tourism infrastructure around the world, particularly in Asia, there is a need for evidence-based recovery strategies for cruise tourism. Given the crucial role that residents play in the success of tourism, understanding how residents of port destinations perceive and can support cruise tourism is integral to the recovery of this industry.

Tourism scholars, planners, local governments, and tour operators agree that residents' support is an essential component of sustainable tourism development, and it is vital to continually monitor community attitudes towards tourism development and the tourists who visit (Gursoy & Rutherford, 2004; Lee, 2013). For example, if residents are friendly and hospitable, this image can create a welcoming tourist destination for tourists around the world, which will enhance tourists' behavioural intentions such as their revisiting the destination and recommending it to others (Fu, Ridderstaat, & Jia, 2020; Ridderstaat, Croes, & Nijkamp, 2016). Therefore, understanding residents' attitudes and behaviours towards cruise tourism is key element of assisting governments and planners in port destinations to better understand how to develop a strategies around sustainable cruise tourism development.

## 1.2 Research Problem

It is now more than 40 years since Pearce II (1980, p. 230) stated that 'the acceptance of tourists from foreign countries by residents of host communities in an often ignored but crucial consideration in the strategic planning of tourism development'. Yet the literature on residents' attitudes and behaviours towards tourism has proliferated over four decades (Alrwajfah, Almeida-García, & Cortés-Macías, 2019; Gursoy, Ouyang, Nunkoo, & Wei, 2019;

Hadinejad, Moyle, Scott, Kralj, & Nunkoo, 2019). Wondirad's (2019) systematic metanalysis of over 220 cruise tourism research articles published in 20 tourism, hospitality, marine and environmental journals over the previous three decades showed that there is general paucity of research articles investigated residents' attitudes and behaviour towards cruise tourism.

Moreover, most of these studies were undertaken in non-Asian ports such as those in the Mediterranean area (Brida, Del Chiappa, Meleddu, & Pulina, 2014; Del Chiappa, Lorenzo-Romero, & Gallarza, 2018), Canada (Carić & Mackelworth, 2014a; Stewart, Dawson, & Draper, 2011), Colombia (Brida, Riaño, & Aguirre, 2011) and Australia (McCaughey, Mao, & Dowling, 2018). Therefore, there is little understanding of residents' attitudes and behaviours towards cruise tourism in an Asia context.

To explain residents' perceptions and attitudes, many tourism scholars have used social exchange theory (SET) which emphasises residents' rationality based on financial transactions. SET is widely used as a guiding theory in many academic works consisting of models involving residents' perceptions of tourism, as this theory typically is used to measure the cost–benefit ratio residents use to decide to support tourism or withdraw support in their community (Woosnam et al., 2021). SET ignores, however, the impact of their attitudes or behaviours (Del Chiappa et al., 2018; MacNeill & Wozniak, 2018). Indeed, Sharpley (2014) argued that the SET is an oversimplification of residents' decision making and is unable to adequately predict their attitudes towards tourism. Thus, some tourism scholars, such as such as Thyne, Woosnam, Watkins, and Ribeiro (2020) and Sharpley (2014) have called for SET to be enhanced by exploring residents' responses, such as the outcome of their attitudes or related behaviours.

While considerable knowledge has been garnered about residents' support for mass tourism (Chen & Raab, 2012), sustainable tourism development (Lee, 2013), rural tourism (McGehee & Andereck, 2004) and heritage tourism (Nicholas, Thapa, & Ko, 2009), little is known, however, about residents' behaviours that support cruise tourism. Research on

residents' attitudes and behaviours towards cruise tourism has focused on their perceptions of its economic, sociocultural, and environmental impacts (Jones, Hillier, & Comfort, 2016; Jordan, Vieira, Santos, & Huang, 2020; MacNeill & Wozniak, 2018; Stewart et al., 2011). While these studies provide a platform for further research in this area, such as explaining the outcome of residents' attitudes or behaviour towards both cruise tourism development and cruise tourists, to advance this research, the relationship between resident attitudes and related behaviours requires investigation.

Some tourism researchers (see, for example, Eslami, Khalifah, Mardani, Streimikiene, & Han, 2019; Woo, Kim, & Uysal, 2015) who have examined the quality of life (QOL) have additionally employed the bottom-up spillover theory to explain residents' support for tourism development. To date, this approach has not been employed in cruise tourism research. Hence, this thesis uses both the SET and the bottom-up spillover theory to examine relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and behavioural intentions to support cruise tourism.

## 1.3 Research Aim and Research Questions

This research aimed to examine relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism.

To achieve this aim, two research questions were developed.

- RQ1: How do residents of the host communities of a port destination demonstrate, or otherwise, their behavioural intentions to support cruise tourism?
- RQ2: To what extent do resident perceptions of the economic, sociocultural, and environmental and overall quality of life impacts of cruise tourism influence their behavioural support for cruise tourism in their everyday lives?

## 1.4 Research Context and Rationale

While cruise tourism in Viet Nam is a relatively recent development, Viet Nam has been positioning itself as an attractive port destination since 2010. Vietnam also witnessed a significant increase in the number of cruise tourists arriving, from 50,500 in 2010 to 265,000 in 2019 (Vietnam National Administration of Tourism, [VNAT], 2019). In 2019, Vietnam attracted 368 cruise calls: 300 for transit; two for turnaround and 66 for overnight (CLIA, 2020b). There are four cruise ports in Vietnam: Da Nang/Hue/Chan May; HCMC/Phu My; Ha Long Bay/Ha Noi; and Nha Trang. Da Nang and HCMC are currently the leading cruise ports in the country (CLIA, 2020b).

This research was set in the context of Ho Chi Minh City (HCMC), Vietnam. HCMC was selected as the research context for this research as it is a large port destination in Asia, and although its cruise tourism is still in its infancy relative to other similarly sized port destinations, the number of cruise liners arriving in HCMC increased from 130 cruise liners in 2015 to 144 cruise liners in 2019 (CLIA, 2021a) - the largest number of cruise liners in Vietnam. Furthermore, investment in HCMC as a Cruise port has been significant. For example, since 2016, HCMC has attracted USD 35.7 million dollars from external investors to build two international cruise ports (Tuoitrenews, 2022). Moreover, there is evidence of higher demand from cruise tourists to visit HCMC. For instance, Quantum of the Seas of Royal Caribbean Corporation, which is third largest cruise ship in the world, arrived at HCMC in 2019, bringing 6,750 cruise tourists and crew members (Tuoitrenews, 2020b). Indeed, HCMC plays a vital role in tourism development in Vietnam. In 2019, it received 7.5 million international tourists, which accounted for 50% of all international tourists visiting Vietnam (Vietnam National Administration of Tourism, [VNAT], 2019).

## 1.5 Contributions of the Research

This research makes two key contributions to the academic literature on cruise tourism marketing, from both theoretical and practical perspectives.

### 1.5.1 Theoretical Contributions of the Research

This thesis contributes in several ways to understanding cruise tourism, and to the marketing literature. First, prior to this research, there has been little research undertaken on cruise tourism in Asia (Lau & Yip, 2020). Thus, this research adds to the body of literature on cruise tourism. Second, it theoretically examines residents' behavioural intentions to support 1) cruise tourism development and 2) cruise tourists and develops an associated measure: RBISCT (Resident Behavioural Intentions to Support Cruise Tourism). This measure responds to the calls of Thyne et al. (2020) and Sharpley (2014) as it offers potential to model the outcomes of residents' intentions and behaviours. Third, this research tested how relationships among residents' perceptions of the economic, sociocultural, and environmental impacts of cruise tourism and overall QOL influence their behavioural intentions to support cruise tourism. This has not yet been tested within the context of cruise tourism. Finally, this research contributes to the tourism recovery literature, such as the COVID-19 Pandemic, as it provides a deeper understanding of the crucial role of residents' perceptions and behaviours towards cruise tourism.

### 1.5.2 Practical Contributions of the Research

There are several practical implications of this research for local government and tourism stakeholders developing cruise tourism recovery strategies for ports, which may be similar to HCMC. First, local government and destination managers can use the information gained from this research when they are developing their cruise tourism recovery strategies to facilitate resident feelings of empowerment and mitigate concerns about the negative impacts of cruise tourism. Finally, this research is an excellent reference for tour operators and cruise

liners to cooperate to reposition cruise tourism products to enhance cruise tourists' experience in port destinations.

### 1.5.3 Delimitations

This thesis is subject to two delimitations. First, the research conducted for this thesis focused on Vietnamese residents who live in HCMC which was the leading port of call in Vietnam in 2020 (CLIA, 2020b). According to MacNeill and Wozniak (2018), there are differences in cruise tourism impacts in terms of economic, sociocultural and environments between ports of call and homeports. Second, although this research was designed before the COVID-19 pandemic, the data were collected during the pandemic.

## 1.6 Research Methodology

As relatively little is known about resident behavioural support for cruise tourism, an exploratory sequential mixed methods research design was selected. As advised by Creswell (2014) for this type of situation, the overall design employs a qualitative stage followed by a quantitative stage and allows the two research questions in this thesis to be addressed.

The qualitative research approach facilitated a broad exploration and deep understanding of residents' behavioural intentions to support cruise tourism to address RQ1 (*How do residents of the host communities of a port destination demonstrate, or otherwise, their behavioural intentions to support cruise tourism?)*. A comprehensive understanding of the relationships among residents' perceptions of the economic, sociocultural, and environmental and overall QOL impacts of cruise tourism, and how this influenced their behavioural support for cruise tourism was sought using a quantitative research approach. This was aimed at responding to RQ2 (*To what extent do resident perceptions of the economic, sociocultural, and environmental and overall quality of life impacts of cruise tourism influence*

*their behavioural support for cruise tourism in their everyday lives?)*. Figure 1 presents the exploratory sequential mixed methods research design for this research.

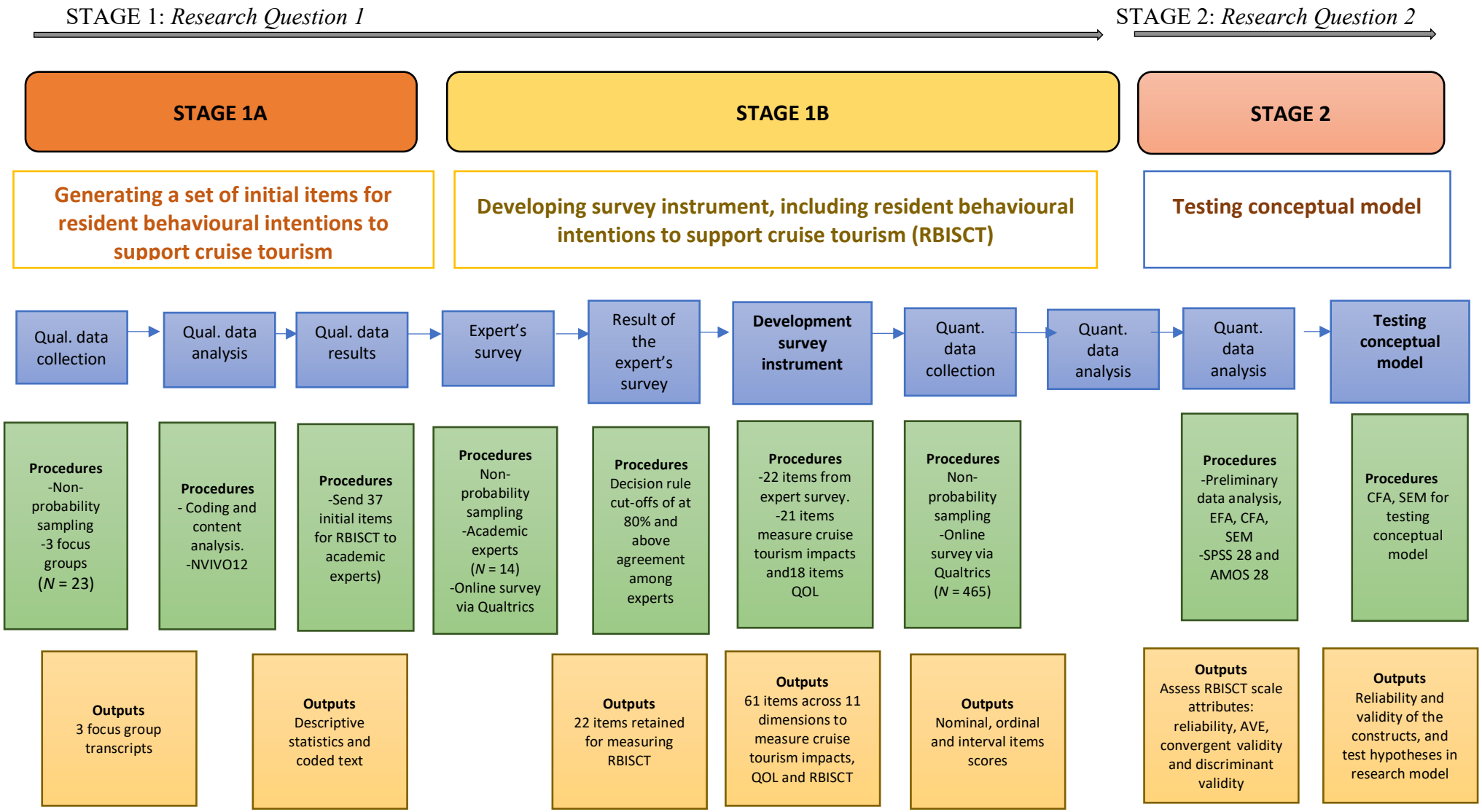



**Figure 1: Study's exploratory sequential mixed methods research design**

As can be seen in Figure 1, Stage 1 was aimed at addressing RQ1 (*How do residents of the host communities of a port destination demonstrate, or otherwise, their behavioural intentions to support cruise tourism?)*. In Stage 1A, three focus groups were conducted with HCMC residents to investigate resident perceptions of how they may in future behaviourally support cruise tourism. The findings from the focus groups were used to develop a set of initial items to measure resident behavioural intentions to support cruise tourism. The items were tested for content validity via an academic expert panel in Stage 1B. The remaining items were then included in a questionnaire, administered via an online survey ($N = 465$). In Stage 2, the items were subjected to exploratory factor analysis (EFA) to reduce the potential for superfluous items and to gain an initial sense of the factor structure for resident behavioural intentions to support cruise tourism. The overall sample from the online survey was randomly spilt in two to undertake, and EFA was conducted on one of the subsamples. This was followed by confirmatory factor analysis (CFA)/structural equation modelling (SEM) using the other subsample to confirm the factor structure and assess scale attributes such as reliability, cross-loading, average variance extracted (AVE), convergent validity and discriminant validity of the construct in Stage 1B as suggested by DeVellis and Thorpe (2021). Once the scale's attributes were established, Stage 2, aimed at addressing RQ2 (*To what extent do resident perceptions of the economic, sociocultural, and environmental and overall quality of life impacts of cruise tourism influence their behavioural support for cruise tourism in their everyday lives?)* was undertaken; this involved CFA and SEM to test the conceptual model and associated hypotheses in this research.

## 1.7 Structure of the Thesis

This thesis is comprised of eight chapters. Chapter 1 has provided a background to the research, research problems, research aim and research questions of the research, along with the rationale for the research context in HCMC (Vietnam). Chapter 2 presents a review of the

pertinent literature relating to residents and cruise tourism and highlights that residents' attitudes and behaviours have been acknowledged as integral to sustainable tourism development. This directs the focus of this research towards improving understanding of the outcome of residents' responses, such as behavioural intentions to support, undertaken in the context of cruise tourism. In addition, this chapter discusses theories employed to research residents' attitudes and behavioural support for cruise tourism. To contextualise the research, Chapter 3 provides an overview the performance and growth of the cruise tourism industry globally, as well as in Asia, Vietnam and HCMC in particular.

Chapter 4 presents the conceptual framework used to examine the relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism. This is followed by Chapter 5 which explains the choice of the mixed methods research approach and the rationale for choosing the exploratory sequential mixed methods research design to respond to the RQ1 (*How do residents of the host communities of a port destination demonstrate, or otherwise, their behavioural intentions to support cruise tourism)* and RQ2 in this research. Chapters 6 and 7 respectively report the qualitative findings of Stage 1 which was obtained from three focus group interviews, as well as the quantitative findings of Stage 2 gathered from online survey. These chapters present the results of research addressing RQ1. Chapter 8 presents the results of testing of the conceptual model, addressing RQ2.

Finally, Chapter 9 concludes the thesis as it critically reviews and discusses the findings of the research, the significance of the research, limitations and recommendations for future research are presented.

## 1.8 Glossary of Terms

The key terms in this study are defined below to provide the context in which they are used.

- **Cruise tourism**: 'A socio-economic system generated by the interaction between human, organisational and geographical entities, aimed at producing maritime-transportation enabled leisure experience' (Papathanassis & Beckmann, 2011, p. 116).
- **Cruise destination:** The geographical region in which the cruise sails and/ or the ports of call, involving the port(s) of embarkation/disembarkation and the cruise ship itself. (Whyte, 2016).
- **Port of calls:** A place where a cruise ship stops during a journey.
- **Cruise tourists:** International tourists to HCMC by cruise ships.
- **HCMC Residents:** Individuals who live in HCMC, Vietnam).
- **Resident behavioural support**: a higher level of involvement and engagement of residents with their communities (Martín, Sánchez, García, & Herrero, 2018).
- **Behavioural intentions**: the likelihood that one person will engage in a particular form of behaviour in a given context (Ajzen & Fishbein, 1980).

## 1.9 Summary

This chapter provided an overview of this research, including the background to the research, the research problems and research questions, the reasons for choosing the research context, the research methods, and the research 's theoretical and practical contributions. The thesis now continues with Chapter 2 which provides a review of the literature on residents and cruise tourism research, including residents' attitudes and behaviour towards cruise tourism and cruise tourists, and the theoretical framework applied in this research.

# Chapter 2: Cruise Tourism Research

## 2.1 Introduction

Chapter 1 provided an overview of this research, including the background, research problem and research questions, rationale for choosing the research context, research methods, and the research 's theoretical and practical contributions. In this chapter, a review of literature related to residents and cruise tourism is presented including residents' perceptions of cruise tourism, residents' attitudes and behaviours towards both cruise tourism and cruise tourists, and theoretical frameworks applied in the related research. The review enabled gaps in the literature to be identified and a relevant conceptual model to be developed, as presented in Chapter 4.

This chapter is structured in the following manner. Section 2.2 presents the key findings from resident and tourism research. Section 2.3 discusses more specifically cruise tourism research in regard to residents' perceptions of cruise tourism, and residents' attitudes and behaviours towards both cruise tourism and cruise tourists. Section 2.4 presents theoretical frameworks employed in studies of residents' attitudes and behaviour towards cruise tourism. Section 2.5 summarises the chapter.

## 2.2 Residents and Tourism: Key Findings from the Literature

Residents are considered key stakeholders in tourism development (Vernon, Essex, Pinder, & Curry, 2005) with their needs and expectations important considerations throughout the tourism planning and implementation stages (Khoshkam, Marzuki, & Al-Mulali, 2016). In particular, residents' support for tourism is an essential component of any tourism offering. It is important to continually monitor residents' attitudes towards tourism and welcome tourists who visit a destination (Gursoy & Rutherford, 2004). However, the literature also suggested that tourism affects residents' perceptions and attitudes toward tourism differently based on the stage of the life cycle of the tourism destination.

As positive attitude towards a behaviour is more likely to be associated with that behaviour (Nunkoo & Ramkissoon, 2010), local residents' attitudes towards tourism are likely to influence the extent to which they will support or not support tourism (Andriotis, 2005). Perdue, Long, and Allen (1990), for example, highlighted a positive relationship between attitudes towards tourism and support for attracting more tourists, whereas negative attitudes towards tourism were negatively related to support for attracting tourists.

In addition, residents can attract tourists' attention to a tourist destination (Hadinejad et al., 2019). Residents' customs, culture, hospitability, and behaviours are considered attractive attributes of a tourist destination and can represent the primary components of tourism products in a destination (Qin, Shen, Ye, & Zhou, 2021). Residents' antagonistic behaviours towards tourists can harm the tourism industry, whereas residents' friendly behaviour can support tourism development (Almeida-García, Peláez-Fernández, Balbuena-Vazquez, & Cortes-Macias, 2016). Also, tourists tend to be unenthusiastic about a travel destination when they do not feel welcome by locals (Yoon, Gursoy, & Chen, 2001). Thus, residents' support for tourism is vital for successful tourism development in a destination.

### 2.2.1 Residents' Behavioural Support for Tourism

While residents' support for tourism has received extensive attention from academics and industry practitioners (Gursoy et al., 2019; Nunkoo & Ramkissoon, 2012; Qin et al., 2021; Woosnam et al., 2021), there is a relative paucity of literature review on these area (Erul & Woosnam, 2021; Thyne et al., 2020), while a number of literature review residents' attitudes toward tourism have been published (Deery et al., 2012; Sharpley, 2014; Gursoy et al., 2019, Hadinejad et al; 2019)

To identify research pertinent to this research, a review on residents' support for tourism published in the following journals from 2004 to 2022 was conducted: *Annals of Tourism Research*; *Journal of Travel Research*; *Journal of Travel Research*; *Journal of Sustainable Tourism*; *Journal of Hospitality and Tourism Management*; and *Tourism Management*. The selection of these five high ranked journals, as measured by quality and impact factors (Baum, Kralj, Robinson, & Solnet, 2016; Mckercher & Pine, 2006), is appropriate and consistent with other literature reviews in tourism. A search using key words ('resident' or 'host' and, 'community', 'tourism' or 'travel', and 'behaviour', and 'support' or 'reaction') identified 42 articles across the five journals.

These 42 articles were then reviewed for whether the paper focussed on residents' behavioural support for tourism. 17 articles focussed on residents' behavioural support for tourism. These articles were then reviewed in more detail with an emphasis on identifying the definition of residents' behavioural support for tourism, the research methodology, and the geographical setting for the research. Table 1 presents the findings of this process.

First, although 17 articles focussed on examining resident behavioural support for tourism, none included a definition of residents' behavioural support for tourism. Martín, Sánchez, García, and Herrero (2018, p. 231), however, defined behavioural support as 'a concept that denotes a higher level of involvement and engagement of residents with their communities'.

Table 1 also shows that only three studies (Eslami et al., 2019; Qin et al., 2021; Nugroho & Numata, 2022) were conducted on residents' behavioural support for tourism in Asia and all the others investigated tourism in America and Europe. In addition, Table 1 shows that most studies related to residents' support for tourism from 2004 to 2022 used quantitative methods to collect the data. This finding is consistent with Hadinejad et al.'s (2019), review of the methodological approaches in 90 articles on residents' attitudes towards tourism from 2011 to

2017. They found that the majority of papers employed a quantitative technique for data collection and less than 10% and 5% conducted qualitative and mixed method techniques; respectively to collect data. Indeed, some researchers (see, for example, Woosnam, 2012; J. Zhang, Inbakaran, & Jackson, 2006) argued that using quantitative techniques is simplistic and can weaken the theoretical implications of many studies of residents' support for tourism. Hence, to address this methodological limitation of what is a complex topic, Hadinejad et al. (2019) and Deery et al. (2012) suggested that qualitative or mixed methods approaches are required to enhance knowledge and understanding of residents' attitudes and behaviour towards tourism.

**Table 1: Residents' Behavioural Support for Tourism: Selected Seminal Literature: 2004–2022**

| Author(s) and year | Title | Definition of behavioural support for tourism | Methodology | Geographical setting |
|---|---|---|---|---|
| McGehee and Andereck (2004) | Factors predicting rural residents' support of tourism | Not provided | Quantitative | Arizona, United States |
| MacKay and Campbell (2004) | An examination of residents' support for hunting as a tourism product | Not provided | Quantitative | Manitoba, Canada |
| Nunkoo and Ramkissoon (2011) | Developing a community support model for tourism | Not provided | Quantitative | Mauritius |
| Prayag, Hosany, Nunkoo, and Alders (2013) | London residents' support for the 2012 Olympic Games: The mediating effect of overall attitude | Not provided | Quantitative | London |
| Lee (2013) | Influence analysis of community resident support for sustainable tourism development | Not provided | Quantitative | Cigu Wetland, Southwest Taiwan |
| Stylidis, Biran, Sit, and Szivas (2014) | Residents' support for tourism development: The role of residents' place image and perceived tourism impacts | Not provided | Quantitative | Kavala, Greece |
| Woo et al. (2015) | Life satisfaction and support for tourism development | Not provided | Quantitative | United States |
| Nunkoo and So (2016) | Residents' support for tourism: Testing alternative structural models | Not provided | Quantitative | Canada |
| Olya and Gavilyan (2017) | Configurational models to predict residents' support for tourism development | Not provided | Quantitative | Iran |
| Rasoolimanesh, Ringle, Jaafar, and Ramayah (2017) | Urban vs. rural destinations: Residents' perceptions, community participation and support for tourism development | Not provided | Quantitative | Malaysia |
| Ribeiro, Pinto, Silva, and Woosnam (2017) | Residents' attitudes and the adoption of pro-tourism behaviours: The case of developing island countries | Not provided | Quantitative | Western Africa |
| Martín et al. (2018) | Residents' attitudes and behavioural support for tourism in host communities | Behavioural support is a concept that denotes a higher level of involvement and engagement of residents | Quantitative | Cantabria, North Spain |

| Author(s) and year | Title | Definition of behavioural support for tourism | Methodology | Geographical setting |
|---|---|---|---|---|
| | | with their communities in comparison with the traditional attitudinal support | | |
| Papastathopoulos, Ahmad, Al Sabri, and Kaminakis (2019) | Demographic analysis of residents' support for tourism development in the UAE: A Bayesian structural equation modelling multigroup approach | Not provided | Quantitative | United Arab Emirates |
| Eslami et al. (2019) | Community attachment, tourism impacts, quality of life and residents' support for sustainable tourism development | Not provided | Quantitative | Malaysia |
| Erul and Woosnam (2021) | Explaining residents' behavioural support for tourism through two theoretical frameworks | Not provided | Quantitative | Izmir, Turkey |
| Qin et al. (2021) | Revisiting residents' support for tourism development: The role of tolerance | Not provided | Quantitative | China |
| Nugroho and Numata (2022) | Resident support of community-based tourism development: Evidence from Gunung Ciremai National Park, Indonesia. | Not provided | Quantitative | Indonesia |

*Source: Developed by the researcher*

## 2.3 Cruise Tourism Research: Key Findings from the Literature

### 2.3.1 Research Focus to Date

Despite a growing body of research on residents or host community toward tourism, research into residents and cruise tourism remains in its infancy (Del Chiappa & Abbate, 2016; Papathanassis & Beckmann, 2011). Table 2 presents an overview of cruise tourism research in papers published from 2004 to 2022 which highlights that much of the scholarly research on cruise tourism has focused on cruise tourists and their motivations, experiences, satisfaction, and loyalty (Wondirad, 2019). Table 2 shows that previous studies have focused on residents' perceptions of its economic, sociocultural, and environmental impacts (Jones, Hillier, & Comfort, 2016; Jordan, Vieira, Santos, & Huang, 2020; MacNeill & Wozniak, 2018; Stewart et al., 2011), there are still few studies focus on residents' attitudes and behaviours toward cruise tourism. Furthermore, the cruise tourism has received many attentions from scholars in the COVID-19 Pandemic. Table 2 shows that five papers published the issues of the COVID-19 Pandemic in cruise tourism industry in 2021.

As this research focussed on the exploring for how residents support cruise tourism it is important to examine how cruise tourism can affect residents of the port destination. A body of research has examined the economic, sociocultural and environment impacts of cruise tourism. The following sections provide key insights into the impacts of cruise tourism which have been identified in the literature.

**Table 2: Themes in Cruise Tourism Research (2004–2022)**

| Theme | Publications |
|---|---|
| Residents' perceptions of cruise tourism impacts | Brida, Del Chiappa, Meleddu, and Pulina (2012); Brida, Osti, and Faccioli (2011); Brida, Del Chiappa, et al. (2014); Del Chiappa and Abbate (2016); Del Chiappa et al. (2018); Jones et al. (2016); McCaughey et al. (2018); Evan J Jordan, Vieira, Santos, and Huang (2020) James, Olsen, and Karlsdóttir (2020) |

| Theme | Publications |
|---|---|
| Residents' attitudes and behaviour towards cruise tourism | Brida, Riaño, et al. (2011); Del Chiappa and Abbate (2016); Stewart et al. (2011) |
| Development of cruise industry | Cerchiello (2014); Chen (2016); Coggins (2014); Marcussen (2017); Marti (2004); Rodrigue and Notteboom (2013); Sun, Feng, and Gauri (2014); Wood (2000) |
| Environmental impacts | Butt (2007); Carić and Mackelworth (2014b); Johnson (2002) |
| Evaluation of attributes, satisfaction, and loyalty | Chang, Liu, Park, and Roh (2016); DiPietro and Peterson (2017); Lee and Yoo (2015); Ozturk and Gogtas (2016); Parola, Satta, Penco, and Persico (2014); Penco and Di Vaio (2014); Petrick, Tonner, and Quinn (2006); Sanghyeop Lee, Chua, and Han (2017); Satta, Parola, Penco, and Persico (2015); Zhang, Ye, Song, and Liu (2015) |
| Motivations, travel experience and cruise tourists' behaviour | Brejla and Gilbert (2014); Brida and Risso (2010); Brida, Scuderi, and Seijas (2014); De Cantis, Ferrante, Kahani, and Shoval (2016); Hosany and Witham (2010); Huang and Hsu (2009); Hwang and Hyun (2016); Jones (2011); Parola et al. (2014); Sanz-Blas, Buzova, and Carvajal-Trujillo (2017) |
| Corporate responsibility | Bonilla-Priego, Font, and del Rosario Pacheco-Olivares (2014); Font, Guix, and Bonilla-Priego (2016); Klein (2011) |
| Total economic impacts | Chang, Park, Liu, and Roh (2016); Dwyer and Forsyth (1998); Gouveia and Eusébio (2019). |
| Expenditures carried out in the ports | Douglas and Douglas (2004); Henthorne (2000); Larsen and Wolff (2016); Marušić, Horak, and Tomljenović (2008); Penco and Di Vaio (2014); Thurau, Seekamp, Carver, and Lee (2015) |
| Cruise tourism and the COVID-19 Pandemic | Lu, and Zheng (2021); Silva (2021); Roth-Cohen and Lahav (2021); Castaldo, Penco, and Profumo (2021); Yuen, Bin Saidi, Bai, and Wang (2021) |

*Source: Developed by the researcher*

### 2.3.2 Economic Impacts

A body of research has analysed the economic impacts of cruise tourism (e.g., Brida & Risso, 2010; Castillo-Manzano, Lopez-Valpuesta, & Alanís, 2015; Lopes & Dredge, 2018). Findings highlight that cruise tourism has a positive impact on the economic development of port destinations. For instance, it contributes to generating employment, income, and tax revenues; stimulates local business and commerce (Brida, Del Chiappa, et al., 2014; Del Chiappa et al., 2018; McCaughey et al., 2018); and increases public and private investment and infrastructure (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018). Similar to the characteristic of event

tourism, cruise tourism results in a greater number and expenditure of tourists to the tourism industry at the destination (Gouveia & Eusébio, 2019). Both types of tourism bring a significance number of tourists at the same time to the destination.

The economic impacts of cruise tourism in a port destination stem from the total expenditure of cruise tourists, crew, and cruise liners. For example, cruise tourist and crew expenditure are usually classified in the following way: (a) tours; (b) food and beverages; and (c) souvenirs (Brida, Del Chiappa, et al., 2014; Satta et al., 2015). Cruise lines themselves pay fuel costs; port dues; port agency fees; and water, garbage, and towage costs (Brida, Del Chiappa, et al., 2014; Brida & Zapata-Aguirre, 2009; Penco & Di Vaio, 2014).

Expenditure, however, is influenced by several factors including the profile of cruise tourists and crew members, the attributes of the port destination (e.g., weather, quality and diversity of products and tourism activities offered) and duration of time in the port (Douglas & Douglas, 2004; Henthorne, 2000). Furthermore, unlike others type of tourism, hotels, restaurants, and casinos do not obtain significant economic benefits from cruise tourism in the port destinations. Most cruise liners provide meals for cruise tourists and their casinos (Brida & Zapata-Aguirre, 2009). Overall, cruise tourism brings many economic benefits for port destinations a direct, indirect, and induced manner. As Brida and Zapata (2010, p. 336) noted, ‘each dollar spent by a cruise tourist to land will generate a direct, indirect and induced effect on several sectors of the local economy’.

Despite the enormous potential benefits that cruise tourism generates for local economies, this activity also has some negative economic impacts such as leakage of trade to external business investors and depletion of financial resources from other potential and relevant projects (Del Chiappa & Abbate, 2016). For example, cruise companies use their support services and ground handlers in the port destination to serve their cruise tourists and guarantee profits for the cruise operator (Brida & Zapata-Aguirre, 2009). Moreover, with the

convenience of cruise ships offering many facilities and onboard activities, cruise tourists do not usually use services at the port destination (Clancy, 2010). For residents, cruise tourism increases the cost of living for local communities through price inflation and tax burdens at the port destination (Del Chiappa et al., 2018). Table 3 presents the summary of economic impacts of cruise tourism.

**Table 3: Summary of Economic Impacts**

| | |
|---|---|
| **Positive Economic Impacts** | ▪ Generating employment, income, and tax revenues; stimulating local business and commerce (Brida, Del Chiappa, et al., 2014; Del Chiappa et al., 2018; McCaughey et al., 2018)<br>▪ Increases public and private investment and infrastructure (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018).<br>▪ Greater number and expenditure of tourists to the tourism industry at the destination (Gouveia & Eusébio, 2019) |
| **Negative Economic Impacts** | ▪ Leakage of trade to external business investors and depletion of financial resources from other potential and relevant projects (Del Chiappa & Abbate, 2016).<br>▪ Cruise tourism increases the cost of living for local communities through price inflation and tax burdens at the port destination (Del Chiappa et al., 2018). |

### 2.3.3 Sociocultural Impacts

Cruise tourism has several positive and negative sociocultural impacts in port destinations. Among the positive sociocultural impacts are that cruise tourism brings residents and tourists from other countries together, which provides residents with an opportunity to meet new people, experience new cultures, learn about the world and explore new life perspectives (Brida & Zapata-Aguirre, 2009; Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018). Additionally, cruise tourism creates cultural exchanges, revitalises cultures and encourages social interactions between residents and tourists, increasing the vitality of a port destination (Ehtiyar, 2016). Additionally, cruise tourism can enhance cultural entertainment activities and attractions in the port destination, as well as the quality of restaurants, hotels, and

retail facilities for residents (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018). Brown (2010) highlighted that the arrival of large numbers of cruise tourists in port destinations might be an incentive to improve the supply of services normally unavailable to residents, and Getz (1993) noted that tourism can generally help a region offer new entertainment opportunities and entertainment-related development.

There are, however, negative sociocultural impacts of cruise tourism. Several studies have identified such concerns, including changes to residents' daily lives, crowding of public facilities and pollution. Brida and Aguirre (2008), Brown (2010) and Gibson and Bentley (2007) noted that large numbers of cruise tourists in a concentrated area create congestion, increased car traffic and pollution. As a result, local people are forced to deal with overcrowding in their neighbourhood. Jordan and Vogt (2017) identified that negative sociocultural impacts, namely crowding/congestion, increased pollution, police harassment, displacement and overused utilities have been found to induce stress for residents. In addition, studies have reported that cruise tourism is likely to increase the crime rate (Barker, Page, & Meyer, 2002; Klein, 2011). For example, local criminals view many cruise tourists as targets for theft and assault (Barker et al., 2002). Table 4 presents the summary of sociocultural impacts of cruise tourism.

**Table 4: Summary of Sociocultural Impacts**

| | |
|---|---|
| **Positive Sociocultural Impacts** | ▪ Residents with an opportunity to meet new people, experience new cultures, learn about the world and explore new life perspectives (Brida & Zapata-Aguirre, 2009; Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018).<br>▪ Cultural exchanges, revitalizes cultures and encourages social interactions between residents and tourists, increasing the vitality of a port destination (Ehtiyar, 2016).<br>▪ Enhance cultural entertainment activities and attractions in the port destination, as well as the quality of restaurants, hotels, and retail facilities for residents (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018). |

| | |
|---|---|
| **Negative sociocultural Impacts** | ▪ Changes to residents' daily lives, crowding of public facilities and pollution (Brida & Zapata-Aguirre, 2009)<br>▪ Crowding/congestion, increased pollution, police harassment, displacement and overused utilities have been found to induce stress for residents (Evan J. Jordan & Vogt, 2017)<br>▪ Increase the crime rate (Barker, Page, & Meyer, 2002; Klein, 2011) |

### 2.3.4 Environmental Impacts

In addition to cruise tourism having economic and sociocultural impacts on residents, cruise tourism can have environmental impacts. The environmental impacts of cruise tourism have received much attention from scholars (Dowling, 2017). For example, cruise liners include disruption to aquatic systems, increase pollution, and induce environmental degradation (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018). Navigating and landing cruise vessels at a port destination can cause aquatic disruption if the destination is not correctly zoned and managed. Cruise tourism can contribute to the loss of habitats or species in marine environments due to facility construction, ship navigation, discharge, and shore excursions. These activities can lead to eutrophication and coral bleaching, and mangrove depletion (Tun et al., 2005). Cruise liners also produce various waster, including sewage, greywater, hazardous wastes, oily bilge water, ballast water and solid waste, which may be discharged into the marine environment (Brida & Zapata-Aguirre, 2009). Table 3 provides an example of the different types of waste and damage produced by a typical ship with 3,000 cruise tourists. Jones et al. (2016) also identified that cruise tourism emits greenhouse gases that contribute to climate change and pollution; reduces resilience of marine ecosystems; and damages coastal environments.

**Table 5: Types of Waste and Damage Produced by a Typical Cruise Vessel with 3,000 Tourists**

| Type of waste | Description | Damage |
|---|---|---|

| | | |
|---|---|---|
| Blackwater | Sewage, wastewater from toilets and medical facilities, which can contain harmful bacteria, pathogens, and viruses | 15,000–30,000 gallons per day |
| Greywater | Wastewater from sinks, showers, galleys, laundry and cleaning activities aboard a ship | 90,000–255,000 gallons per day |
| Solid waste | Includes glass, paper, cardboard, aluminium and steel cans, and plastics | 24% worldwide (by weight) comes from cruise ships |
| Hazardous wastes | Includes discarded and expired chemicals, medical waste, batteries, fluorescent lights, and spent paints and thinners, among others | Although quantities are small, their toxicity to sensitive marine organisms can be significant |
| Bilge water | Contains solid wastes and pollutants containing large amounts of oxygen-demanding material, oil and other chemicals | An average of 8 metric tons of oily bilge water for each 24 hours of operation |
| Ballast water | Often contains non-native, nuisance, exotic species that can cause extensive ecological and economic damage to aquatic ecosystems | There are few cruise-industry specific data on this issue |
| Air pollution | Generated by diesel engines that burn high-sulphur-content fuel, producing sulphur dioxide, nitrogen oxide and particulates, in addition to carbon monoxide, carbon dioxide and hydrocarbons | There are few cruise-industry specific data on this issue |

Source: Brida and Zapata-Aguirre (2009)

There have been some studies that have examined the positive environmental impacts of cruise tourism. For example, with appropriate planning cruise tourism can help preserve the local cultural heritage and physical environment (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018). Cruise tourism development can coincide with the enhancement of local infrastructure, such as roads and public transport to serve cruise tourists (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018). Table 6 presents the summary of environmental impacts of cruise tourism.

**Table 6: Summary of Environmental Impacts**

| | |
|---|---|
| **Positive Environmental Impacts** | ▪ Preserve the local cultural heritage and physical environment (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018).<br>▪ The enhancement of local infrastructure, such as roads and public transport to serve cruise tourists (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018). |

| | |
|---|---|
| **Negative Environmental Impacts** | ▪ Disruption to aquatic systems, increase pollution, and induce environmental degradation (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018).<br>▪ The loss of habitats or species in marine environments depletion (Tun et al., 2005).<br>▪ produced various waster, including sewage, greywater, hazardous wastes, oily bilge water, ballast water and solid waste, which may be discharged into the marine environment (Brida & Zapata-Aguirre, 2009). |

### 2.3.5 Residents' Attitudes and Behaviours Towards Cruise Tourism

In the last section the cruise tourism impacts in term of economic, sociocultural, and environmental was reviewed, this section discusses about residents' attitudes and behaviours toward cruise tourism in the literature.

Table 7 highlights that there is growing body of research on cruise tourism with much of it having examined the effect of attributes of individuals, such as sociodemographic variables, that can influence resident attitudes towards cruise tourism such as age, income, education, and economic dependence on this industry. For instance, Del Chiappa and Abbate (2016) identified that local residents of Messina, Italy, whose income depended on the cruise industry, were middle-aged, had a higher level of education and were living close to the tourism area were the most supportive of further development in cruise tourism. Similar results were found in Olbia, also in Italy (Brida, Del Chiappa, et al., 2014). Furthermore, residents' views and attitudes towards cruise tourism in Messina and Olbia were found to be similar, despite these port destinations differing in the stage of development of cruise tourism (Brida, Del Chiappa, et al., 2014). However, this area of tourism research is still in its infancy (Del Chiappa et al., 2018).

**Table 7: Key Research on Residents' Attitudes Towards Cruise Tourism (2008-2020)**

| Reference | Research focus | Country | Key findings |
|---|---|---|---|
| Hritz and Cecil (2008) | Benefits and drawbacks of perception on the sustainability of cruise tourism | United States | Local people valued the character, historic and differentness of their destination. They feared cruise tourism may threaten the relaxed atmosphere of their place. |
| Brida, Osti, et al. (2011) | Investigation of residents' views of the social and economic impacts of cruise tourism | Colombia | Four segments of members with common features and similar perceptions. A low level of positive perception of economic, social and cultural impacts |
| Brida, Del Chiappa, et al. (2012) | Evaluation of residents' choice of investment in cruise tourism | Italy | Residents invested at a very high level if their income depended on cruise activity; or they had past cruise experience. Residents invested at a very low level if they lived farther from the port. |
| Peručić and Puh (2012) | Identification of attitudes of citizens of Dubrovnik towards the impact of cruise tourism on Dubrovnik | Croatia | Most residents were aware of the positive impacts of cruise tourism; they also perceived traffic jams created by a large number of cruisers arriving on the same day. |
| Brida, Del Chiappa, et al. (2014) | A comparison of residents' perceptions in two cruise ports in the Mediterranean Sea | Italy | The two groups of residents had equal perceptions of cruise activity in their destination. They had an overall positive attitude about economic and sociocultural impacts but a negative attitude towards environmental impacts. |
| Carić and Mackelworth (2014a) | Investigation of residents' perceptions of cruise tourism impacts in three coastal Inuit communities | Canada | The three communities differed in their perceptions of cruise tourism impacts. |
| Del Chiappa and Abbate (2016) | Investigation of residents' perceptions of cruise tourism and identification of which type of tourism they prefer to develop for their destination, such as cruise tourism, cultural tourism, sport tourism, or sun and sea tourism | Italy | Residents expressed a like for historical/cultural tourism, followed by sea, sun and sand tourism, cruise tourism and then sport tourism.<br>There was a significant difference between residents in their preferences for different types of tourism based on different socio-economic and demographic characteristics. |
| Jordan and Vogt (2017) | Investigation of residents' perceptions of stress related to cruise tourism development | Jamaica | Negative sociocultural impacts of cruise tourism (e.g., crowding/congestion, increased pollution, police harassment, displacement, and overused utilities) induced stress for residents. |
| McCaughey et al. (2018) | Identification of local residents' perceptions of the positive and negative economic, sociocultural and | Australia | Residents generally had positive perceptions about and support for current cruise tourism. |

| Reference | Research focus | Country | Key findings |
|---|---|---|---|
| | environmental impacts of cruise tourism | | Residents felt dissatisfied with the current tourism organisation and management in Esperance. |
| Del Chiappa et al. (2018) | Investigation of residents' perceptions of the economic, social and environmental impacts of cruise tourism | Spain | Three clusters of residents identified (pessimists, cautious supporters and optimists). Most residents doubt the magnitude of positive impact in term of welfare, social, economic and heritage aspects.<br>A significant difference between the three groups based on age and proximity to the tourist area and port. |
| MacNeill and Wozniak (2018) | Investigation of residents' perceptions of economic, social and environmental impacts of cruise tourism | Honduras | Benefits to communities included a decrease in crime because of increased policing. However, low taxation and environmental regulation had not attracted community involvement, and large cruise tourism projects may fail to provide benefits for locals. |
| Ta (2019) | Identification of the impacts and opportunities of cruise tourism in HCMC | Vietnam | Local residents were concerned about the negative impacts of cruise tourism (e.g., air pollution, water pollution and noise pollution), but also benefited from cruise tourism through job creation, investment, infrastructure development and improved local transport. |
| Jordan et al. (2020) | Investigation of residents' perceptions; differentiating between the impacts of tourism, cruise tourism and Airbnb tourism | Azores | Residents perceived that tourism in general affects traffic and crowding, and cruise tourism has the least positive impacts for the community. |

Other studies have focused on residents' perceptions and attitudes toward the impacts of cruise tourism. For example, in the case of Key West in Florida, Hritz and Cecil (2008) found that local residents feared that cruise tourism would negatively impact the relaxed atmosphere of their destination. Similarly, Del Chiappa and Abbate (2016) found that residents of Messina would prefer to see the development of historic/cultural tourism, followed by sea, sun and sand tourism then cruise tourism and sport tourism. Del Chiappa et al.'s (2018) research on Valencia noted that most residents doubt there are positive impacts of cruise tourism on the welfare, social, economic or heritage aspects of their port destination. Despite these valuable findings, these studies did not recognize how residents behaved towards cruise tourism and cruise tourists.

As residents can have positive attitudes toward tourism and then demonstrate behavioural support for tourism development (Nunkoo & Ramkissoon, 2010). Residents' brand ambassadorship behaviour is operationalised as word of mouth (WOM) promotion of the destination and resident support (Ghasemi, Del Chiappa, & Correia, 2017; Jeuring & Haartsen, 2017). Examples of such includes advocacy-related behaviour such as residents participating to support inward tourism through their word-of-mouth (Palmer, Koenig-Lewis, & Medi Jones, 2013) and participation in tourist activities in their destination (O'Shaughnessy & O'Shaughnessy, 2002). Martín et al. (2018) suggested that residents' participation in tourist activities and the extent to which they recommend their destination is evidence of behavioural support for tourism. Furthermore, residents' hospitality toward incoming tourists is another indication of their support for tourism development (Kock, Josiassen, Assaf, Karpen, & Farrelly, 2019).

Not all resident attitudes and behaviour toward tourism are positive. Yang, Ryan, and Zhang (2013) suggested that 'tourism development depends on 'balanced and meaningful tourist–host relationships', and where these relationships do not exist, social tension and

conflict may increase. Indeed, such as context may create conditions leading to anti-tourism attitudes and behaviour (Olya & Gavilyan, 2017). For example, Bershidsky (2015) noted several negative responses to tourism such as protests and 'not welcome' attitudes and behaviours in cities such as Berlin, Barcelona, Lisbon, and Hong Kong. Given what is understood about tourism and cruise tourism to date, and the growth and stage of cruise tourism development, it is therefore, worthwhile exploring residents' behaviours to support cruise tourism.

### 2.3.6 Residents' Attitudes and Behaviours Toward Cruise Tourists

Exploring residents' attitudes towards tourists is a relatively new line of inquiry in the literature (Martín et al., 2018). Previous studies, however, on residents' attitudes toward tourists have focused on describing the residents' attitudes about tourists. For example, previous research includes stereotypes of tourists' nationalities (Soldatenko & Backer, 2019), perceptions of behavioural characteristics of tourists nationalities (Seabra, Dolnicar, Abrantes, & Kastenholz, 2013), perceptions of cultural differences between hosts and tourists (Reisinger & Turner, 1998), residents' attitudes toward targeting typical tourist nationalities (Lawson, Williams, Young, & Cossens, 1998; Reisinger, Kozak, & Visser, 2013), and residents' feelings such as *pleasant, enjoy, funny and positive* when interacting with tourists (Martín et al., 2018).

In the context of cruise tourism, very little is known about residents' attitudes and behaviours toward cruise tourists. For example, previous studies showed cruise tourism brings residents and tourists from other countries together, provides residents with an opportunity to meet new people, experience new cultures, and offers them the possibility of learning about the world and explore new life perspectives (Brida & Zapata-Aguirre, 2009; Del Chiappa & Abbate, 2016; Del Chiappa, Lorenzo-Romero, & Gallarza, 2018). Furthermore, Diedrich (2010) conducted research in six communities in Belize and found that residents would prefer to attract stay-over tourists rather than cruise tourists.

Furthermore, some cruise tourists, particularly first timer cruise tourists, may be more likely to report feeling harassed and express higher levels of discomfort with shopkeepers' and vendors' behaviours such as selling styles, which influence tourists' willingness to buy (Henthorn, George, & Smith, 2013). In contrast, residents in the port destinations can be an 'ambassadors'- helping to mitigate diminished tourists' experience and increase their satisfaction with the port destination. For example, local residents can recommend 'authentic places' in their destination to tourists to improve their experience in their trip (Choo, Park, & Petrick, 2011). With this positive behaviours toward tourists, residents are likely to welcome tourists, who will enjoy their stay in the destinations, thus improving their evaluation of tourist destination and enhancing its reputation (Li, Ridderstaat, & Yost, 2022).

Port destinations will find it difficult to promote cruise tourism development if the host residents are not welcoming of cruise tourists back. For example, residents who are apathetic or unfriendly toward tourists will most likely not encourage repeat visitation (Chen, Dwyer, & Firth, 2018). Without a high level of repeat visitors, destinations must continually attract new tourists, however the efforts required to attract new tourists, such as repositioning of tourism products and remarketing to new market segments, are much greater than continuously targeting a satisfied market (Reisinger & Turner, 1998). Therefore, by having a positive attitude towards tourists, residents are likely to welcome tourists, who will enjoy their stay at the destination and improve their evaluation of the destination, enhancing its reputation.

Furthermore, residents' attitudes towards cruise tourists are a critical factor in recovering cruise tourism following the COVID-19 Pandemic. Kamata (2021) found that residents still fear interacting with tourists because of the chance of COVID-19 infection. This fear may increase in the face of negative information delivered via mainstream and social media. For example, the cruise industry received considerable negative media attention related

to COVID-19 and cruise tourism or cruise tourists, such as ‘Coronavirus: “Pariah” cruise ship rejected by five ports docks at last’ (BBC, 2020); and ‘Cruise ships not welcome: Discovery centre votes against use of traverse city port’ (Traverseticker, 2020). Indeed, residents in port destinations may become more fearful of the impacts of cruise tourism and hesitant to interact with cruise tourists in the future. To deal with residents’ fear of accepting tourists back after the COVID-19 Pandemic, more needs to be known about their attitudes towards the context of cruise tourists.

### 2.3.7 Unique Characteristics of Cruise Tourism

Cruise tourism has several unique characteristics that differentiate it from other types of tourism (Paris & Teye, 2011). The first unique aspect of cruise tourism is that the cruise ship integrates the elements of tourism sectors. Brida, Bukstein, and Tealde (2015, p. 685) stated that ‘cruise tourism combines all four aspects of the tourism industry: transportation, accommodation (including food and beverages), attractions and tours’. Furthermore, Brida et al. (2015) also noted that cruise tourism represents a model of globalisation with physical mobility, international capital, crews, and tourists from various countries. Compared with other tourism types, cruise tourism can enable geographical repositioning of ships and explore the difference between cruise destinations with opposite seasonality (Rodrigue & Notteboom, 2013).

Second, today cruise ships offer many of activities and attractions to meet the needs of various tourist segments (Brida & Zapata, 2010; McCarthy, 2018), not only innovating itineraries, destinations, ship designs, facilities and services, but also offering a diversity of shore excursions (S. Lee & Ramdeen, 2013). Cruise ships often attract tourists at low price point which barely covers onboard costs, but generates profits from onboard revenue through

entertainment such as bars, casinos, shops, fine dining restaurants, and the sale of shore excursions (Klein., 2011)

Third, cruise liners transport tourists to destinations (Cartwright & Baird, 1999) which Johnson (2006) suggest are one of the main benefits for port destinations. Cruise tourists can purchase shore excursion tours on the website of cruise companies or aboard the ship, normally up to 24 hours before departure, or buy excursions from vendors who generally await them near the dock (Lopes & Dredge, 2018). However, Mancini (2004, p. 80) identified two issues of buying excursions from vendors in the port 'it is very hard to evaluate the quality of these tours and not guaranteed to be back on the ship before departure'. Hence, port destinations can face difficulties in selling shore excursions to cruise tourists because cruise tourists can purchase it from cruise companies. In the study of Klein (2006) revealed that while the cruise companies do not operate shore excursions, they benefit by receiving 50% to 90% of prices paid by passengers, with local tour operators receiving the remainder. However, when passengers feel unsatisfied with experiencing onshore excursions, they blame the tour operators or port destination rather the cruise companies (Klein., 2011).

Finally, cruise tourists usually stop at multiple port destinations and spend short time spent in each port. Limited time spent on port destinations affects to visitation patterns of cruise tourists. For example, when cruise tourists feel that there is insufficient time to visit the port destination, they choose not to leave the ship when docked at the port of call (Paris & Teye, 2011). This can affect cruise tourists' post-cruise satisfaction as well as intentions to visit the port destination in the future (Andriotis & Agiomirgianakis, 2010). Similarly, Satta et al. (2015) also found that limited interaction between cruise tourists and residents can affect tourist satisfaction, attitudes toward the destinations and influence residents' perceptions and attitudes toward cruise tourism impacts (Jones, Hillier, & Comfort, 2016). Andriotis and Vaughan

(2003, p. 172) argued that 'the 'balance of residents' perceptions of the positive and negative impacts of tourism is the main factor in tourists' satisfaction and important for the success of the tourism sector'. Thus, Jurowski and Gursoy (2004) and Pérez and Nadal (2005) argued that happy residents are considered important to the tourism sector's success and sustainability.

## 2.4 Theories Employed to Research Residents' Attitudes and Behavioural Support for Cruise Tourism

Scholars in the tourism literature have reflected on the value of several theories to explain the formation of resident attitudes and behavioural support towards tourism. Some of the earliest researchers on residents' attitudes towards tourism lamented the lack of a suitable theoretical framework for this purpose (Gursoy, Jurowski, & Uysal, 2002). Hence, many tourism researchers started to adapt theories from other social science fields such as psychology and sociology to develop a conceptual framework to explain how residents' attitudes towards tourism are established. For example, the growth machine theory has often been used with an emphasis on the economic growth achieved from tourism development (Madrigal, 1995). Other researchers explored the relationship between non-economic aspects of tourism development and residents' attitudes towards tourism by applying community attachment theory (Gursoy & Rutherford, 2004; Harrill, 2004; Jurowski, Uysal, & Williams, 1997) which concentrates on the 'extent and pattern of social participation and integration into the community, and sentiment or influence on the community', and the role this plays in forming resident attitudes towards tourism (McCool & Martin, 1994, p. 30).

New theories are however emerging and being applied to explore and explain residents' attitudes and behaviour towards tourism. For example, the bottom-up spillover theory has been used to examine the effect of tourism on residents' quality of life, and predict their attitudes towards tourism (Eslami et al., 2019; Woo et al., 2015). Institutional theory was applied to

examine residents' support for tourism in developing island countries and contributed to the literature on residents' attitudes by exploring imperialism to foreign tourism investment (Sinclair-Maragh & Gursoy, 2015). Institutional theory has also been used for this purpose in developing island countries exploring residents' attitudes towards imperialism and foreign tourism investment (Sinclair-Maragh & Gursoy, 2015). Woosnam (2012) examined how residents' feelings towards tourists assist to develop emotional solidarity between tourists and hosts. Thyne et al. (2020) used the social distance between residents and tourists to explain residents' attitudes.

Table 8 summarises theoretical perspectives from the selected literature on residents' attitudes towards tourism. Among all these theoretical frameworks, SET has been the most widely used to explain the formation of residents' attitudes and behaviour towards tourism.

**Table 8: Theoretical Perspectives of Selected Literature on Residents' Attitudes and Behaviour Towards Tourism**

| Theory | Source |
|---|---|
| Social exchange theory | Kamata (2021); Kwon and Vogt (2010); Lee (2013); Martín et al. (2018); Nunkoo and Ramkissoon (2012); Nunkoo and So (2016); Papastathopoulos et al. (2019); Qin et al. (2021); Ribeiro et al. (2017); Stylidis et al. (2014); Teye et al. (2002); Tilaki, Abooali, Marzbali, and Samat (2021); Woosnam et al. (2021); Yen and Kerstetter (2008) |
| Collaboration theory | Gursoy and Kendall (2006); Ko and Stewart (2002) |
| Growth machine theory | Madrigal (1995) |
| Social identity theory | Palmer et al. (2013); Wang and Xu (2015) |
| Community attachment | Gursoy and Rutherford (2004); Nicholas et al. (2009) |
| Emotional solidarity | Erul and Woosnam (2021); Erul, Woosnam, and McIntosh (2020); Woosnam (2012); Woosnam and Norman (2010) |
| Social distance | Thyne et al. (2018, 2020) |
| Institutional theory | Sinclair-Maragh and Gursoy (2015) |
| Bottom-up spillover theory | Eslami et al. (2019); Woo et al. (2015) |

### 2.4.1 Social Exchange Theory

SET emphasises the reciprocity and dynamic nature of interactions between many stakeholders. It has been applied in numerous research disciplines including sociology, psychology, and economics to explore social relationships (Gursoy et al., 2019). In essence, SET views social interactions as exchanges of resources between individuals and groups in an interaction situation (Ap, 1992). SET explores how the form of benefits and costs in an exchange influences the type of ongoing interaction (Molm, 1991). SET is widely used as a guiding theory in many academic works consisting of models involving residents' perceptions of tourism, as this theory typically is used to measure the cost–benefit ratio residents use to decide to support tourism or withdraw support in their community (Woosnam et al., 2021).

If an individual identifies that expected benefits are likely to exceed costs concerned with the exchange, they will engage in an exchange process. Gursoy et al. (2019, p. 310) stated that 'the primary motive for individuals to engage in a social exchange is the maximization of benefits while minimizing the costs. Within the context of tourism, the central premise of SET is that the essential driver for residents' support for tourism development is the improvement of the community's economic and enhanced social wellbeing (Uysal, Sirgy, Woo, & Kim, 2016). In other words, if residents perceive that the expected benefits are likely to exceed the costs, they are more likely to support tourism development; if they perceive the costs will be greater than the benefits, they may withdraw their support (Erul et al., 2020). In the context of cruise tourism, there is only small number of local individuals who deal with cruise tourism directly and may have economic benefits from them, most residents do not (Klein., 2011), which may influence residents' attitudes toward cruise tourism. Indeed, SET is not enough to predict residents' attitude toward cruise tourism' (Sharpley, 2014; Thyne et al, 2020).

Although several studies exploring the significance of residents' attitudes towards tourism development mainly draw from SET (e.g., Andereck & Vogt, 2000; Andriotis & Vaughan, 2003; Dyer, Gursoy, Sharma, & Carter, 2007; Gursoy et al., 2002; Lepp, 2008; Yen & Kerstetter, 2008), there is a surprising paucity of literature on residents' attitudes and behaviour towards cruise tourism development. In particular, Wondirad (2019) found that only 1.8% of reviewed articles on residents' attitudes toward cruise tourism published between 1984 to 2018 were conducted on residents' attitudes towards cruise tourism. As such, there has been limited application of SET to explore residents' attitudes or support in the context of cruise tourism (see Del Chiappa et al., 2018).

Therefore, to fill this gap in the cruise tourism literature, this research chose to utilise SET to explore residents' perceptions and behaviours in the context of cruise tourism.

### 2.4.2 Bottom-up Spillover Theory

While SET is a common theoretical framework to explain how residents' support for tourism, it is not always considered a comprehensive theory to explain residents' attitudes and behaviour (Sharpley, 2014; Thyne et al, 2020). Hence, there has been a recent exploration in tourism for new thoeries and frameworks to explore this issue. Recently, the bottom-up spillover theory has emerged as a new theory in tourism research on residents' attitudes (Hadinejad et al., 2019, Eslami et al., 2019; Woo et al., 2015). Some tourism researchers (see, for example, Eslami, Khalifah, Mardani, Streimikiene, & Han, 2019; Woo, Kim, & Uysal, 2015) who have examined the quality of life (QOL) have additionally employed the bottom-up spillover theory to explain residents' support for tourism development, however, there have been no such studies in cruise tourism.

Considerable agreement exists among tourism researchers regarding employment of the bottom-up spillover theory to define QOL (Sirgy & Lee, 2006; Woo et al., 2015). The basic concept of this theory is that satisfaction involves all of life's sub-domains: social life, material

wellbeing, leisure life, health, travel, and work–life domains (Andereck & Nyaupane, 2011; Sirgy & Lee, 2006). In addition, Bottom-up spillover theory assumes that overall QOL is affected by many life domain satisfaction measures and sub-domains (Sirgy, 2001). It is the most commonly applied theory in the psychology discipline (Sirgy, 2001; Sirgy & Lee, 2006). Overall QOL may be located at the top of a satisfaction hierarchy that is affected by many measures of life domain satisfaction. Various life domains have been used to measure QOL (e.g., Andereck & Nyaupane, 2011; Kruger, 2012). For example, Andereck and Nyaupane (2011) used eight life domains (i.e., community wellbeing, way of life, community pride and awareness, urban issues, economic, strength, natural/cultural preservation, crime and substance abuse, and recreation amenities) to measure QOL. Similarly, Kim, Uysal, and Sirgy (2013) developed four life domains—community wellbeing, material wellbeing, health and safety wellbeing and emotional wellbeing—to measure QOL. Recently, Woo et al. (2015) suggested two main domain dimensions to measure QOL: material life domain satisfaction and non-material life domain satisfaction.

Furthermore, as discussed in the last section, SET is a common theoretical framework to explain how residents support tourism. Indeed, the integration SET and the bottom-up spillover theory is a powerful framework in which to explore residents' perceptions and behaviour toward tourism (Eslami et al., 2019; Woo et al., 2015). Therefore, considering SET and bottom-up spillover theory, this thesis examines the relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism.

## 2.5 Summary

This chapter presented an overview of key finding from the literature of residents and tourism which related to residents' behavioural support for tourism. This chapter also provided a review of literature related to residents and cruise tourism presented including residents'

perceptions of cruise tourism impacts, residents' attitudes and behaviours towards both cruise tourism and cruise tourists, and theoretical frameworks applied in previous studies. In addition, the chapter discussed the few studies on residents' perceptions and behavioural support for cruise tourism in Asia. Furthermore, the chapter discussed SET and the bottom-up spillover theory as applied in this research to explore residents' perceptions and behaviours in the context of cruise tourism. The next chapter presents an overview of the cruise tourism industry globally, and then specifically in Asia, Vietnam and HCMC- the research context in this research.

# Chapter 3: Research Context

## 3.1 Introduction

Chapter 2 provided an overview of the literature related to residents' perceptions of cruise tourism impacts, residents' attitudes and behaviours towards both cruise tourism and cruise tourists, and theoretical frameworks applied in related research. This chapter provides an overview of cruise tourism around the globe, as well as in Asia, Vietnam and HCMC, specifically.

The chapter is structured in the following manner. Section 3.2 provides an overview of the performance and growth of the cruise tourism industry. Section 3.3 discusses the cruise tourism industry in Asia. Section 3.4 presents cruise tourism in Vietnam and HCMC. Section 3.5 presents a summary of the chapter.

## 3.2 Cruise Tourism Industry: Performance and Growth

Papathanassis and Beckmann (2011, p. 166) defined cruise tourism as 'a socio-economic system generated by the interaction between human, organisational and geographical entities, aimed at producing maritime-transportation enabled leisure experience'. Cruise tourism relies on accommodation, transportation, tour operations and tourism services (McKee, 1988). Zappino (2005, p. 11) also highlighted that 'cruise tourism is attracting new markets to the region and encouraging land-based vacations. Indeed, cruise tourism is required 'supply-led on enlarging in vessels size, as well as needs targeted, proactive and multi-pronged way to generate demand' (Lau & Yip 2020, p.192). For example, an innovation in cruise tourism relates to the itinerary, ship design, cruise destinations, facilities, services, and types of shore excursions available (Scott Lee & Ramdeen, 2013).

Prior to the COVID-19 Pandemic, cruise tourism was one of the fastest-growing industries in the tourism sector. It has witnessed a stable and significant worldwide growth in

the last three decades, with North America and Europe leading this growth and the Asia Pacific region also experiencing significant growth (Hung, Wang, Guillet, & Liu, 2019; Kizielewicz, 2013). From 1990 to 2007, the average annual growth rate globally in the number of cruise tourists was 7.2% (Klein, 2011). The demand for cruising worldwide dramatically increased from 15.1 million cruise tourists in 2007, to 24.7 million (+66%) in 2017. Cruise tourism maintained a positive development trend in 2019, with 30 million tourists taking a cruise trip, predicted to reach 32 million in 2020 (CLIA, 2020a). The cruise tourism industry generated USD 54.5 billion and 1,166,000 full-time equivalent jobs during 2019 (CLIA, 2021c).

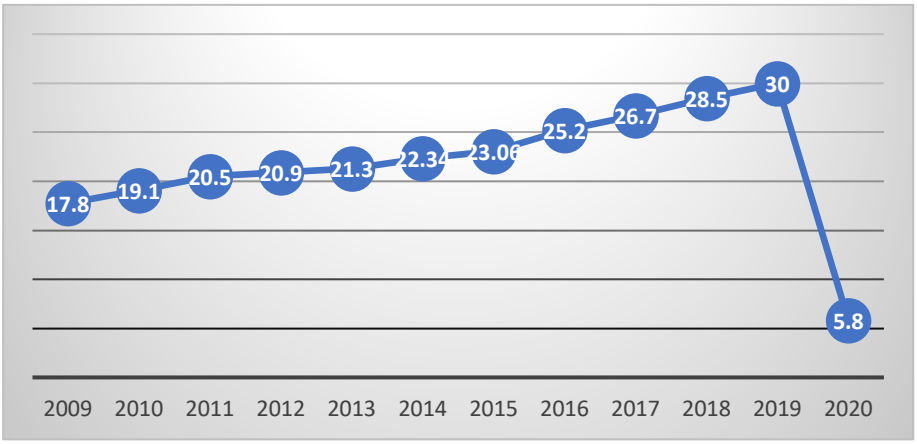
The COVID-19 Pandemic has been a threat to the survival of the cruise tourism industry. First, three major cruise liners—Carnival, Royal Caribbean and Norwegian—saw a rapid increase in COVID-19 cases among passengers and staff members in the beginning of COVID-19 Pandemic (Mallapaty, 2020), and many destinations refused to accept cruise liners even for a stopover since March 2020 (Renaud, 2020). Second, in the face of travel restrictions and social distancing rules, cruise ships were mostly empty or laid up in docks for many months, with cruise lines draining their funds at a fast rate. For example, the stocks of Carnival, Royal Caribbean and Norwegian, which make up 80% of the world cruise market, dropped an average of 84.2% over 62 days at the beginning of 2020 (Renaud, 2020). Recently, Balboa (2020) analysed and predicted the industry's financial situation after 15 May 2020, noting that Carnival could maintain its activities for 9 more months, Royal Caribbean for 11, and Norwegian for 18 more months.

Nonetheless, there is still strong demand for cruise tourism products. For example, Royal Caribbean reported an increase of 60% in new bookings since May 2020 (Feuver & Mody, 2020). By the end of 2021 many port destinations were allowing cruise liners to return to their ports (Stacey, 2021). To respond to the COVID-19 context, cruise lines have put in place strict on-board COVID-19 management policies, such as allowing cruise tourists to be

vaccinated while on board and reducing capacity of cruise tourists to minimise the potential for viral transmission (CLIA, 2021c).

Although the number of cruise tourists was only 5.8 million in 2020 and the cruise tourism industry's operations paused worldwide in mid-March of that year, cruise tourism had resumed by July in some parts of Europe, Asia, and the South Pacific, with around 200 cruises departing between July and December 2020 (CLIA, 2021b). Figure 2 presents numbers of global cruise tourists from 2009 to 2020. As can be seen, numbers increased significantly from 17.8 million cruise tourists in 2009 to 30 million in 2019, and then declined to 5.8 million in 2020 because of the COVID-19 Pandemic.

**Figure 2: Global cruise tourists (in millions)**

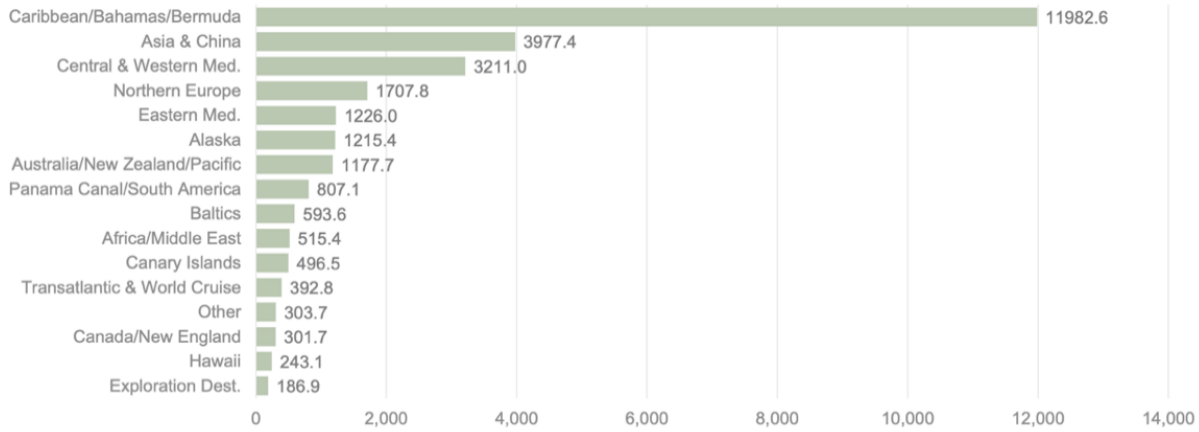



*Source: CLIA (2020a, 2021b)*

The Caribbean/Bahamas/Bermuda were the world's preferred destinations for cruise tourism in 2019; the second most popular destinations in the global cruise market were Asia (CLIA,2020a). Furthermore, the development of economies, stable policies and easing of travel restrictions among countries in Asia has increased demand for intra-regional travel (Hong et al., 2019). Asian countries have invested billions of dollars in tourism infrastructure and promotion efforts for their imaging (Singh, 2000). Asia has prompted international cruise lines to develop new itineraries and set up area headquarters there (Hong et al., 2019). Hence,

cruising in Asia is considered a potential growth area in the transport and tourism industry (Lau & Yip, 2020). Figure 3 shows data for the most popular cruise tourist destinations in 2019.

**Figure 3: The most popular cruise destinations in 2019**




*Data Source: CLIA (2020a)*

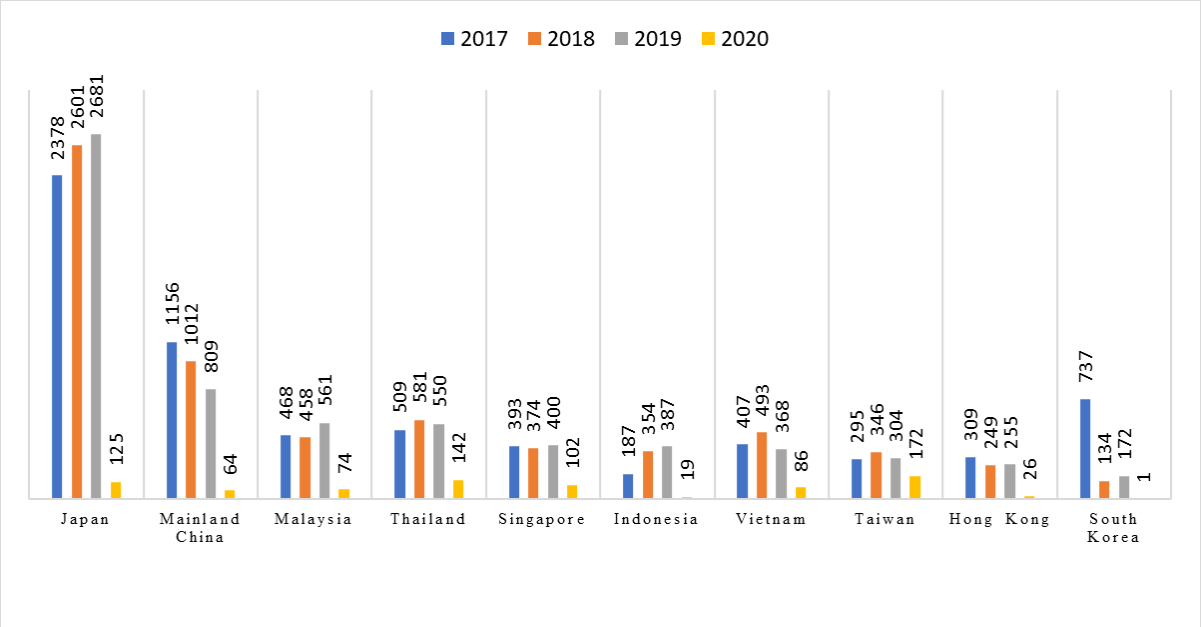
## 3.3 Cruise Tourism in Asia

Asia has emerged as one of the fastest-growing cruise regions in the world. Most cruise tourists are seeking exotic oriental culture, attractive destinations, local wildlife, rich tourism resources, proximity to neighbouring countries and year-round warm weather, which they can access in parts of Asia (Lau & Yip, 2020). For example, high demand by cruise tourists has seen the development of new cruise itineraries in China, South Korea, Japan, Singapore, and Vietnam (Singh, 2000). Consequently, numerous Asian cruise ports can attract many cruise lines. Asian cruise ports recorded 7,169 and 7,154 cruise calls in 2018 and 2019, respectively (CLIA, 2020a). Moreover, the passenger capacity in Asia almost tripled from 1.51 million passengers in 2013 to 4.02 million passengers in 2019 (CLIA, 2020a).

Figure 4 shows the number of ships arriving in the top ten destinations in Asia from 2017 to 2020. As can be seen in the graph, the number of ships declined dramatically in 2020 because of the COVID-19 Pandemic. For example, Japan was the leading country in terms of the number of cruise ships that arrived from 2017 to 2020; however, this number dropped from

2,378 in 2017 to 125 in 2020. In Vietnam, the number of ships arriving dropped from 407 in 2017 to 86 in 2020, and South Korea welcomed just one ship in 2020.

**Figure 4: Top destinations by number of calls in 2017–2020 in Asia**




*Data Source: CLIA (2021a)*

Table 9 shows the top 20 scheduled port calls in Asia in 2019, with Singapore ranked first. The Singapore cruise port is recognised as an attractive cruise destination for cruise lines because of it cruise terminal infrastructure, connectively and agility (Lau & Yip, 2020). Ports in Taiwan, Hong Kong, Japan, Malaysia, India, Vietnam, and Thailand also attracted many cruise lines. To meet the rising demand for cruise passengers in the future, cruise lines have increased their capacity in terms of the size and number of cruise ships; for example, the number of ships arrived in Asia has increased by 58% since 2014 (CLIA, 2020a).

**Table 9: Top 20 Scheduled Asian Port Calls in 2019**

| Rank (2019) | Port | Country | Calls (2019) |
|---|---|---|---|
| **1** | Singapore | Singapore | 400 |
| **2** | Keelung/Taipei | Taiwan | 284 |
| **3** | Bashan/Shanghai | China | 276 |
| **4** | Hong Kong | Hong Kong | 255 |
| **5** | Fukuoka/Hakata | Japan | 245 |
| **6** | Naha/Okinawa | Japan | 243 |
| **7** | Yokohama/Tokyo | Japan | 202 |
| **8** | Nagasaki | Japan | 198 |
| **9** | Patong Bay/Phuket | Thailand | 188 |
| **10** | Port Clang/Kuala Lumpur | Malaysia | 176 |
| **11** | Miyakojima/Hirara | Japan | 166 |
| **12** | Tianjin/Xingang/Beijing | China | 161 |
| **13** | Georgetown/Penang | Malaysia | 158 |
| **14** | Ishigaki | Japan | 156 |
| **15** | Bangkok (Laem Chabang & Klong Toey) | Thailand | 147 |
| **16** | Mormugao/Goa | India | 146 |
| **17** | Ho Chi Minh City/Phu My | Vietnam | 144 |
| **18** | Xiamen | China | 129 |
| **19** | Kobe | Japan | 121 |
| **20** | Da Nang/Hue/Chan May | Vietnam | 116 |

Data source: CLIA (2020a)

Most ports of call in Asia are transit rather than homeports (Lau & Yip, 2020). For example, Singapore and Thailand invested in development of a homeport (London & Lohmann, 2014), whereas the cruise ports in Japan and Vietnam are ports of call; that is, intermediate stops on route to other destinations (Brida, Pulina, Riaño, & Zapata-Aguirre, 2012). Homeports are places where passengers can embark or disembark at the beginning or end of their cruise, respectively (London & Lohmann, 2014). Thus, all cruise tourists complete or change their itinerary at a homeport. This type of port site can accommodate a large number of tourists joining or leaving ships (McCalla, 1998).

Cruise tourists spend more time in the homeport than in ports of call, where they have short stops of eight hours on average, during which time they can visit the main attractions of the port destination, go shopping or take a land tour (Brida, Del Chiappa, et al., 2012). They can also choose to not leave the ship when docked at a port of call if they feel there is insufficient time to visit the port destination (Paris & Teye, 2011). Whereas cruise tourists have

more time to interact with local people in the homeport at which they start or end their trip; thus, they use local tourism infrastructure consisting of hotels, food and beverages, transport, and entertainment (Brida, Pulina, et al., 2012). Consequently, a homeport is predicted to have a higher total impact for a port destination than do ports of call (Dowling, 2017).

In addition, different levels of investment are required between homeports and ports of call. London and Lohmann (2014) stated that cities new to cruise tourism are likely to develop themselves as ports of call because of the minimal investment required to welcome cruise ships, whereas mature or more developed ports look to promote themselves as homeports or hybrid ports. The design of a homeport or hybrid port must meet many criteria related to proximity to a major international airport; hotel capacity; proximity to source markets; navigational considerations (e.g., availability of tugs, navigational access to the port and distance to the next ports); availability of regulatory personnel such as customs and immigration officials; and the ability to service ships (e.g., food, fuel, and maintenance) (McCalla, 1998). Furthermore, Chang, Park, Liu, and Roh (2016) found that cruise port connected with convenient shopping malls and transportation can meet cruise tourists' expectations. Given the wide range of criteria necessary to prove the cities are capable of harbouring a homeport, cities new to cruise tourism prefer to develop themselves as ports of call.

## 3.4 Cruise Tourism in Vietnam

Vietnam hosts vital key cruise ports in Southeast Asian area. Apart from a dynamic mixture of tradition and modernity, Vietnam has stunning beaches and a long coastline (Travel Online, 2018), making it an excellent destination for cruise tourists in the 21st century (Lau & Yip, 2020). In 2019, Vietnam attracted 368 cruise calls: 300 for transit; two for turnaround and 66 for overnight (CLIA, 2020b). There are four cruise ports in Vietnam: Da Nang/Hue/Chan May; HCMC/Phu My; Ha Long Bay/Ha Noi; and Nha Trang. Da Nang and HCMC are currently the leading cruise ports in the country (CLIA, 2020b).

Cruise tourism has played a vital role in Vietnam's tourism. Table 10 presents the number of international tourists and cruise tourists visiting Vietnam from 2010 to 2020. As illustrated in the table, the number of international tourists visiting Vietnam increased threefold from 5 million in 2010 to more than 18 million in 2019. Notably, Vietnam also witnessed a significant increase in the number of cruise tourists arriving, from 50,500 in 2010 to 265,000 in 2019. However, this number was reduced by more than 45% in 2020 because of the COVID-19 Pandemic.

There are several features driving the potential for cruise tourism development in Vietnam, the main one of which is its coastline, which is 3,444 km long (excluding islands). This is an important factor in the rising attractiveness of cruise tourism activities in Vietnam (CIA, 2019). Second, the location is convenient for cruise ship arrivals. Vietnam is located between Singapore and Hong Kong, two important tourism centres in the Asia region. Third, cruise tourism is one of the priorities in the *Vietnam Tourism Development Strategy* for 2011 to 2020—Vision 2030—which has been approved by the government (Chung, 2018).

**Table 10: International Visitors to Vietnam by Cruise Ship 2010–2020**

| Year | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Total no. international visitors** | 5,049,855 | 6,014,032 | 6,847,678 | 7,572,352 | 7,874,312 | 7,943,651 | 10,012,735 | 12,922,151 | 15,497,791 | 18,488,843 | 3,686,779 |
| **No. foreign visitors travelling by cruise ships** | 50,500 | 46,321 | 285,546 | 193,261 | 47,583 | 169,839 | 284,855 | 258,836 | 215,306 | 265,000 | 144,109 |
| **Percentage increase over the same period in the previous year** | 76.6 | 91.7 | 616.45 | 67.7 | 24.6 | 356.9 | 167.7 | 90.9 | 83.1 | 122.7 | −45.2 |

Data source: Vietnam Tourism

### 3.4.1 Cruise Tourism in Ho Chi Minh City

HCMC is one of the most important tourist destinations in Vietnam. It has several tourist attractions including historical sites; shopping options; and good transport connections to other cities and provinces. It was ranked in the top ten most popular cities for travellers in 2015, with tourist growth at 12.9% (Cable News Network [CNN], 2015). Furthermore, HCMC plays a vital role in Vietnam's tourism performance, as it hosted 7.5 million international tourists, accounting for 50% of international tourists to Vietnam in 2019 (VNAT, 2019c). Regarding cruise tourism, HCMC is one of the most popular of Vietnam's cruise ports. In particular, it recorded 139 and 144 cruise calls in 2018 and 2019, respectively (CLIA, 2019). However, the number of ships arriving in HCMC declined from 144 ships in 2019 to 29 ships in 2020 because of the COVID-19 Pandemic (CLIA, 2021a).

HCMC has attracted many cruise lines, and external investors have invested in its cruise infrastructure. For example, the most modern 5-star *Quantum of the Seas* ship owned by Royal Caribbean brought more than 6,750 international visitors and crew members to HCMC in January 2020 (Tuoitrenews, 2020b). Furthermore, HCMC is building its Saigon Peninsula property project, which encompasses a shopping mall, a 5-star hotel, high-end apartment blocks, deluxe resort villas and the largest international cruise ship terminal port in Vietnam. This will make it an attractive port destination. This project is a joint investment by Van Thinh Phat Group Corporation, Pavilion Group (Malaysia) and Genting Group (Malaysia) (Saigon Peninsula, 2016).

## 3.5 Summary

This chapter presented an overview the context for this research. Before providing further details of the research context, the chapter provided an overview of the performance and growth of the cruise tourism industry globally and in Asia. Cruise tourism in Vietnam and HCMC was then discussed. Vietnam is a key cruise port in Southeast Asia and HCMC is the

leading cruise port in Vietnam. The next chapter discusses the conceptual framework in this thesis to explore the relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism.

# Chapter 4: Conceptual Model and Hypotheses

## 4.1 Introduction

As discussed in Chapter 1, the aim of this research was to examine the relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism. Chapters 2 and 3 provided a comprehensive literature review of how knowledge gaps were identified in the field of cruise tourism research. This chapter outlines how the theoretical foundations were applied to develop a conceptual model and hypotheses in this research.

This chapter is structured in the following manner. Section 4.2 provides the theoretical foundations for this research. Section 4.3 discusses the conceptual model in this research. Next, Section 4.4 and Section 4.5 develop the hypotheses tested in this research. Finally, Section 4.6 presents a summary of the chapter.

## 4.2 The Integration of Social Exchange Theory and Bottom-up Spillover Theory

As mentioned in Section 2.4, this research employed SET and the bottom-up spillover theory to connect and explain the relationships among cruise tourism impacts in terms of positive and negative economic, sociocultural, and environmental impacts, overall QOL and resident behavioural intentions to support cruise tourism.

SET remains the predominant theoretical framework applied in residents' attitudes and support research (Hadinejad et al., 2019; Nunkoo & Ramkissoon, 2012). It is used to explain the form of the exchange relationship and the results of the exchange, to differentiate individuals' perceived benefits and costs as predictors for use in further tourism development (Alrwajfah et al., 2019). Some scholars (e.g., Lee, 2013; Woosnam et al., 2021) have employed

SET to investigate locals' support for tourism as a function of the economic, sociocultural, and environmental benefits and costs of the industry.

A small number of tourism studies (Eslami et al., 2019; Woo et al., 2015) have investigated QOL as identified by the bottom-up spillover theory in their models, to predict residents' support for tourism development. For example, Woo et al. (2015) concluded that residents' QOL is one of key predictors of support for tourism development. However, no studies in cruise tourism research have applied the bottom-up spillover theory to explain the impact of cruise tourism development on residents' QOL and their support for cruise tourism development.

To fill this gap the cruise tourism literature, SET and the bottom-up spillover theory were employed in this research to explore resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism. SET was used to test residents' support for cruise tourism according to the economic, sociocultural, and environmental benefits and costs of the industry. Bottom -up spillover theory was utilised to investigate the relationships between residents' QOL and their support for cruise tourism. These theories are value instruments for explaining residents' perceptions and their support. Therefore, a combination of the two provides a justifiable approach to achieving the aim of this research.

## 4.3 The Conceptual Model

Conceptual model development is the most vital part of any research, and the most difficult (Veal, 2011). A conceptual model consists of concepts and the relationships between these concepts used in research to address the research problem. These relationships can be expressed as hypotheses or propositions (Pearce, 2012). The conceptual model is less developed in descriptive or exploratory research but well elaborated in explanatory, confirmatory and evaluative research (Veal, 2011). This research involved an exploratory

sequential mixed methods investigation of the relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism.

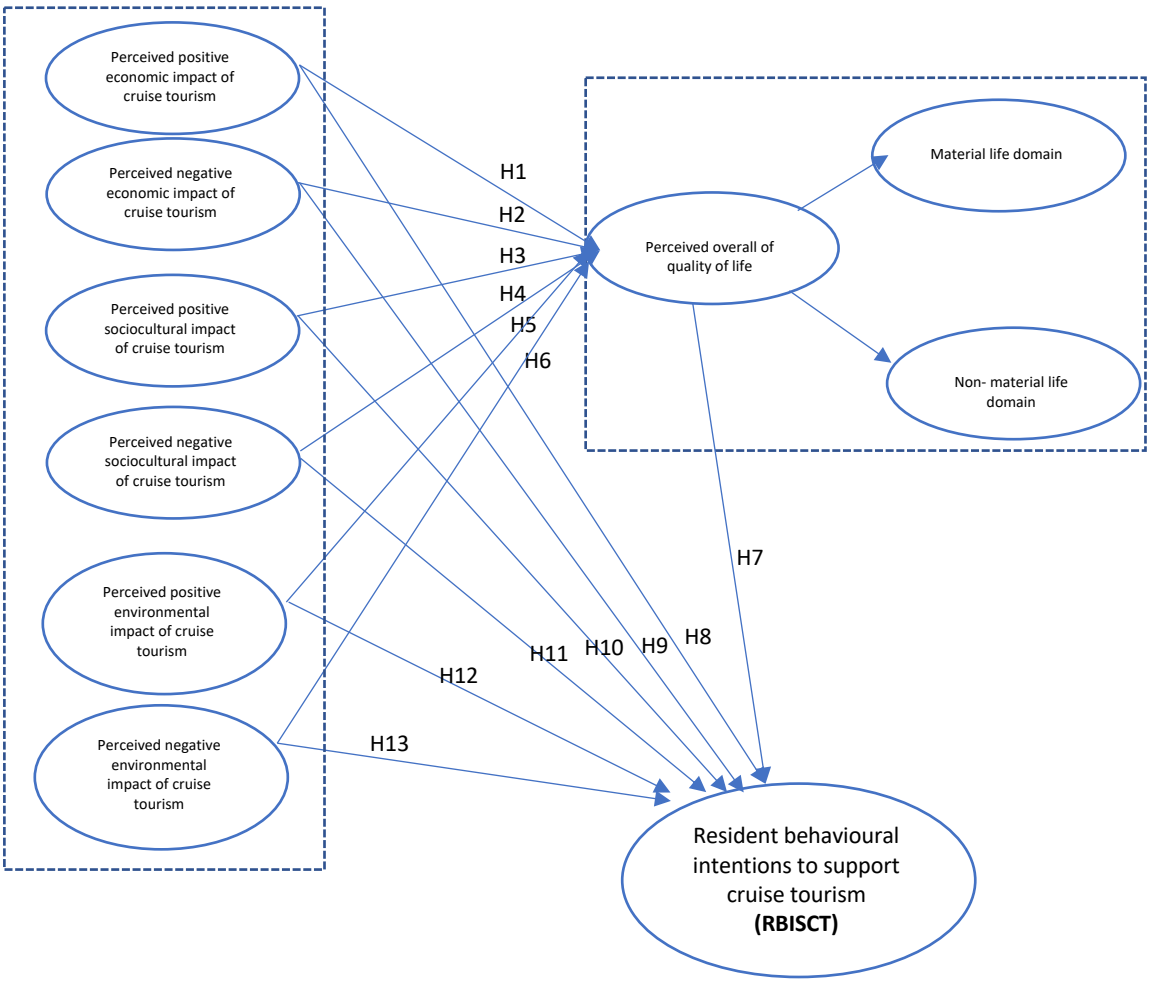
Few studies have examined how residents' support for cruise tourism may predict other attitudes and behaviours. Research on residents' attitudes has focused on perceptions of the economic, sociocultural, and environmental impacts of cruise tourism (Jones et al., 2016; Jordan et al., 2020; MacNeill & Wozniak, 2018; Stewart et al., 2011). To advance this research, the relationship between resident attitudes and related behaviour is investigation in this research. Furthermore, little research has been conducted on residents' attitudes towards cruise tourism development (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018). These studies provide a platform for further research in this area, such as explaining the outcome of residents' attitudes or behaviour towards both cruise tourism development and cruise tourists.

Although some tourism researchers (Eslami et al., 2019; Woo et al., 2015) have examined the QOL satisfaction identified by the bottom-up spillover theory in their models to predict residents' support for tourism development, to date no studies in cruise tourism research have applied the bottom-up spillover theory to explain the impact of cruise tourism development on residents' QOL and their support for cruise tourism. To fill this research gap, this thesis builds on previous modelling attempts using SET and the bottom-up spillover theory to examine the relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism.

A conceptual model depicting the relationships among cruise tourism impacts, overall QOL and resident behavioural intentions to support cruise tourism is presented in Figure 5. The model is comprised of six constructs and two latent constructs: perceived positive economic impact of cruise tourism; perceived negative economic impact of cruise tourism;

perceived positive sociocultural impact of cruise tourism; perceived negative sociocultural impact of cruise tourism; perceived positive environmental impact of cruise tourism; perceived positive environmental impact of cruise tourism; perceived negative environmental impact of cruise tourism; perceived overall QOL (material life domain and non-material life domain); and resident behavioural intentions to support cruise tourism. This model proposes that residents' perceptions of economic, sociocultural, and environmental impacts affect their overall QOL and their behavioural intentions to support cruise tourism.

**Figure 5: Conceptual model for this research**



## 4.4 Relationships among Residents' Perceptions of Cruise Tourism Impacts and Their Overall Quality of Life

QOL has become a key issue in recent decades both in many fields of research and political spheres (Eusébio & Carneiro, 2014). Research in this field has been conducted in many disciplines, by not yet in the cruise tourism context. QOL has been investigated in medicine and psychology, in the World Health Organization's QOL assessment (Group, 1998), consumer wellbeing (Sirgy & Lee, 2006), sport (Gouttebarge, Frings-Dresen, & Sluiter, 2015; Mehrsafar et al., 2021) and tourism (Dolnicar, Lazarevski, & Yanamandram, 2013; S. Wang, 2017; Woo et al., 2015). In tourism research, studies have sought evidence to support the relationship between tourism impacts and residents' overall QOL (e.g., K. Kim et al., 2013; Li, Ridderstaat, & Yost, 2022; Woo et al., 2018), although no studies have examined this issue in the context of cruise tourism.

QOL refers to an individual's level of wellbeing, satisfaction or dissatisfaction, or state of being happy or unhappy with life (Eslami et al., 2019, p. 1064). Hence, QOL is often assessed at different levels—such as the individual, level, community, or country level—regarding perceived satisfaction or dissatisfaction towards various life domains or overall life. Most studies have focused on the individual level to measure residents' QOL (Uysal et al., 2016). Furthermore, QOL has a psychology-based definition referring to a cognisant perceptive decision about satisfaction with life. It is assessed on the basis of unidimensional or multidimensional perspective measurements in terms of overall life satisfaction or peculiar life domain, which can be considered separately (Woo et al., 2018).

Considerable agreement exists among tourism researchers regarding employment of the bottom-up spillover theory to define QOL (Sirgy & Lee, 2006; Woo et al., 2015). The basic concept of this theory is that satisfaction involves all of life's sub-domains: social life, material wellbeing, leisure life, health, travel, and work–life domains (Andereck & Nyaupane, 2011;

Sirgy & Lee, 2006). In addition, the QOL construct can be measured and examined based on subjective, objective, and reflective or formative indictors, and using a range of approaches and methods that include multiple unit levels, and specific and global domains (Sirgy, 2001). According to the literature reviewed, three important life domains to measure QOL are material wellbeing, recreative amenities and way of life wellbeing (Andereck & Nyaupane, 2011; Kim et al., 2013). These domains were categorised by Woo et al. (2015) as material and non-material life domains. Based on previous research, the current research applied two domain dimensions as developed Woo et al. (2015). The material life satisfaction domain includes material life, financial situation and standard of living satisfaction; and the non-material life satisfaction domain includes health and safety, emotional and community life satisfaction.

Although tourism plays a vital role in economic and sociocultural development in many countries, tourism development has both positive and negative impacts, which may affect the wellbeing and QOL of residents (Godovykh & Ridderstaat, 2020). For example, residents in Sao Miguel perceived that the negative impacts of cruise tourism were far greater than those for general and Airbnb tourism (Jordan et al., 2020). Indeed, if residents perceive negative cruise tourism impacts, will their corresponding QOL be decreased?

In contrast with previous studies, this research separately tested the six categories of cruise tourism impact: economic, sociocultural, and environmental impacts, both positive and negative. These impacts were used to check their different effects on residents' overall QOL. According to bottom-up spillover theory, life satisfaction is functionally related to satisfaction with all of life's domains and sub-domains. Perceptions of residents' QOL include both material and non-material life domain satisfaction (Woo et al., 2015). Consistent with the bottom-up spillover theory and previous studies, the research tested the residents' overall QOL construct, which includes the two dimensions (material of life domain and non-material life domain).

The following hypotheses were developed for this research:

H1: Perceived positive economic impacts of cruise tourism positively influence the residents' overall quality of life (material of life domain and non-material life domain).

H2: Perceived negative economic impacts of cruise tourism negatively influence the residents' overall quality of life (material of life domain and non-material life domain).

H3: Perceived positive sociocultural impacts of cruise tourism positively influence of the residents' overall quality of life (material of life domain and non-material life domain).

H4: Perceived negative sociocultural impacts of cruise tourism negatively influence of the residents' overall quality of life (material of life domain and non-material life domain).

H5: Perceived positive environmental impacts of cruise tourism positively influence of the residents' overall quality of life (material of life domain and non-material life domain).

H6: Perceived negative environmental impacts of cruise tourism negatively influence of the residents' overall quality of life (material of life domain and non-material life domain).

## 4.5 Relationships among Perceptions of Residents' Overall Quality of Life, Cruise Tourism Impacts and RBISCT

### 4.5.1 Relationship between Residents' Overall Quality of Life and RBISCT

Although QOL has been considered in relation to residents' support for further tourism development, no studies have investigated residents' QOL in the context of cruise tourism. QOL is an effective predictor of residents' support for further tourism development (Eslami et al., 2019; Woo et al., 2015). However, if tourism development reduces QOL, residents can have a negative attitude or be unwilling to support further tourism development in their

community (Uysal, Woo, & Singal, 2012). Thus, Ridderstaat et al. (2016) stressed the need to recognise the importance of QOL in determining residents' attitudes and support for tourism development.

Some scholars have reported that residents were concerned about cruise tourism impacts on their live, but these studies did not examine the relationships between cruise tourism development and residents' perceptions of their QOL, which is likely to influence residents' responses (the outcome of their attitudes or their related behaviours). For example, Jordan et al. (2020) identified that cruise tourism stood out to community residents in Sao Miguel as the least beneficial type of tourism for their QOL. Similarly, Jordan and Vogt (2017) found that the negative sociocultural impacts of cruise tourism (e.g., crowding/congestion, increased pollution, police harassment, displacement, and overused utilities) induced stress for residents. Although these are valuable findings, these studies did not draw conclusions about residents' level of support for cruise tourism development. Therefore, there is clear need to understand residents' perceptions of their QOL and how this influences their behavioural support for cruise tourism.

Therefore, the following hypothesis has been developed:

H7: There is a direct relationship between overall quality of life satisfaction and influence residents' behavioural intentions to support cruise tourism (RBISCT).

### 4.5.2 Relationships Between Perceptions of Cruise Tourism Impacts and RBISCT

SET is a theoretical framework used in many previous studies to explain the relationship between resident perceptions and support for tourism (e.g., Almeida-García, Peláez-Fernández, Balbuena-Vázquez, & Cortés-Macias, 2016; Alrwajfah et al., 2019; Andereck & Vogt, 2000; Šegota, Mihalič, & Kuščer, 2017). For example, residents' perception of tourism may lead to a positive behavioural intention to support tourism via participation in tourism activities and recommending places to others (Martín et al., 2018). However, residents'

responses, such as the outcome of their attitudes or related behaviours towards tourism have received little attention from researchers (Sharpley, 2014; Thyne et al., 2020).

According to SET and the findings from previous studies, this research examined the relationship between residents' perceptions of the positive and negative economic, sociocultural and environmental impacts of cruise tourism and resident behavioural intentions to support cruise tourism. Most research investigating residents' perceptions of or attitude towards cruise tourism (e.g., Brida, Osti, et al., 2011; Del Chiappa et al., 2018; Stewart et al., 2011) considered only two types of impact: positive and negative impacts on resident attitudes. In contrast, the current research separately tested the six categories of cruise tourism impact—economic, sociocultural, and environmental impacts, both positive and negative—to investigate their differential effects on residents' behavioural intention to support cruise tourism.

Furthermore, few previous studies have been conducted residents' behavioural support for cruise tourism. For example, Diedrich (2010) researched six communities in Belize and found that local residents favoured attracting stay-over passengers more than cruise tourists. In other studies, residents generally favoured historical/cultural tourism development, whereas few residents wanted growth in cruise tourism in their communities (Gatewood & Cameron, 2009). In Messina, the local community preferred historic/cultural growth, followed by sea and sun tourism and cruise tourism (Del Chiappa & Abbate, 2016). Although this information is useful, these studies did not identify residents' behavioural intention to support, or otherwise, cruise tourism and cruise tourists. In addition, Palmer et al. (2013) found that residents' behavioural support for tourism-related activities could be operationally used by them to engage in advocacy to support inward tourism by their word-of-mouth behaviours. However, Pizam (1978) noted that significant tourism concentration in an area may create negative

residents' perceptions of tourism. This research postulated that the perception of cruise tourism impacts would affect residents' behavioural intentions to support cruise tourism:

H8: Perceived positive economic impacts of cruise tourism positively influence residents' behavioural intentions to support cruise tourism (RBISCT)

H9: Perceived negative economic impacts of cruise tourism negatively influence residents' behavioural intentions to support cruise tourism (RBISCT)

H10: Perceived positive sociocultural impacts of cruise tourism positively influence residents' behavioural intentions to support cruise tourism (RBISCT)

H11: Perceived negative sociocultural impacts of cruise tourism negatively influence residents' behavioural intentions to support cruise tourism (RBISCT)

H12: Perceived positive environmental impacts of cruise tourism positively influence residents' behavioural intentions to support cruise tourism (RBISCT)

H13: Perceived negative environmental impacts of cruise tourism negatively influence residents' behavioural intentions to support cruise tourism (RBISCT)

## 4.6 Summary

Through the lenses of SET and bottom-up spillover theory, this chapter presented a conceptual model and discussed hypotheses developed to test relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism. The following chapter discusses the research methods used in this research.

# Chapter 5: Research Methodology

## 5.1 Introduction

Chapter 4 presented the conceptual model and associated hypotheses developed to explore the relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism. This chapter focuses on the method employed to examine the conceptual model and test the hypotheses presented in Chapter 4. As indicated in Chapter 3, this research was set in the context of HCMC in Vietnam. The number of cruise liners arriving in HCMC increased from 130 in 2015 to 144 in 2019 (CLIA, 2021a), making it the port destination receiving the greatest number of cruise liners in Vietnam. The data collection for this research was conducted between March 2020 and June 2021; that is, it commenced in early 2020 before the impacts of the COVID-19 Pandemic on the cruise sector had become clear.

Chapter 5 is structured in the following manner. Section 5.2 introduces the research paradigm adopted in this research and explains the rationale for the choice of the paradigm. Section 5.3 describes the mixed methods design for this research after providing some background to mixed methods design more generally. Sections 5.4 and 5.5 discuss the implementation of the qualitative and quantitative phases of this research, respectively. Next, Section 5.6 presents the ethical considerations related to this research. Finally, Section 5.7 presents a summary of the chapter.

## 5.2 Research Paradigm

A research paradigm is a set of basic beliefs that affects how researchers view their world and construct their behaviour (Creswell, 2014). A paradigm tells us how meaning will be developed from data that will be collected, based on our individual experiences (Kivunja & Kuyini, 2017). Therefore, a research paradigm should be reflected in the process of the structure, implementation, and reporting of research (Shepherd & Challenger, 2013). The

research paradigm is thus crucial for scholars as it will affect what should be studied, how it should be studied and how the results of the research will be interpreted (Kivunja & Kuyini, 2017). Indeed, recognising the research paradigm is very important as it assists the researcher to be consistent during the entire research process.

In the social sciences, there are two major paradigms, known as the positivism/post-positivism, and constructive/interpretative paradigms (Tashakkori, Teddlie, & Teddlie, 1998). The positivism/post-positivism paradigm underpins quantitative methods, which are aimed at generating results utilising mathematical measures that can be applied later to larger populations (Creswell, 2014). In contrast, the constructive/interpretive paradigm underpins qualitative approaches that rely on relatively few people, samples, or cases, providing information about their individual experiences, explanations, or behaviours to develop an in-depth understanding of a phenomenon under investigation (Neuman, 2006; Veal, 2011).

There have been long-standing arguments among researchers of the positivism/post-positivism and constructive/interpretative paradigms about the ideology of each research paradigm (Onwuegbuzie & Leech, 2005). Positivists/post-positivists view the constructive/interpretative paradigm as too context specific, including that samples selected are not representative of a population (Winter, 2000) and that the focus on personal perspectives provides limited generalisability (Creswell, 2014). In contrast, constructivists/interpretivists view the positivism/post-positivism paradigm as reductionist in terms of sampling and general findings (Winter, 2000), and more importantly, that it cannot capture the meanings that research subjects attach to their actual lives and circumstances (Brannen, 2005). All paradigms have their strengths and weaknesses (Creswell, 2014) but Onwuegbuzie and Leech (2005) suggested that rather than concentrate on the differences between the positivism/post-positivism and constructive/interpretative paradigms, or criticise

them, researchers can utilise the benefits of both to gain a comprehensive understanding of a social phenomenon under investigation.

Attempts have been made to bridge the gap between positivism/post-positivism and constructive/interpretive using the pragmatism paradigm (Howe, 1988). In the pragmatism paradigm, quantitative and qualitative methods are viewed as compatible and combined into a single research design. The pragmatism paradigm ascribes to the philosophy that the research questions, which are presented in the early stages of the research, become the primary element and drive the selection of research approaches used to understand the research problem (Onwuegbuzie & Leech, 2005). Instead of focusing first on methods or paradigms, emphasising the research question is most important, as is using all approaches available to the researcher to solve the research questions. (Tashakkori & Teddlie, 2010). In particular, the research problems and research questions relating to social and behavioural sciences are increasingly complex and connected to multiple knowledge belonging to different disciplines (Jabareen, 2009; Tashakkori & Teddlie, 2010). This complexity is also reflected in the tourism discipline, as identified by Jennings (2010, p. 58) when she identified extensive inquiries that have been aimed at accessing 'the deeper meanings and understanding that people attribute to tourism and tourism experiences, events and phenomena'. Recognising this complexity, Jennings (2010) suggested that in addition to considering the research questions, the pragmatism paradigm approach should consider the type of tourism being investigated.

This research was guided by two research questions:

- RQ1: How do residents of the host communities of a port destination demonstrate, or otherwise, their behavioural intentions to support for cruise tourism?
- RQ2: To what extent do resident perceptions of the economic, sociocultural, and environmental and overall quality of life impacts of cruise tourism influence their behavioural support for cruise tourism in their everyday lives?

After considering the research questions and type of tourism being investigated, the research paradigm was selected following the suggestion of Jennings (2010).

## 5.3 Mixed Methods Research Design

Since the beginning of the 20th century, pragmatist researchers have employed both qualitative and quantitative methods in social and human studies (Brewer & Hunter, 2006). Mixed methods, however, have been considered 'the third methodological movement' (Tashakkori & Teddlie, 2003), involving a 'third research community' (Tashakkori & Teddlie, 2010) and representing an alternative to the two main methodological approaches. Mixed methods research involves gathering multiple types of data (i.e., qualitative, quantitative or a combination of both) with the purpose of mixing the data during all stages of the research process including data collection, data analysis, discussion, and conclusions (Creswell, 2014; Saunders, 2011).

Many scholars have recognised the advantages of mixed methods approaches. In this respect, Creswell and Clark (2017) agreed that combining qualitative and quantitative methods in the design provides a more comprehensive understanding of research problems than use of a single method. For example, mixed methods approaches can facilitate the development of culturally appropriate instruments and an in-depth understanding of the phenomenon of interest (Anderson, 2015). B. Johnson and Turner (2003, p. 299) recognised that 'methods should be mixed in a way that has complementary strengths and nonoverlapping weaknesses', and that research findings are stronger and more reliable if the findings of each method are similar or are triangulated (Tashakkori & Teddlie, 2010). For example, a qualitative technique can develop or refine quantitative instruments that are later examined in a quantitative component of the research (Fetters, Curry, & Creswell, 2013). This can provide stronger evidence for conclusions through convergence and confirmation of the findings (Creswell, Shope, Plano Clark, & Green, 2006; Tashakkori & Teddlie, 2010).

Employing a mixed methods design, however, presents practical issues for researchers. First, they must learn to collect and analyse both quantitative and qualitative data. Second, the approach may increase the cost and time required to complete a research project. (Khoo-Lattimore, Mura, & Yung, 2019). Despite these disadvantages, mixed methods have been widely used in many research fields such as evaluation, nursing, public health, education research, and social and behavioural science—where mixed methods research has been the most popular (Anderson, 2015; Creswell, 2014; Saunders, 2011).

However, comparatively limited tourism research has used mixed methods. In their review of scholarly articles in the *Annals of Tourism Research, Tourism Management* and *Journal of Travel Research* between 2003 and 2012, Koc and Boz (2014) identified that less than 30% of the publications employed a mixed methods design; the majority used only one method for data collection. In the case of cruise tourism research, in a review of 222 cruise tourism publications in 20 tourism, hospitability, marine and environmental journals over the three decades from 1984 to 2018, Wondirad (2019) found that only 15% of studies had employed a mixed methods research design, with 56% and 29% employing only a quantitative or qualitative research design, respectively.

Several studies in tourism have explored complex issues around tourism behaviour using a mixed methods approach (see Woosnam, 2012; Woosnam & Norman, 2010). These issues include tourism ethnocentrism (e.g., Kock, Josiassen, Assaf, Karpen, & Farrelly, 2019), sustainable tourism (e.g., Choi & Sirakaya, 2005), feminist tourism (e.g., Heimtun & Morgan, 2012), tourism marketing (e.g. Tsai, Huang, & Lin, 2005), resident perceptions (e.g. Boley & McGehee, 2014) and destination safety (e.g. Yen, Tsaur, & Tsai, 2021). There is a need for further research that employs mixed methods research designs to gain a deeper understanding of phenomena in tourism research (Heimtun & Morgan, 2012; Mason, Augustyn, & Seakhoa-King, 2010). More specifically in the context of cruise tourism, Wondirad (2019) identified a

need for the use of mixed methods research to extend knowledge of the sector. In the next section, types of mixed methods design are discussed, and the specific details of the mixed methods design for this research are then provided.

### 5.3.1 Research Design

The purpose of research is important when deciding the most appropriate type of mixed methods design rather than being tied to a specific method or approach (Greene, 2007). In addition, there is limited research has been undertaken on the cruise tourism phenomenon in HCMC. These are some research conducted on tourism in HCMC (e.g. (Gillen, 2014, 2016; Khuong & Ha, 2014; Ta, 2019)), but only the study of Ta (2019) examined the cruise tourism impacts in HCMC. This study found that the development of cruise tourism in HCMC has created many job opportunities, increased people's income, promoted the development of many economic sectors, and negatively impacted sociocultural and environmental impacts (Ta, 2019). However, not examining these impacts affects residents' behavioural support toward cruise tourism and cruise tourists in HCMC. Indeed, acknowledging the specific context of the research to inform the survey instrument regarding relatively unknown constructs. Therefore, the choice of mixed methods designs for the research arose from the research questions rather than the method driving the questions (Larkin, Begley, & Devane, 2014). Thus, to respond to the two research questions, a qualitative approach was appropriate to explore residents' perceptions of their behaviour towards cruise tourism, and a quantitative approach aligned with identifying the nature of the relationship residents' perceptions of cruise tourism impacts have with other key constructs. Thus, a qualitative method was utilised to address RQ1 (*How do residents of the host communities of a port destination demonstrate, or otherwise, their behavioural intentions to support cruise tourism?)*, and a quantitative method was utilised to address RQ2 (*To what extent do resident perceptions of the economic, sociocultural, and environmental and overall quality of life impacts of cruise tourism influence their behavioural*

*support for cruise tourism in their everyday lives?)*. This section now discusses the background to be mixed methods research design and present specific details about the mixed methods design for this research.

Creswell and Clark (2017) highlighted three basic approaches that are available when designing mixed methods research:

1. *Concurrent triangulation* involves simultaneous data collection and analysis allowing testing of convergent and divergent findings. For instance, transforming qualitative data for quantitative data analysis can identify the ways in which findings do or do not fit.
2. *Sequential designs*—the most common mode of mixed methods—focus on *explanatory* (quantitative data collection and analysis → qualitative data collection and analysis) and/or *exploratory* (qualitative data collection and analysis → qualitative data collection and analysis) processes. One rationale for an explanatory design is that qualitative methods can be used to strengthen research by providing a deeper explanation and contextual analysis of the quantitative findings, whereas the rationale for an exploratory design might include strengthening the development of an instrument or exploring a phenomenon in depth in advance (Creswell et al., 2006).
3. *Embedded design* involves using one data set to support another data set, either concurrently or in phases (Creswell & Plano Clark, 2007).

Among these mixed methods research designs, the exploratory sequential mixed methods research design is appropriate for the exploration of a phenomenon where there is limited knowledge about the area being studied (Creswell & Clark, 2017). Furthermore, this design can comprehensively capture the complexity of social and human phenomena (Larkin et al., 2014). As knowledge about residents' perceptions and behaviours in relation to cruise tourism is limited (Del Chiappa et al., 2018), an exploratory sequential mixed methods research design is appropriate for this research. This design was thus selected for this research to (1)

explore and deeper understand residents' behavioural intentions to support cruise tourism (RQ1), with a qualitative research approach and (2) comprehensively understand the relationships among residents' perceptions of the economic, sociocultural, environmental, and overall QOL impacts of cruise tourism and how this influences their behavioural support for cruise tourism (RQ2), with a quantitative research approach. Figure 6 presents the exploratory sequential mixed methods research design for this research.

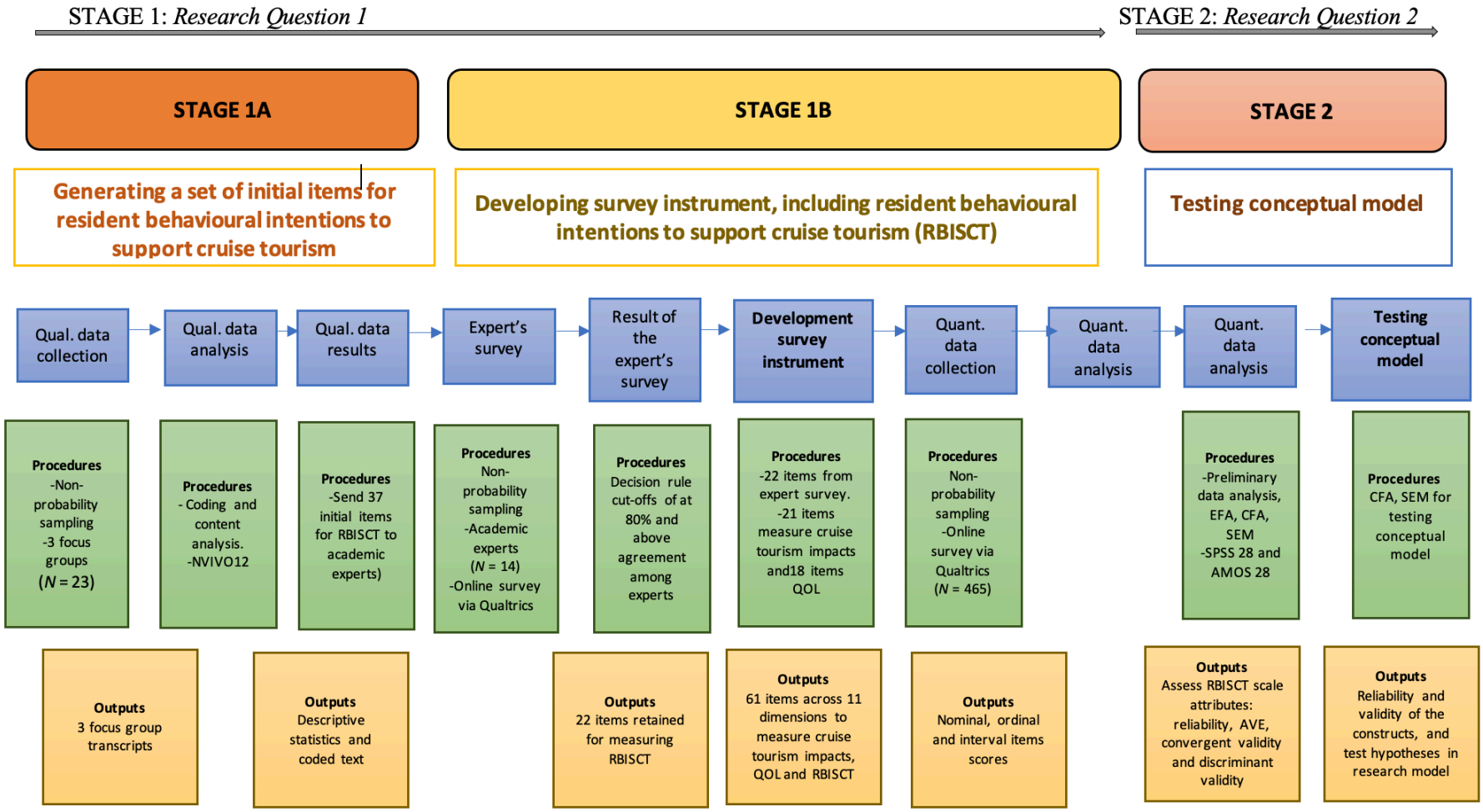



**Figure 6: Exploratory sequential mixed methods research design in this study**

As can be seen in Figure 1, Stage 1 was aimed at addressing RQ1 (*How do residents of the host communities of a port destination demonstrate, or otherwise, their behavioural intentions to support cruise tourism?)*, and the findings in relation to RQ1 were used to generate the items to measure RBISCT. In Stage 1A, three focus groups with HCMC residents were conducted to investigate resident perceptions of how they may, in the future, behaviourally support cruise tourism. The findings from the focus groups were used to develop a set of initial items to measure RBISCT, which were tested for content validity via an academic expert panel. If at least 80% of the academic experts agreed that an item indicated resident behavioural intentions to support cruise tourism, it was retained. The remaining items were then included in a questionnaire via online survey. The items were subjected to EFA to reduce potentially superfluous items and gain an initial sense of the factor structure for RBISCT.

In addition, using the same sample to conduct EFA and CFA is not recommended (Kline, 2005) because it can result in a model that is not necessarily generalisable (Wang & Hsu, 2010). For this purpose, the overall sample from the online survey was spilt in half to undertake the EFA, followed by a CFA/SEM with the remaining sample to confirm the factor structure and assess scale attributes such as reliability, cross-loading, AVE, convergent validity, and discriminant validity of the construct in Stage 1B, following the process developed by DeVellis and Thorpe (2021). Once the scale's attributes were established, Stage 2 was conducted with the aim of addressing RQ2 (*To what extent do resident perceptions of the economic, sociocultural, and environmental and overall quality of life impacts of cruise tourism influence their behavioural support for cruise tourism in their everyday lives?)*; this involved CFA and SEM to test the conceptual model and associated hypotheses, as presented in Chapter 4.

## 5.4 Stage 1: Research Question 1—RBISCT Development

Stage 1 was aimed at addressing RQ1: How do residents of the host communities of a port destination demonstrate, or otherwise, their behavioural intentions to support cruise tourism? Stage 1 encompassed part of the scale development process suggested by Churchill (1979) and Rossiter (2002). The process involved four main stages: (1) item generation; and (2) content validity; (3) validity refinement and (4) validation of the scale. This process was undertaken in Stages 1A and 1B of this research. Stage 1A employed three focus groups to generate initial items for RBSICT. Stage 1B tested the validity and reliability of the scale via an expert panel. Figure 7 depicts Stage 1 of the research design.

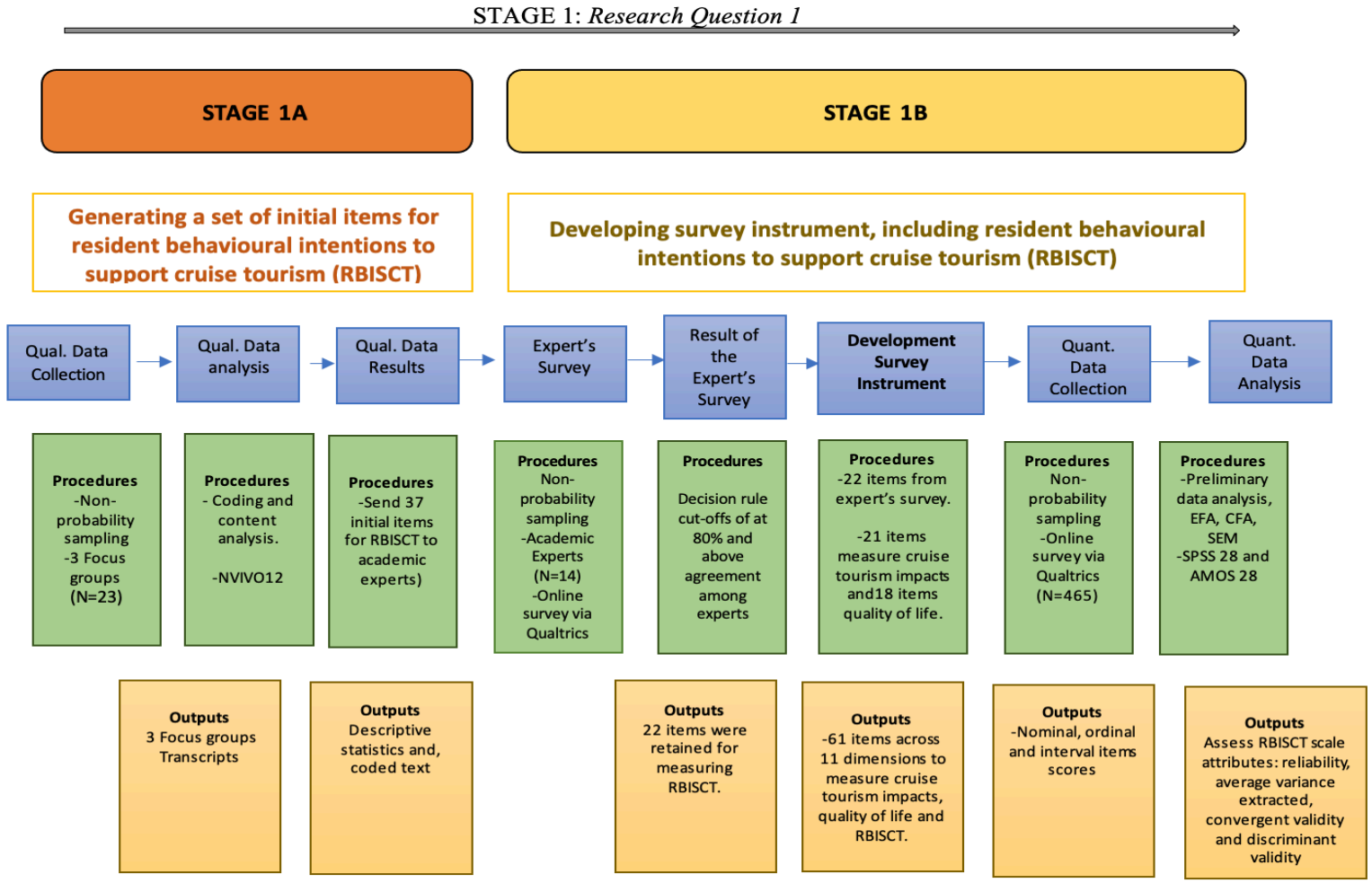



**Figure 7: Research design in Stage 1**

### 5.4.1 Stage 1A: Focus Groups—Item Generation

Focus groups are used to collect data through group interaction on a topic determined by the researcher (Plummer-D'Amato, 2008), whereby they explore substantive information from participants on their thoughts and feelings on a given topic (Huang & Hsu, 2005). The focus group technique helps with the exploration of participants' knowledge and experiences as they test what they think, how they think and why they think that way (Doody, Slevin, & Taggart, 2013). Indeed, focus groups are helpful in the exploration of a wide variety of views in relation to a particular issue or phenomenon. Sharpley and Jepson (2011, p. 59) stated that 'the comparisons made between group members' experiences or opinions often reveals the insight into complex behaviours'. Accordingly, this research used the focus group technique to explore views about issues relating to resident behavioural intentions to support cruise tourism, of which there is limited knowledge. Focus groups have been widely used both on their own and in combination with other data collection methods (Stewart & Shamdasani, 2014). Thus, the focus group was an appropriate technique to combine with an online survey in this research.

#### *5.4.1.1 Size of Groups and Recruitment*

Quantitative researchers use strict criteria to obtain statistically valid samples from a population. In contrast, qualitative researchers can find it challenging to determine specific minimum sample sizes (Bell, Bryman, & Harley, 2018). Patton (2014) suggested that the research objectives and research questions help to determine the sample size in qualitative research, and Onwuegbuzie and Collins (2007, p. 289) recommended that:

> the sample sizes in qualitative research should not be so small to make it difficult to achieve data saturation, theoretical saturation or informational redundancy, the sample should not be so large that it is difficult to conduct a deep case-oriented analysis.

Guest, Bunce, and Johnson (2006) recommended six to ten members for a focus group to achieve data saturation, and Stewart and Shamdasani (2014) and Blackburn and Stokes (2000) suggested that more than eight participants were difficult to manage and can limit participants' opportunity to share insights and ideas within a group. Considering these perspectives, this research planned to conduct three focus groups, each with a minimum of seven participants.

In qualitative studies, a non-probability or non-random sampling and recruitment method is often employed with the snowball recruitment method adopted (Jennings, 2010; Parker, Scott, & Geddes, 2019). This technique involves the researcher having a number of convenient contacts who fit the research criteria ask their own contacts—who also fit the research criteria—if they are interested in participating in the research, and if so, to make contact with the researcher (Parker et al., 2019). In this research, the snowballing technique was employed to recruit participants for three focus groups using the criteria that they were HCMC permanent residents, over 18 years of age and with at least five years of residence in HCMC. This target cohort was deemed to have knowledge of HCMC and be aware of cruise tourism in the city.

To recruit potential participants, initial contact was made with a small group of people—including colleagues and professional associates in the researcher's network, and friends in HCMC—via email and phone. These contacts were used to establish contact with others. They were provided with the 'Information for Participants' and 'Consent Form' documents (see Appendices 1 and 2) and asked to send them to their colleagues, professional associates and/or family members. Thus, the researcher used their contacts to act as recruiters of potential participants.

If any of this initial set of acquaintances, friends and family demonstrated willingness to participate in the focus groups, they were invited to contact the researcher via email or phone to receive further information. If, after speaking with the researcher, they were still interested and eligible, they were be invited to participate in the research.

On the day before the focus group interviews, the researcher sent a reminder email or phoned the participants to remind them of the date and time. As discussed above, each focus group had a minimum of seven participants. However, the researcher deliberately over-recruited to each group allowing for the likely possibility that several attendees may cancel because of unforeseen circumstances. Thus, eight or nine participants were invited for each group.

#### *5.4.1.2 Focus Groups Interview Protocol*

Interview protocols play a vital role as a road map from start to finish and a plan for conducting effective focus groups. Furthermore, interview protocols help researchers follow a natural progression from general questions to more specific ones (Stewart & Shamdasani, 2014). The focus groups were structured with an introduction, discussion and summing up of the discussion. Table 11 shows the focus group discussion agenda developed for this research.

Each focus group commenced with an introduction during which the researcher thanked participants for coming; introduced the aims of the research project; and confirmed the ethical protocols and recording of the discussion via phone and recording devices (one for back-up), confidentiality of data and anonymising participant, identities, and the general outline of the discussion. The researcher encouraged participants to introduce themselves and write a pseudonym on a card placed in front of them which would be used in the research. To protect participants' identities, the researcher used the pseudonyms of participants during the session as per Roller's (2020) suggestion

**Table 11: Focus Group Discussion Agenda**

| | Focus group discussion agenda item |
|---|---|
| 1 | Introduction (15 mins) |
| | Introduce the purpose of the research and the researcher |
| | Aim and format of the focus group |
| | Convention (the discussion is open debate, which means there are no right or wrong questions; just discuss participants' opinions) |
| | Personal introductions from participants |
| 2 | Discussion topics (50–70 mins) |
| | 1. Participants' thoughts on the economic, sociocultural, and environmental impacts of cruise tourism |
| | 2. How do participants' attitudes influence their behaviour in relation to cruise tourism? |
| | 3. How do participants' attitudes influence their behaviour in relation to cruise tourists? |
| | Prompt questions: |
| | Do you participate and help in tourism activities such as cruise tourism events organised in your port destination? |
| | Do you introduce cruise tourism events to other residents so they can participate in this event? |
| | Do you recommend attractive destinations, tours, restaurants, or souvenirs to cruise tourists? |
| 3 | Summing up |
| | Thanks for participation and report back |
| | All participants presented with small gift as a token of appreciation |
| 4 | Close |

Questions were developed using a semi-structured approach to stimulate the discussion. Key questions in the protocol were designed to explore resident perceptions of how they may in the future provide behavioural support for cruise tourism. Key questions included:

- Have you experienced cruise tourism in HCMC, and have you met cruise tourists in HCMC?
- Imagining that cruise tourism increases in HCMC, how would you support cruise tourism in HCMC?
- And if you had the opportunity to meet cruise tourists in HCMC, how would you support them?

Each topic group discussion item related to the three key questions above and was introduced in such a way that encouraged focus group members to discuss them in a natural conversational way (Roller, 2020). The three focus groups had the same content topics for

discussion. At the beginning of the focus group, Question 1 was used to probe an understanding about participants' experience with cruise tourism and cruise tourists in HCMC. Questions 2 and 3 were then used as content topics to explore participants' perceptions of how they may in future provide behavioural support for cruise tourism. Thus, while each focus group followed the topic guide, the researcher had the flexibility to pursue participants' ideas beyond the scope of the key questions (Amankwaa, 2016).

The focus group protocol was reviewed by the researcher's supervisory team, who are experts in interview methods. The protocols were piloted with two of the researcher's colleagues who were lecturers at Van Lang University to assess the appropriateness of each of the topic areas. Feedback from participants was positive and no problems were identified with the content topics, questions, instructions, or interview sequence.

#### *5.4.1.3 Focus Group Moderation*

Moderators or facilitators are expected to guide a focus group but not be intrusive in the discussion (Sharpley & Jepson, 2011). Moderators use group dynamics and interactions to collect data on a particular issue because the key characteristic of focus groups is that they are a type of group interview that aims to create an understanding of the social dynamic and interaction between participants through the gathering of verbal and observational data (Doody et al., 2013). In this research, the doctoral researcher facilitated all three focus groups to elicit information from participants about their perceptions of how, as residents of HCMC, they might support cruise tourism in the city. To promote interaction between members of the groups, the researcher followed the strategy for moderation suggested by Kandola (2012), such as acknowledging what the participants said, summarising and stimulating reflection on what they said, and allowing adequate time for them to speak. In addition, a focus group protocol was prepared to ensure involvement between the moderator and group members (see Appendix 3). The interview protocol acts as a valuable tool for the moderator to guide the discussion

without hindering the opportunity to ask additional questions as the discussion develops in the group (Redmond & Curtis, 2009).

#### *5.4.1.4 Focus Group Environment*

A relaxed and comfortable environment helps participants feel more relaxed in expressing themselves and more likely to contribute to the discussions (Deakin & Wakefield, 2014). Three focus groups were to be conducted at a meeting room on the Van Lang University campus. This meeting place was considered neutral because it had no bearing on the subject matter under investigation. However, because of the COVID-19 Pandemic, the university was temporarily closed from 17 January to 5 May 2020. Thus, an alternative venue was required that met the following criteria: (1) adequate size; (2) necessary equipment; and (3) conveniently located for participants. A meeting room was booked for the focus groups at Think in a Box, which is a space solution for events, teaching and learning in HCMC (Think Space, 2017). Think in a Box is in District 1, HCMC, which was easily accessible for participants.

#### *5.4.1.5 Conducting Focus Groups*

The three focus groups were conducted in Vietnamese, which is the first language of the researcher and participants. This allowed the members of the group to express their ideas naturally. Obtaining data through focus groups requires the researcher to be highly attuned to the discussion, as the aim is to collect data relevant to the topic explored (Morgan, 1996). For example, before commencing focus groups, the researcher clarified what was being referred to as cruise tourism in HCMC, as opposed to river cruises on the Mekong Delta. This enabled participants to have a better focus on the topic. The researcher also showed participants a picture of a cruise ship to help them distinguish between cruise liners and river cruise craft on the Mekong, and thus avoid participant confusion. In addition, the researcher used slides to support talking points for each topic including ethics, informed consent, an introduction to cruise tourism and key questions for discussion. The display of questions on slides was simple,

straightforward and in the same sequence that the researcher posed them in the focus groups, to help participants stay on topic and engage in the conversation. As cruise tourism in HCMC is an emerging tourism industry, the questions around behavioural support were framed to enable participants to imagine that they would be having interactions with cruise tourists in HCMC in the future.

Each focus group interview lasted from one to two hours. The researcher must remain aware that two hours is the general physical and psychological limit for people and, in most cases, focus groups should not last longer than this (Krueger, 2014). In this research, each focus group lasted one to two hours.

### 5.4.2 Qualitative Data Analysis

#### *5.4.2.1 Transcript Translation*

The audio data from the three focus groups were first transcribed in Vietnamese into a Microsoft Word document. These verbatim transcripts were then translated into English by a professional translator with proficiency in both Vietnamese and English. The use of a professional translator ensures credibility and accuracy (Prayag & Ryan, 2011; Shani & Uriely, 2012). This is especially important in the case of tourism research as it seeks to represent rich, nuanced narratives of participants' experiences and opinions (Hogg, Liao, & O'Gorman, 2014).

#### *5.4.2.2 Content Data Analysis*

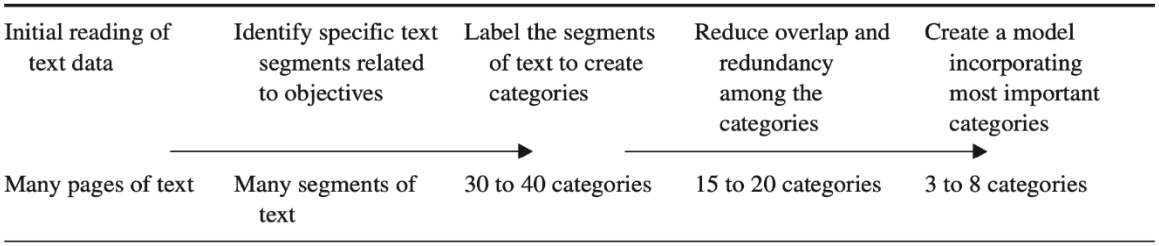
Content analysis was used to analyse the transcript data. Content analysis refers to 'any qualitative data reduction and sense-making effort that takes a number of qualitative materials and attempts to determine core consistencies and meanings' (Patton, 2014, p. 511). Content analysis has been commonly employed to analyse qualitative data in tourism and hospitality research (Minoo & Trudie, 2018) because this analytical technique allows the researcher to examine theoretical issues to enhance understanding of the data (Elo & Kyngäs, 2008). In

particular, through content analysis, data are classified into fewer related categories, words and phrases with the same meaning (Cavanagh, 1997).

Content analysis may be employed with an inductive or deductive approach (Patton, 2014). An inductive approach progresses from specific observed combined instances to general, whereas the deductive approach is based on a previous theory or model and thus moves from the general to the specific (Cavanagh, 1997). Elo and Kyngäs (2008) recommended that the inductive approach be used for studies that lack former knowledge about the phenomenon. In this research, because limited research has been conducted on resident behavioural support cruise tourism, an inductive approach was chosen to analyse the qualitative data.

Using the inductive analytical strategy, the transcripts were analysed using the following five steps as suggested by Thomas (2006): (1) initial reading of text data; (2) identification of specific text segments related to the objectives, (3) labelling of the segments of text to create categories, (4) reducing overlap and redundancy among the categories; and (5) creating a model incorporating the most important categories (see Figure 8).

**Figure 8: Inductive Analytical Strategy**




Source: Thomas (2006)

First, the researcher read through the 64 pages of verbatim transcripts in detail, to become familiar with the contents, and then summarised what each participant said using a word or phrase that best captured each text's meaning. Second, these transcripts were imported into NVivo 12, software for organising, analysing, and sharing data, and developing themes

(Liu, 2016). In NVivo, the code was assigned to free nodes in a disordered arrangement. At this stage, the researcher coded the text line by line using open coding by identifying specific text segments (e.g., participants' phrases and sentences) related to RQ1. The code was applied systematically across each transcript on a code-by-code basis. During the continuous coding, the code was also revised to accommodate any emerging issues, such as taking note of such changes and the reason for the shift in the unit. Third, the codes were checked, and those that shared common properties were grouped together into meaningful categories (themes), taking note of any subcategories that emerged. Finally, the researcher double-checked themes developed from previous stages and then reduced overlap and redundancy among these themes.

#### *5.4.2.3 Trustworthiness of Qualitative Data*

Trustworthiness is a crucial concept in qualitative research. Pratt, Kaplan, and Whittington (2020, p. 2) defined trustworthiness as 'the degree to which the reader can assess whether the researchers have been honest in how the research has been conducted and reasonable in the conclusions they make'. In this research, the researcher considered two criteria for trustworthiness at the qualitative data stage: credibility and conformability as suggested by Lincoln and Guba (1985). Table 12 presents trustworthiness criteria applied in this research.

**Table 12: Research Trustworthiness**

| Criteria | Meaning | Technique | Evidence in this research |
|---|---|---|---|
| Credibility | Confidence in the 'truth' of the finding | Peer debriefing, member checks | Peer debriefing sessions involving the supervisory team and panel members in the PhD Milestones at Victoria University<br>Member checks consisting of communication with participants following focus groups |
| Confirmability | The degree of neutrality or extent to which the findings of a research are shaped by the respondents and not researcher bias, motivation or interest | Triangulation | Method triangulation because of the use of multiple data sources to test and interpret the data, such as RBISCT development |

As suggested by Lincoln and Guba (1985), several techniques were used to establish trustworthiness: triangulation, peer debriefing and member checks. First, the data were triangulated using the multiple data sources to enhance understanding of resident behavioural intentions to support cruise tourism, to corroborate findings of Stage 1A and to test for validity and reliability of the findings of Stage 1A in Stage 1B (Lincoln & Guba, 1985). In this research, the findings from Stage 1A identified a set of items for RBISCT, which were checked for validity and reliability in Stage 1B. According to Bell et al. (2018), triangulation refers to a process of cross-checking findings derived from qualitative and quantitative data. In this research, using the quantitative data in Stage 2 to validate the findings from of Stage 1(see Sections 6.6–6.8). Indeed, each source of data was used as a check for the others. In this way, a combination of methods emerged as the most valid and reliable way to develop a deeper understanding of such a social phenomenon (Cooper & Schindler, 2008).

Second, peer debriefing occurred during debriefing sessions involving the researcher and the supervisory team and panel members in the PhD Milestones at Victoria University, held to discuss and review the research methodology, data collection, data analysis and findings as they were developed. Finally, member checking occurred when at the end of each focus group, the researcher summarised the participants' ideas to confirm the researcher's understanding of them. This provided an opportunity for participants to check or approve the information, which Harvey (2015) suggested is one technique for establishing the validity of an account. Lincoln and Guba (1985) also highlighted that this technique is the most important for establishing credibility.

### 5.4.3 Stage 1B: Assessing RBISCT Development

Once the analysis of focus groups from Stage 1A was completed, an initial set of items was generated to measure resident behavioural intentions to support cruise tourism. The items were tested for content validity via an academic expert panel in Stage 1B. The remaining items

were then included in a questionnaire, administered via an online survey. Using data from the online survey, Stage 1B also assessed scale attributes such as reliability, cross-loading, AVE, convergent validity, and discriminant validity of the construct, as suggested by DeVellis and Thorpe (2021).

The goal of conducting Stage 1 of this research was to develop RBISCT. Using focus groups to construct survey items is key to improving survey questionnaires, especially when the construct has not been tested in great depth in previous studies (O'Brien, 1993); this situation is true for the current research context. This scale was ultimately used in the two stages of research to test the conceptual model in Chapter 4 and explain the relationships among perceived economic impacts, perceived sociocultural impacts, perceived environmental impacts, perceived QOL and resident behavioural intentions to support cruise tourism.

Procedures for developing the RBISCT scale followed those suggested by Churchill (1979) and Rossiter (2002). The process included four main stages: (1) item generation; (2) content; (3) validity refinement; and (4) validation of the scale (see Table 13).

**Table 13: Scale Development Procedure**

| Step | Procedure | Technique or coefficient used |
|---|---|---|
| 1 | Item generation | Literature search<br>Three focus groups |
| 2 | Content validity | Expert panel survey |
| 3 | Scale refinement | Exploratory factor analysis<br>Cronbach's alpha |
| 4 | Scale validation | Confirmatory factor analysis<br>Convergent validity<br>Discriminant validity |

#### *5.4.3.1 Survey of Expert Panel*

Churchill (1979) claimed that using qualitative data collected through individual or group interviews is a viable way in which to generate items for scale development. After completing the qualitative data collection and analysis, items were generated that captured the

construct of resident support for cruise tourism development and cruise tourists; 37 initial items were generated (see Section 6.3). To ensure a satisfactory level of content and face validity of the scale, as recommended by Netemeyer, Bearden, and Sharma (2003) and Choi & Sirakaya (2005), the initial items were distributed to an expert panel (see Dillman, 2011) to identify overlapping items and confusing items. In this research, 37 initial items of the RBISCT were evaluated by an expert panel of professors from several Australian and Vietnamese universities who were knowledgeable about marketing and tourism and who participated in an online survey via the Qualtrics software platform, which was administered over two weeks. A copy of the questionnaire is provided in Appendix 5.

Hardesty and Bearden (2004) suggested that ten experts are adequate to check for content and face validity of measures of unobservable constructs. Based on this perspective, the sample size of the expert survey in this research was a minimum of ten participants. The experts were selected based on a purposive sample of tourism marketing academics known to the researcher. The experts were provided with definitions of RBISCT and asked to allocate each of the 37 listed resident behavioural support to a dimension or indicate if the resident behavioural support did not fit any dimension.

The experts were asked to imagine they were a resident in a port-of-call cruise destination, and to indicate whether each item was representative of the RBISCT construct with one of the following responses: ‘Definitely yes’ (Y), ‘Definitely no’ (N) or ‘I’m unsure’ (U). A copy of the questionnaire is presented in Appendix 6. Note that ‘HCMC’ was replaced with ‘my city’ to ensure the statements were relevant to all participants.

To determine which items were deemed representative of RBISCT, the technique employed by Ekinci and Riley (1999) was adopted. This technique is based on the percentage of agreement across the sample, multiplied by 100. Decision rule cut-offs of at least 75% agreement among experts suggests internal consistency for the defining dimension (Ekinci &

Riley, 1999; Hardesty & Bearden, 2004). Other studies have used cut-off values of up to 88% (Bearden et al., 2001; Grace, 2005; Hede et al., 2014). It might be expected that greater content and face validity occurs with a higher cut-off value. The decision rule for the current research was set to 80% or above. If at least 80% of the academic experts agreed that an item indicated resident behavioural intentions to support cruise tourism, it was retained.

Data analysis at Stage 1B proceeded in several steps. First, preliminary data screening was conducted to detect missing values and assess normality of the data. Second, the measurement model was evaluated. EFA and CFA were then carried out to identify unidimensionality of the constructs. Additionally, EFA and CFA are important stages of scale development, as suggested by Churchill (1979) and Netemeyer et al. (2003); they were used to verify the RBISCT scale and examine the reliability and validity of the measures used in this research. The EFA procedure involved using principal components with orthogonal varimax rotation to identify which items of the scale were double loading or non-loading on the emergent factors (see analysis in Section 7.7). Following the series of EFAs, Cronbach's alpha values were calculated, as suggested by Hinton, McMurray, and Brownlow (2004) to determine the reliability of factors in each construct. Following EFA, Sub-Sample 2 was used to conduct CFA to assess scale attributes of the construct as suggested by DeVellis and Thorpe (2021) (see analysis results in Sections 7.8 and 7.9).

### 5.4.4 Quantitative Data Analysis

#### *5.4.4.1 Preliminary Data Analysis*

Following completion of a questionnaire via online survey, a researcher must ensure the collected data are cleaned and appropriate for the proposed data analysis. Neuman (2006) suggested that the accuracy of both coding and entering data is important, as this influences the validity of measures, and coding or data entry errors can lead to conflicting results. Indeed, it is important at this stage to clean data before analysis. To that end, three types of analysis

were conducted: screening for missing data problems; checking for outliers; and assessing for normality.

Dong and Peng (2013) stated that this technique is better for estimated parameters than either list-wise deletion or pairwise deletion, for dealing with missing data. However, as the structure of the online survey required a response to all questions, there were no missing data in this research. Univariate outliers were detected by analysing the frequency distributions of *Z* scores, and multivariate outliers were discovered using the Mahalanobis distance (*D*) statistic, as suggested by Tabachnick and Fidell (2019). Skewness and kurtosis tests were used to check if the data were normally distributed. According to Zikmund, Babin, Carr, and Griffin (2010), skewness and kurtosis values of 0.0 mean that the data are perfectly normally distributed; but acceptable values are between −2.0 and +2.0. Finally, descriptive analyses were performed on the following constructs: economic, sociocultural, and environmental impacts and behavioural intention to support cruise tourism. This process used the Statistical Package for Social Sciences (SPSS) version 28.

#### *5.4.4.2 Exploratory Factor Analysis*

EFA was used to identify common factors and reveal which measured items were useful to differentiate latent factors (Neuman, 2006). Then, the latent factors were used for subsequent statistical analysis such as CFA and SEM (Saunders, 2011). Three procedures were used to conduct the EFA in this research.

The first step is to determine the extraction method. The extraction method used for this research to identify underlying factor groups in the RBISCT scale was principal components with orthogonal varimax rotation. According to Tabachnick and Fidell (2019), varimax rotation aims to simplify factors by making high loading higher and low loading lower on each factor; in this way it offers ease of explaining findings. Varimax is considered the best orthogonal rotation method (Gorsuch, 1990).

The second procedure assessed the factorability of variables and identified whether factor analysis was sufficient for further analysis. Following the suggestion of Pallant (2020), the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity (BTS) were used for this purpose. The KMO measure is an index indicating whether the correlations between pairs of variables can be explained by other variables, which is a condition for the existence of a common factor structure. According to Field (2000) and Pallant (2020), a value of KMO is 0.6 or above indicates adequacy of a sample, whereas Kaiser (1974) recommended at KMO of at least 0.5, with values of 0.5–0.7 being mediocre, 0.7–0.8 good, 0.8–0.9 great and greater than 0.9 marvellous. BTS measures the presence of correlations among variables (Hair, Black, Babin, & Anderson, 2014). Significance values less than 0.05 indicate that data do not produce an identity matrix and are acceptable for further analysis (Field, 2000; Pallant, 2020).

The third procedure involved in EFA examines communality; that is, how well a factor analysis performs. According to Tabachnick and Fidell (2019), communality is the percentage of the variance of observed variables accounted for by the common factors in the factor analysis. Tabachnick and Fidell (2019) also recommended that a factor analysis should explain at least 50% of the cumulative variance.

The reliability of each newly generated factor was examined to identify if the items were closely related to the same construct. The most commonly used indicator of internal consistency is Cronbach's alpha (Pallant, 2020). Cronbach's alpha is one of the most popular methods for evaluating reliability (Sekaran & Bougie, 2016). A low coefficient for an item shows it does not capture the construct and is not shared in the common core of the construct. Such items should be removed to increase the alpha. According to Tabachnick and Fidell (2019), Cronbach's alpha values for retained items should exceed 0.70, which suggests acceptable internal consistency among the items. However, Pallant (2020) highlighted that the

alpha coefficient may be low for scales with fewer than ten items. In addition, Hair et al. (2014) emphasised that lower alpha coefficients are possible in exploratory research. Hinton et al. (2004) found that Cronbach's alpha ranged from 0 (for a completely unreliable test) to 1 (for a completely unreliable test). Cronbach's alpha values below 0.5 are considered to indicate low reliability, those 0.5–0.7 indicate moderate reliability, 0.7–0.9 suggests high reliability, and 0.9 or above, excellent reliability. This research adopted Hinton et al.'s (2004) approach as a basis for identifying the reliability of the testing scales.

Factor loading is the correlation between a variable and a factor (Hair et al., 2014). In social and behavioural research, the rule of thumb is that 0.30 is the minimum value when deciding to accept a variable or items as belonging to a factor (Hinton et al., 2004), whereas Hair et al. (2014, p. 117) suggested that 'factor loadings in the range of ±0.30 to ±0.40 are considered to meet the minimal level, loadings ± 0.50 or greater are considered practically significant'. Moreover, Hair et al. (2014) noted that researchers should consider significant factor loadings based on sample size. For example, in a sample of 200 respondents, factor loadings 0.40 and above are significant. Based on the threshold factor loadings suggested by Hair et al. (2014) and Hinton et al. (2004), items in this research whose loading values were lower than 0.40 were removed from the analysis.

#### *5.4.4.3 Confirmatory Factor Analysis*

Although this research used Cronbach's alpha coefficients to check the reliability of the constructs, CFA is a popular technique for examining reliability (Sekaran & Bougie, 2016). This research used CFA as an extension of the scale reliability test, because it can provide a better estimate of reliability than Cronbach's alpha (Zikmund et al., 2010). Furthermore, CFA provides a rigorous test of scales by testing how well the measures' observation variables or items represent the constructs (Bhattacherjee & Premkumar, 2004; Hair et al., 2014).

To examine reliability using CFA, this research assessed construct reliability (CR) and AVE using the formula developed by Fornell and Larcker (1981). CR measures the internal consistency of a set of measure items, rather than that of a single item (Finch, 2006), and AVE measures the variance captured by the construct (Fornell & Larcker, 1981). The threshold for achieving CR should be above 0.6, and that for AVE, above 0.5 (Hair et al., 2014).

To test validity, this research examined both convergent and discriminant validity. Convergent validity assesses whether measures of the same constructs are highly correlated, and discriminant validity demonstrates the extent to which a construct is not highly correlated with other constructs (Kline, 2005). For convergent validity, the magnitude of the relationship between an item (observed variable) and its latent construct (Holmes-Smith, Coote, & Cunningham, 2006) should have a factor loading of at least 0.5 (Hair et al., 2014).

Three criteria were used to check for discriminant validity in this research. First, the estimated correlations between constructs should not exceed 0.85 (Kline, 2005). Second, the square root of AVE for each reflective construct must exceed the correlations between it and all other constructs (Fornell & Larcker, 1981). The third criterion is based on the SEM-based technique suggested by Bagozzi and Yi (1988), which uses a constrained and an unconstructed model involving two constructs. If the difference between the two chi-squares is significant, this means that the two constructs are different.

In summary, Stage 1 of this research involved development of the RBISCT scale following the procedures suggested by Churchill (1979) and Rossiter (2002). The process included four main stages: (1) item generation; (2) content; (3) validity refinement; and (4) validation of the scale. Chapters 6 and 7 discuss the analysis and results from Stage 1—RBISCT scale development. Sections 6.3 and 7.2 discuss item generation and content validity. Sections 7.7–7.10 present test results for reliability and validation of the scale.

## 5.5 Stage 2: Research Question 2 - Testing the Conceptual Model

### 5.5.1 Online Survey

Using the findings from Stage 1B, a questionnaire was developed to collect data via an online survey for Stage 2 of the research. An invitation to complete an online survey can be sent to many potential respondents simultaneously (Ball, 2019), and respondents can answer at their convenience and at their own pace (Saunders, 2011). In this research, the researcher applied the 'incomplete response' function on Qualtrics, which allowed respondents to save their answers and return to finish the survey within one week. Technological innovations have made questionnaires more attractive and easier for participants to complete (Evans & Mathur, 2005). For example, to mitigate possible bias from respondents—such as survey length and associated boredom for respondents—this research implemented randomisation of choice tasks in the Qualtrics survey software, as suggested by Weber (2019). Furthermore, an online survey is convenient for participants as they can use a range of devices to complete it (Fielding, Lee, & Blank, 2017). For example, the online survey in this research enabled both computer and mobile phone views, making it easy for participants to complete the survey via their smartphone. Finally, the researcher can reduce data entry errors such as coding data (Callegaro, Manfreda, & Vehovar, 2015). Data can be downloaded in many formats and imported into analytical software packages (Ball, 2019).

Despite its many advantages, online survey also has some disadvantages, including non-representative responses (Ball, 2019). For example, potential respondents who lack access to the internet will not be sampled (e.g., the older people, or those who reside in remote locations) (Andrews & Withey, 2012). Also, self-administered questionnaires are not useful tools for researching illiterate populations or people who cannot proficiently use technology (Ball, 2019). The absence of an interviewer may be a disadvantage of online survey as open-ended question responses cannot be explored with immediate follow-up questions, and

respondents cannot seek clarification about unfamiliar or ambiguous terms (Ball, 2019). Furthermore, detecting fraud in online survey, such as respondents providing duplicate responses or submitting fraudulent information, is extremely difficult (Szolnoki & Hoffmann, 2013). In general, online survey has both advantages and disadvantages but overall, it is a useful tool to collect data in social and behaviour research (Ball, 2019). In particular, online survey has been used by many researchers to collect data during the COVID-19 Pandemic (see Kamata, 2021; Woosnam et al., 2021).

In addition, many scholars have demonstrated that the results of analysis of data generated by online versus face-to-face survey show only insignificant differences in terms of factor loadings, structures, and variance of factors (Szolnoki & Hoffmann, 2013). This suggests that online survey can produce data that can be considered the same as those collected via face-to-face survey. Furthermore, online survey is convenient and facilitates approaching a large number of households because more people can access the internet via personal devices such as their computer or cell phone than in the past (Ball, 2019). In addition, HCMC was in lockdown during the period of data collection for this research because of the fourth wave of the COVID-19 Pandemic. This meant that people had to follow social distancing guidelines and travel restrictions. Roller (2020) argued that many researchers re-designed their in-person survey into online survey during the COVID-19 Pandemic; thus, online survey was considered an appropriate method to collect data in Stage 2 of this research.

### 5.5.2 Questionnaire Design and Construct Inventories

After informing the respondents about the research project and confirming that they were freely participating in the research, the remainder of the questionnaire was comprised of five sections: (1) an open question about cruise tourism, to prime the respondents on the topic; (2) resident perceptions about the positive and negative economic, sociocultural and environmental impacts of cruise tourism; (3) resident behavioural intentions to support cruise

tourism; (4) residents' perceptions about the expectation for their lives, with items measured using a 7-point Likert scale; and (5) sociodemographic information. This questionnaire is presented in Appendix 7.

The questionnaire was developed using the results of Stage 1B1 and results of research on host community perceptions of cruise tourism (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018), as well as a QOL research by Woo et al. (2015)

As cruise liners were not arriving at HCMC, as a temporary measure to prevent the spread of the COVID-19 Pandemic, from March 2020 (Van Hoa Newspaper, 2020), the questionnaire was set in the future. Online survey was conducted from June to July 2021. Several strategies were employed to help respondents understand the scenario about cruise tourism in this research. First, the researcher added the following text at the beginning of the questionnaire to guide the respondents: 'while you complete this questionnaire, please imagine HCMC has a thriving cruise tourism industry with many cruise tourists visiting the city—staying in the hotels, restaurants, taking tours, visiting museums and shopping in the local market'. Second, the researcher used the future tense to measure cruise tourism impacts. For example, the item 'cruise tourism increases job opportunities' was changed to 'cruise tourism will increase job opportunities'.

The questionnaire was administered using Qualtrics, one of the leading platforms for online survey used by tourism scholars in their research (e.g., Boas, Christenson, & Glick, 2020; Woosnam et al., 2021).

The researcher translated the questionnaire from English to Vietnamese using the Qualtrics software and doubled checked the Vietnamese version, because this is her mother language. Once the translation process was completed, the initial Vietnamese questionnaire was then sent to academic and industry experts in the marketing and tourism fields to improve

the quality of the questionnaire, such as clarifying content and words used in each question. The final version of the questionnaire was used for the survey.

Table 14 presents the constructs and items included in this research to measure residents' perceptions and behavioural intentions to support cruise tourism. The constructs of cruise tourism impact in terms of economic, sociocultural, and environmental impacts were measured with 21 items. These items were adapted from previous studies analysing cruise tourism impacts (Brida, Riaño, et al., 2011; Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018) and began with an umbrella stem, 'Cruise tourism will…'. Perceptions of QOL include material life domain satisfaction and non-material life domain satisfaction and were measured with 14 items adapted and modified from a QOL research by Woo et al. (2015). These items started with an umbrella stem, 'I expect that…'. All items from previous studies were tested as reliable and validated, with Cronbach's alpha of 0.76 or higher. According to Nunnally and Bernstein (1994), Cronbach's alpha of 0.7 or above indicates acceptable reliability. Finally, the RBISCT was developed in the first stage of data collection, with 22 items used in this questionnaire. All the items were measured with a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

**Table 14: Questionnaire: Constructs and Items**

| Construct | Items | Cronbach's alpha and reference |
|---|---|---|
| Positive economic impacts of cruise tourism | increase job opportunities<br>increase public investments and improve infrastructure<br>increase private investments and improve infrastructure<br>increase local residents' income | α: 0.76<br>(Del Chiappa et al., 2018) |
| Negative economic impacts of cruise tourism | increase the cost of living for residents<br>produce benefits mostly for external investors<br>mean that other much-needed projects such as roads, water supply will not be prioritised | α: 0.84<br>(Del Chiappa et al., 2018) |
| Positive sociocultural impacts of cruise tourism | allow residents to meet new people and to experience new culture<br>make the best of HCMC's identity and authenticity | α: 0.82<br>(Del Chiappa & Abbate, 2016) |

| Construct | Items | Cronbach's alpha and reference |
|---|---|---|
| | enhance the local offering of cultural entertainment activities and attractions | |
| | enhance the quality of restaurants, hotels and retail facilities | |
| Negative sociocultural impacts of cruise tourism | increase traffic and car crashes | α: 0.78 (Del Chiappa et al., 2018) |
| | increase minor crime | |
| | produce additional noise pollution | |
| | make the entertainment facilities and public areas overcrowded | |
| Positive environmental impacts of cruise tourism | enhance the quality of public services provided by the local government | α: 0.78 (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018) |
| | preserve and enhance the local cultural heritage | |
| | enhance the physical and sociocultural settings for residents and cruise tourists to interact with each other | |
| Negative environmental impacts of cruise tourism | increase air pollution | α: 0.83 (Del Chiappa et al., 2018) |
| | increase marine pollution | |
| | increase the deterioration of beach, flora and fauna | |
| | produce significant levels of waste in the city | |
| Non-material life domain satisfaction | health facilities in the city will improve because of cruise tourism | α: 0.86 (Woo et al., 2015) |
| | health service quality in the city will improve because of cruise tourism | |
| | the air quality in the city will improve because of cruise tourism | |
| | the water quality in the city will be improve because of cruise tourism | |
| | the environmental quality in the city will improve because of cruise tourism | |
| | the accident and crime rates in the city will decrease because of cruise tourism | |
| | the level of safety and security in the city will increase because of cruise tourism | |
| | the opportunity for leisure activities in the city will increase because of cruise tourism | |
| | the community life will improve because of cruise tourism | |
| Material life domain satisfaction | my income in my current job will increase because of cruise tourism | α: 0.88 (Woo et al., 2015) |
| | my household income will increase because of cruise tourism | |
| | my fringe benefit will increase because of cruise tourism | |
| | I will pay more for the cost of basic necessities such as food, housing and clothing because of cruise tourism | |

| Construct | Items | Cronbach's alpha and reference |
|---|---|---|
| | my job security will improve because of cruise tourism | |
| RBISCT (researcher developed) | The items used to measure RBISCT were those developed for this research | |

### 5.5.3 Definition and Measurement of RBISCT

Topics such as tourism development, sustainable tourism development, pro-tourism behaviour, cruise tourism and events that have measured residents' support (see Appendix 4) were reviewed and found that previous studies focused on residents' support for tourism development, rather than residents' support for tourists (see Lee, 2013; Nicholas et al., 2009; Nunkoo & So, 2016; Olya, Shahmirzdi, & Alipour, 2019). Thyne et al. (2020) has highlighted that research is needed to better understand residents' support for both tourism development and tourists.

Although some studies have measured residents' support for tourism using attitudinal measures and items such as, 'tourism development is one of the most important industries for my community'; 'I support development of tourism as it is vital to my community'; and 'I support the development of community-based sustainable tourism initiatives' (Lee, 2013; Nicholas et al., 2009; Olya et al., 2019), other researchers (Erul & Woosnam, 2021; Kock et al., 2019; Kwon & Vogt, 2010; MacKay & Campbell, 2004; Martín et al., 2018; Ribeiro et al., 2017) have tested residents' support for tourism via behavioural intentions using items such as, 'I recommend the tourist attractions that exist in my region to other people' and 'in the next few years, I will try to choose a tourist site in my region to spend my holidays'. Indeed, although much research has investigated resident behavioural support for tourism, not studies have identified the dimensionality of residents' behavioural support for tourism (Martín et al., 2018).

Ajzen (1985) stated that an individual's behavioural intentions are the primary determinant of actual behaviour. The predictive power of behavioural intentions in relation to actual behaviour has been explored in several contexts, such as in relation to purchase intentions, travel intentions and pro-tourism (Erul & Woosnam, 2021; Lu, Hung, Wang, Schuett, & Hu, 2016). Hence, behavioural intentions support cruise tourism was considered a tool for this research to develop items for the RBISCT scale.

Given the suggestion of a need for studies exploring the behavioural support by residents towards both tourism and tourists (Thyne et al., 2020), this research considered residents behavioural support for tourism (in the context of cruise tourism) as a multidimensional construct that includes behavioural support for cruise tourism development and cruise tourists. Therefore, the definition of behavioural intentions to support cruise tourism in this research referred to how residents would demonstrate their support for cruise tourism development and cruise tourists.

### 5.5.4 Sampling and Data Collection Procedure

#### *5.5.4.1 Sample Design*

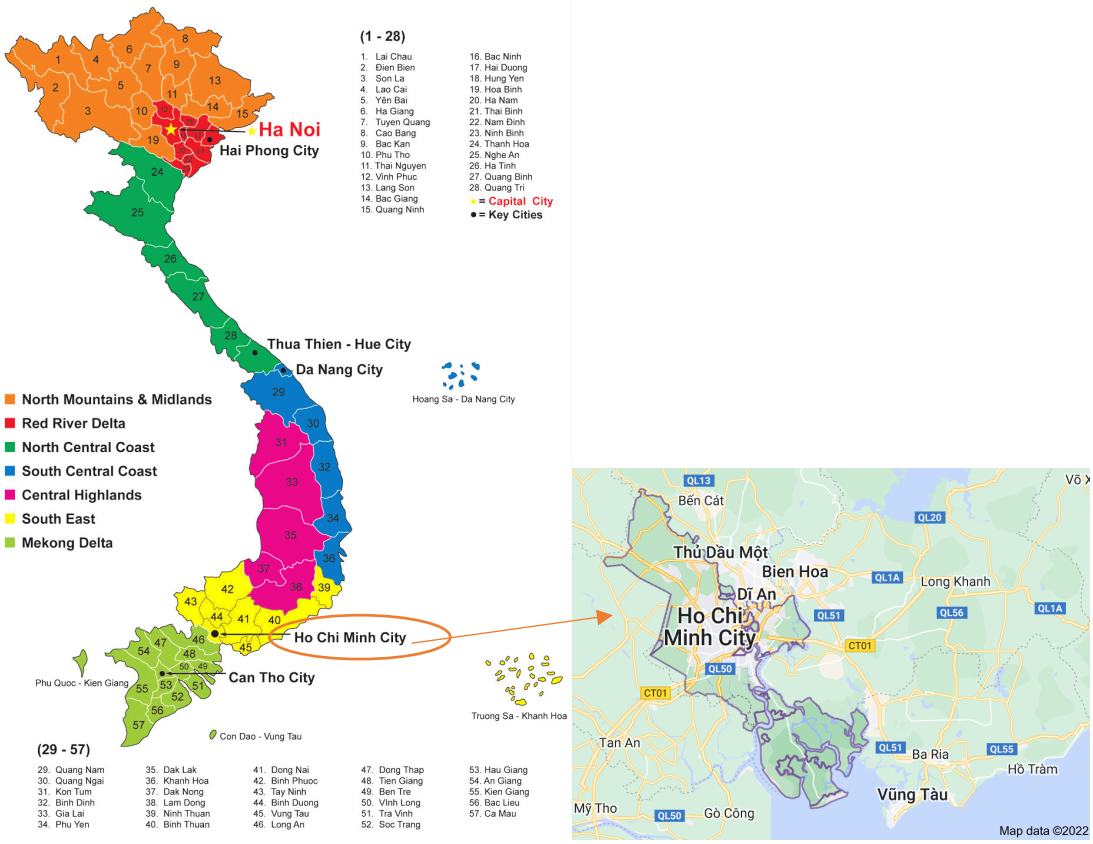
According to Vehovar, Toepoel, and Steinmetz (2016), sampling that does not meet the probability sampling condition can be considered non-probability sampling. The main disadvantage of non-probability sampling is that it usually creates a non-representative sample (Creswell, 2014). However, this sampling technique is the most popular method used by marketing and tourism scholars (see, e.g., Karim & Chi, 2010; Meng & Choi, 2019), largely because it is time and cost effective (Fricker, 2016). Furthermore, non-probability sampling is considered an appropriate technique to test hypotheses relating to relationships between particular variables and behaviour (Fricker, 2016). For example, many researchers (see, e.g., Meng & Choi, 2019; Palmer et al., 2013) have had success using non-probability sampling to test links between tourists' attitudes and their behavioural intentions. Thus, non-probability

sampling, specifically a snowballing technique was chosen to sample the target population in Stage 2 of this research.

### *5.5.4.2 Sampling and Justification*

The research context of this research was HCMC. It is located in south-east Vietnam (see Figure 9). HCMC is a large Asian port destination and although cruise tourism in the city is still in an early of stage of development compared with other similarly sized port destinations, the number of cruise liners arriving increased from 130 in 2015 to 144 in 2019 (CLIA, 2021a), which is the largest number of cruise liners in Vietnam.

**Figure 9*:* Map of Vietnam and HCMC**



In this research, the snowballing technique was employed to recruit participants for online survey using the criteria that they were HCMC permanent residents, over 18 years of age and with at least five years of residence in HCMC. This target cohort was deemed to have knowledge of HCMC and be aware of cruise tourism in the city. The researcher made initial contact with a small group of friends/colleagues in HCMC to establish contacts with others (Bell, Bryman, & Harley, 2019).

#### *5.5.4.3 Sampling Frame and Sample Size*

5.5.4.3.1 Sampling Frame

Participants were Vietnamese residents aged 18 years or over, who were permanent residents of HCMC at the time the survey was conducted. Reasons for choice of this sampling frame included that more than 75% of the total Vietnam population have access to the internet, making Vietnam one of the top 20 countries in the world in terms of number of internet users (Stats, 2021). In addition, the smartphone is a popular device used by Vietnamese people to access the internet in Vietnam: 95% of Vietnamese users accessed the internet via mobile devices in 2021 (Reportal, 2021). Indeed, Vietnamese have many opportunities to access the internet in urban areas such as HCMC because of free Wi-Fi and the low cost of using 3G/4G (VnEconomy, 2020). Furthermore, people much more time on the Internet for the pandemic years than usual. Vietnamese spend more time on the internet and social media than their Asian peers (Vnexpress, 2021). For example, they spent an average of 6 hours and 47 minutes each day on the internet, whereas South Koreans spent 5 hours and 37 minutes, and China 5 hours and 22 minutes on average (Vnexpress, 2021). Most Vietnamese also use social networking applications (ThanhNien News, 2021). For example, HCMC was among the top ten cities globally with the most Facebookers, with 11 million users in 2021 (Stats, 2021).

#### 5.5.4.3.2 Sample Size

Several rules were followed to determine the sample size for the Stage 2 quantitative data collection in this research. The choice of sample size is often considered from several perspectives, such as the level of confidence in data collection, type of analysis and size of the total population (Bell et al., 2018). For example, Krejcie and Morgan (1970) suggested that for a population of more than 1 million people, a sample of 384 is adequate to represent the population. Kim, Goh, and Yuan (2010) suggested that the sample size should be determined based on the minimum ratio of response to items, for example 10:1. Therefore, if 30 items are used in a questionnaire, the target sample size should be 300. Hair et al. (2014) recommended that for research using SEM, a sample size of 150–400 cases should be obtained.

Given the different perspectives above, Saunders (2011) noted that in most research, the decision regarding sample size is made based on the judgment and calculations conducted by the researchers, because research resource constraints such as limited time and budget to complete the research are also crucial to consider before making the decision. Given that this research conducted SEM to test its hypotheses, the target sample size for online survey was identified based on Hair et al.'s (2014) suggestion for a sample of at least of 400.

#### *5.5.4.4 Online Survey Data Collection Procedure*

This research used a snowball sampling technique and an online questionnaire developed using the Qualtrics software. The survey link was sent to respondents via chat programs such as Zalo and Facebook Messenger via smartphone. The Zalo and Facebook Messenger platforms are the top three most-used social media platforms in Vietnam (Vina research, 2020). The researcher made initial contact via smartphone with a small group of colleagues, classmates, and students, as well as 23 participants who had participated in the three focus groups, to establish contacts with others (Bell et al., 2019).

### 5.5.5 Structural Equation Modelling

SEM is a family of statistical models that test relationships among multiple variables (Hair et al., 2014). SEM examines the structure of interrelationships expressed in a series of equations that describe the relationships among constructs (the dependent and independent variables; Hair et al., 2014).

The purpose of this research was to identify the relationships among perceived economic, sociocultural, and environmental impacts, QOL and resident behavioural intentions to support cruise tourism. SEM is an appropriate method for data analysis to explore these relationships and test the hypotheses proposed in the research model in Chapter 3.

This research employed SEM using the two-stage approach suggested by Anderson and Gerbing (1988). The measurement model is first examined and then the structural model is estimated using a variety of goodness-of-fit indices. In the first stage, the measurement model was conducted by analysing the relationship between the observed variables (indicators) and the underlying constructs (latent variables). This step is used to confirm unidimensionality of the latent variable and verify that the indicators of a construct have an acceptable fit in a one-factor congeneric model or a single-factor model (Hair et al., 2014). This research employed one-factor congeneric models for all the latent variables. Anderson and Gerbing (1988) suggested that unidimensionality is critical and necessary for assigning meaning for the latent variables. There are three criteria for examining unidimensionality: (1) goodness of fit of the model; (2) convergent validity; and (3) discriminant validity. Once these three criteria were met, the structural model was conducted in the second stage. The structural model is a hypothetical model that shows relationships among latent constructs and observed variables that are not indicators of latent constructs (Hoyle, 1995). This statistical technique provides parameter values for each of the research hypotheses and identifies their respective significance. Thus, this research used a structural model to test the path coefficient of each

hypothesised relationship involving the perception of cruise tourism impacts, QOL and resident behavioural intentions to support cruise tourism.

#### *5.5.5.1 Evaluating the Fit of the Model*

The overall fit of the measurement model was identified using many of goodness-of-fit indices applicable to SEM. According to Hair et al. (2014, p. 646), goodness-of-fit indices indicate 'how well a specified model reproduces the observed covariance matrix among the indictor terms'. Goodness-of-fit measures can be grouped into three types of models fit: (1) absolute fit measures; (2) incremental fit measures; and (3) parsimony fit measures (Hair et al., 2014). Despite lack of agreement among researchers regarding which fit indices must be reported, Holmes-Smith et al. (2006) and Hair et al. (2014) recommended using at least three fit indices—one of each type of model fit.

The first group of fit indices is absolute fit indices, which provide a direct measurement of how well a specified model reproduces the observed data (Hair et al., 2014). In other words, absolute fit indices provide the most fundamental evaluation of how well a researcher's theory fits sample data. Among these indices, chi-square ($\chi^2$) is considered the most basic measure of overall fit (Hu & Bentler, 1998). Furthermore, several researchers have suggested using $\chi^2$ as a goodness-of-fit index because it becomes less meaningful as sample size increases or the number of observed variables becomes large (Hair, Black, Babin, & Anderson, 2010; Hu & Bentler, 1998). Thus, this research referred to $\chi^2$ with other absolute fit indices such as the Goodness of Fit Index (GFI), root mean square error of approximation (RMSEA) and standardised root mean square residual (SRMR). The possible range of GFI values is 0–1, with higher values demonstrating better fit.

GFI was calculated as it is less vulnerable to sample size (Hair et al., 2014). GFI values of 0.9 or above are considered good (Hair et al., 2010), although others have suggested that 0.95 should be used (Holmes-Smith et al., 2006). RMSEA is a commonly used measure used

to correct for the tendency of $\chi^2$ goodness of fit to reject specified models. Holmes-Smith et al. (2006) suggested that a RMSEA value of less than 0.05 illustrates fit of the model and Hair et al. (2014) recommended that RMSEA values of 0.03–0.08 are acceptable. The SRMR is a measure of the mean absolute correction residual; that is the overall difference between the observed and predicted correlations (Kline, 2005). Lower SRMR values represent better fit, and higher values represent worse fit; SRMR should be over 0.1 (Hair et al., 2014).

The second category of fit indices is incremental fit indices, which assess how well an estimated model fits relative to some alternative baseline model (Hair et al., 2014). The Tucker-Lewis Index (TLI) and Comparative Fit Index (CFI) were used in this research because they provide non-biased indications of model fit for all sample sizes (Finch, 2006). Values of TLI and CFI should be 0.90 or higher (Hair et al., 2014).

The last group of indices is parsimony fit indices, which were designed specially to provide information about which model among a set of competing models is best (Hair et al., 2014). A parsimony fit measure is improved by either a better fit or a simpler model (Hair et al., 2014). The parsimony ratio is calculated as the ratio of degrees of freedom used by the model to the total degrees of freedom available (Marsh & Balla, 1994). Ratios in the range of 3 to 2 indicate adequate fit (Carmines & McIver, 1981), and Marsh and Balla (1994) recommended that a ratio less than 5 is acceptable. Table 15 summarises the goodness-of-fit indices used in this research.

**Table 15: Summary of Goodness-of-Fit Indices**

| Index | Level of acceptance | Note |
|---|---|---|
| Absolute fit | | |
| Chi-square ($\chi^2$) | > 0.05 | Test of significance p > 0.05 |
| Goodness of Fit Index | > 0.90 | 0 indicates a poor fit; 1 a perfect fit |
| Root mean square error of approximation | < 0.08 | <0.05 is a perfect fit; 0.05–0.08 is an acceptable fit |
| The standardised root means square residual | < 0.06 | The smaller the better; <0.10 indicates a good fit |

| | | |
|---|---|---|
| Incremental fit | | |
| Tucker-Lewis Index<br>Comparative Fit Index | > 0.90 | Value close to 0 indicates a poor fit; close to 1 indicates a perfect fit |
| Parsimonious fit | | |
| Normed chi-square | $1.0 \leq \chi^2/df \leq 5.0$ | Lower limit 1.0, upper limit 5.0 |

Source: (Hair et al., 2014)

## 5.6 Ethical Considerations

According to Orb, Eisenhauer, and Wynaden (2001), the protection of human subjects or participants in any research is imperative. As part of the requirements of Victoria University, all research projects that involve human subjects must have approval from the university's Human Research Ethics Committee to minimise any potential risks related to the data collection and use of data. This research was approved by the Victoria University Human Research Ethics Committee (Ethics Clearance Reference Number, HRE19-167).

### 5.6.1 Focus Group

Participants were fully informed about this research before participating in this research and were able to voluntarily choose to participate in the focus group interviews. Data were stored securely. The researcher sent 'Information to Participants' and 'Informed Consent' documents (see Appendix 1 and 2) to a group of people including friends, colleagues, and professional associates in the researcher's network in HCMC via email and phone, and then used these to establish contact with others. If people were interested in taking part in the research, they were invited to contact the researcher and further information was provided about the research so they could make the decision to participate, or not, in the research. Using these methods, the researcher did not have direct contact with potential participants until they showed some interest in participation.

Before commencing the focus groups, the researcher reminded participants of the reason for recording the interview, how the data would be used and who would have access to the data. The researcher used her mother language to inform the participants so that they would

understand what they were being asked to consent to. Furthermore, to prevent identification of participants, this research used pseudonyms in the writing up of the results. Finally, participants were advised that they could withdraw from the research at any time if they felt uncomfortable, and their data would also be withdrawn. However, the researcher did not promise complete confidentiality and anonymity to participants in focus groups because she could not guarantee that focus group members would not disclose information to others about what they had heard (Victoria University, 2020).

### 5.6.2 Online Survey

The participants were provided with full information about the research in the landing page before they undertook the survey. Potential participants who needed more information before participating in the research were given the option to contact the researcher's supervisors to obtain such information. Private information about respondents, such as their name or email address, was not required for the survey. Finally, this research used pseudonyms in writing up of the results.

## 5.7 Summary

This chapter discussed the research method and chosen mixed methods to collect and analyse data in this research. The application of an exploratory sequential mixed methods research design included the collection of qualitative and quantitative data in two stages of the research. Stage 1 involved development of the RBISCT scales and Stage 2 examined the relationships among residents perceived economic, sociocultural, and environmental impacts of cruise tourism and their QOL, and how this influenced their behavioural intentions to support cruise tourism. The next two chapters discuss the analysis and results of the qualitative and quantitative data collected for this research.

# Chapter 6: Findings of Stage 1A - Focus Groups

## 6.1 Introduction

Chapter 5 presented the mixed methods research design employed in this research. This chapter focuses on the findings of Stage 1A of this research, identifying themes and generating initial items for behavioural intentions to support cruise tourism (RBISCT). The findings from Stage 1A were used to develop a set of initial items for the RBISCT sale, which were tested for content validity via an academic expert panel in Stage 1B, as discussed in Chapter 7. After removing the items suggested by experts, the remaining items were included in the questionnaire administered to examine the conceptual model and test the hypotheses presented in Chapter 4.

This chapter is structured in the following manner. Section 6.2 introduces the profiles of the participants in the focus group interviews. Section 6.3 discusses qualitative findings, including themes and initial items developed for this research. Finally, Section 6.4 presents a summary of the chapter.

## 6.2 Profiles of Participants

A total of 23 members participated in three focus group interviews. Group size ranged from seven to eight persons. Table 16 presents a summary of the demographic characteristics of the participants in each group. Most were female (70%). According to a report by Briefing (2019b), 72% of women have joined the workforce in Vietnam, making this country one of the group of nations with the highest percentages of women in the labour force. Of group members, 74% were aged 18–35 years, 13% were aged 36–54 and the remaining 13% were 55 years or older. Most participants (65%) were university qualified. In terms of occupation, the participants were administrators (9%), executives (13%), teachers/lecturers (30%), retired (13%) or pursuing education as students (35%). Only 26% of participants indicated that their

income was dependent on the cruise tourism industry. The focus groups were before the COVID-19 Pandemic when cruise tourism was still operating.

**Table 16: Overall Profile of Focus Group Participants**

| Pseudonym | Age | Gender | Occupation | Work related to cruise tourism |
|---|---|---|---|---|
| Huy | 18-35 | Male | Student | No |
| Jen | 18-35 | Female | Student | No |
| Tran | 18-35 | Female | Student | No |
| Minh | 18-35 | Male | Student | No |
| Tam | 18-35 | Female | Student | No |
| Tra | 18-35 | Female | Student | No |
| Anh | 18-35 | Female | Student | No |
| Phuong | 18-35 | Female | Student | No |
| Thu | Over 55 | Female | Retired | No |
| Truc | 18-35 | Female | Teacher/lecturer | No |
| Khoi | 36-54 | Male | Teacher/lecturer | No |
| Ha | 36-54 | Female | Administrative worker | No |
| Duc | 18-35 | Male | Teacher/lecturer | No |
| Hai | 18-35 | Male | Administrative worker | No |
| Linh | 18-35 | Female | Administrative worker | No |
| Thanh | 36-54 | Female | Teacher/lecturer | No |
| Huy | 36-54 | Male | Executive worker | Yes |
| Dang | 36-54 | Male | Executive worker | Yes |
| Mi | Over 55 | Female | Administrative worker | Yes |
| Solange | Over 55 | Female | Executive worker | Yes |
| Thang | Over 55 | Male | Executive worker | Yes |
| Tran | 36-54 | Female | Teacher/lecturer | No |
| Tram | 36-54 | Female | Teacher/lecturer | No |

## 6.3 Qualitative Data Findings

### 6.3.1 Overview of Focus Group Discussions

The three groups of participants provided several perceptions of cruise tourism in HCMC. The participants in Group 1 perceived cruise tourism as bringing many job opportunities for locals and enhancing destination image, and Group 2 perceived cruise tourism as enhancing the chance for cultural exchange between tourists and residents. However, the participants in Group 2 had strong concerns about the safety and health impacts of cruise tourism on both cruise tourists and residents. Participants in Group 3 appeared to focus more

on the personal value of cruise tourism for local people and businesses. This might be because 71% of the participants in this group had income related to cruise tourism.

Participants in Group 1 perceived that cruise tourism creates job opportunities for local people. For example, Phuong stated that:

> *...I think locals have more job opportunities working on board, and I might look for a crew member job on cruise liners when I graduate.*

and Tran said that: *…I hope in the future I can design tours for cruise tourists in our destination.*

The participants in Group 1 perceived that cruise tourism would enhance their HCMN and Vietnam's destination image. For example, Anh said:

> *...Cruise tourism can make the destination image attractive in the eyes of tourists. On the other hand, if the behaviour of the residents is bad or the environment or landscape is not good, this will leave a terrible impression on visitors, so the image of the destination could be good or bad.*

The members of Group 2 also perceived a positive impact of cruise tourism in HCMC, such as having opportunities to meet new people and experience new cultures. For example, Linh observed that:

> *....Cruisers [sic] usually come from many different countries; this is an opportunity for residents and tourists to exchange and learn about each other's culture.*

However, participants in Group 2 had stronger concerns about health and safety impacts of cruise tourism for both tourists and locals. Some participants explained:

> *...I think if many cruise tourists arrive at the same, this might lead to a disease outbreak. In the case of the COVID-19 Pandemic, cruise tourists transmitted this virus to locals in some countries. (Ha)*

and Duc said:

> *....Since environmental problems in HCMC are challenging, we must maintain a suitable living environment to welcome cruise tourists. For example, we should use environmentally friendly products and limit use of plastic bags, which are not good for the environment.*

Members of Group 3 appeared to have a strong perception about the personal value that cruise tourism brings to local people and local, because they expressed that residents who did connect with cruise tourists would not benefit from cruise tourism. Some participants explained:

> *...At the moment, profits from cruise tours come mainly from cruise liners, travel companies and port services. Locals do not really benefit from this service. Maybe locals living near the port—like retailers in the ports or ticket sellers for visiting shows, and buses in the ports—can benefit from cruise tourists. (Dang)*

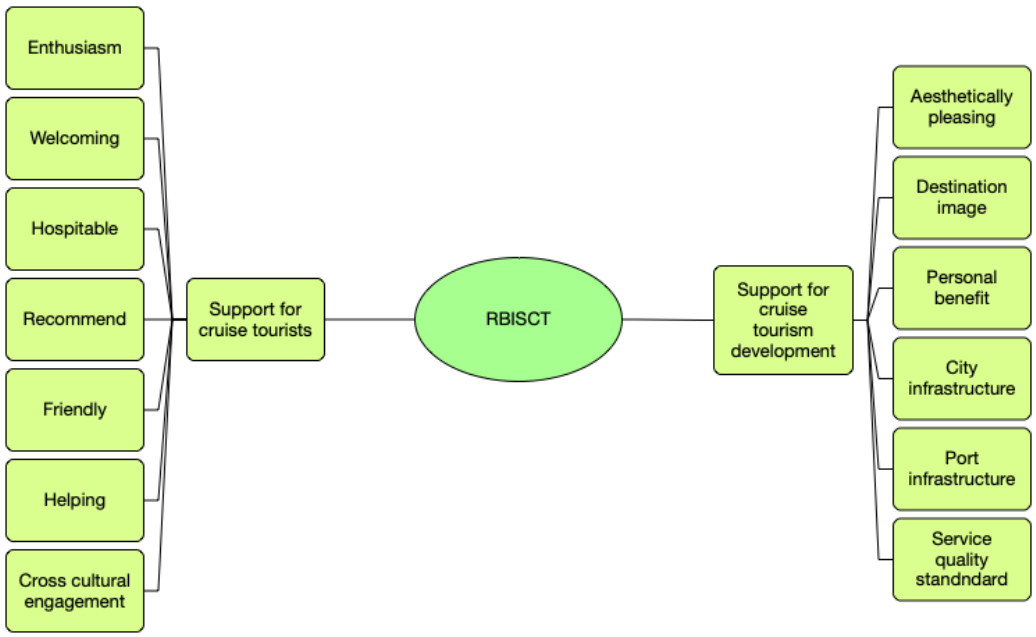
> *...If a large number of visitors arrive at the same time, this impacts on local people's lives, and if local people cannot sell anything to cruise tourists, or don't have any income from those tourists, they will not have a good feeling about them. Cruise tourism can bring benefits for a port destination, but who receives that benefit from cruise tourism? (Mi)*

Despite differences in overall perceptions on cruise tourism among the three groups, the participants in all three groups indicated their behavioural support for cruise tourism in the future. The following sections discuss the themes and items generated in relation to their behavioural support, based on quotations from participants in the focus groups.

### 6.3.2 Theme Identification

As discussed in Chapter 5, the researcher followed five steps in the data analysis strategy suggested by Thomas (2006). Two main themes and 13 sub-themes were identified from the three group transcripts (see Figure 10). Two main themes relating to resident behavioural intentions to support cruise tourism were identified: (1) support for tourists; and (2) support for cruise tourism development.

**Figure 10: RBISCT: Identified Themes and Sub-themes**




The following sections describe each main theme, defined on the basis of its relevant categories and codes. Each theme is described, and explanatory quotations presented from the focus groups.

#### *6.3.2.1 Resident Support for Cruise Tourists*

The participants in the three focus groups perceived that if they had an opportunity to interact with cruise tourists, they would have positive behavioural intentions such as helping

behaviour, hospitality to cruise tourists and cultural ambassadorship. For example, Minh (Group 1) said that:

> *…If I meet cruise tourists, I let them know about attractive destinations such as Cu Chi Tunnels or food streets or some authentic restaurants.*

Similarly, Khoi (Group 2) said he would be willing to recommend authentic restaurants and places to buy souvenirs to help cruise tourists happy:

> *…I am ready to help cruise tourists be happy while in HCMC. I let them know authentic restaurants or places to buy souvenirs in HCMC.*

Ha (Group 2), said she that although she was shy when communicating with strangers, she would be willing to help cruise tourists if they asked her:

> *...I rarely actively make conversation when meeting strangers, but I am willing to help others. For example, I am willing to help or give directions when cruise tourists are lost in my city. I think this action is very helpful for cruise tourists ... it even creates a good image about residents in HCMC for cruise tourists.*

Differing from Groups 1 and 2, the participants in Group 3 who had income depending on cruise tourism expressed that they would help cruise tourists to understand Vietnamese culture. For example, Dang, a cruise tourist guide, said:

> *...In my experience when guiding cruise tourists, I saw they were very interested in exploring cultural activities, and their satisfaction level was much higher than for city tours in HCMC ...I think we should help cruise tourists understand our culture, such as by introducing history about the 'rice culture' of Vietnam and explaining the local way of life.*

Participants in the three groups also expressed that they would welcome and be hospitable to cruise tourists if they met them in HCMC. Thu (Group 2) said:

*....I think when we meet cruise tourists, we should warmly welcome them, if they come and see that we are friendly, they will be happy.*

Similarly, Tran (Group 3) stated that:

*...Vietnamese are friendly. They are ready to welcome and be friendly with cruise tourists.*

#### *6.3.2.2 Support for Cruise Tourism Development*

The focus group HCMC residents agreed that they would support cruise tourism development if cruise tourism brought positive impacts to their city, such as enhancing destination image and improving cruise tourism infrastructure. Some participants elaborated on this; for example, Tran (Group 1) said:

*...Cruise tourism makes HCMC attractive in the eyes of tourists and many people around the world know our city ... In general, the people are ready to support cruise tourism development in HCMC.*

Similarly, Duc (Group 2) noted that:

*...The image of our city when a big ship arrives is promoted on media, which might also have a positive impact on HCMC's image. I as well as HCMC citizens totally support the development of cruise tourism in HCMC.*

Huy (Group 1) commented that:

*…cruise tourism is developing in HCMC. However, there is some limitation to this development ... It is an international port that welcomes cruise ships coming. HCMC tries to develop its port in the future. As with cruise tourism in our neighbouring countries such as Singapore, Malaysia, and Thailand.*

Mi (Group 3) claimed that

*...I support that ports should be far from the centre and shouldn't be near the centre. As a citizen, I think that the port should be far away, like Can Gio (international port project) to help HCMC welcome more cruise tourists and be safe for them and locals.*

### 6.3.3 Item Development

#### *6.3.3.1 Initial Item Pool*

After identifying the themes for resident behavioural intentions to support cruise tourism, items were generated from segments of text quotations from the participants in the three focus groups. Table 17 presents an example of themes and items developed from the focus group data.

**Table 17: Examples of Identified Themes, Verbatim Text and Items**

| Main theme | Sub-theme | Segments of text | Item developed |
|---|---|---|---|
| Support for cruise tourists | Hospitable behaviour | *If HCMC has a policy to develop cruise ship, I am supportive. This support is in my attitude and actions. For example: for attitude, I smile at cruise visitors or take pictures with them. (Hai)* | If I have an opportunity to interact with cruise tourists in HCMC, I will take pictures for them when they ask. |
| | | *Vietnamese people are very friendly and enthusiastic with foreign visitors. (Tram)* | If I have an opportunity to interact with cruise tourists in HCMC, I will be friendly to them. |
| | | *I show a welcoming attitude so that they find Vietnamese people very friendly and hospitable. In addition, if there are events that attract or welcome cruise tourists, I certainly will attend. (Tran)* | If I have an opportunity to interact with cruise tourists in HCMC, I will be hospitable towards them. |
| Support for cruise tourism development | Cruise tourism infrastructure | *HCMC needs an international port to welcome cruise ships. HCMC tries to develop its port in the future. As with cruise tourism in our neighbouring countries such as Singapore, Malaysia, I think it is developing and focusing on develop cruise tourism. (Huy, Group 1)* | I will be supportive of cruise tourism in HCMC if cruise tourism improves port infrastructure. |
| | | *A seaport is an important issue in developing cruise ship tourism, since it is the first impression for people docking. Currently, the seaport shortage in HCMC is a problem for this development. I have read in the newspaper that some ships cannot dock in HCMC since there is not enough space. (Linh)* | |

As a result, 37 initial items for RBISCT were developed: 12 items for support for cruise tourism development and 25 for support for cruise tourists. Table 18 presents the 37 initial items for RBISCT. With regard to support for cruise tourism development, the 12 statements started with the umbrella stem, 'I will be supportive of cruise tourism in HCMC if cruise tourism…'. Support for cruise tourists had 25 items, with the common stem, 'If I have an opportunity to interact with cruise tourists in HCMC, I will…' (see Table 18).

**Table 18: RBISCT Dimensions: Initial Items**

| Dimension | Items |
|---|---|
| Support for cruise tourism development (SCTD) | *I will be supportive of cruise tourism in HCMC if cruise tourism…* |
| | *SCTD1: …enhances the beauty of HCMC* |
| | *SCTD2: …promotes a positive image of Vietnam as a tourist destination* |
| | *SCTD3: …promotes a positive image of Vietnam's culture* |
| | *SCTD4: …provides economic benefits to HCMC* |
| | *SCTD5: …provides benefits for local businesses in HCMC* |
| | *SCTD6: …improves HCMC's environmental sustainability* |
| | *SCTD7: …improves HCMC's heritage infrastructure* |
| | *SCTD8: …improves HCMC residents' quality of life* |
| | *SCTD9: …is part of Vietnam's tourism strategy* |
| | *SCTD10: …improves port infrastructure* |
| | *SCTD11: …improves public amenities* |
| | *SCTD12: …helps to improve local business service quality standards* |
| Support for cruise tourists (SCT) | *If I have an opportunity to interact with cruise tourists in HCMC, I will…* |
| | *SCT1: …help them understand Vietnam's history* |
| | *SCT2: …explain the local way of life* |
| | *SCT3: …try and say a few words in their language* |
| | *SCT4: …find out about their culture* |
| | *SCT5: …encourage them to participate in Vietnamese cultural activities* |
| | *SCT6: …try to converse with them* |
| | *SCT7: …take pictures for them when they ask* |
| | *SCT8: …assist them when I see that they are in need* |
| | *SCT9: …direct them to official tourism information sources* |
| | *SCT10: …make sure I let them know about Vietnamese traditions of hospitality* |
| | *SCT11: …be friendly to them* |
| | *SCT12: …be hospitable towards them* |
| | *SCT13: …warmly welcome them to HCMC* |

| Dimension | Items |
|---|---|
| | *SCT14: ...try and help them to feel happy while in HCMC* |
| | *SCT15: ...help them to be treated fairly by local businesses and residents* |
| | *SCT16: ...help them to negotiate the best prices with local businesses* |
| | *SCT17: ...help them by giving directions if they are lost in HCMC* |
| | *SCT18: ...let them know reasonable prices for products* |
| | *SCT19: ...let them know how to find authentic restaurants or food streets* |
| | *SCT20: ...let them know what to do in HCMC* |
| | *SCT21: ...let them know about apps related to local restaurants* |
| | *SCT22: ...let them know about apps related to HCMC transportation* |
| | *SCT23: ...let them know the places to buy souvenirs* |
| | *SCT24: ...help them to feel safe while in HCMC* |
| | *SCT25: ...post positive stories about cruise tourists on social media* |

## 6.4 Summary

This chapter discussed the findings of Stage 1A, which included differences in the perceptions about cruise tourism impacts among the three focus groups, the themes and initial items generated for the RBISCT scale. The next chapter discusses the results of Stage 1B, which tested the validity and reliability of the scale developed, via an expert panel.

# Chapter 7: Findings of Stage 1B- RBISCT Development

## 7.1 Introduction

Chapter 6 presented the findings of Stage 1A of the research design which involved the analysis of the focus group data. This resulted in the identification of 37 initial items for the RBISCT scale. This chapter presents the results of Stage 1B of the research which involved testing of the validity and reliability of the RBISCT scale.

This chapter is structured in the following manner. Section 7.2 presents the results of an academic expert panel survey, which resulted in 22 of the initial 37 items being retained to represent the RBISCT. Section 7.3 discusses the response rate of online survey. Section 7.4 presents the results of preliminary data analysis. Next, Sections 7.5 and 7.6 describe the respondents' demographic characteristics and results of the split data analysis. Sections 7.7, 7.8 and 7.9 discuss the results of the EFA, test for nomological validity and one-factor congeneric models. Section 7.10 discusses the RBISCT development. Finally, Section 7.11 presents a summary of the chapter.

## 7.2 Assessment of Content and Face Validity

The initial 37 items developed from the qualitative data analysis were assessed by 14 marketing and tourism academics from several Australian and Vietnamese universities who participated in an online survey, via the Qualtrics software platform, to ascertain their agreement that the item fit with the definition of the dimension.

As discussed in Section 5.4.3.1, the decision rule for the current study was set to 80% or above. That is if 80% or above of the academics agreed that an individual behavioural support resided in a single dimension, the behavioural support was retained, resulting in 22 of the initial 37 items being retained to represent the RBISCT. For *support for cruise tourism development*, seven items were retained of the original 12; for *support for cruise tourists,* 15

items were retained after ten were removed. Table 19 lists the items that were retained and used for the RBISCT in Stage 1B of this research.

**Table 19: RBISCT- Items Retained**

| Dimension | Items |
|---|---|
| Support for cruise tourism development (SCTD) | *I will be supportive of cruise tourism in my city if cruise tourism…* |
| | *SCTD1: …enhances the beauty of the city* |
| | *SCTD2: …promotes a positive image of the city as a tourist destination* |
| | *SCTD3: …provides economic benefits for the city* |
| | *SCTD4: …provides benefits to local businesses in the city* |
| | *SCTD5: …improves the city heritage infrastructure* |
| | *SCTD6: …improves the public amenities* |
| | *SCTD7: …help to improve local business service quality standards* |
| Support for cruise tourists (SCT) | *If I have an opportunity to interact with cruise tourists in my city, I will…* |
| | *SCT1: …help them understand my country's history* |
| | *SCT2: …encourage them to participate in my cultural activities* |
| | *SCT3: …take pictures for them when they ask* |
| | *SCT4: …assist them when I see that they are in need* |
| | *SCT5: …direct them to official tourism information sources* |
| | *SCT6: …be friendly to them* |
| | *SCT7: …be hospitable towards them* |
| | *SCT8: …warmly welcome them to my city* |
| | *SCT9: …try and help them to feel happy while in the city* |
| | *SCT10: …help them by giving directions if they are lost in the city* |
| | *SCT11: …let them know how to find authentic restaurants or food streets* |
| | *SCT12: …let them know what to do in the city* |
| | *SCT13: …let them know about apps related to local transportation* |
| | *SCT14: …let them know about places to buy souvenirs* |
| | *SCT15: …help them to feel safe while in my city* |

In summary, 22 items were retained after assessment of the content and face validity of scale items by the academic expert panel. These items were included in the questionnaire used for further online survey and test the conceptual model. (Silverman, 2013).

## 7.3 Sample Size

The survey was administered via the Qualtrics software platform. Of the 476 respondents who commenced the survey, 465 agreed to participate in the survey and 11 declined. This sample size of 465 exceeds the minimum requirement for multivariate analysis, subject to assumptions of normality being met.

## 7.4 Preliminary Data Analysis

Before conducting any further analysis, the data were examined for outliers and normality. As the structure of the online survey required responses to all questions, there were no missing data.

### 7.4.1 Outliers

The data were examined for univariate and multivariate outliers. Outliers are cases that have scores higher or lower than the rest of the cases (Kline, 2005). Outliers should be viewed in the context of the analysis and evaluated according to the type of information they provide (Hair et al., 2014). For example, problematic outliers are those that are not representative of the population and that can seriously mislead statistical tests (Hair et al., 2014).

To search for univariate outliers, the frequency distribution *Z* scores were calculated. Tabachnick and Fidell (2019) suggested that cases with scores greater than three standard deviations away from the mean can be considered outliers. Hair et al. (2014), however, suggested if the sample size is greater than 80, cases with *Z* scores up to four deviations away from the mean can be retained. Based on the latter, nine cases were removed from the sample.

Multivariate outliers were assessed using the Mahalanobis distance ($D^2$) measure. This measure assesses the position of each observation relative to the centre of all observations on a set of variables (Hair et al., 2014). A low value for $D^2$ may be indicative of outliers. Analysis

of the $D^2$ revealed six multivariate outliers in the sample, which were removed. Therefore, a total of 15 outliers were removed from the sample, leaving 450 cases for further analysis.

### 7.4.2 Assessment of Normality

To assess normality of the distribution of the data ($N = 450$), the skewness and kurtosis of each variable were examined. Skewness is a measure of symmetry, while kurtosis is a measure of the peakedness of a distribution (Hair et al., 2014). According to Zikmund et al. (2010), skewness and kurtosis values of 0.0 indicate that the data are normally distributed, although acceptable levels are between −2.0 and +2.0. However, Kline (2005) suggested that distributions can be considered normal when the skewness falls between −3.0 and +3.0, and the kurtosis is less than 10.0. Kurtosis indices greater than 10.0 may suggest a problem and values greater than 20.0 may show a more serious problem Kline (2005, p. 50).

The skewness values ranged from −2.1 to +0.4, which fell within the recommended range of −3.0 to +3.0. The indices for kurtosis ranged from −1.2 to +7.6. Noticeably, the kurtosis indices for most of the items for RBISCT were high, at 2.7–7.6 (see Appendix 8). Hair et al. (2014) suggested that with a sample size greater than 200, any effects of non-normality may be negligible. Thus, the data in this study were deemed to meet conditions for multivariate analysis.

## 7.5 Respondents' Demographic Characteristics

The demographic characteristics of respondents ($N = 450$) are presented in Table 20. Of the 450 respondents, 46.2% were male and 53.8% female. Respondents aged 18–29 years made up the largest group (46.9%), followed by those aged 30–39 years (31.3%). The rest of the sample (21.8%) was aged 40 years. The age distribution of the respondents corresponds with that of the broader Vietnamese population, 60% of whom are aged 15–54 years (General Statistics Office, 2021).

In terms of years of residence in HCMC, the sample contained both newer and long-term residents. A total of 32.0% of respondents indicated that they had lived in HCMC for less than 5 years; 12.4% for 5–10 years; 22.3% for 11–20 years; 15.1% for 21–30 years; and 18.2% for at least 31 years. In terms of the monthly household income, 46% of respondents earned less than 20,000,000 dong.[1]

**Table 20: Respondent Demographic Characteristics (n=450)**

| Demographic profile | Frequency | Percentage |
|---|---|---|
| Gender | | |
| Male | 208 | 46.2 |
| Female | 242 | 53.8 |
| | 450 | 100.0 |
| Age (years) | | |
| 18–29 | 211 | 46.9 |
| 30–39 | 141 | 31.3 |
| 40–49 | 50 | 11.1 |
| 50–59 | 35 | 7.8 |
| 60 or over | 13 | 2.9 |
| | 450 | 100.0 |
| Education | | |
| High school | 66 | 14.7 |
| Tertiary and Further Education | 78 | 17.3 |
| Undergraduate | 224 | 49.8 |
| Postgraduate | 82 | 18.2 |
| | 450 | 100.0 |
| Years of residence in HCMC | | |
| <5 | 144 | 32.0 |
| 5–10 | 56 | 12.4 |
| 11–20 | 100 | 22.3 |
| 21–30 | 68 | 15.1 |
| ≥31 | 82 | 18.2 |
| | 450 | 100.0 |
| Total monthly household net income (dong*; after tax) | | |
| Less than 20,000,000 | 207 | 46.0 |
| 20,000,000–29,999,999 | 85 | 18.9 |
| 30,000,000–39,999,999 | 52 | 11.6 |

| Demographic profile | Frequency | Percentage |
|---|---|---|
| 40,000,000–49,999,999 | 28 | 6.2 |
| ≥50,000,000 | 78 | 17.3 |
| | 450 | 100.0 |
| Number of members in household | | |
| 1 | 24 | 5.3 |
| 2 | 40 | 8.9 |
| 3 | 82 | 18.2 |
| 4 | 160 | 35.6 |
| 5 | 89 | 19.8 |
| ≥6 | 55 | 12.2 |
| | 450 | 100.0 |
| Work related to hospitality or cruise tourism | | |
| Yes | 100 | 22.2 |
| No | 350 | 77.8 |
| | 450 | 100.0 |

*1,000 dong was valued at 0.040 USD and 0.062 AUS on 26 October 2022

## 7.6 Split Data

Using the same sample to conduct EFA and CFA is not recommended (Kline, 2005) because it can result in a model that is not necessarily generalisable (Wang & Hsu, 2010). To avoid this problem and following the recommendation of Hair et al. (2014), the data were split to create two subsamples: S1 ($N = 220$) and S2 ($N = 230$). S1 was used for EFA and S2 was used for CFA and SEM to confirm the factor structure, assess factor psychometrics, and test model relationships. This is in keeping with Ramkissoon and Uysal (2011).

## 7.7 Exploratory Factor Analysis

The first step in an EFA is to analyse the KMO and BTS indices, which are measures of sampling adequacy and indicate whether the data are suitable for factor analysis. The KMO index is a measure of how small the partial correlations are relative to the original corrections; values greater than 0.8 are considered ‘meritorious’ and indicate that factor analysis is suitable (Tabachnick & Fidell, 2019). The BTS is undertaken to check the overall significance of all correlations within a correlation should be significant with a $p$ value <.001 (Hair et al., 2014).

In this analysis, the KMO value was 0.933 and the BTS was significant ($p < .001$), indicating that it was appropriate to conduct factor analysis with the data.

To determine the underlying factor structure of the RBISCT scale, all 22 items were used in an EFA involving principal component extraction with orthogonal varimax rotation.

Results of the EFA, after removal of two items (*I will be supportive of cruise tourism in my city* and *cruise tourism provides benefits to the local businesses in the city*) with low factor loadings produced the optimal solution: a four-factor solution that explained 67.7% of the common variance. This percentage of variance indicates an acceptable result, as it is greater than the 50% suggested by Jöreskog and Sörbom (1993). Table 21 presents the factor loadings, which range from 0.55 to 0.84, considered to be practically significant and offering a well-defined structure (Hair et al., 2014). The largest single factor represented items measuring hospitable behaviours (49.3%), followed by cultural ambassadorship (7.2%), supportive cruise tourism infrastructure development (5.9%) and supportive destination image (5.3%). This rigorous culling of items ensured no cross-loadings.

**Table 21: Exploratory Factor Analysis of RBISCT Items**

| Item | Hospitable behaviours | Cultural ambassadorship | Supportive cruise tourism infrastructure | Supportive destination image | Item–total correlation |
|---|---|---|---|---|---|
| I will help them if they are lost in the city and give them directions to where they need to go | 0.77 | | | | 0.69 |
| I will assist them when I see that they are in need | 0.69 | | | | 0.67 |
| I will be hospitable towards them | 0.68 | | | | 0.75 |
| I will let them know where to find authentic restaurants or food streets | 0.66 | | | | 0.72 |
| I will be friendly to them | 0.66 | | | | 0.77 |
| I will take photos for them when they ask me | 0.65 | | | | 0.66 |
| I will warmly welcome them to my city | 0.59 | | | | 0.75 |
| I will let them know about apps related to local transportation | 0.58 | | | | 0.66 |
| I will help them understand my country's history | | 0.79 | | | 0.72 |
| I will try and help them to feel happy while in the city | | 0.75 | | | 0.69 |
| I will help them to feel safe while in my city | | 0.69 | | | 0.74 |
| I will direct them to official tourism information sources | | 0.68 | | | 0.71 |
| I will encourage them to participate in my cultural activities | | 0.66 | | | 0.70 |
| I will let them know about the places to buy souvenirs | | 0.60 | | | 0.59 |
| I will be supportive of cruise tourism in my city if cruise tourism improves public amenities such as public toilets | | | 0.84 | | 0.72 |
| I will be supportive of cruise tourism in my city if cruise tourism helps to improve the service quality standards of local businesses | | | 0.82 | | 0.77 |
| I will be supportive of cruise tourism in my city if cruise tourism improves the city's heritage infrastructure such as museums, memorials and art galleries | | | 0.69 | | 0.63 |
| I will be supportive of cruise tourism in my city if cruise tourism enhances the beauty of the city | | | | 0.84 | 0.70 |

| | | | | | |
|---|---|---|---|---|---|
| I will be supportive of cruise tourism in my city if cruise tourism promotes a positive image of the city as a tourist destination | | | | 0.82 | 0.76 |
| I will be supportive of cruise tourism in my city if cruise tourism provides economic benefits for the city | | | | 0.55 | 0.63 |
| Cronbach's alpha | 0.91 | 0.88 | 0.84 | 0.84 | |
| Percentage of common variance | 49.3% | 7.2% | 5.9% | 5.3% | 67.7% |

As can be seen in Table 21, inter-item and item-to-total correlations tests were also undertaken. Each of the items under their respective dimension satisfy the threshold of 0.5 for item-to total correlation and the 0.3 rule for inter-item correlation (discussed in Section 5.4.4.2). Cronbach's alpha values for the four dimensions ranged from 0.84 to 0.91, all of which exceeded the 0.60 cut-off value recommended by Nunnally and Bernstein (1994). These results indicate that there is internal consistency among the items. Table 21 also presents the final list of items retained for CFA in the next stage, described in Section 7.8.

## 7.8 Test for Nomological Validity

Nomological validity identifies whether a scale demonstrates the relationships shown to exist based on a conceptual model (Hair et al., 2014). In the test for nomological validity in this study, all RBISCT dimensions were correlated with hypothesised outcome variables: positive economic impact of cruise tourism, positive sociocultural impact of cruise tourism and positive environmental impact of cruise tourism. Composite variables referred to as formative dimensions were constructed by taking the average of the items in each dimension/construct for use in this analysis (Tabachnick & Fidell, 2019).

Table 22 presents the correlations among the composite variables for each dimension/construct. All four dimensions of RBISCT were statistically correlated with each other ($p < .001$) and correlated in the expected direction with positive economic impacts of cruise tourism, positive sociocultural impact of cruise tourism, positive environmental impact of cruise tourism ($p < .001$). These results indicate there is support that RBISCT is a multidimensional construct consisting of four dimensions. The next step in the research process was to check the validity of the scale.

**Table 22: Results of Test for Nomological Validity**

| Construct | No of items | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|---|---|---|---|---|---|---|---|
| 1. Hospitable behaviours | 8 | | | | | | | |
| 2. Cultural ambassadorship | 6 | .76** | | | | | | |
| 3. Supportive cruise tourism infrastructure | 3 | .63** | .56** | | | | | |
| 4. Supportive destination image | 3 | .60** | .55** | .56** | | | | |
| 5.Postive economic impact of cruise tourism | 4 | .36** | .40** | .27** | .36** | | | |
| 6.Postive sociocultural impact of cruise tourism | 3 | .56** | .54** | .49** | .48** | .46** | | |
| 7.Postive environmental impact of cruise tourism | 3 | .38** | .43** | .35** | .40** | .60** | .58** | |

** $p < .01$ (2-tailed)

## 7.9 One-factor Congeneric Models

In Section 7.7, EFA was conducted to provide initial empirical evidence for construct dimensionality and to indicate reliability of the RBISCT. To confirm construct dimensionality and ensure the validity of RBISCT, CFA by way of one-factor congeneric models were then examined. A congeneric model or measurement model, combining the constructs and their measurements in the framework, specifies the posited relationship between observed variable measures and latent variables that represent underlying constructs (Cunningham, 2008). In SEM, the goodness of fit of an individual-factor congeneric model is considered a confirmatory test of the content validity of the construct.

The congeneric measurement models were also used to examine each dimension of RBISCT identified from the EFA in Section 7.7. The initial fit indices for each of the dimensions and item standardised factor loadings are presented in Table 23. Eight items were

included in the initial model for hospitable behaviours; this was reduced to six items. One item was removed from the initial model for cultural ambassadorship. These items were included in the model for supportive cruise tourism infrastructure development, and the supportive destination image was a perfect fit model. The items remaining under this dimension appear consistent in measurement (CR = 0.88; AVE = 0.55).

**Table 23: Model Fit for the Congeneric Models for RBISCT Dimensions**

| Dimension/items | Standardised factor loading | CR | AVE |
|---|---|---|---|
| Hospitable behaviours | | 0.88 | 0.55 |
| Model fit; CMIN/df = 1.856 ($p$ = 0.054); GFI = 0.98; TLI = 0.98; CFI = 0.99; RMSEA = 0.06 | | | |
| I will assist them when I see that they are in need | 0.70 | | |
| I will be friendly to them | 0.83 | | |
| I will be hospitable towards them | 0.83 | | |
| I will warmly welcome them to my city | 0.70 | | |
| I will help them if they are lost in the city and give them directions to where they need to go | 0.70 | | |
| I will let them know about apps related to local transportation | 0.66 | | |
| Cultural ambassadorship | | 0.87 | 0.54 |
| Model fit; CMIN/df = 2.662 ($p$ = 0.021); GFI = 0.97; TLI = 0.96; CFI = 0.98; RMSEA = 0.08 | | | |
| I will help them understand my country's history | 0.77 | | |
| I will encourage them to participate in my cultural activities | 0.78 | | |
| I will direct them to official tourism information sources | 0.63 | | |
| I will help them to feel safe while in my city | 0.66 | | |
| I will let them know about places to buy souvenirs | 0.80 | | |
| Supportive cruise tourism infrastructure development | | 0.85 | 0.66 |
| Model perfect fit: NFI = 1.000; GFI = 1.000; TLI = 1.000; CFI = 1.000; RMSEA = 0.00 | | | |
| I will be supportive of cruise tourism in my city if cruise tourism improves public amenities such as public toilets | 0.81 | | |
| I will be supportive of cruise tourism in my city if cruise tourism helps to improve the service quality standards of local businesses | 0.91 | | |
| I will be supportive of cruise tourism in my city if cruise tourism improves the city's heritage infrastructure such as museums, memorials and art galleries | 0.70 | | |
| Supportive destination image | | 0.87 | 0.70 |
| Model perfect fit: NFI = 1.000; GFI = 1.000; TLI = 1.000; CFI = 1.000; RMSEA = 0.00 | | | |

| Dimension/items | Standardised factor loading | CR | AVE |
|---|---|---|---|
| I will be supportive of cruise tourism in my city if cruise tourism enhances the beauty of the city | 0.73 | | |
| I will be supportive of cruise tourism in my city if cruise tourism promotes a positive image of the city as a tourist destination | 0.95 | | |
| I will be supportive of cruise tourism in my city if cruise tourism provides economic benefits for the city | 0.81 | | |

*Note*. CMIN, chi-square fit statistics/degree of freedom; NFI, Normed Fit Index; GFI, Goodness of Fit Index; TLI, Tucker-Lewis Index; CFI, Comparative Fit Index; RMSEA, root mean square error of approximation; CR, construct reliability; AVE, average variance extracted.

The initial analysis of the hospitable behaviours dimension measurement model showed that the model did not provide a good fit to the data (CMIN/df = 3.587 [$p$ = .000]; GFI = 0.93; TLI = 0.92; CFI = 0.94; RMSEA = 0.10). Inspection of the modification indices showed that the measurement errors for two items appeared highly correlated: *I will let them know where to find authentic restaurants or food streets* and *I will take photos for them when they ask me.* To solve this problem, the model was re-specified with these two items removed, which resulted in a model with good fit, as indicated in Table 23 (CMIN/df = 1.856 [$p$ = .054]; GFI = 0.98; TLI = 0.98; CFI = 0.99; RMSEA = 0.06). The items remaining under this dimension achieved good reliability (CR = 0.88; AVE = 0.55).

Six items formed the cultural ambassadorship dimension, which was reduced to five items achieving good reliability (CR = 0.87; AVE = 0.54) and model fit (CMIN/df = 2.662 [$p$ = .021]; GFI = 0.97; TLI = 0.96; CFI = 0.98; RMSEA = 0.08).

The three items for the supportive cruise tourism infrastructure development dimension showed good reliability (CR = 0.85; AVE = 0.66). The factor loadings for all items were 0.70–0.91 and the model fit was perfect (Normed Fit Index [NFI] = 1.000; GFI = 1.000; TLI = 1.000; CFI = 1.000; RMSEA = 0.00).

The three items for supportive destination image achieved good reliability (CR = 0.87; AVE = 0.70). The factor loading of all items ranged from 0.73 to 0.95 and the model fit was perfect (NFI = 1.000; GFI = 1.000; TLI = 1.000; CFI = 1.000; RMSEA = 0.00).

## 7.10 Measurement Model: RBISCT

In the previous section, the congeneric models provided evidence that the items fit their respective dimensions for RBISCT. In this section, CFA was used to develop a measurement model to confirm the dimensionality of RBISCT using the ML estimation procedure. CFA was also used to test the convergent and discriminant validity between the different constructs in the model, to ensure they were different from each other.

The overall fit for the measurement model was identified by many goodness-of-fit indices. According to Hair et al. (2014, p. 646), such indices show 'how well a specified model reproduces the observed covariance matrix among the indicator terms'. There are three types of goodness-of-fit model measure: (1) absolute fit measures; (2) incremental fit measures; and (3) parsimony fit measures (Hair et al., 2014). Absolute fit indices can be measured with statistics such as chi-square, goodness of fit, RMSR and RMSEA. Incremental fit can be measured using goodness of fit (GFI) measures such as the TLI, NFI and a model parsimony index (normed chi-square Akaike information criterion [AIC]). Sharma, Mukherjee, Kumar, and Dillon (2005) suggested that indices can be adjusted for sample size, model complexity, estimation methods and degree of error in model specification. In the present CFA model, with a sample size less than 250 and number of variables more than 30, CFI and TLI should be above 0.92, SRMR should be less than 0.09 (with CFI above 0.92) and RMSEA should be less than 0.08 with CFI above 0.92 (Hair et al., 2014). With a sample size larger than 200, significant *p* values for chi-square should also be noted (Sharma et al., 2005).

### 7.10.1 Alternative Confirmatory Factor Analysis Models for RBISCT

Table 24 presents models checked to determine the best fitting one. A one-factor model did not achieve good fit. The four-factor model based on the congeneric models shown previously and the diagnostics available in AMOS also did not provide a good fit. However, when checking of the SEM covariance-based correlations was conducted using AMOS, three items were removed because they were associated with error terms more highly related to each other than predicted by the original measurement model (Hair et al., 2014). After removing these items, the four-factor model achieved very good model fit. Several three-factor models also achieved good fit and discriminant validity. A three-factor model consisting of Hospitable Behaviours (HB); Cultural Ambassadorship (CA) and Supportive Destination Image (SDI) was chosen over the other models for its excellent model fit, discriminant validity and low AIC.

**Table 24: Alternative Confirmatory Factor Analysis Models: RBISCT**

| Model | | Incremental indices | | | Absolute indices | | Model parsimony | |
|---|---|---|---|---|---|---|---|---|
| | DV | TLI | CFI | GFI | SRMR | RMSEA | CMIN/df | AIC |
| Four-factor model HB; CA; SCTI, SDI From the congeneric models | Yes | 0.90 | 0.91 | 0.85 | 0.062 | 0.090 | 2.872 | 406.309 |
| Four-factor model HB; CA; SCTI, SDI Parsimonious model after modifications | Yes | 0.94 | 0.96 | 0.92 | 0.053 | 0.079 | 2.425 | 177.274 |
| Three-factor model HB-CA-SCTI | Yes | 0.91 | 0.94 | 0.92 | 0.057 | 0.107 | 3.641 | 129.380 |
| **Three-factor model HB-CA-SDI** | **Yes** | **0.99** | **0.99** | **0.97** | **0.033** | **0.027** | **1.163** | **69.901** |
| Three-factor model | Yes | 0.94 | 0.96 | 0.92 | 0.053 | 0.099 | 3.223 | 119.349 |

| Model | | | Incremental indices | | Absolute indices | | Model parsimony | |
|---|---|---|---|---|---|---|---|---|
| | DV | TLI | CFI | GFI | SRMR | RMSEA | CMIN/df | AIC |
| CA-SCTI-SDI | | | | | | | | |
| Three-factor model | Yes | 0.93 | 0.96 | 0.93 | 0.055 | 0.098 | 3.239 | 119.737 |
| HB-SCTI-SDI | | | | | | | | |
| One model | No | 0.81 | 0.84 | 0.81 | 0.068 | 0.143 | 5.667 | 354.011 |

*Note*. DV, discriminant validity; HB, hospitable behaviours; CA, cultural ambassadorship; SCTI, supportive cruise tourism infrastructure development; SDI, supportive destination image; CMIN, chi-square fit statistics/degree of freedom; AIC, Akaike information criterion; GFI, Goodness of Fit Index; TLI, Tucker-Lewis Index; CFI, Comparative Fit Index; SRMR, standard root mean square residual; RMSEA, root mean square error of approximation; CR, construct reliability; AVE, average variance extracted.

### 7.10.2 Convergent and Discriminant Validity

Tables 25 and 26 present the measurement model statistics. Reliability of the scales was shown using Cronbach's alpha, with values ranging from 0.83 to 0.87. Convergent and discriminant validity were used to evaluate the scale. Convergent validity was assessed using the three criteria recommended by Fornell and Larcker (1981). First, all factor loadings for all items had a standardised factor loading above 0.50. This was achieved for all items with the lowest beta value of 0.67. Second, the construct reliabilities of all factors were higher than the minimum requirement of 0.70, with the lowest CR value being 0.83. Third, the AVE for each construct was above the minimum requirement of 0.50. Thus, convergent validity was satisfied.

**Table 25: Confirmatory Factor Analysis of the RBISCT Dimensions**

| | Overall model fit | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | $\chi^2$ | df | GFI | TLI | CFI | RMSEA | SRMR | CMIN/df |
| | 27.4 | 24 | 0.97 | 0.99 | 0.99 | 0.027 | 0.033 | 1.163 |
| Dimension/item | Mean | SD | β | α | CR | AVE | | |
| **Hospitality behaviours** | | | | 0.84 | 0.84 | 0.64 | | |
| I will be friendly to them | 6.03 | 0.95 | 0.81 | | | | | |
| I will be hospitable toward them | 5.93 | 0.95 | 0.76 | | | | | |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| I will warmly welcome them to my city | 6.08 | 0.99 | 0.84 | | | | | |
| **Cultural ambassadorship** | | | | 0.83 | 0.83 | 0.62 | | |
| I will encourage them to participate in my cultural activities | 6.08 | 0.99 | 0.77 | | | | | |
| I will help them understand my country's history | 6.00 | 1.047 | 0.79 | | | | | |
| I will let them know about the places to buy souvenirs | 5.89 | 1.038 | 0.80 | | | | | |
| **Supportive destination image** | | | | 0.87 | 0.88 | 0.70 | | |
| I will be supportive of cruise tourism in my city if cruise tourism enhances the beauty of the city | 5.92 | 1.04 | 0.75 | | | | | |
| I will be supportive of cruise tourism in my city if cruise tourism promotes a positive image of the city as a tourist destination | 6.13 | 0.93 | 0.92 | | | | | |
| I will be supportive of cruise tourism in my city if cruise tourism provides economic benefits to the city | 6.20 | 0.94 | 0.83 | | | | | |

*Note*. β, item loadings; α, Cronbach's alpha; CR, construct reliability; AVE, average variance extracted; GFI, Goodness of Fit Index; TLI, Tucker-Lewis Index; CFI, Comparative Fit Index; SRMR, standard root mean square residual; RMSEA, root mean square error of approximation; CMIN, chi-square fit statistics/degree of freedom; CR, construct reliability; AVE, average variance extracted.

**Table 26: Correlations of Discriminant Validity: RBISCT**

| Latent variables | Hospitable behaviours | Cultural ambassadorship | Supportive Destination Image |
|---|---|---|---|
| Hospitable behaviours | **0.80** | | |
| Cultural ambassadorship | 0.64** | **0.79** | |
| Supportive destination image | 0.67** | 0.75** | **0.84** |

** $p \leq .01$ (2-tailed); square root of average variance extracted is on the diagonal in boldface.

Discriminant validity is considered to indicate the extent to which the constructs in a model are different and distinct from each other (Venkatraman, 1989). In this study, discriminant validity between constructs was evaluated and verified according to three criteria. First, estimated correlations between factors must not exceed 0.85 (Kline, 2005). The highest correlation among the factors was 0.75. Second, the square root of AVE for each reflective

construct should be higher than the correlations between that and all other constructs (Fornell & Larcker, 1981). Table 26 provides evidence (the square root AVE of each construct highlighted in boldface) that discriminant validity was met using this approach. Third, when the estimated correlation between two factors is constrained to a value of 1, a significant chi-square is achieved between constrained and unconstrained models (Jöreskog, 1971; see Table 27). The unconstrained model ($\chi^2$ (8) = 17.1) achieved a lower chi-square value than the constrained model ($\chi^2$ (9) = 90.3) for the *hospitable behaviours–cultural ambassadorship* relationship, suggesting further evidence of discriminant validity. The other relationships (*hospitable behaviours–support for cruise tourism development*; *cultural ambassadorship–supportive destination image)* also suggest discriminant validity was achieved. The unconstrained model ($\chi^2$ (8) = 7.4) achieved a lower chi-square value than the constrained model ($\chi^2$ (9) = 101.6) for *hospitable behaviours–supportive destination image*. The unconstrained model ($\chi^2$ (8) = 9.5) achieved a lower chi-square value than the constrained model ($\chi^2$ (9) = 164.4) for *the cultural ambassadorship–supportive destination image* relationship. Thus, the evidence indicates that discriminant validity among all RBISCT dimensions was achieved.

**Table 27: Discriminant Validity Assessment using Chi-square Difference Test**

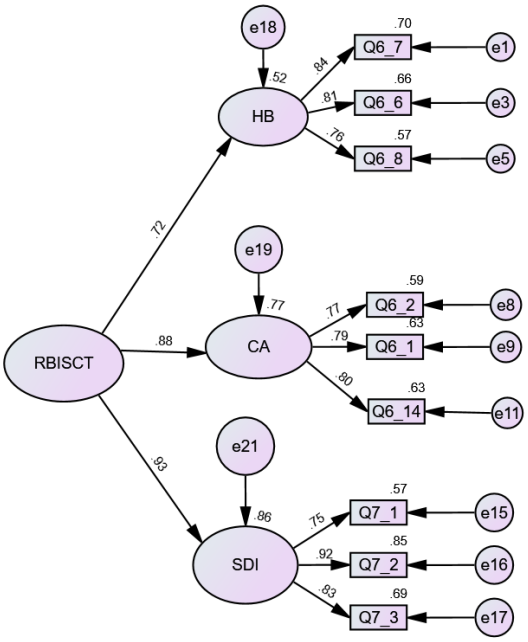
| Path | Unconstrained model | | Constrained model | | Change | | |
|---|---|---|---|---|---|---|---|
| | $\chi^2$ | df | $\chi^2$ | df | $\Delta\chi^2$ | df | *p* |
| [1]HB→CA | 17.1 | 8 | 90.3 | 9 | 632.778 | 1 | .000 |
| [2]HB→SDI | 7.4 | 8 | 101.6 | 9 | 749.941 | 1 | .000 |
| [3]CA→SDI | 9.5 | 8 | 164.4 | 9 | 788.630 | 1 | .000 |

[1]Hospitable behaviours and cultural ambassadorship; [2]Hospitable behaviours and supportive destination image; [3]Cultural ambassadorship and supportive destination image

### 7.10.3 Higher-order Reflective Model of RBISCT

To identify whether RBISCT was a higher-order reflective measurement, a reflective model was run (Hair et al., 2014). Figure 11 presents the results of the model. The reflective higher-order model also determined that the model fit the data well (CMNN/df = 1.163; GFI = 0.97; TLI = 0.99; CFI = 0.99; SRMR = 0.0331; RMSEA = 0.03). All three dimensions were statistically significant ($p < .01$). SDI contributed most to RBISCT (β = 0.93), followed by CA (β = 0.88) and HB (β = 0.72) (see Figure 11).

**Figure 11: Higher-order reflective model of RBISCT**




In general, the results presented in this section showed that RBISCT was a higher-order reflective model consisting of three dimensions: hospitable behaviours, cultural ambassadorship, and supportive destination image. In addition, the psychometrics of RBISCT were discussed in this section. The three dimensions (factors) in the RBISCT model showed good internal consistency, with construct reliability estimates above 0.70 (Hair et al., 2014).

Construct validity was checked by assessing convergent and discriminant validity estimates. Convergent validity was identified according to three criteria: (1) β for each item greater than 0.50; (2) AVE of each construct above 0.5 and (3) significant *t* values ($p < .001$) for each factor loading (Hair et al., 2014; see Tables 22 and 23). Discriminant validity was tested by comparing the squared root of the AVE for any two factors with interactor correlations. Table 22 shows that in all instances, the former construct exceeded the later construct (Fornell & Larcker, 1981). Furthermore, estimated correlations between two factors were assessed using a significant chi-square difference test between constrained and unconstrained models (see Table 24), which demonstrated discriminant validity for each of the three factors in the RBISCT model (Jöreskog, 1971).

## 7.11 Summary

This chapter presented the findings of Stage 1B, which tested validity and reliability of items developed in Stage 1A following survey of an expert panel. These initial results indicated that RBISCT is comprised of four dimensions: hospitable behaviours, cultural ambassadorship, supportive cruise tourism infrastructure development and supportive destination image. Furthermore, Stage 1B used CFA to develop measurement models to confirm the dimensionality of RBISCT. These analyses confirmed that RBISCT is a higher-order construct consisting of three dimensions: hospitable behaviours and cultural ambassadorship and supportive destination image. This measurement model provides evidence of a reliable and valid measure of RBISCT. The next chapter discusses the findings of Stage 2 of this study, where the conceptual model is tested.

# Chapter 8: Results of Stage 2 – Model Testing

## 8.1 Introduction

Chapters 6 and 7 presented the results of Stage 1 of the research, which was aimed at responding to RQ1. In Stage 1, items were generated to measure RBISCT. This chapter presents the results of Stage 2 of the research (see Chapter 4) which was aimed at responding to RQ2 and involved testing the conceptual model and associated hypotheses. This chapter is structured in the following manner. Sections 8.2 and 8.3 present the results of EFA and CFA for cruise tourism economic, sociocultural, and environmental impacts, and both material and non-material life domain. Section 8.4 presents the refined conceptual model in this study. Section 8.5 presents the CFA for the measurement model. Next, Section 8.6 reports on the reliability and validity of the constructs in the model. Section 8.7 presents the structural model and the results of hypothesis testing. Finally, Section 8.8 presents a summary of the chapter.

## 8.2 Exploratory Factor Analysis

As discussed in Section 5.4.3, this study used the KMO and BTS were performed to check whether the data set adequacy and appropriateness of the data for EFA, respectively. Once the data are deemed suitable for EFA, an EFA is performed.

The extraction method used to identify the underlying factor structure for this study was principal components with orthogonal varimax rotation. According to Tabachnick and Fidell (2019), varimax rotation aims to simplify factors by making high loadings higher and low loadings lower for each factor; this simplifies explanation of the findings. Varimax is considered the best orthogonal rotation method (Gorsuch, 1990).

EFA also examined communality, which indicates how well a factor analysis performs. According to Tabachnick and Fidell (2019), communality is the percentage of the variance of observed variables accounted for by common factors in the factor analysis. They recommended

that a factor analysis should explain at least 50% of the cumulative variance. The percentage of variance indicates an acceptable result if it is greater than 50%.

As discussed in Section 5.4.3, based on the threshold factor loading suggested by Hair et al. (2014) and Hinton et al. (2004), items in this study with a loading value lower than 0.40 were removed from the analysis. Furthermore, according to Hinton et al. (2004), Cronbach's alpha of 0.50–0.70 indicates moderate reliability and those 0.7–0.9, high reliability. The item-to-total correlations tests were also examined. Each of the items satisfied the 0.3 rule for inter-item correlation.

This section presents the results of EFAs for the other constructs in the conceptual model:

- cruise tourism economic impacts (Section 8.2.1)
- cruise tourism sociocultural impacts (Section 8.2.2)
- cruise tourism environmental impacts (Section 8.2.3)
- material life domain (Section 8.2.4)
- non-material life domain (Section 8.2.5).

A summary of the EFA results is then presented in Section 8.2.6.

### 8.2.1 Cruise Tourism Economic Impacts

In this analysis, the KMO value for cruise tourism economic impacts was 0.725 and the BTS was significant ($p < .001$). The results of these tests indicate that it was appropriate to conduct a factor analysis with the associated data. To determine the underlying factor structure of cruise tourism economic impacts, all seven items were entered into an EFA using principal component extraction with orthogonal varimax rotation.

The EFA for cruise tourism economic impacts produced a two-factor solution, which explained 56.8% of the variance. The factor loadings ranged from 0.57 to 0.81. The first factor, representing cruise tourism positive economic impacts, explained 35.7% of the total variance,

with high reliability (Cronbach's alpha = 0.75). The second factor, representing cruise tourism negative economic impacts, explained 21.1% of the total variance, with moderate reliability (Cronbach's alpha = 0.56). Each of the items satisfied the 0.3 rule for inter-item correlation. Table 28 presents the results of the EFA for cruise tourism economic impacts.

**Table 28: Exploratory Factor Analysis of Cruise Tourism Economic Impacts**

| Items | Factor loading | Corrected item–total correlation | % Variance explained |
|---|---|---|---|
| Cruise tourism positive economic impacts (α = 0.75) | | | 35.7% |
| increase job opportunities | 0.77 | 0.55 | |
| increase public investments and improve infrastructure | 0.71 | 0.50 | |
| increase private investments and improve infrastructure | 0.79 | 0.57 | |
| increase residents' income | 0.73 | 0.56 | |
| Cruise tourism negative economic impacts (α = 0.56) | | | 21.1% |
| increase the cost of living for residents | 0.80 | 0.46 | |
| produce benefits mostly for external investors | 0.57 | 0.31 | |
| means that other much-needed projects for HCMC such as roads, water supply will not be prioritised | 0.80 | 0.41 | |

*Note*. Variance explained by cruise tourism economic impacts: 56.8%

### 8.2.2 Cruise Tourism Sociocultural Impacts

The KMO value for cruise tourism sociocultural impacts was 0.731 and the BTS was significant ($p < .001$). The results of these tests indicate that it was appropriate to conduct a factor analysis with the associated data. To determine the underlying factor structure of cruise tourism sociocultural impacts, all seven items were entered into an EFA using principal component extraction with orthogonal varimax rotation.

The EFA for cruise tourism sociocultural impacts produced a two-factor solution that explained 59.8% of the variance. The factor loadings ranged from 0.75 to 0.79. The first factor, representing cruise tourism positive sociocultural impacts, explained 26.2% of the total variance, with moderate reliability (Cronbach's alpha = 0.66). The second factor, representing

cruise tourism negative sociocultural impacts, explained 33.6% of the total variance, with high reliability (Cronbach's alpha = 0.76). Each of the items satisfied the 0.3 rule for inter-item correlation. Table 29 presents the results of the EFA for cruise tourism sociocultural impacts.

**Table 29: Exploratory Factor Analysis of Cruise Tourism Sociocultural Impacts**

| Construct/items | Factor loading | Corrected item-total correlation | % Variance explained |
|---|---|---|---|
| Cruise tourism positive sociocultural impacts ($\alpha$ = 0.66) | | | 26.2% |
| allow residents to meet new people and experience other cultures | 0.79 | 0.50 | |
| make the best of HCMC's identity and authenticity | 0.76 | 0.46 | |
| enhance the local offering of cultural entertainment activities and attractions | 0.79 | 0.49 | |
| Cruise tourism negative sociocultural impacts ($\alpha$ = 0.76) | | | 33.6% |
| increase traffic and car accidents | 0.75 | 0.54 | |
| increase minor crime | 0.78 | 0.57 | |
| produce additional noise pollution | 0.79 | 0.59 | |
| make entertainment facilities and public areas overcrowded | 0.75 | 0.54 | |

*Note*. Variance explained by cruise tourism sociocultural impacts: 59.8%

### 8.2.3 Environmental Cruise Tourism Impact

The KMO value for cruise tourism environmental impacts was 0.772 and the BTS was significant ($p < .001$). The results of these tests indicate that it was appropriate to conduct a factor analysis with the associated data. To determine the underlying factor structure of the environmental cruise tourism impacts, all seven items were entered into an EFA using principal component extraction with orthogonal varimax rotation.

The EFA for cruise tourism environmental impacts produced a two-factor solution that explained 65.9% of the variance. The factor loadings ranged from 0.77 to 0.90. The first factor, representing cruise tourism positive environmental impacts, explained 25.2% of the total variance, with moderate reliability (Cronbach's alpha = 0.64). The second factor, representing cruise tourism negative environmental impacts, explained 40.5% of the total variance, with

high reliability (Cronbach's alpha = 0.86). Each of the items satisfied the 0.3 rule for inter-item correlation. Table 30 presents the results of the EFA for cruise tourism environmental impacts.

**Table 30: Exploratory Factor Analysis of Cruise Tourism Environmental Impacts**

| Construct/items | Factor loading | Corrected item-total correlation | % Variance Explained |
|---|---|---|---|
| Cruise tourism positive environmental impacts (α = 0.64) | | | 25.2% |
| enhance the quality of public services provided by the local government | 0.79 | 0.47 | |
| preserve and enhance the local cultural heritage | 0.74 | 0.43 | |
| enhance the physical and sociocultural settings for residents and cruise tourists to interact with each other | 0.77 | 0.45 | |
| Cruise tourism negative environmental impacts (α = 0.86) | | | 40.5% |
| increase air pollution | 0.84 | 0.70 | |
| increase marine pollution | 0.90 | 0.80 | |
| increase the deterioration of beaches, flora and fauna | 0.77 | 0.62 | |
| produce significant levels of waste in the city | 0.85 | 0.72 | |

*Note*. Variance explained by cruise tourism environmental impacts: 65.7%

### 8.2.4 Material Life Domain

In this analysis, the KMO value for material life domain was 0.891 and the BTS was significant ($p < .001$). The results of these tests indicate that it was appropriate to conduct a factor analysis with the associated data. To determine the underlying factor structure of the material life domain, all five items were entered into an EFA using principal component extraction with orthogonal varimax rotation.

The EFA for material life domain produced a one-factor solution that explained 73.1% of the variance. The factor loadings ranged from 0.82 to 0.90. The single factor representing the material life domain explained 73.1% of the total variance, with excellent reliability (Cronbach's alpha = 0.91). Each of the items satisfied the 0.3 rule for inter-item correlation. Table 31 presents the results of the EFA for material life domain.

**Table 31: Exploratory Factor Analysis of Material Life Domain**

| Construct/items | Factor loading | Corrected item-total correlation | % Variance explained |
|---|---|---|---|
| Material life domain ($\alpha = 0.91$) | | | 73.1% |
| my income in my current job will increase because of cruise tourism | 0.90 | 0.83 | |
| my household income will increase because of cruise tourism | 0.86 | 0.77 | |
| my fringe benefits will increase because of cruise tourism | 0.84 | 0.75 | |
| I will pay more for the cost of necessities such as food, housing and clothing because of cruise tourism | 0.85 | 0.77 | |
| my job security will improve because of cruise tourism | 0.82 | 0.72 | |

### 8.2.5 Non-Material Life Domain

The KMO value for non-material life domain was 0.913 and the BTS was significant ($p < .0001$). The results of these tests indicate that it was appropriate to conduct a factor analysis with the associated data. To determine the underlying factor structure of the non-material life domain all nine items were entered into an EFA using principal component extraction with orthogonal varimax rotation.

The EFA for non-material life domain produced a one-factor solution that explained 60.9% of the variance. The factor loadings ranged from 0.58 to 0.84. The one factor solution representing non-material life domain explained 60.9% of the total variance, with excellent reliability (Cronbach's alpha = 0.92). Each of the items satisfied the 0.3 rule for inter-item correlation. Table 32 presents the results of the EFA for non-material life domain.

**Table 32: Exploratory Factor Analysis of Non-Material Life Domain**

| Construct/items | Factor loading | Corrected item-total correlation | % Variance explained |
|---|---|---|---|
| Non-material life domain ($\alpha = 0.92$) | | | 60.9% |
| health facilities in the city will improve because of cruise tourism | 0.81 | 0.74 | |
| health service quality in the city will improve because of cruise tourism | 0.77 | 0.70 | |

| | | |
|---|---|---|
| the air quality in the city will improve because of cruise tourism | 0.79 | 0.73 |
| the water quality in the city will be improve because of cruise tourism | 0.82 | 0.77 |
| the environmental quality in the city will improve because of cruise tourism | 0.84 | 0.79 |
| the accident and crime rates in the city will decrease because of cruise tourism | 0.81 | 0.75 |
| the level of safety and security in the city will increase because of cruise tourism | 0.84 | 0.79 |
| the opportunity for leisure activities in the city will increase because of cruise tourism | 0.58 | 0.50 |
| community life will improve because of cruise tourism | 0.73 | 0.66 |

### 8.2.6 Summary of Exploratory Factor Analysis Results

Sections 8.2.1–8.2.3 presented the results of EFA and inter-item and item-to-total correlations tests of the cruise tourism impact constructs in terms of positive and negative economic, sociocultural, and environmental cruise tourism impacts. All constructs had Cronbach's alpha coefficients greater than 0.5; therefore, they met the minimum cut-off point as required. Three of the six constructs—positive cruise tourism economic impact, negative cruise tourism sociocultural impact and negative cruise tourism environmental impact—had alpha coefficients greater than 0.7. Negative cruise tourism economic impact, positive cruise tourism sociocultural impact, and positive cruise tourism environmental impact had lower alpha coefficients: 0.56, 0.66 and 0.64 respectively. Cronbach's alpha is sensitive to the number of items in a scale (Pallant, 2020). In this study, the negative cruise tourism economic impact, positive cruise tourism sociocultural impact, and positive cruise tourism environmental impact constructs had only three items each. It is common that low Cronbach's alpha values are reported with fewer than ten items (Pallant, 2020). In addition, according to Hinton et al. (2004), reliability estimates in excess of 0.50 are adequate when assessing scales using EFA.

Sections 8.2.4 and 8.2.5 presented the results of EFA and inter-item and item-to-total correlations tests of the material and non-material life domains. Reliabilities were high, with

Cronbach's alpha estimates of 0.91 and 0.92 for these constructs. Thus, the constructs were deemed satisfactory for CFA, as described in the next section.

Based on the results presented in this section, all the constructs of cruise tourism impacts, material life domain and non-material life domain were retained for CFA.

## 8.3 Confirmatory Factor Analysis

In the previous section, EFAs were conducted to provide initial empirical evidence for construct dimensionality and examine the reliability of cruise tourism economic, sociocultural and environmental impacts, along with the material and non-material life domains. This section checks the reliability and validity of the congeneric models of cruise tourism economic, sociocultural, and environmental impacts, and material and non-material life domains.

### 8.3.1 Cruise Tourism Economic Impacts

The reliability and validity of cruise tourism economic impact constructs, which included positive economic impact and negative economic impact, were checked by CFA (see Table 33). The construct in good fit model: CMIN/df = 1.048 ($p$ = .40); GFI = 0.98; TLI = 0.99; CFI = 0.99; RMSA = 0.01. The reliability of these measurement scales was examined using Cronbach's alpha, construct reliability (CR) and AVE coefficients (Bagozzi & Yi, 1988).

This analysis demonstrated construct reliability of positive economic impact of cruise tourism was achieved (CR = 0.75), whereas construct reliability of negative economic impact of cruise tourism construct was not demonstrated (CR = 0.48). Satisfactory AVE was not achieved for either positive or negative cruise tourism economic impacts: values were 0.32 and 0.25, respectively. In addition, the standardised factor loadings of two items in the construct of negative economic impacts of cruise tourism were below the rule of thumb of 0.5 (see Table 33). According to Hair et al. (2014), items should be removed from the model if this value falls below 0.50, therefore these constructs were removed from the model.

In Section 8.2.1, the values of Cronbach's alpha of the positive and negative cruise tourism economic impacts were calculated as 0.75 and 0.56, respectively. According to Nunnally and Bernstein (1994), constructs with reliability estimates above 0.60 can be retained. As reliability and validity of negative economic impacts were not achieved, this construct was removed from the refined conceptual model (see Section 8.4). Table 33 presents the results of the CFA of cruise tourism economic impacts.

**Table 33: Confirmatory Factor Analysis of Cruise Tourism Economic Impacts**

| Construct/items | Standardised factor loading | CR | AVE |
|---|---|---|---|
| Cruise tourism positive economic impacts | | 0.75 | 0.32 |
| increase job opportunities | 0.59 | | |
| increase public investment and improve infrastructure | 0.68 | | |
| increase private investment and improve infrastructure | 0.67 | | |
| increase residents' income | 0.66 | | |
| Cruise tourism negative economic impacts | | 0.48 | 0.25 |
| increase the cost of living for residents | 0.70 | | |
| produce benefits mostly for external investors | 0.38 | | |
| means that other much-needed projects for HCMC, such as roads, water supply will not be prioritised | 0.35 | | |

*Note*. CR, construct reliability; AVE, average variance extracted.

### 8.3.2 Cruise Tourism Sociocultural Impacts

The reliability and validity of the sociocultural impact of cruise tourism constructs, which included positive sociocultural impact and negative sociocultural impact, were checked by CFA (see Table 34). In particular, the construct produced a good fit model: CMIN/df = 1.199 ($p$ = .344); GFI = 0.98; TLI = 0.99; CFI = 0.99; RMSA = 0.03. The reliability of these measurement scales was examined using the Cronbach's alpha, construct reliability (CR) and AVE coefficients (Bagozzi & Yi, 1988).

This analysis demonstrated construct reliability of both the positive and negative sociocultural impacts of cruise tourism constructs were achieved: 0.72 and 0.78, respectively. The AVE of these constructs was 0.46 and 0.47, respectively, which are very close to 0.5 (Hair et al., 2014). In addition, the standardised factor loading of all items in both constructs satisfied the rule of thumb of 0.5 (Hair et al., 2014).

In Section 8.2.2, the values of Cronbach's alpha of the positive and negative sociocultural impacts of cruise tourism were calculated as 0.66 and 0.76, respectively. According to Nunnally and Bernstein (1994), constructs with reliability estimates above 0.60 can be retained. Thus, reliability of these scales was acceptable and the constructs of positive and negative sociocultural impacts of cruise tourism were retained in the refined conceptual model (see Section 8.4). Table 34 presents the results of CFA of the sociocultural impacts of cruise tourism.

**Table 34: Confirmatory Factor Analysis of Cruise Tourism Sociocultural Impacts**

| Construct/items | Standardised factor loading | CR | AVE |
|---|---|---|---|
| Cruise tourism positive sociocultural impacts | | 0.72 | 0.46 |
| allow residents to meet new people and experience new cultures | 0.54 | | |
| make the best of HCMC's identity and authenticity | 0.68 | | |
| enhance the local offering of cultural entertainment activities and attractions | 0.79 | | |
| Cruise tourism negative sociocultural impacts | | 0.78 | 0.47 |

| | |
|---|---|
| increase traffic and car crashes | 0.70 |
| increase minor crime | 0.65 |
| produce additional noise pollution | 0.75 |
| make entertainment facilities and public areas overcrowded | 0.64 |

*Note*. CR, construct reliability; AVE, average variance extracted.

### 8.3.3 Cruise Tourism Environmental Impacts

The reliability and validity of the cruise tourism environmental impact constructs, which included positive environmental impact and negative environmental impact, were checked by CFA (see Table 35). In particular, the construct produced good fitting model: CMIN/df = 1.972 ($p$ = .019); GFI = 0.97; TLI = 0.98; CFI = 0.98; RMSA = 0.07. The reliability of these measurement scales was examined using the Cronbach's alpha, construct reliability (CR) and AVE coefficients (Bagozzi & Yi, 1988).

This analysis demonstrated that construct reliability of positive environmental impact of cruise tourism was not achieved (CR = 0.60), although construct reliability was achieved for the negative environmental impact of cruise tourism construct (CR = 0.85). The AVE of negative environmental impact of cruise tourism was acceptable, 0.60, whereas that for positive environmental impact of cruise tourism was not acceptable, at 0.33. In addition, the standardised factor loading of all items of both constructs exceeded the rule of thumb of 0.5 (see Table 35).

In Section 8.2.3, the values of Cronbach's alpha for the positive and negative environmental impacts of cruise tourism were calculated as 0.64 and 0.86, respectively. According to Nunnally and Bernstein (1994), constructs with reliability estimates above 0.60 can be retained. However, the construct reliability and AVE of the positive environmental impact were not satisfactory (CR = 0.60; AVE = 0.33). As reliability and validity of the positive environmental impact was not demonstrated, this construct was removed from the

refined conceptual model (see Section 8.4). Table 35 presents the results of CFA of environmental impacts of cruise tourism.

**Table 35: Confirmatory Factor Analysis of Cruise Tourism Environmental Impacts**

| Construct/items | Standardised factor loading | CR | AVE |
|---|---|---|---|
| Cruise tourism positive environmental impacts | | 0.60 | 0.33 |
| enhance the quality of public services provided by the local government | 0.63 | | |
| preserve and enhance the local cultural heritage | 0.52 | | |
| enhance the physical and sociocultural settings for residents and cruise tourists to interact with each other | 0.57 | | |
| Cruise tourism negative environmental impacts | | 0.85 | 0.60 |
| increase air pollution | 0.75 | | |
| increase marine pollution | 0.84 | | |
| increase the deterioration of beaches, flora and fauna | 0.77 | | |
| produce significant levels of waste in the city | 0.72 | | |

*Note*. CR, construct reliability; AVE, average variance extracted.

### 8.3.4 Material Life Domain

The reliability and validity of the material life domain construct were checked by CFA (see Table 33). In particular, the construct is good fit model: CMIN/df = 2.168 ($p$ = .055); GFI = 0.98; TLI = 0.98; CFI = 0.99; RMSA = 0.07. All factor loadings exceeded 0.70 and five items achieved good reliability (CR = 0.90; AVE = 0.64).

In Section 8.2.4, the value of Cronbach's alpha of the material life domain was calculated as 0.91. According to Nunnally and Bernstein (1994), constructs with reliability estimates of at least 0.9 are considered to have excellent reliability. Therefore, the construct of material life domain was retained in the refined conceptual model (see Section 8.4). Table 36 presents the results of CFA of material life domain.

**Table 36: Confirmatory Factor Analysis of Material Life Domain**

| Construct/items | Standardised factor loading | CR | AVE |
|---|---|---|---|
| Material life domain | | 0.90 | 0.64 |
| my income in my current job will increase because of cruise tourism | 0.85 | | |
| my household income will increase because of cruise tourism | 0.85 | | |
| my fringe benefit will increase because of cruise tourism | 0.70 | | |
| I will pay more for the cost of basic necessities such as food, housing and clothing because of cruise tourism | 0.78 | | |
| my job security will improve because of cruise tourism | 0.80 | | |

*Note*. CR, construct reliability; AVE, average variance extracted.

### 8.3.5 Non-Material Life Domain

The initial analysis for this measurement model showed that the model did not adequately fit the data: CMIN/df = 4.323 ($p$ = .000); GFI = 0.90; TLI = 0.90; CFI = 0.92; RMSA = 0.12. An inspection of the modification indices suggested that the measurement errors were highly correlated with the measurement errors, for the following item: *the accident and crime rates in the city will decrease because of cruise tourism.* To solve this problem, the model was re-specified with this item deleted. This resulted in a model with a good fit: CMIN/df = 2.623 ($p$ = .000); GFI = 0.95; TLI = 0.96; CFI = 0.97; RMSA = 0.08. The eight items of the non-material life domain showed good reliability (CR = 0.91; AVE = 0.56).

In Section 8.2.5, the value of Cronbach's alpha of the non-material life domain was calculated as 0.92. According to Nunnally and Bernstein (1994), constructs with reliability estimates of at least 0.9 are considered to have excellent reliability. Therefore, the construct of non-material life domain was retained in the refined conceptual model (see Section 8.4). Table 37 presents the results of CFA of the non-material life domain.

**Table 37: Confirmatory Factor Analysis of Non-Material Life Domain**

| Construct/items | Standardised factor loading | CR | AVE |
|---|---|---|---|
| Non-material life domain | | 0.91 | 0.56 |
| health facilities in the city will improve because of cruise tourism | 0.80 | | |
| health service quality in the city will improve because of cruise tourism | 0.81 | | |
| the air quality in the city will improve because of cruise tourism | 0.74 | | |
| the water quality in the city will be improve because of cruise tourism | 0.77 | | |
| the environmental quality in the city will improve because of cruise tourism | 0.75 | | |
| the level of safety and security in the city will increase because of cruise tourism | 0.76 | | |
| the opportunity for leisure activities in the city will increase because of cruise tourism | 0.66 | | |
| community life will improve because of cruise tourism | 0.69 | | |

*Note*. CR, construct reliability; AVE, average variance extracted.

### 8.3.6 Summary of Confirmatory Factor Analysis Results

Sections 8.3.1–8.3.5 checked the reliability and validity of cruise tourism impacts in terms of positive and negative economic impacts; positive and negative sociocultural impacts; positive and negative environmental impacts; and material and non-material life domain. These results showed that reliability of positive economic impact, positive sociocultural impact, negative sociocultural impact and negative environmental impact, material life domain and non-material life domain was acceptable. In contrast, reliability of negative economic impact and positive environmental impact were not demonstrated.

Several factors may explain why the negative economic impact and positive environmental impact constructs were not reliable in the context of this study. First, based on SET, Teye et al. (2002) and Woosnam (2012) concluded that residents who live in developing countries are likely to accept some negative tourism impacts in exchange for the benefits that

can arise from tourism development. Lepp (2007) suggested that residents in developing countries can even ignore negative economic impacts to support tourism development. The current results suggest that HCMC residents may be in this category. Second, this study was undertaken during the COVID-19 Pandemic. From March 2020, HCMC did not allow cruise liners to dock in its port as a temporary measure to prevent the spread of COVID-19 (Van Hoa Newspaper, 2020). This study collected data in July 2021, when HCMC was still not accepting cruise liners and cruise tourists. Therefore, residents may not have perceived there to be any negative economic impacts of cruise tourism at the time of the survey.

Regarding environmental cruise tourism impacts, scholars have found that local people often consider that cruise tourism has negative environmental impacts, and doubt that there are positive impacts. For example, Del Chiappa et al. (2018) found that residents in the city of Valencia had doubts about the magnitude of any positive environmental impacts of cruise tourism. Similarly, Brida, Del Chiappa, et al. (2014) found that residents in Sicily and Sardinia perceived that cruise activity negatively impacts the environment. The current study was conducted during the COVID-19 Pandemic and the many outbreaks that occurred on cruise liners worldwide attracted significant media attention. In response, HCMC prevented cruise liners from docking in its port as a temporary measure to prevent the spread of COVID-19 (Van Hoa Newspaper, 2020). HCMC residents' awareness of the impact of cruise tourism was explored by Ta (2019) before the COVID-19 Pandemic, and even then, it was found that HCMC residents were concerned about the negative environmental impacts of cruise tourism (e.g., air, water and noise pollution).

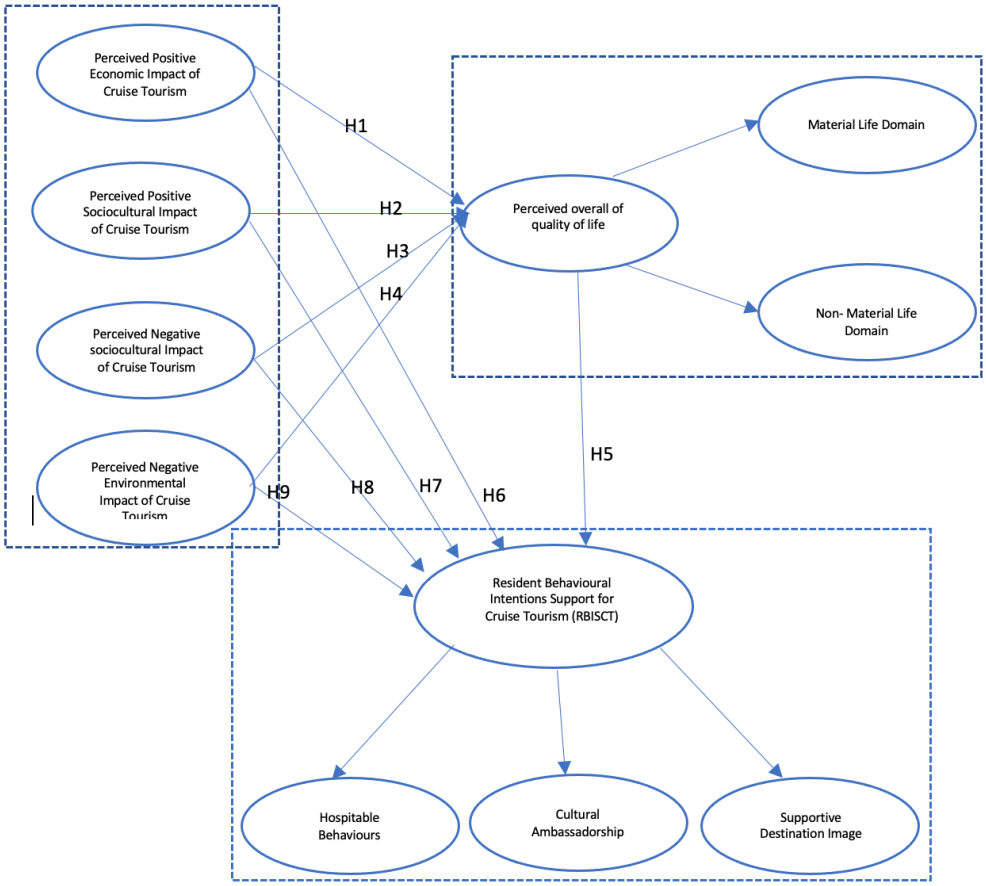
## 8.4 Refining the Conceptual Model

Sections 8.2 and 8.3 presented the results of EFA and CFA for each construct in the conceptual model presented in Chapter 4. The results showed that two constructs (negative economic impact and positive environmental impact) did not achieve reliability. As the results

indicate there is no relationship between cruise tourism and negative economic impacts or positive environmental impacts, these constructs were removed from the conceptual model. Section 8.3 explored potential reasons for these constructs not achieving reliability in the context of this study.

Figure 12 presents the conceptual model, refined to include only the remaining constructs, and the RBISCT constructs identified in Chapter 7. Subsequent sections present the empirical results of this model.

**Figure 12: The final conceptual model**




## 8.5 Confirmatory Factor Analysis of the Measurement Model

Now that a refined model has been proposed, it is necessary to conduct CFA for this model. CFA was used to establish a measurement model, followed by SEM to test the relationships among factors (Anderson & Gerbing, 1988). As such, CFA was conducted on a randomly generated subsample S2 ($N = 230$) from the total sample of 450 (as presented in Section 7.6).

As can be seen in Figure 13, the measurement model contained 36 items across nine constructs: *cruise tourism positive economic impact (*four items with β of 0.58–0.75); *cruise tourism positive sociocultural impact* (three items with β of 0.61–0.76); *cruise tourism negative sociocultural impact* (four items with β of 0.63–0.77); *cruise tourism negative environmental impact* (four items with β of 0.74–0.82); *material life domain* (four items with β of 0.73–0.84);

*non-material life domain* (eight items with β of 0.66–0.80); *hospitable behaviours* (three items with β of 0.76–0.84); *cultural ambassadorship* (three items with β of 0.77–0.80); and *supportive destination image* (three items with β of 0.76–0.92).

The model yielded $\chi^2 = 885.224$, $p = .000$ and $\chi^2/df = 1.586$, with the following fit index values: CFI = 0.93, TLI = 0.93, RMSEA = 0.051 and SRMR = 0.0556. According to Hair et al. (2014), CFI and TLI should be above 0.92 for measurement models with more than 30 observed variables and a sample size of less than 250. Also, RMSEA and SRMR values below 0.07 are considered to indicate a good absolute fit with the data (Hu & Bentler, 1998). Figure 13 presents the CFA for all constructs. The results for tests for reliability and validity of all constructs are presented in the next section.

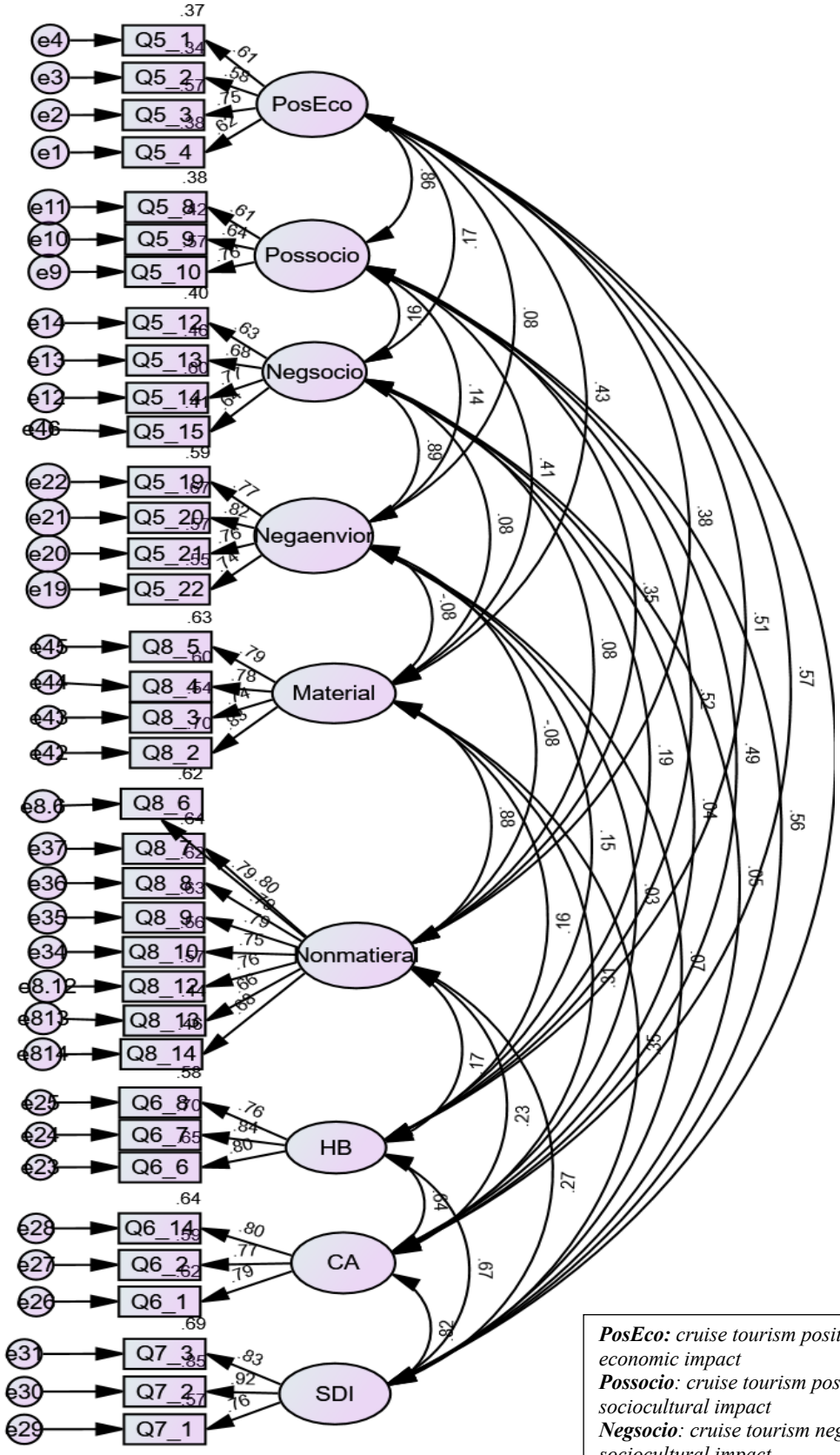



**Figure 13: Confirmatory factor analysis for all constructs**

***PosEco:*** *cruise tourism positive economic impact*
***Possocio****: cruise tourism positive sociocultural impact*
***Negsocio****: cruise tourism negative sociocultural impact*
***Negenviro****: cruise tourism negative environmental impact*
***Material****: material life domain*
***Nonmaterial****: non-material life domain*
***HB****: hospitable behaviours*
***CA****: cultural ambassadorship*
***SDI****: supportive destination image*

## 8.6 Reliability and Validity of the Constructs

The reliability of the measurement scales was examined using Cronbach's alpha, construct reliability and AVE coefficients (Bagozzi & Yi, 1988). The values of Cronbach's alpha and construct reliability were in all cases clearly above the threshold value of 0.70 (Hair et al., 2014). The AVE coefficients were above the required minimum value of 0.50 (Hair et al., 2014), with the exception of 'positive economic impact', 'positive sociocultural impact' and 'negative sociocultural impact' (see Table 38). However, the AVE coefficient for positive sociocultural impact was very close to 0.5. Cruise tourism impacts are constructs scarcely studied in the literature, and these scales may require refinement in future research (Del Chiappa et al., 2018), although the Cronbach's alpha and construct reliability are reasonably good. The results support acceptable reliability of these scales.

**Table 38: Reliability and Validity Test**

| Construct/items | Standardised factor loading | CR | AVE |
|---|---|---|---|
| Positive economic impacts (α = 0741) | | 0.74 | 0.42 |
| increase job opportunities | 0.62 | | |
| increase public investment and improve infrastructure | 0.59 | | |
| increase private investment and improve infrastructure | 0.76 | | |
| increase residents' income | 0.60 | | |
| Positive sociocultural impacts (α = 0716) | | 0.72 | 0.46 |
| allow residents to meet new people and experience new cultures | 0.62 | | |
| make the best of HCMC's identity and authenticity | 0.64 | | |
| enhance the local offering of cultural entertainment activities and attractions | 0.76 | | |
| Negative sociocultural impacts (α = 0779) | | 0.78 | 0.48 |
| increase traffic and car crashes | 0.63 | | |
| increase minor crime | 0.68 | | |
| produce additional noise pollution | 0.77 | | |
| make entertainment facilities and public areas overcrowded | 0.64 | | |
| Negative environmental impacts (α = 0851) | | 0.85 | 0.60 |
| increase air pollution | 0.77 | | |
| increase marine pollution | 0.82 | | |
| increase the deterioration of beaches, flora and fauna | 0.76 | | |

| Construct/items | Standardised factor loading | CR | AVE |
|---|---|---|---|
| produce significant levels of waste in the city | 0.74 | | |
| Material life domain (α = 0896) | | 0.90 | 0.64 |
| my income in my current job will increase because of cruise tourism | 0.81 | | |
| my household income will increase because of cruise tourism | 0.84 | | |
| my fringe benefits will increase because of cruise tourism | 0.73 | | |
| I will pay more for the cost of basic necessities such as food, housing and clothing because of cruise tourism | 0.79 | | |
| my job security will improve because of cruise tourism | 0.82 | | |
| Non-material life domain (α = 0911) | | 0.89 | 0.57 |
| health facilities in the city will improve because of cruise tourism | 0.79 | | |
| health service quality in the city will improve because of cruise tourism | 0.80 | | |
| the air quality in the city will improve because of cruise tourism | 0.79 | | |
| the water quality in the city will be improve because of cruise tourism | 0.79 | | |
| the environmental quality in the city will improve because of cruise tourism | 0.75 | | |
| the level of safety and security in the city will increase because of cruise tourism | 0.76 | | |
| the opportunity for leisure activities in the city will increase because of cruise tourism | 0.66 | | |
| community life will improve because of cruise tourism | 0.68 | | |
| Hospitable behaviours (α = 0842) | | 0.84 | 0.64 |
| I will be friendly to them | 0.80 | | |
| I will be hospitable towards them | 0.84 | | |
| I will warmly welcome them to my city | 0.76 | | |
| Cultural ambassadorship (α = 0833) | | 0.83 | 0.61 |
| I will encourage them to participate in my cultural activities | 0.77 | | |
| I will help them understand my country's history | 0.78 | | |
| I will let them know about places to buy souvenirs | 0.81 | | |
| Supportive destination image (α = 0876) | | 0.88 | 0.70 |
| I will be supportive of cruise tourism in my city if cruise tourism enhances the beauty of the city | 0.76 | | |
| I will be supportive of cruise tourism in my city if cruise tourism promotes a positive image of the city as a tourist destination | 0.92 | | |
| I will be supportive of cruise tourism in my city if cruise tourism provides economic benefits to the city | 0.83 | | |

*Note*. CR, construct reliability; AVE, average variance extracted.

Convergent validity of the scales in this study was confirmed because all items were significant at the 95% confidence level and their standardised factor loadings were higher than 0.5 (Hair et al., 2014). The discriminant validity of the scales was checked following the procedure proposed by Fornell and Larcker (1981), which compared the AVE for each reflective construct with the squared correlations between the construct and any other constructs in the model. The results presented in Table 39 provide evidence of both convergent and discriminant validity. The correlations among the constructs are all in the expected direction.

Despite the low value of the AVE coefficients for the latent variables 'positive economic impact', 'positive sociocultural impact' and 'negative environmental impact', the results summarised in Table 39 shows that there were no discriminant validity problems, as the AVE was greater than the squared correlation between latent variables.

**Table 39: Correlations between the Latent Constructs**

| Construct | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|---|---|---|---|
| 1 Positive economic impact | **0.65** | | | | | | | | |
| 2 Positive sociocultural impact | 0.61** | **0.68** | | | | | | | |
| 3 Negative sociocultural impact | 0.17 | 0.15* | **0.68** | | | | | | |
| 4 Negative environmental impact | 0.08* | 0.14 | 0.59 | **0.77** | | | | | |
| 5 Material life | 0.43** | 0.41** | 0.07 | −0.08 | **0.79** | | | | |
| 6 Non-material life | 0.37** | 0.35** | 0.08 | −0.07 | 0.74** | **0.75** | | | |
| 7 Hospitable behaviours | 0.51** | 0.52** | 0.19* | 0.16 | 0.16* | 0.09** | **0.80** | | |
| 8 Cultural ambassadorship | 0.57** | 0.49** | 0.04 | 0.03 | 0.33** | 0.15** | 0.64** | **0.79** | |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 9 Supportive destination image | 0.60** | 0.56** | 0.05 | 0.07 | 0.34** | 0.19* | 0.67** | 0.75* | **0.84** |

** p ≤ .01 (2-tailed); * p ≤ .05 (2-tailed); square root of average variance extracted is on the diagonal in boldface.

## 8.7 The Structural Model

The constructs in the measurement model were validated in the previous section and satisfactory fit was achieved, so the next step in the analysis was to test the structural model (Kline, 2005). While there is no general agreement on the sample size required to run SEM, a suggested rule of thumb is that the minimum ratio of the sample size to the number of parameters should be 5:1; otherwise, the statistical precision of the findings may be unclear (Bentler & Chou, 1987). As the ratio of estimated parameters ($q = 108$) to sample size ($N = 230$) was low ($N/q = 2.2$), this study used a parcelling approach to improve the estimated parameter-to-sample size ratio (Bagozzi & Yi, 1988). Observed variables (items) in each construct were averaged, generating composites of items as indicators of the constructs. This technique reduces random errors and the number of parameters to be estimated and provides the minimum ratio of parameter to sample size (Bagozzi & Yi, 1988). Furthermore, this approach is designed to improve model fit, produce less biased parameter estimates, improve validity and provide a more stable solution for a study (Coffman & MacCallum, 2005). A structural model analysis was conducted to test the relationships proposed in Hypotheses 1–9 (see Figure 14).

The goodness-of-fit indices for the structural model showed that the model fit the data well: $\chi^2 = 16.2$; $p = .437$; $\chi^2/df = 1.014$; GFI = 0.985; CFI = 0.999; TLI = 1.000; RMSEA = 0.008; SRMR = 0.0265; and AIC = 74.226. Figure 14 and Table 40 present the outcomes of testing the hypotheses. Seven of the nine relationship paths were statistically significant. First, the relationships between the perception of positive economic impact, positive sociocultural impact, negative sociocultural impact and negative environmental impact of cruise tourism had a direct and significant effect on the perceived overall QOL (i.e., $H_1$, $H_2$ and $H_3$ were $H_4$ are

supported). Second, the perception of overall QOL had a significant effect on resident behavioural intentions to support cruise tourism (i.e., $H_5$ was supported). Third, the perceived positive economic impact of cruise tourism and perceived positive sociocultural impact of cruise tourism directly and significantly affected resident behavioural intentions to support cruise tourism (i.e., $H_6$ and $H_7$ were supported).

There was no support for $H_8$ and $H_9$. That is, there were no significant relationships between perceived negative sociocultural impacts of cruise tourism, and perceived negative environmental impacts of cruise tourism, and resident behavioural intentions to support cruise tourism.

**Figure 14: Results of the structural model analysis.**

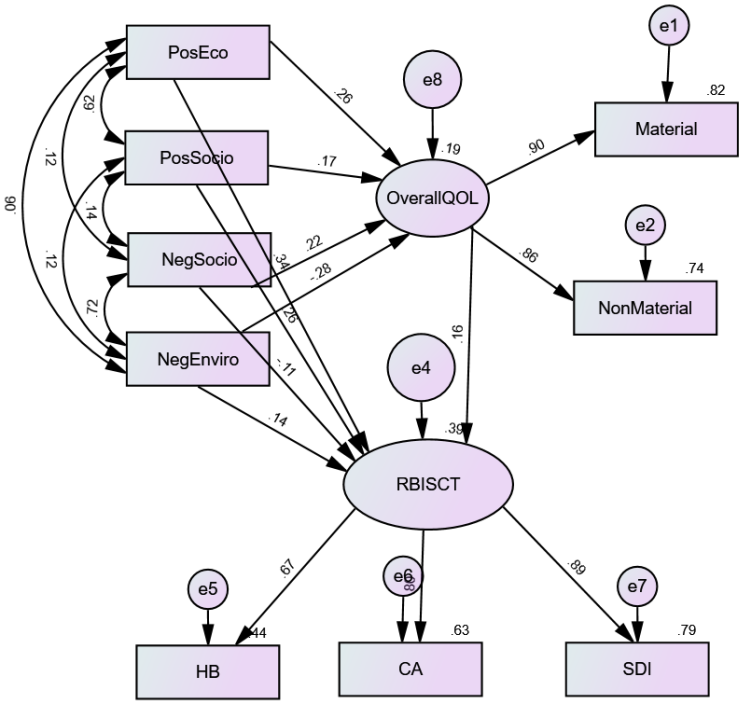


**Table 40: Structural Model-Hypothesis Testing Results**

| Hypothesis | β | *t* | Supported? |
|---|---|---|---|
| $H_1$: Positive economic impact → Overall quality of life | 0.255 | 3.025** | Yes |
| $H_2$: Positive sociocultural impact → Overall quality of life | 0.169 | 2.018* | Yes |
| $H_3$: Negative sociocultural impact → Overall quality of life | 0.219 | 2.330* | Yes |
| $H_4$: Negative environmental impact → Overall quality of life | −0.278 | −2.934** | Yes |
| $H_5$: Overall quality of life → RBISCT | 0.163 | 2.304* | Yes |
| $H_6$: Positive economic impact → RBISCT | 0.340 | 4.389** | Yes |
| $H_7$: Positive sociocultural impact → RBISCT | 0.260 | 3.417** | Yes |
| $H_8$: Negative sociocultural impact → RBISCT | −0.114 | −1.327 | No |
| $H_9$: Negative environmental impact → RBISCT | 0.137 | 1.585 | No |

**$p < .01$; *$p < .05$.

## 8.8 Summary

This chapter presented the results generated from Stage 2 of the research, aimed at responding to RQ2. The EFA and CFA results showed that two constructs (negative economic impact and positive environmental impact) did not achieve reliability. Therefore, these constructs were removed from the conceptual model. Furthermore, this chapter discussed why these constructs were not reliable in the context of this study. The refined conceptual model was then presented.

This chapter then presented the results of the measurement model and SEM testing of the refined conceptual model used to examine the relationships among resident perceptions of the economic, sociocultural and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism. After the constructs were confirmed as reliable and valid, the conceptual model was examined. The results revealed that perceived positive economic, positive sociocultural, negative sociocultural and negative environmental impacts of cruise tourism had a significant relationship with the perception of overall QOL. Furthermore, the findings indicated significant relationships between residents' perceptions of

both positive economic impacts and positive sociocultural impacts, and their behavioural intentions to support cruise tourism.

The thesis now proceeds to discuss the overall findings of this research, their theoretical and practical implications, and limitations and opportunities for further research, in next chapter.

# Chapter 9: Discussion and Conclusions

## 9.1 Introduction

The aim of this research was to examine relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, overall QOL and their behavioural intentions to support cruise tourism. Two research questions guided this research:

- RQ1: How do residents of the host communities of a port destination demonstrate, or otherwise, their behavioural intentions to support cruise tourism?
- RQ2: To what extent do resident perceptions of the economic, sociocultural, and environmental and overall QOL impacts of cruise tourism influence their behavioural support for cruise tourism in their everyday lives?

Chapter 2 provided a review of the pertinent literature relating to cruise tourism and resident attitudes and behaviours and highlighted that while residents have been acknowledged as integral to sustainable tourism development, few studies have investigated their attitudes and behaviours towards cruise tourism and its various impacts, such as economic, sociocultural, and environmental impacts. This gap in knowledge provided the focus of this research.

Chapter 3 discussed the performance of cruise tourism in the global, Asian, Vietnamese and HCMC contexts. Furthermore, the chapter described HCMC as the research context for this study. It is a large port destination in Asia, yet its cruise tourism is in an early stage of development compared with other similarly sized port destinations.

Chapter 4 developed a conceptual framework to connect resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, overall QOL and their behavioural intentions to support cruise tourism.

With a conceptual framework now developed to guide the research, Chapter 5 presented the research methodology designed to address RQ1 and RQ2. Chapters 6 and 7 presented the results of research designed to respond to RQ1. Chapter 8 presented the results of testing of the conceptual framework and associated hypotheses, designed to respond to RQ2.

This chapter discusses the results and is organised in the following manner. Section 9.2 examines how the research addresses RQ1 and RQ2. Section 9.3 provides a summary of the research. Section 9.4 presents the research's significant findings and discusses them in relation to the relevant literature, to identify theoretical and empirical implications. Section 9.5 discusses the COVID-19 Pandemic and cruise tourism research. Section 9.6 acknowledges the limitations of the research and makes recommendations for future research. Finally, Section 9.7 draws conclusions based on the discussion of the findings.

## 9.2 Research Questions

Two stages of the research design addressed the two research questions. Stage 1 was aimed at addressing RQ1 and Stage 2 responded to RQ2 by testing the conceptual model and associated hypotheses developed for this research.

### 9.2.1 RQ1: Resident Behavioural Intentions to Support Cruise Tourism

The findings of Stage 1, presented in Chapters 6 and 7, indicate that RBISCT is a multidimensional construct; that is, a higher-order scale consisting of three dimensions:

- Hospitable behaviours
- Cultural ambassadorship
- Supportive destination image.

After the RBISCT was developed in Stage 1, it was used to test the relationships between other variables and RBISCT in Stage 2, to address RQ2.

In this research, RBISCT is defined as residents' propensity to support cruise tourists and cruise tourism development in a port destination. The definition is precise and captures

two dimensions encompassing support for cruise tourists and cruise tourism development. This definition broadly supports for the definition of residents' support for tourism used by Martín et al. (2018). This research also lends support to idea that understanding the behaviour (responses) of residents towards tourism and tourists is important (Sharpley, 2014; Thyne et al., 2020).

The findings of this research confirmed that resident behavioural intentions to support cruise tourism is a multidimensional construct and can be measured by RBISCT, which consists of three dimensions: hospitable behaviours, cultural ambassadorship, and supportive destination image. The first two dimensions of RBISCT describe residents' propensity to demonstrate support for cruise tourists. First, '*hospitable behaviours*' included three items (*I will be friendly to cruise tourists; I will be hospitable towards cruise tourists;* and *I will welcome them to the city)*. These findings reflect the definition of genuine hospitality; that is, 'behaviour of the host toward the guest that is genuinely welcoming and friendly and intended to make the guest feel happy' (Van Rheede & Dekker, 2016, p. 79). This finding corroborates the idea that residents are hospitable and friendly, and that their disposition can create a welcoming tourist destination for tourists from around the world, which further enhances tourists' intention to revisit, as well as word-of-mouth recommendations about the destination (Fu et al., 2020). Besides, these findings reflect residents' brand ambassadorship behaviour (Ghasemi et al., 2017; Jeuring & Haartsen, 2017).

The second dimension, '*cultural ambassadorship*', included three items: *I will encourage cruise tourists to participate in cultural activities*; *I will help cruise tourists understand the country's history*; and *I will let them know about places to buy souvenirs.* The findings match those of Choo et al. (2011) and Palmer et al. (2013) in relation to the role played by host communities' word-of-mouth referral activities in promoting incoming tourism. The third dimension of the RBISCT, which is '*supportive destination image*' described residents'

propensity to demonstrate support for cruise tourism development. This dimension included three items: *I will be supportive of cruise tourism in my city if cruise tourism enhances the beauty of the city*; *I will be supportive of cruise tourism in my city if cruise tourism promotes a positive image of the city as a tourist destination*; and *I will be supportive of cruise tourism in my city if cruise tourism provides economic benefits to the city*. Similar to the findings of tourism research conducted by Ganji, Johnson, and Sadeghian (2020) and Stylidis, Shani, and Belhassen (2017), this study found that destination image influenced residents' behavioural support for tourism development.

Although the findings of this research determined that RBISCT is a multidimensional construct, existing measures of residents' support for tourism in the literature treat it as a unidimensional construct that measures only residents' support for tourism development. No construct or items to date have measured residents' support for tourists (see Lee, 2013; Nicholas et al., 2009; Nunkoo & So, 2016; Olya et al., 2019). Table 41 presents a comparison of the findings of this study with the measurement scales for resident behavioural support for tourism used in previous studies.

The current findings differ significantly from those in previous studies on residents' support in other disciplines, including tourism development, sustainable tourism development, pro-tourism behaviour, cruise tourism and events tourism (Erul & Woosnam, 2021; Latkova & Vogt, 2012; Nunkoo & Ramkissoon, 2010; Papastathopoulos et al., 2019; Qin et al., 2021). These observed differences might have arisen because RBISCT measurement in this research went further by exploring subsequent behaviour and responses of residents, which represent measures of active behavioural support for both cruise tourists and cruise tourism development. Furthermore, in contrast to the measure of residents' support for cruise tourism development used by Del Chiappa and Abbate (2016), this study identified the outcome of residents' behaviour towards both cruise tourism development and cruise tourists.

**Table 41: A Comparison of the Findings of This Study with Those of Previous Studies on Residents' Support for Tourism**

| Construct | Dimension/Items | Reference |
|---|---|---|
| Resident Behavioural Intentions to Support Cruise Tourism (RBISCT) | Hospitality behaviours<br>I will be friendly to them<br>I will be hospitable towards them<br>I will warmly welcome them to my city<br>Cultural ambassadorship<br>I will encourage them to participate in my cultural activities<br>I will help them understand my country's history<br>I will let them know about places to buy souvenirs<br>Supportive destination image<br>I will be supportive of cruise tourism in my city if cruise tourism enhances the beauty of the city<br>I will be supportive of cruise tourism in my city if cruise tourism promotes a positive image of the city as a tourist destination<br>I will be supportive of cruise tourism in my city if cruise tourism provides economic benefits to the city | This research |
| Residents' support for cruise tourism development | The number of cruise ships that arrive in our city should be limited/stopped<br>Local institutions should attract (e.g., through subsidies or tax cuts) cruise ships<br>The revitalisation of retail facilities in the city centre would be useful to attract more cruise tourism<br>The revitalisation of retail facilities outside the city centre would be useful to attract more cruise tourism | Del Chiappa and Abbate (2016) |
| Residents' support for tourism development | Tourism development is one of the most important industries for my community | Nunkoo and So (2016); Olya and Gavilyan (2017); Woo et al. (2015) |
| | It is important to develop plans to manage growth of tourism | Woosnam (2012); Woosnam, Draper, Jiang, Aleshinloye, and Erul (2018) |
| | I support development of tourism as it is vital to my community | T. H. Lee (2013); Nicholas et al. (2009); Olya et al. (2019) |

| Construct | Dimension/Items | Reference |
|---|---|---|
| | Tourism is playing an important economic role in my community | Nunkoo and So (2016); Olya and Gavilyan (2017); Woo et al. (2015) |
| | My community should attract more tourists | |
| | Further tourism development would positively affect my community's quality of life | |
| | I like to visit tourist sites in my region | Martín et al. (2018) |
| | I recommend the tourist attractions that exist in my region to other people | |
| | I offer my assistance to tourism events/activities organised in my region | |
| | In the next few years, I will try to choose a tourist site in my region to spend my holidays in | |
| Support for sustainable tourism development | I support the development of community-based sustainable tourism initiatives | T. H. Lee (2013); Nicholas et al. (2009); Olya et al. (2019) |
| | I participate in sustainable tourism-related plans and development | |
| | I participate in cultural exchanges between local residents and visitors | |
| | I cooperate with tourism planning and development initiatives | |
| | I participate in the promotion of environmental education and conservation | |
| Residents' pro-tourism behaviour | I am willing to receive tourists as an affable host and be more hospitable | Erul and Woosnam (2021); M. A. Ribeiro, Pinto, Silva, and Woosnam (2017); Woosnam et al. (2021) |
| | I am willing to protect the natural and environmental resources on which tourism depends | |
| | I am willing to provide information to tourists and contribute to enhancing their experience | |
| | I am willing to do more to promote Cape Verde as a tourist destination | |
| | I am willing to accept some inconvenience (e.g. noise pollution, congestion and queuing) to receive benefits resulting from tourism development | |
| Residents' support for events | I support the 2012 Olympic Games as a resident | Prayag et al. (2013) |
| | London should bid for other major sporting events | |

### 9.2.2 RQ2: Testing the Model

After the measurement of RBISCT was developed in Stage 1, the relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism were investigated in RQ2, via the conceptual model and associated hypotheses. The results showed that the relationships between the perceptions of positive economic impact, positive sociocultural impact, negative sociocultural impact, and negative environmental impact of cruise tourism influenced the residents' overall QOL. Furthermore, there was a direct relationship between overall QOL and resident behavioural intentions to support cruise tourism. In addition, the perceived positive economic impact and perceived positive sociocultural impact of cruise tourism directly significantly affected resident behavioural intentions to support cruise tourism.

#### *9.2.2.1 The Relationship between Residents' Perceptions of Cruise Tourism Impacts and Their Overall Quality of Life*

This section discusses the results of testing Hypotheses 1, 2, 3 and 4 relating to the relationship between cruise tourism impacts in terms of economic, sociocultural, and environmental impacts, and residents' overall QOL. The results indicated that the relationship between the perception of the positive economic, positive sociocultural, negative sociocultural and negative environmental impacts of cruise tourism influenced residents' overall QOL. Thus, Hypotheses 1,2, 3 and 4 were supported.

The results of testing Hypotheses 1 and 2 identified that perceptions of positive economic and positive sociocultural impacts of cruise tourism positively influenced residents' overall QOL. This result is in line with the findings of tourism studies conducted by Eslami et al. (2019) and Li et al. (2022) that perceived economic and sociocultural advantages had a significant influence on residents' QOL. The study lends further support to the hypothesis that perceptions of positive economic and sociocultural impacts of cruise tourism can influence

residents' QOL in a port destination (Del Chiappa & Abbate, 2016). Cruise tourists who visit HCMC may provide more employment opportunities, increase residents' income, enhance local offerings of cultural entertainment activities and attractions, and force the HCMC government to enhance the local cruise tourism infrastructure, which is also enjoyed by residents and can therefore improve their QOL.

In addition, the results of testing Hypotheses 3 and 4 demonstrated that perceptions of negative sociocultural and environmental impacts of cruise tourism negatively influenced the residents' overall QOL. This finding is consistent with the literature on cruise tourism (Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018; Jordan et al., 2020). Although cruise tourism has made substantial contribution to local economies in many port destinations, the rapid increase in ship size and the concentration of calls contributes to negative sociocultural and environmental impacts such as crowding/congestion, increased pollution, police harassment, displacement, and overused utilities, which thus influences residents' lives and wellbeing (Jordan & Vogt, 2017; Stefanidaki & Lekakou, 2014). Furthermore, this study lends support to the idea that residents' health and safety wellbeing in port destinations was affected by the influx of cruise tourists during the COVID-19 Pandemic, because of increased COVID-19 virus transmission from human to human (Sigala, 2020).

#### *9.2.2.2 The Relationship Between Residents' Perceptions of Their Overall Quality of Life and Their Behavioural Intentions to Support Cruise Tourism*

No previous studies have investigated residents' QOL in the context of cruise tourism. The result of testing Hypothesis 5 in this study confirmed that there is a direct relationship between perceptions of overall QOL and resident behavioural intentions to support cruise tourism. This reflects conclusions from tourism research conducted by Eslami et al. (2019) and Woo et al. (2015), in that QOL is an effective predictor of residents' support for further tourism development (Eslami et al., 2019; Woo et al., 2015).

This finding is also consistent with those of Kaplanidou et al. (2013), who examined residents' QOL and their support for a mega event. One potential cause of this similar is tourists in event tourism and cruise tourism concentrate in a core and a periphery (Jaakson, 2004). Furthermore, this study's findings augment previous findings that residents of port destinations are mostly passive or resistant with regard to cruise tourism development (Stewart et al., 2011) and are significantly concerned about how its negative impacts might influence their daily lives (Del Chiappa et al., 2018; Hritz & Cecil, 2008).

#### *9.2.2.3 The Relationship Between Residents' Perceptions of the Economic, Sociocultural and Environmental Impacts of Cruise Tourism, and Their Behavioural Intentions to Support Cruise Tourism*

This section discusses the results of testing hypotheses relating to relationships between cruise tourism impacts in term of positive and negative economic, sociocultural, and environmental impacts, and resident behavioural intentions to support cruise tourism. In the refinement model in Section 8.8, four hypotheses were postulated. Hypotheses 6 and 7 related to relationships between perceived positive economic and sociocultural impacts of cruise tourism, and resident behavioural intentions to support cruise tourism. Hypotheses 8 and 9 related to relationships between perceived negative environmental and sociocultural impacts of cruise tourism, and resident behavioural intentions to support cruise tourism.

The results of testing Hypotheses 6 and 7 identified positive relationships between residents' perceptions of the positive economic and sociocultural impacts of cruise tourism, and their behavioural intentions to support cruise tourism. The findings of this study are in contrast to those of Zenker and Kock (2020, p. 3), who stated that 'due to the COVID-19 Pandemic, residents may become less welcoming of incoming tourists and less supportive of tourism development'. Despite the setbacks experienced by the cruise industry in 2020, the

findings of the present study indicated that residents were willing to support cruise tourism development and invite cruise tourists back to their port destination.

Testing of Hypotheses 8 and 9 revealed no significant relationships between perceived negative sociocultural and environmental impacts of cruise tourism, and resident behavioural intentions to support cruise tourism. These results are consistent with those of Del Chiappa et al. (2018) and Stewart et al. (2011), that residents were mostly passive or antagonistic in regard to cruise tourism development. However, these results differ markedly from those of tourism research by Woosnam et al. (2021), who found that the perceived negative impacts of tourism promoted pro-tourism behaviour during the COVID-19 Pandemic. Furthermore, the results of the current study differ from those reported by Hanafiah, Jamaluddin, and Zulkifly (2013), who concluded that residents of developing countries are likely to accept some negative tourism impacts in exchange for appropriate support for tourism development.

## 9.3 Summary of the Research

Residents' perceptions and support for tourism is one of the key considerations when planning sustainable tourism strategies and a key indicator for successful tourism development (Choi & Murray, 2010). Hence, the literature on residents' perceptions and behaviours towards tourism development has burgeoned over the past three decades (see Alrwajfah et al., 2019; Gursoy et al., 2019; Hadinejad et al., 2019), although research into residents' attitudes and behaviours towards cruise tourism is still in its infancy (Del Chiappa et al., 2018; Papathanassis & Beckmann, 2011). Few studies have examined how residents' support for cruise tourism may predict other attitudes and behaviour. Studies have focused on perceptions of the economic, sociocultural, and environmental impacts of cruise tourism (Jones et al., 2016; Jordan et al., 2020; MacNeill & Wozniak, 2018; Stewart et al., 2011).

In addition, the few studies that have investigated residents' perceptions, attitude and support for cruise tourism have been in the context of non-Asian ports such as those in the

Mediterranean area (Brida & Aguirre, 2008; Brida, Del Chiappa, et al., 2012; Del Chiappa & Abbate, 2016; Del Chiappa et al., 2018; Marušić et al., 2008), Canada (Carić & Mackelworth, 2014a; Stewart et al., 2011), Colombia (Brida, Osti, et al., 2011) and Australia (McCaughey et al., 2018). This research focusing on HCMC as one of port destinations in Vietnam sought to fill this research gap. Two research questions guided this research.

To address the two research questions in this study, an exploratory sequential mixed methods research design with two stages was employed. Stage 1 aimed to address RQ1 (*How do residents of the host communities of a port destination demonstrate, or otherwise, their behavioural intentions to support cruise tourism?*), and Stage 2 responded to RQ2 (*To what extent do resident perceptions of the economic, sociocultural, and environmental and overall QOL impacts of cruise tourism influence their behavioural support for cruise tourism in their everyday lives)* by testing the conceptual model and associated hypotheses developed for this study.

In Stage 1, three focus groups were conducted with 23 residents to investigate their perceptions of how they may in the future behaviourally support cruise tourism in HCMC. The findings from the focus groups were used to develop a set of initial items to measure RBISCT. These items were tested for content validity via an academic expert panel and the remaining items included in a questionnaire administered via an online survey ($N = 465$). In Stage 2, the items were subjected to EFA to reduce the potential for inclusion of superfluous items and to gain an initial sense of the factor structure for RBISCT. After data cleaning, the overall sample ($N = 450$) from the online survey was randomly spilt in two in Stage 1B to undertake EFA with one of the subsamples, and then CFA/SEM with the remaining subsample, to confirm the factor structure and assess scale attributes such as reliability, cross-loading, AVE, convergent validity, and discriminant validity of the construct as suggested by DeVellis and Thorpe (2021).

Once the scale's attributes were established, Stage 2, which aimed to address RQ2, employed CFA and SEM to test the conceptual model and associated hypotheses in this research.

This research makes a theoretical contribution to cruise tourism knowledge because it developed an innovative and novel conceptualisation and measurement of RBISCT. In addition, the results of the research are among the first to clearly provide a full understanding of relationships among residents' perceptions of the economic, sociocultural, environmental impacts of cruise tourism, and their overall QOL and behavioural intentions to support cruise tourism. These relationships are not well investigated in the cruise tourism literature. From a practical perspective, the results of this research may help local governments, destination marketing organisations and tourism stakeholders plan for the recovery of cruise tourism and improve residents' QOL after the COVID-19 Pandemic.

Recommendations for further research include replicating this study using different port destinations in other countries and incorporating other constructs in the research model, such as community attachment, residents' own travel aspirations, residents' perceptions of personal benefit and residents' perceived event risk.

## 9.4 Research Contributions

### 9.4.1 Theoretical Contributions

The findings of this research add to an emerging body of literature on cruise tourism. An important contribution of the research is the novel conceptualisation and measurement of RBISCT. This measure responds to calls by Thyne et al. (2020) and Sharpley (2014) to explore residents' behaviours or reactions. Specifically, this research has identified the outcome of residents' behaviour towards both cruise tourism development and cruise tourists. Before this research, much of the literature on cruise tourism focused on antecedents of residents' perceptions of cruise tourism impacts (Brida, Del Chiappa, et al., 2014; Del Chiappa et al., 2018; McCaughey et al., 2018). This research's exploratory sequential mixed methods research

design helped it provide a full understanding of residents' perceptions and behaviours towards cruise tourism. Most previous studies employed only one method of data collection to address this topic (see Brida, Del Chiappa, et al., 2014; Del Chiappa et al., 2018; James, Olsen, & Karlsdóttir, 2020; McCaughey et al., 2018).

Most notably, this research revealed significant relationships among residents' perceptions of the economic, sociocultural, environmental impacts of cruise tourism, and their overall QOL. These relationships are not fully investigated in the cruise tourism literature. In particular, no studies had examined residents' QOL and how this might influence their support for cruise tourism, although QOL is known to be an effective predictor of residents' support for further tourism development (Eslami et al., 2019; Woo et al., 2015).

Finally, given the crucial role that residents play in the success of tourism, it is important to understand how residents in tourist destinations perceive and can support the recovery of cruise tourism, which has suffered significantly because of the COVID-19 Pandemic. Hence, this study contributes to the recovery tourism literature based on external events such as the COVID-19 Pandemic, by providing a full understanding of residents' perceptions and behavioural intention to support tourism (in the context of cruise tourism).

### 9.4.2 Empirical Contributions

There are several practical implications of this research for local governments, destination marketing organisations and tourism stakeholders planning for the recovery of cruise tourism and improvements to residents' QOL in port destinations. First, the results indicated relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, overall QOL and their behavioural intentions to support cruise tourism. Therefore, local governments can improve their cities' cruise tourism infrastructure and provide better facilities for cruise tourists visiting the port destinations, and enhance residents' QOL (Li et al., 2022). Simultaneously, local governments can improve their

residents' QOL by providing better healthcare, safety, job opportunities and leisure activities, and offering a harmonious living environment that may appeal to more foreign tourists willing to visit the destination (Inoguchi & Fujii, 2009).

Second, tourism organisations and marketing destinations can promote the most critical predictors of perceived positive impacts of cruise tourism in terms of economic and sociocultural impacts, to enhance residents' QOL, such as by improving health and safety in the community through the recovery of the cruise tourism. For example, destination managers should be mindful of the situation of cruise tourism in the COVID-19 Pandemic and have a strong understanding of their residents' perceptions of cruise tourists and cruise tourism development. From this, they can develop communication strategies that facilitate feelings of empowerment for local residents, to mitigate concerns about the negative impacts of cruise tourism and the risks of the COVID-19 Pandemic. Furthermore, tourism stakeholders can organise open meetings or forums with residents and business owners to discuss proposed cruise tourism guidelines and safety measures in their port destination and understand their concerns about future cruise tourism development.

The research findings also imply that tour operators and cruise liners can cooperate to reposition cruise tourism products to enhance cruise tourists' experience based on how residents react to and are willing to accommodate cruise tourists in the port destination. Cruise tourists do not have enough time to experience all the activities and interact with local people if they wish, which may affect post-cruise satisfaction, yet the interaction between residents and tourists emerges as an essential constituent of the tourist experience in a destination (Cetin & Bilgihan, 2016; Steel, 2012). Furthermore, cruise liners can cooperate with destination managers to communicate safety and health protection policies for cruise tourists and local communities via local media in the local language, to help the community feel safe and

encourage them to support cruise tourism and welcome cruise tourists back to their port destination.

Finally, this research may help tourism scholars and tourism stakeholders in Asia who are conducting cruise tourism research in this area, given that few studies have conducted cruise-related research in Asia (Lau & Yip, 2020). Most cruise tourism research has focused on the North American market and the Caribbean region (Wondirad, 2019).

## 9.5 The COVID-19 Pandemic and the Cruise Tourism Industry

Residents' perceptions and support for tourism are key considerations in the planning of sustainable tourism and a key indicator for successful tourism development (Choi & Murray, 2010). Recently, Woosnam et al. (2021) suggested that more studies are required to examine how residents' behavioural support for tourism will change as a result of the COVID-19 Pandemic, and whether residents may be less welcoming of tourists and less supportive of tourism development (Zenker & Kock, 2020). Although this research was designed before the COVID-19 Pandemic, the data collection commenced in March 2020. Thus, the research provides valuable insights into residents' behavioural support for tourism and how this will be fully realised over time following the COVID-19 Pandemic.

The COVID-19 Pandemic raised HCMC residents' awareness of how cruise liners and their passengers can impact port destinations. The many outbreaks of COVID-19 that occurred on cruise liners worldwide attracted significant media attention. In response, HCMC prevented cruise liners from docking in its port as a temporary measure to prevent the spread of COVID-19 (Van Hoa Newspaper, 2020). HCMC residents' awareness of the impact of cruise tourism had been explored prior to the COVID-19 Pandemic. Ta (2019) found that even then, residents were concerned about the negative impacts of cruise tourism (e.g., air, water, and noise pollution), although they benefited from cruise tourism through job creation, investment, infrastructure development and improved local transportation. However, that study did not

examine how perceptions of cruise tourism impacts affected residents' QOL and their behavioural intention to support cruise tourism and cruise tourists in HCMC.

The current research revealed the crucial role played by residents in the success of tourism, suggesting that how residents in port destinations perceive and can support cruise tourism is integral to the recovery of this industry in HCMC and likely other port destinations, to mitigate the negative impacts of cruise tourism. The research findings may be helpful to the HCMC government to enhance residents' QOL through a cruise tourism recovery strategy. If residents are happy and healthy, their disposition may create a welcoming tourist destination for tourists from around the world, which will enhance tourists' revisiting and word-of mouth (Fu et al., 2020). Indeed, residents' support is an essential component of tourism products and cruise tourism recovery.

There remains strong demand for cruise tourism products in Asia. According to data from Travelport (2022), HCMC is one of the tops 'hot spots' in Southeast Asia for international tourists. Therefore, the results of this research may inform planning of a cruise tourism recovery strategy by local government and tourism stakeholders in HCMC, such as by repositioning cruise tourism products and developing an internal marketing and communication strategy to educate the local community about cruise tourism impacts and how to enhance residents' QOL via further cruise tourism development.

## 9.6 Research Limitations and Future Research

Although this research has begun to address our dearth of knowledge about resident attitudes and behavioural intentions to support cruise tourism and makes a valuable contribution to the cruise tourism literature, there are several limitations in this research. First, it is highly site specific (HCMC) and uses convenience sampling. Therefore, the results cannot be generalised. While each port differs in terms of the economic, political, sociocultural and environment impacts of cruise tourism, other ports can learn from this research for their

strategic planning. Undertaking similar research in different ports, however, will provide models of the impacts of cruise tourism. Indeed, Del Chiappa et al. (2018, p. 179) who state that "studies applying the community-based tourism approach in the context of cruise activity are highly site-specific and hardly generalizable; hence, scholars should be encouraged to conduct similar studies in other cruise tourism destinations". Thus, future research can replicate the study in other ports of call or homeports in cruise destinations to explore the findings in more depth. Second, this research used an online survey method and employed the snowballing technique to collect data. Future research might consider using a random sampling approach.

As the data for this research were collected in 'unpredictable times', individuals' responses to constructs in this research model may have been highly dynamic and changeable, particularly as news about COVID-19 cases and deaths evolved in HCMC, Vietnam and the world. However, there is an opportunity for future research to test a similar model and consider collecting data techniques during other periods to add strength to the findings longitudinally.

Cruise tourism impacts are constructs scarcely studied in the literature, and these scales may require refinement in future research (Del Chiappa et al., 2018). Future research might consider adding negative economic impacts and positive environmental impacts of cruise tourism to the conceptual model when testing other ports of call or homeports. These constructs were dropped from this research because of their unreliability. Furthermore, some of the measurement scales used for cruise tourism impacts (i.e., positive economic impact, positive sociocultural impact, and negative sociocultural impact) had values below 0.5 for the AVE coefficient, which may raise some doubts about their reliability. Nonetheless, the values achieved for Cronbach's alpha and construct reliability support the internal reliability of all the scales. Thus, future studies should test the measurement scales for cruise tourism impacts.

This research developed a valid scale for RBISCT. Future research could test RBISCT in regard to actual behaviour in cruise tourism or other types of tourism. Ajzen (1985)

suggested that an individual's behavioural intentions are the primary determinant of their actual behaviour. Future research might also replicate the scale to test resident behavioural intentions to support cruise tourism, which may change over time, such as after the COVID-19 Pandemic.

It is also suggested that future research focus on the role of other variables that may affect resident behavioural support in the context of cruise tourism, such as residents' own travel aspirations (Woosnam et al., 2018), residents' brand ambassadorship behaviour (Ghasemi et al., 2017; Jeuring & Haartsen, 2017), residents' perceptions of personal benefit (Ribeiro et al., 2017), residents' perceived event risk (Woosnam et al., 2021) and community attachment (Zhang & Xu, 2019) .

## 9.7 Conclusion

This research responds to calls for further research on the perceptions and reactions of residents towards cruise tourism (Del Chiappa et al., 2018; Jordan et al., 2020; Papathanassis & Beckmann, 2011). The study addressed two research questions. First, this research offers an innovative, novel conceptualisation and measurement of RBISCT. This measure responds to calls from Thyne et al. (2020) and Sharpley (2014) to explore residents' behaviours. Second, this study identified relationships among resident perceptions of the economic, sociocultural, and environmental impacts of cruise tourism, QOL and their behavioural intentions to support cruise tourism. Prior to this research, no study had fully examined these relationships. Hence, the findings could pave the way for resident and cruise tourism research.

This research's finding may also help tourism scholars and tourism stakeholders in Asia who are conducting cruise tourism research in this area because few studies have involved cruise research in Asia (Lau & Yip, 2020). Given the crucial role that residents play in the success of tourism, understanding how residents in port destinations perceive and can support cruise tourism is integral to the recovery of this industry. The useful information from this research can help local governments and tourism stakeholders in HCMC and similar port

destinations to develop of cruise tourism recovery strategies and understand how residents in tourist destinations perceive and can support cruise tourism, which has suffered significantly because of the COVID-19 Pandemic in their destinations. Furthermore, the findings of this research may help cruise lines to re-develop products for cruise tourists, to enhance their experience with residents in port destinations.

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# Appendices

# Appendix 1: Invitation to Participate in The Research

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

## INFORMATION TO PARTICIPANTS INVOLVED IN RESEARCH

TRANSLATION

**You are invited to participate in Focus Group**

You are invited to participate in a research project entitled "Exploring residents' attitudes and behavioural support for cruise tourism: A case study Ho Chi Minh city (HCMC), Viet Nam"

This project is being conducted by a student researcher Ma Bich Tien as part of PhD study at Victoria University under the supervision of Professor Anne-Marie Hede, Dr Romana Garma and Dr Thu Huong Nguyen from Victoria University, Melbourne, Australia.

**Project explanation**

The global cruise industry ıere has, however, been limited research about the tural and environmental impacts of cruise tourism and how they influence their attitudes and behavioural support for cruise tourism and cruise tourists. Therefore, this study aims to address this gap in knowledge. This research, which will be undertaken in Ho Chi Minh City (HCMC) Vietnam, where cruise tourism is burgeoning.

This study is conducted by Ma Bich Tien- a PhD candidate as part of her PhD study and the finding of research will used to achieve PhD degree.

This project is funded by Van Lang University and Victoria University.

**What will I be asked to do?**

Participants will be asked to do one of the following:

- Participate in a focus group on cruise tourism in HCMC- The focus group will last between one hour to 90 minutes and will be conducted by face to face

Focus groups will be conducted in Vietnamese.

**What will I gain from participating?**

In participating in this study, informants are contributing to the generation of new knowledge about the theory of the behavioural support for cruise to vided will be de-identified. It is expected that understanding local ɔruise tourism and cruise tourists will assist tourism authorities to de ner.

**How will the information I give be used?**

All information provided by participants for this research will be gathered, analysed, reported on and stored, in accordance with the Regulations of Victoria University and Australia Government's National Statement on ethical conduct in human research.

The information will be used to form a response to the research questions. The data will be processed as follows:

- Focus group discussions will be recorded, translated into English and analysed. The resulting data will be de-identified to ensure anonymity of participants.
- Completed survey responses will be coded, open-ended responses will be translated into English and the data analysed at the aggregate level.
- Expert feedback about the items that have been generated will be used to develop the new scale
- Only members of the research team will have access the data.
- All data will be retained, for at least 5 years, in a password protected file on a Victoria University server
- The finding of study will be presented in the PhD thesis of researcher – Ma Bich Tien and conferences or pub

**What are the potential ris**

The participation in this study has minimal risks. Participants, however, might feel nervous about being a recorded and sharing information to researchers. Your name is required for the study, but this is only for the researchers' purpose in the event that you wish to have your data withdrawn from the study. Your data can be removed from the study up until that data analysis has commenced. For data analysis, data will be de-identified ensuring anonymity. Pseudonymous will be used to prevent identification of focus group participants. Survey data will only be reported at the aggregate level.

**How will this project be conducted?**

With the purpose to answer the central research question, this study will use a mixed method approach using qualitative and quantitative approaches. During Stage 1, focus groups will be used to explore for the ways residents of a host community demonstrate their support, or otherwise, for cruise tourism in their everyday lives. Using data from the focus groups, a set of items will be developed to measure resident behavioural support for cruise tourism for inclusion in the questionnaire that will be used in Stage 2 of the proposed research. In Stage 2, data will be collected using a survey that will gather data on the following: (1) residents' attitudes about the positive and negative economic, sociocultural and environmental impacts of cruise tourism; (2) residents' behavioural support for and (3) the socio-demographic information.

**Who is conducting the study?**

This project is funded by Van Lang University and Victoria University.

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Any queries about your participation in this project may be directed to the Chief Investigator listed above.
If you have any queries or c :ontact the Ethics
Secretary, Victoria Univers h, Victoria University,
PO Box 14428, Melbourne, ) 9919 4781 or 4461.

# THÔNG TIN DỰ ÁN CHO NGƯỜI THAM GIA THẢO LUẬN NHÓM TẬP TRUNG

**Bạn được mời tham gia thảo luận nhóm tập trung**

Bạn được mời tham gia khảo sát cho dự án nghiên cứu *"Khám phá thái độ và hành vi ủng hộ của cư dân đối với du lịch tàu biển. Một trường hợp nghiên cứu tại Thành phố Hồ Chí Minh (HCMC), Việt Nam"*

Nghiên cứu này được khởi xướng bởi nghiên cứu sinh (NCS), Th.s. Mã Bích Tiên, với sự giám sát và hướng dẫn của Giáo Sư Anne-Marie Hede, Tiến Sĩ Romana Garma và Tiến Sĩ Nguyễn Hương Thu từ trường Đại học Victoria, Melbourne, Úc.

**Giải thích dự án**

Du lịch tàu biển là một tro ı toàn cầu hiện nay. Tuy nhiên, có rất ít nghiên cứu về nhận thức của cư dân đối với tác động kinh tê, văn hóa – xã hội và môi trường mà du lịch tàu biển mang lại và những tác động này ảnh hưởng đến thái độ và hành vi ủng hộ của cư dân đối với du lịch tàu biển và khách du lịch tàu biển. Vì vậy, mục tiêu của nghiên cứu này nhằm giải quyết khoảng trống kiến thức này. Nghiên cứu này được thực hiện tại HCMC nơi du lịch tàu biển đang phát triển.
Nghiên cứu này được thực hiện bởi NCS – Mã Bích Tiên và kết quả nghiên cứu được sử dụng để đạt được học vị Tiến Sĩ Marketing của NCS Tiên.

Dự án nghiên cứu này được tài trợ bởi Đại học Văn Lang và Đại học Victoria của Úc.

**Tôi sẽ được yêu cầu những gì?**

Người tham gia sẽ được yêu cầu thực hiện như sau:

- Tham gia thảo luận nhóm tập trung với chủ đề thảo luận là du lịch tàu biển tại Tp.HCM. Thảo luận nhóm sẽ kéo dài từ 1 tiếng đến 1 tiếng 30 phút sẽ được thực bởi hình thức trực tiếp

Thảo luận nhóm này được thực hiện bằng tiếng việt

**Những lợi ích khi tham gia dự án nghiên cứu này là gì?**

Chúng tôi không thể bảo đảm hay hứa hẹn bạn sẽ án nghiên cứu này, tuy nhiên bạn được đánh giá cao cho sự đóng góp hể những thông tin của bạn cung cấp góp phần tạo nên lý thuyết về hành vi ủng hộ cho du lịch tàu biên và khách du lịch. Những thông tin này được mong đợi hiểu rõ hơn về thái độ và hành vi của cư dân đối với du lịch tàu biển và khách du lịch. Từ đó, các cơ quan du lịch có thể xây dựng những chiến lược phát triển du lịch tàu biển một cách bền vững.

**Những thông tin của tôi được sử dụng như thế nào?**

Tất cả những thông tin được cung cấp bởi những người tham gia nghiên cứu này được thu thập, phân tích, báo cáo và lưu trữ theo Quy định của trường Đại học Victoria (Úc) và Tuyên bố Quốc gia về hành vi đạo đức trong nghiên cứu con người (2007). Tuyên bố này được xây dựng để bảo vệ quyền lợi của con người khi tham gia vào các dự án nghiên cứu.

Thông tin được thu thập thông qua trả lời các câu hỏi nghiên cứu. Dữ liệu sẽ được xử lý như sau:

- Thảo luận nhóm tập trung được ghi âm, dịch sang tiếng anh và phân tích. Kết quả sẽ được hủy định dạng để đảm bảo tính ẩn danh cho người tham gia;
- Chỉ các thành viên trong nhóm nghiên cứu có quyền truy cập dữ liệu;
- Tất cả dữ liệu sẽ được lưu giữ trong thời gian ít nhất 5 năm trong 1 tập tin được bảo vệ bằng mật khẩu trên máy chủ của trường Đại học Victoria (Úc);
- Kết quả của nghiên s Mã Bích Tiên và trình bày tại các hội ngh

**Những rủi ro tiềm năng khi tham gia dự án nghiên cứu này là gì?**

Việc tham gia vào nghiên cứu này có rủi ro tối thiểu nhất. Tuy nhiên, người tham gia có thể cảm thấy lo lắng về việc thông tin chia sẻ đến nhà nghiên cứu được ghi âm. Tên của bạn được yêu cầu trong nghiên cứu, nhưng điều này chỉ dành cho mục đích nghiên cứu. Trong trường hợp bạn muốn rút dữ liệu của bạn ra khỏi nghiên cứu, dữ liệu của bạn có thể được xóa cho đến khi phân tích dữ liệu được bắt đầu.

Về việc phân tích dữ liệu, dữ liệu sẽ được xác định lại để đảm bảo tính ẩn danh cho người tham gia. Bút danh sẽ được sử dụng để ngăn chặn việc xác định danh tính của người tham gia trong thảo luận nhóm tập trung. Bên cạnh đó, dữ liệu khảo sát sẽ chỉ được báo cáo ở mức độ tổng hợp.

**Dự án được tiến hành như thế nào ?**

Nghiên cứu này sử dụng phương pháp hỗn hợp bao gồm định lượng và định tính nhằm để trả các câu hỏi nghiên cứu. Trong Giai đoạn 1, thảo luận nhóm tập trung để sử dụng để khám phá cách mà cư dân thể hiện sự ủng hộ của họ hoặc ngược lại cho du lịch tàu biển trong cuộc sống hằng ngày của họ. Sử dụng dữ liệu từ thảo luận nhóm tập trung, một nhóm nhân tố sẽ đu hộ của cư dân đối với du lịch tàu biển và nhóm nhân tố này sẽ được 2 của nghiên cứu. Trong giai đoạn 2, dữ liệu sẽ được thu thập bằng ch cực và tiêu cực của cư dân về các tác động kinh tế, văn hóa- xã hội và môi trường mà du lịch tàu biển mang lại; (2) hành vi ủng hộ của cư dân cho du lịch tàu biển tại điểm đến và (3) thông tin nhân khẩu học – xã hội

**Ai tổ chức thực hiện và tài trợ cho dự án nghiên cứu?**

Dự án nghiên cứu này được tài trợ bởi trường Đại học Văn Lang và Đại học Victoria (Úc)

Thông tin nhóm nghiên cứu:

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Mọi thắc mắc về sự tham gia của bạn về dự án này, bạn có thể liên hệ trực tiếp với nhóm nghiên cứu được liệt kê ở phía trên.

Nếu bạn có bất kỳ thắc mắc hoặc khiến nại về cách mà bạn tham gia dự án, bạn có thể liên hệ Ủy ban Đạo đức Nghiên cứu Con người, Viện Nghiên cứu, Đại học Victoria (Úc), PO Box 14428, Melbourne, VIC, 8001, email researchethics@vu.edu.au hoặc ĐT (03) 9919 4781 or 4461.

# Appendix 2: Consent Form for Participants Involved in Research

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

## CONSENT FORM FOR PARTICIPANTS INVOLVED IN RESEARCH

TRANSLATION

**INFORMATION TO PARTICIPANTS IN SURVEY:**

We would like to invite you to be a part of a study into the project entitled **"Exploring residents' attitudes and behavioural support for cruise tourism: A case study Ho Chi Minh city (HCMC), Viet Nam"**. This project is being conducted by a student researcher Ma Bich Tien as part of a PhD study at Victoria University under the supervision of Professor Anne-Marie Hede, Dr Romana Garma and Dr Thu Huong Nguyen from Victoria University, Melbourne, Australia.

This project is funded by Van Lang University and Victoria University.
Participants may be asked to:

- Participate in a survey on attitudes about the impacts of cruise tourism and behavioural support for cruise tourism and

The data you provide will h will be reported at the aggregate level.

While this research does not focus on a sensitive topic, if you do feel uncomfortable, stressed at any time or wish to withdraw your data from the study before that data analysis has commenced, your data will be excluded from the analysis.

**CERTIFICATION BY PARTICIPANT**

I,
of

certify that I am at least 18 years old* and that I am voluntarily giving my consent to participate in the study: **"Exploring residents' attitudes and behavioural support for cruise tourism: A case study Ho Chi Minh city (HCMC), Viet Nam". being conducted at Victoria University by: Prof. Anne-Marie Hede**

I certify that the objectives of the study, together with any risks and safeguards associated with the procedures listed hereunder to be carried out in the research, have been fully explained to me by: Ma Bich Tien and that I freely consent to participation involving the below mentioned procedures (please tick the one that apply to you)

- Completing a survey ☐

I certify that I have had the opportunity to have any questions answered and that I understand that I can withdraw from this study at any time up until the hat this withdrawal will not jeopardise me in any way.

I have been informed that the information I provic

Signed:

Date:

Any queries about your participation in this project may be directed to the researcher
Prof. Anne-Marie Hede
Phone: 613 99191547 or via email anne-marie.hede@vu.edu.au

If you have any queries or complaints about the way you have been treated, you may contact the Ethics Secretary, Victoria University Human Research Ethics Committee, Office for Research, Victoria University, PO Box 14428, Melbourne, VIC, 8001, email Researchethics@vu.edu.au or phone (03) 9919 4781 or 4461.

VICTORIA UNIVERSITY
MELBOURNE AUSTRALIA

# BIÊN BẢN NGƯỜI THAM GIA ĐỒNG Ý THAM GIA VÀO NGHIÊN CỨU

**THÔNG TIN ĐẾN NGƯỜI THAM GIA:**

Chúng tôi mời bạn tham gia vào dự án nghiên cứu được mang tên *"Khám phá thái độ và hành vi ủng hộ của cư dân đối với du lịch tàu biển. Một trường hợp nghiên cứu tại Thành phố Hồ Chí Minh (HCM), Việt Nam"*. Nghiên cứu này được khởi xướng bởi nghiên cứu sinh (NCS), Th.s. Mã Bích Tiên, với sự giám sát và hướng dẫn của Giáo Sư Anne-Marie Hede, Tiến Sĩ Romana Garma và Tiến Sĩ Nguyễn Hương Thu từ trường Đại học Victoria, Melbourne, Úc.

Dự án nghiên cứu này được tài trợ bởi Đại học Văn Lang và Đại học Victoria của Úc.
Người tham gia sẽ được yêu cầu thực hiện như sau:

- Tham gia khảo sát với những câu hỏi liên quan đến thái độ về tác động của du lịch tàu biển và hành vi ủng hộ đối với du lịch tàu biển và khách du lịch tàu biển.

Dữ liệu mà bạn cung cấp sẽ được lưu trữ ở nơi an toàn và xác định lại để đảm bảo tính ẩn danh cho người tham gia. Bút danh sẽ được sử dụng để ngăn chặn việc xác định danh tính của người tham gia trong thảo luận nhóm tập trung. Bên cạnh đó, dữ liệu khảo sát sẽ chỉ được báo cáo ở mức độ tổng hợp.

Mặc dù nghiên cứu này không tập trung vào chủ đề nhạy cảm, nhưng nếu bạn cảm thấy không thoải mái hoặc căng thẳng bất kỳ lúc nào khi tham gia dự án hoặc muốn rút dữ liệu của bạn ra khỏi nghiên cứu trước khi phân tích dữ liệu bắt đầu, dữ liệu của bạn sẽ bị loại khỏi phân tích.

**XÁC NHẬN BỞI NGƯỜI THAM GIA**

Tôi tên

Tôi xác nhận tôi trên 18 tuổi và tôi tự nguyện đồng ý tham gia nghiên cứu: *"Khám phá thái độ và hành vi ủng hộ của cư dân đối với du lịch tàu biển. Một trường hợp nghiên cứu tại Thành phố Hồ Chí Minh (HCMC), Việt Nam"*. Được thực hiện bởi trường Đại học Victoria (Úc), Giáo Sư Anne-Marie Hede

Tôi xác nhận rằng tôi đã hiểu rõ đầy đủ thông tin mục tiêu của nghiên cứu, cùng với bất kỳ rủi ro và các biện pháp bảo vệ được liệt kê dưới đây sẽ được thực hiện trong nghiên cứu, và tôi đã được giải thích đầy đủ những thông tin trên bởi NCS Mã Bích Tiên. Tôi đồng ý tham gia vào nghiên cứu này theo các hình thức sau đây: *(vui lòng chọn hình thức mà bạn tham gia)*

- Hoàn thành khảo sát ☐

Tôi xác nhận rằng tôi có cơ hội để trả lời bất kỳ những câu hỏi nào và tôi hiểu rằng tôi có thể rút ra khỏi nghiên cứu này tại bất kỳ thời điểm nào cho đến khi bắt đầu phân tích dữ liệu và việc rút ra khỏi nghiên cứu này không gây nguy hiểm cho tôi theo bất kỳ cách nào.

Tôi được thông báo rằng thông tin tôi cung cấp sẽ được giữ bí mật.

Chữ ký:

Ngày:

Mọi thắc mắc về sự tham gia của bạn về dự án này, bạn có thể liên hệ trực tiếp với nhà nghiên cứu

Giáo Sư. Anne-Marie Hede
Điện thoại: 613 99191547 Hoặc email anne-marie.hede@vu.edu.au

Nếu bạn có bất kỳ thắc mắc hoặc khiến nại về cách mà bạn tham gia dự án, bạn có thể liên hệ Ủy ban Đạo đức Nghiên cứu Con người, Viện Nghiên cứu, Đại học Victoria (Úc), PO Box 14428, Melbourne, VIC, 8001, email researchethics@vu.edu.au hoặc ĐT (03) 9919 4781 or 4461.

Ho Chi Minh City, October 28, 2019

Là biên dịch của công ty Lacviet, tôi xin cam đoan tài liệu trên tôi đã dịch từ tiếng Việt sang tiếng Anh là đúng và đầy đủ nội dung như bản gốc được đính kèm.

Being a translator of Lacviet Company, I guarantee that the translation is translated from Vietnamese to English is correct and complete as contents of the attached original.

**Biên dịch / Translator**

[redacted]

**Nguyen Huynh Nga**

**Dịch thuật Lạc Việt**

**http:\\www. dichthuatlacviet.com.vn**

Chứng nhận chữ ký trên bản dịch này là của **Nguyễn Huỳnh Ngà**, dịch thuật viên của Dịch thuật Lạc Việt.

**Lac Viet Translations**

**http:\\www.dichthuatlacviet.com.vn**

Certified the signature appearing herein given by Ms. **Nguyen Huynh Nga**, Translator of Lac Viet Translations.

**Giám đốc / Director**

[redacted]

M.S.D.N: 0310808076 - C.T.T.N.H.H
CÔNG TY TRÁCH NHIỆM HỮU HẠN MỘT THÀNH VIÊN PHIÊN DỊCH LẠC VIỆT
Q. BÌNH THẠNH - TP. HỒ CHÍ MINH

**Pham Kim Anh**

## Appendix 3: Focus group Protocol

Thank you for participating in this discussion. The project entitled "**Exploring residents' attitudes and behavioural support for cruise tourism: A case study Ho Chi Minh city (HCMC), Viet Nam.** This project is conducted by Ma Bich Tien- a PhD candidate as part of her PhD study under the supervision of Professor Anne-Marie Hede, Dr Romana Garma and Dr Thu Huong Nguyen from VU Business School, Victoria University, Melbourne, Australia.

This project is funded by Van Lang University and Victoria University.

We will be discussed to your perception about the impacts of cruise tourism, behavioural support for cruise tourism and tourists and your demographics information. The time for this discussion is between one hour to 90 minutes. Discussion will be recorded, translated into English and analysed. All of your discussion will be kept confidential and your data will be de-identified. Pseudonymous will be used to prevent identification of focus group participants.

Your contribution in this discussion is valuable as the results of focus groups, a set of items will be developed to measure resident behavioural support for cruise tourism. It contributes to the generation of new knowledge about the theory of the behavioural support for cruise tourism and tourists. All information obtained from this discussion will be used only for research purposes. The data and results of this research are to produce a PhD thesis and generate academic publications.

**Intro and Warm up (5 mins)**

- Introduce myself and my project
- The situation of cruise tourism in HCMC

**Part 1 – Perceptions the impact of cruise tourism in HCMC (30 mins)**

*Thinking about cruise tourism in HCMC, can you tell us about your perceptions of the impacts of cruise tourism in HCMC?*

- **Lets' start with the economic impacts of cruise tourism in HCMC?**

  **Prompted to think some case in positive impact:** increased job opportunities for residents, increase income for local residents, increased public and private investment and infrastructure

  ***→ Briefly explore***

- **The negative economic impact of cruise tourism in HCMC?**
  **Prompted to think some case in negative impact:** leakage of trade to external business investors, increase the cost living for the local communities through price inflation and tax burdens at the port destination

  ***→ Briefly explore***

- **With the sociocultural impacts of cruise tourism in HCMC?**

  **Prompted to think some case in positive impact:** meet new people (interacting with cruise tourists), experience new culture, offer of cultural entertainment activities and attractions *(ask opinion of tour operators)*, enhances the quality of restaurant, hotels and retail facilities for residents *(ask option of restaurant managers or hotel mangers)*

  → ***Briefly explore***

  **Prompted to think some case in negative impact**: create congestion and traffic jam in hour rush, high demands for transport services, large numbers of cruise tourists in HCMC may be an incentive for improving the supply of services that were unavailable to local residents, some young people imitate the lifestyle of cruise tourists such as clothes, behaivours,….

  → ***Briefly explore***

- **Environmental impacts of cruise tourism in HCMC?**

  **Prompted to think some case in positive impact:** to preserve the local cultural heritage and physical environmental (national museum of Vietnamese history, Notre Dame Cathedral, Jade Emperor Pagoda, Cu Chi Tunnels); improve infrastructures such as roads and public transport

  → ***Briefly explore***

  **Prompted to think some case in negative impact**: wastewater treatment, air and marine pollution, and the production of a significant degree of waste/ garage

  → ***Briefly explore***

**Part 2 – Behavioural support toward cruise tourism (40 mins)**

1. **Support**

- **How do you see HCMC residents supporting cruise tourism and cruise tourists?**

Prompted to think some situation support cruise tourism: assistance tourism events/ actives such as welcome cruise tourists in HCMC port; accept some negative impact of cruise tourism bring, proud to have cruise tourists come HCMC, increase the number of cruise tourists to HCMC.

Prompted to think some situation interaction with cruise tourists: recommend the tourists attractions that exist in HCMC, recommend restaurant, coffee shop, souvenirs, name of taxi,… tend to talk about these in great detail, directions cruise tourists when they lost.

→ ***Briefly explore***

2. **Not support**

**On the other hand, do you see instances of when HCMC residents go out of their way NOT to support cruise tourism and cruise tourists?**

Prompted to think some situation interaction with cruise tourists: keep silence when cruise tourists need a help, feel angry when many cruise tourists visit HCMC, cheated cruise tourists by tourism business, wrong way cruise tourists when they lost.

→ ***Briefly explore***

**Part 3: Demographic (10 mins)**

- Age
- Gender
- Occupation
- Association with cruise tourism sector in HCMC
    - I am employed in the cruise tourism sector in HCMC
    - My business relies on the cruise sector in HCMC
    - I don't have an association with the cruise sector in HCMC

**Thank the respondents and close the session.**

## Appendix 4: The Measurement Scales of Resident Behavioural Support for tourism

| Constructs | Items | Reference |
|---|---|---|
| **Residents' support for tourism development** | Tourism development is one of the most important industries for my community. | Woo, Kim, and Uysal (2015), Nunkoo and So (2016), Olya and Gavilyan (2017) |
| | It is important to develop plans to manage growth of tourism | Woosnam (2012), Woosnam, Draper, Jiang, Aleshinloye, and Erul (2018) |
| | I support development of tourism as it is vital to my community | Nicholas, Thapa, and Ko (2009), T. H. Lee (2013), Olya, Shahmirzdi, and Alipour (2019) |
| | Tourism is playing an important economic role in my community. | Woo et al. (2015), Nunkoo and So (2016), Olya and Gavilyan (2017) |
| | My community should attract more tourists. | |
| | Further tourism development would positively affect my community's quality of life. | |
| | I like to visit tourist sites in my region | Martín et al. (2018) |
| | I recommend the tourist attractions that exist in my region to other people | |
| | I offer my assistance to tourism events/activities organized in my region | |
| | In the next few years, I will try to choose a tourist site in my region to spend my holidays in | |
| **Support for sustainable tourism development** | I support the development of community-based sustainable tourism initiatives | Nicholas et al. (2009), T. H. Lee (2013), Olya et al. (2019) |
| | I participate in sustainable tourism-related plans and development | |
| | I participate in cultural exchanges between local residents and visitors | |
| | I cooperate with tourism planning and development initiatives | |
| | I participate in the promotion of environmental education and conservation | |
| **Residents' Pro-tourism behaviour** | I am willing to receive tourists as affable host and being more hospitable | Ribeiro, Pinto, Silva, and Woosnam (2017), Woosnam et al. (2021), Erul and Woosnam (2021) |
| | I am willing to protect the natural and environmental resources on which tourism depends | |
| | I am willing to provide information to tourists and contribute to enhance their experience | |
| | I am willing to do more to promote Cape Verde as tourist destinations | |
| | I am willing to accept some inconvenience in order to receive benefits resulting from tourism development (noise pollution, congestion, queuing) | |
| **Residents' Support for cruise tourism development** | The number of cruise ships that arrive in our city should be limited/stopped | Del Chiappa and Abbate (2016) |
| | Local institutions should attract (trough subsidies, tax cuts, etc,..) cruise ships | |
| | The revitalization of retail facilities in the city centre would be useful to attract more cruise tourism | |
| | The revitalization of retail facilities outside the city centre would be useful to attract more cruise tourism | |
| | I support the 2012 Olympic Games as a resident | Prayag, Hosany, Nunkoo, and Alders (2013) |

| | | |
|---|---|---|
| **Residents' support for event** | London should bid for other major sporting event | |

## Appendix 5: Questionnaire: Expert Panel

My name is Tien Bich Ma. I am currently undertaking my Doctor of Philosophy (PhD) at Victoria University under the supervision of Professor Anne-Marie Hede, Assoc. Prof. Romana Garma and Dr Thu Huong Nguyen. This project is funded by Van Lang University and Victoria University. The project is entitled: **Exploring residents' perception and behavioural intentions support for cruise tourism: A case study Ho Chi Minh city (HCMC), Viet Nam.** The aim of the project is to investigate the influence of the economic, sociocultural, environmental impacts of cruise tourism on residents' quality of life and their behavioural intention support for cruise tourism (RBISCT). I am inviting you to assess the content validity of a number of items for potential inclusion in an inventory to **measure resident behavioural intentions to support cruise tourism.** Resident behavioural intentions to support cruise tourism is defined as residents' propensity to demonstrate support for cruise tourism development and cruise tourists in a port destination. Completing the assessment should only 8-12 minutes to complete the questionnaire. This project had received clearance from Human Research Ethics Committee (HRE 19-167), if you have any queries or complaints about the way you have been treated, you may contact the Ethics Secretary, Victoria University Human Research Ethics Committee, Office for Research, Victoria University, PO Box 14428, Melbourne, VIC, 8001, email Researchethics@vu.edu.au or phone (03) 9919 4781 or 4461. The information you provide will be used only for the purpose of this research project and your responses will remain anonymous. No persons other than my supervisors and I will have access to the information you prove. Your participation is voluntary and will be registered as such via completion of the questionnaire.

A number of items developed to measure resident behavioural intentions to support cruise tourism (RBISCT) are listed below. I would like you to indicate whether each of these items represents this RBISCT definition presented below. **When you assess the items, please imagine you are a resident in a port of call cruise destination. Port of call is 'part of an itinerary; passengers are at the port for only the duration of port call' (London & Lohmann, 2014, p. 27)**. Resident behavioural intentions to support cruise

tourism (RBISCT) is defined as residents' propensity to **demonstrate support** for **cruise tourism development** and **cruise tourists** in a port destination.

**Y = Definitely Yes N = Definitely No U = I'm Unsure**

| **I will be supportive of cruise tourism in my city if cruise tourism…** | Y | N | U |
|---|---|---|---|
| Enhances the beauty of the city. | ○ | ○ | ○ |
| Promotes a positive image of the city as a tourist destination. | ○ | ○ | ○ |
| Promotes a positive image of my culture. | ○ | ○ | ○ |
| Provides economic benefits to the city. | ○ | ○ | ○ |
| Provides benefits to the local businesses in the city. | ○ | ○ | ○ |
| Improves the city environmental sustainability. | ○ | ○ | ○ |
| Improves the city heritage infrastructure. | ○ | ○ | ○ |
| Improves the residents' quality of life. | ○ | ○ | ○ |
| Is part of the national tourism strategy. | ○ | ○ | ○ |
| Improves port infrastructure. | ○ | ○ | ○ |
| Improves the public amenities. | ○ | ○ | ○ |
| Assists to improve local businesses service quality standards. | ○ | ○ | ○ |

| **If I have an opportunity to interact with cruise tourists in my city, I will…** | Y | N | U |
|---|---|---|---|
| Help them understand my country's culture. | ○ | ○ | ○ |
| Explain local ways of life. | ○ | ○ | ○ |
| Try and say a few words in their language. | ○ | ○ | ○ |
| Ask about their culture. | ○ | ○ | ○ |
| Encourage them to participate in my cultural activities. | ○ | ○ | ○ |
| Try to have a conversation with them. | ○ | ○ | ○ |
| Take pictures for them when they ask. | ○ | ○ | ○ |
| Assist them when I see that they are in need. | ○ | ○ | ○ |
| Direct them to official tourism information sources. | ○ | ○ | ○ |
| Make sure I let them know about my traditions of hospitality in my country. | ○ | ○ | ○ |
| Be friendly to them. | ○ | ○ | ○ |
| Be hospitable towards them. | ○ | ○ | ○ |
| Warmly welcome them to my city. | ○ | ○ | ○ |
| Try and help them to feel happy while in the city. | ○ | ○ | ○ |
| Help them to be treated fairly by local businesses and residents. | ○ | ○ | ○ |
| Help them to negotiate best prices with the local businesses. | ○ | ○ | ○ |
| Give them directions when they may be lost in the city. | ○ | ○ | ○ |
| Let them know the reasonable price for products/services. | ○ | ○ | ○ |
| Let them know the authentic restaurants or food streets. | ○ | ○ | ○ |
| Let them know what to do in the city. | ○ | ○ | ○ |
| Let them know the apps related to local restaurants. | ○ | ○ | ○ |
| Let them know the apps related to local transportation. | ○ | ○ | ○ |
| Let them know the places to buy souvenirs. | ○ | ○ | ○ |
| Help them to feel safe while in my city. | ○ | ○ | ○ |
| Post positive stories about cruise tourists on social media. | ○ | ○ | ○ |

## Appendix 6: The Results of the Content Validity Stage

| Statement | Y<br>Definitely Yes % | N<br>Definitely No % | U<br>I'm Unsure % | Retain |
|---|---|---|---|---|
| ***I will be supportive of cruise tourism in my city if it…*** | | | | |
| Promotes a positive image of the city as a tourist destination. | 100 | 0 | 0 | Yes |
| Provides economic benefits to the city. | 93 | 7 | 0 | Yes |
| Assists to improve local businesses service quality standards. | 93 | 0 | 7 | Yes |
| Enhances the beauty of the city. | 80 | 20 | 0 | Yes |
| Provides benefits to the local businesses in the city. | 80 | 0 | 20 | Yes |
| Improves the city heritage infrastructure. | 80 | 7 | 13 | Yes |
| Improves the public amenities | 80 | 0 | 20 | Yes |
| Promotes a positive image of my culture. | 73 | 7 | 20 | No |
| Improves the residents of quality of life. | 73 | 0 | 27 | No |
| Improves port infrastructure | 73 | 7 | 20 | No |
| Is part of the national tourism strategy | 67 | 7 | 27 | No |
| Improves the city environmental sustainability. | 47 | 7 | 46 | No |
| ***If I have an opportunity to interact with cruise tourists in my city, I will…*** | | | | |
| Be friendly to them. | 100 | 0 | 0 | Yes |
| Be hospitable towards them. | 100 | 0 | 0 | Yes |
| Warmly welcome them to my city. | 100 | 0 | 0 | Yes |
| Give them directions when they may be lost in the city. | 100 | 0 | 0 | Yes |
| Let them know the authentic restaurants or food streets. | 93 | 0 | 7 | Yes |
| Help them understand my country's history | 87 | 0 | 13 | Yes |
| Take pictures for them when they ask. | 87 | 0 | 13 | Yes |
| Direct them to official tourism information sources. | 87 | 0 | 13 | Yes |
| Let them know the places to buy souvenirs. | 87 | 7 | 6 | Yes |
| Encourage them to participate in my cultural activities. | 80 | 7 | 13 | Yes |
| Assist them when I see that they are in need. | 80 | 0 | 20 | Yes |
| Try and help them to feel happy while in the city. | 80 | 0 | 20 | Yes |
| Let them know what to do in the city. | 80 | 7 | 13 | Yes |
| Let them know the apps related to local transportation. | 80 | 7 | 13 | Yes |
| Help them to feel safe while in my city. | 80 | 0 | 20 | Yes |
| Explain the local way of life. | 73 | 0 | 27 | No |
| Help them to be treated fairly by local businesses and residents. | 73 | 7 | 20 | No |

| | | | | |
|---|---|---|---|---|
| Let them know the apps related to local restaurants. | 73 | 7 | 20 | No |
| Make sure I let them know about the tradition of hospitality. | 67 | 0 | 33 | No |
| Let them know the reasonable price for products/services. | 67 | 7 | 26 | No |
| Try to converse with them. | 60 | 7 | 33 | No |
| Post positive stories about cruise tourists on social media. | 40 | 13 | 47 | No |
| Ask about their culture. | 33 | 27 | 40 | No |
| Help them to negotiate best prices with the local businesses. | 27 | 13 | 60 | No |
| Try and say a few words in their language. | 20 | 13 | 67 | No |

## Appendix 7: Questionnaire for Online Survey

You are invited to participate in a survey on **"Exploring residents' perceptions and behavioural intentions support for cruise tourism: A case study Ho Chi Minh city (HCMC), Viet Nam"**. This project is as part of my doctoral research at Victoria University, Melbourne, Australia, which is being conducted under the supervision of Professor Anne-Marie Hede, Associate. Professor. Romana Garma, and Dr Thu Huong Nguyen.

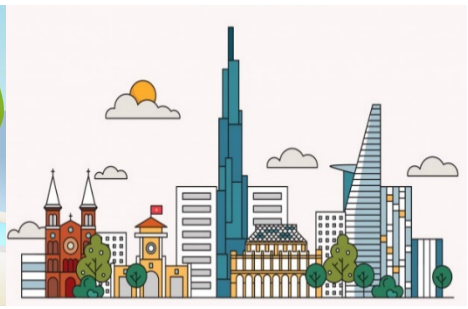
By proceeding with the survey, which will take from 15 to 20 minutes to complete, you will be agreeing to respond to a set of questions in relation to your perceptions about the impacts of cruise tourism, behavioural intentions support for cruise tourism in HCMC, your quality of life, and some information about you – such as gender, age group.

The information you provide will be used only for the purpose of this research project and your responses will remain anonymous. No persons other than my supervisors and I will have access to the information you provide. Your participation is voluntary.

This project had received clearance from Human Research Ethics Committee (HRE 19-167), if you have any queries or complaints about the way you have been treated, you may contact the Ethics Secretary, Victoria University Human Research Ethics Committee, Office for Research, Victoria University, PO Box 14428, Melbourne, VIC, 8001, email Researchethics@vu.edu.au or phone (03) 9919 4781 or 4461.

**Before you proceed to the main part of the questionnaire, what are the first three words that come to mind when you see this image?**

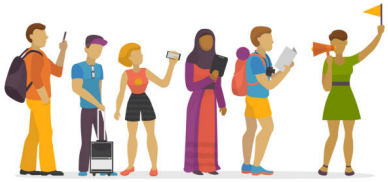
***Moving now to the questionnaire, while you are providing your responses, please imagine that in the future HCMC has a thriving cruise tourism industry with many cruise tourists visiting the city - staying in the hotels, restaurants, taking tours, visiting museums, and shopping in local markets. To what extent do you agree with the statements in this survey?***



| **Part I: Your perceptions of the impacts of cruise tourism industry** | | | | | | | |
|---|---|---|---|---|---|---|---|
| ***Cruise tourism may have several impacts on the residents in port destinations. In this section, we would like you to consider some of those impacts on you as a resident of HCMC if it has a thriving cruise tourism industry. please indicate on a scale of 1-7 (where 1= strongly disagree and 7= strongly agree), to what extent do you agree with the following statements?*** | | | | | | | |
| **Cruise tourism will…** | **1** *Strongly disagree* | **2** | **3** | **4** | **5** | **6** | **7** *Strongly agree* |
| …increase job opportunities. | | | | | | | |
| …increase public investments and improve infrastructure. | | | | | | | |
| …increase private investments and improve infrastructure. | | | | | | | |
| …increase local residents' income. | | | | | | | |
| …increase the cost of living for residents. | | | | | | | |
| …produce benefits mostly for external investors. | | | | | | | |
| …mean that other much-needed projects for HCMC such as roads, water supply will not be prioritised. | | | | | | | |
| …allow residents to meet new people and to experience new culture. | | | | | | | |
| …make the best of HCMC's identity and authenticity. | | | | | | | |
| …enhance the local offering of cultural entertainment activities and attractions. | | | | | | | |
| …enhance the quality of restaurants, hotels and retail facilities. | | | | | | | |
| …increase traffic and car crashes. | | | | | | | |
| …increase minor crime. | | | | | | | |
| …produce additional noise pollution. | | | | | | | |
| …make the entertainment facilities and public areas overcrowded. | | | | | | | |
| …enhance the quality of public services provided by the local government. | | | | | | | |
| …preserve and enhance the local cultural heritage. | | | | | | | |
| …enhance the physical and sociocultural settings for residents and cruise tourists to interact with each other. | | | | | | | |
| …increase air pollution. | | | | | | | |
| …increase marine pollution. | | | | | | | |
| …increase the deterioration of beach, flora, and fauna. | | | | | | | |
| …produce significant levels of waste in the city. | | | | | | | |

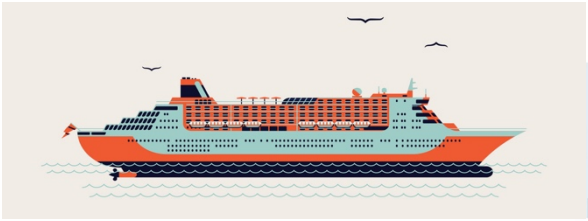
**Part 2: Resident behavioural intentions to support cruise tourism industry**

***In this section, we would like you to consider how you might <u>behave when you interact with cruise tourists</u> if HCMC has a thriving cruise tourism industry. Please indicate on a scale of 1-7 (where 1= strongly disagree and 7= strongly agree), to what extent do you agree with the following statements?***




| **I will…** | **1** *Strongly disagree* | **2** | **3** | **4** | **5** | **6** | **7** *Strongly agree* |
|---|---|---|---|---|---|---|---|
| …help them understand my country's history. | | | | | | | |
| …encourage them to participate in my cultural activities. | | | | | | | |
| …take photos for them when they ask me. | | | | | | | |
| …assist them when I see that they are in need. | | | | | | | |
| …direct them to official tourism information sources. | | | | | | | |
| …be friendly to them. | | | | | | | |
| … be hospitable towards them. | | | | | | | |
| …warmly welcome them to my city. | | | | | | | |
| …try and help them to feel happy while in the city. | | | | | | | |
| … help them if they are lost in the city and give them directions to where they need to go. | | | | | | | |
| …let them know where to find authentic restaurants or food streets. | | | | | | | |
| …let them know what to do in the city. | | | | | | | |
| …let them know about the apps related to local transportation. | | | | | | | |
| …let them know about the places to buy souvenirs. | | | | | | | |
| …help them to feel safe while in my city. | | | | | | | |

***Still thinking of HCMC with a thriving cruise tourism industry, please indicate on a scale of 1-7 (where 1= Strongly disagree and 7= Strongly agree), to what extent do you agree with the following statements?***



| **I will be supportive of cruise tourism in my city if cruise tourism…** | **1** *Strongly disagree* | **2** | **3** | **4** | **5** | **6** | **7** *Strongly agree* |
|---|---|---|---|---|---|---|---|
| …enhances the beauty of the city. | | | | | | | |
| …promotes a positive image of the city as a tourist destination. | | | | | | | |
| …provides economic benefits to the city. | | | | | | | |
| …provides benefits to the local businesses in the city. | | | | | | | |
| …improves the city's heritage infrastructure such as museums, memorials and art galleries. | | | | | | | |
| …improves the public amenities such as public toilets. | | | | | | | |
| …assists to improve the service quality standards of local businesses. | | | | | | | |

**Part 3: Your expectation about the quality of your life**

***Cruise tourism may have several impacts on the residents in port destinations. In this section, we would like you to consider some of those impacts on you as a resident of HCMC if it has a thriving cruise tourism industry.***

Please indicate the extent to which you agree with the following statements:

| **I expect that…** | **1** *Strongly disagree* | **2** | **3** | **4** | **5** | **6** | **7** *Strongly agree* |
|---|---|---|---|---|---|---|---|
| …my income in my current job will increase because of cruise tourism. | | | | | | | |
| …my household income will increase because of cruise tourism. | | | | | | | |
| …I will pay more for the cost of basic necessities such as food, housing and clothing because of cruise tourism. | | | | | | | |
| …my job security will improve because of cruise tourism. | | | | | | | |
| …my fringe benefit will increase because of cruise tourism. | | | | | | | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| …health facilities in the city will improve because of cruise tourism. | | | | | | | |
| …health service quality in the city will improve because of cruise tourism. | | | | | | | |
| …the air quality in the city will improve because of cruise tourism. | | | | | | | |
| …the water quality in the city will be improve because of cruise tourism. | | | | | | | |
| …the environmental quality in the city will improve because of cruise tourism. | | | | | | | |
| …the accident and crime rates in the city will decrease because of cruise tourism. | | | | | | | |
| …the level of safety and security in the city will increase because of cruise tourism. | | | | | | | |
| …the opportunity for leisure activities in the city will increase because of cruise tourism. | | | | | | | |
| …the community life will improve because of cruise tourism. | | | | | | | |
| …the conditions of my life will be excellent because of cruise tourism. | | | | | | | |
| …I will attain the important things I want in my life because of cruise tourism. | | | | | | | |
| …my life will change for the better because of cruise tourism. | | | | | | | |
| …my overall life satisfaction will improve because of cruise tourism. | | | | | | | |

**Part 4: Travel intention**

**Thinking about when international travel resumes, to what extent to you agree with the following statements?**

| | **1** *Strongly disagree* | **2** | **3** | **4** | **5** | **6** | **7** *Strongly agree* |
|---|---|---|---|---|---|---|---|
| I will say positive things about cruise tourism. | | | | | | | |
| I intend to go on a cruise in the next three years. | | | | | | | |
| I will recommend a cruise to my friends and family rather than just others. | | | | | | | |
| I will encourage my friends and relatives to go on a cruise. | | | | | | | |

As you do not intend to go on a cruise in the next three years, can you briefly explain what is stopping you from going on a cruise in the next three years?

As you intend to go on a cruise in the next three years, can you briefly explain what is motivating you to go on a cruise in the next three years?

**Part 5**

And now we would like to ask you a few questions about yourself.

| | |
|---|---|
| **1.Gender** | |
| Male | 1. ☐ |
| Female | 2. ☐ |
| Prefer not to answer | 3. ☐ |
| **2.Age group** | |
| 18- 29 years | 1. ☐ |
| 30-39 years | 2. ☐ |
| 40-49 years | 3. ☐ |
| 50-59 years | 4. ☐ |
| 60 years and over | 5. ☐ |
| **3.Highest education attained** | |
| High school | 1. ☐ |
| TAFE | 2. ☐ |
| Undergraduate | 3. ☐ |
| Postgraduate | 4. ☐ |
| **4.Employment** | |
| Employed full time | 1. ☐ |
| Employed part time | 2. ☐ |
| Unemployed | 3. ☐ |
| Retired | 4. ☐ |
| Other | 5. ☐ |
| **5.Is your prior or current occupation relate to the Hospitality or Cruise tourism industry?** | |
| Yes | 1. ☐ |
| No *(skip to Q.7)* | 2. ☐ |
| **6.What kind of company or organization do you work for?** | |
| Accommodation (Hotel, resort,…) | 1. ☐ |
| Café, restaurant | 2. ☐ |
| Taxi transport or another road transportation | 3. ☐ |
| Travel agency and tour operator | 4. ☐ |
| Retail trade | 5. ☐ |
| Air and water transportation | 6. ☐ |
| Motor vehicle hiring | 7. ☐ |
| Art and recreation | 8. ☐ |
| **7.Years of residence in HCMC** | |
| Less than 5 years | 1. ☐ |
| 5-10 years | 2. ☐ |
| 11-20 years | 3. ☐ |

| | |
|---|---|
| 21-30 years | 4. ☐ |
| 31 years and over | 5. ☐ |
| **8.Total monthly household net income (after tax)** | |
| Less than 20,000,000 dong | 1. ☐ |
| 20,000,000 – 29,999,999 dong | 2. ☐ |
| 30,000,000 – 39,999,999 dong | 3. ☐ |
| 40,000,000 -49,999,999 dong | 4. ☐ |
| More than 50,000,000dong | 5. ☐ |
| **9.Number of members in your household** | |
| 1 | 1. ☐ |
| 2 | 2. ☐ |
| 3 | 3. ☐ |
| 4 | 4. ☐ |
| 5 | 5. ☐ |
| 6 or more | 6. ☐ |

# Appendix 8: Focus Group Codes

### Support for cruise tourism development (44 codes)

1. HCMC since there hasn't been any general policy and development direction for cruise ship
2. HCMC can have policies to boost cruise ship development
3. Like the image of a city when a cruise ship visit being promoted on media might also be a positive impact on the image of one country or a city.
4. It is definite that there shall be very strong impact economically. A big ship coming to HCMC.
5. As many visitors want to buy souvenirs to bring back, the salespeople can entice tourists to buy souvenirs. And such images will create bad impression on tourists' point of the destination.
6. Cruise ship will bring commercial profit to the residents, and it also makes the destination image become attractive in the eyes of visitors.
7. if the people think that it is benefit, for example, many cruise visitors coming and improving their income, they can be motivated to improve their language skill, or stimulate others for improvement.
8. Overall, cruise tourism can enhance destination image or its worse
9. Besides, local governments should have penalty policies for the people taking too high price on visitors.
10. As many visitors want to buy souvenirs to bring back, the salespeople can entice tourists to buy souvenirs. And such images will create bad impression on tourists' point of the destination.
11. For Vietnam, basically, our seashore line is very long which is an advantage for developing cruise tourism.
12. HCMC since there hasn't been any general policy and development direction for cruise ship.
13. I will support cruise tourism, if HCMC can have policies to boost cruise tourism development.
14. I couldn't agree more because the cruise ship industry has been developed to contribute to the economy.
15. Support is such a certainty because it brings benefits.
16. Since even when it is only at current population in HCMC, we already have to deal with traffic jam, so if there are thousands of visitors, transportation issue is also one of the problems to be worried about.
17. I think government must have suitable investment direction for cruise tourism development in HCMC.
18. Since environment problem in HCMC is also a tough problem at the moment, living environment is severely polluted. Keeping an acceptable living environment to welcome visitors.
19. I think the Government needs to upgrade the infrastructure, and public toilets, it is hard to find one in Ben Thanh market, we can only go to coffee shops, or restaurants around it.
20. I think that if a large number of visitors visit at the same time, which will cause insufficient capacity and the daily life of the residents also is affected as well
21. If there is tourist overload, the quality service of restaurants or hotels would be decreased, affecting the impression of tourists.

22. I encourage the development of cruise ship. However, it is essential to control the average number of visitors. And the receiving unit as well as the travel agencies should divide big groups into several small ones so that they can enjoy the tour reasonably.
23. If it is distributed widely on HCMC citizens, for example companies with connection with cruise industry, there shall be economic benefit, but the people with no connection to this type shall have no benefit.
24. Organizing the events to meet with cruise ship visitors. I think that when one person feels like he is benefited, he shall start having positive actions to support and develop cruise ship model.
25. I will totally support to have more ships coming to HCMC since it will see influence on my income
26. I think that the people living near the port like retailers in the ports, or ticker sellers for visiting scenes and bus in the ports shall be benefited from these visitors.
27. I support since it sees influence on my income.
28. I think that there shall be very positive impact on the economic by providing services, especially we can develop retail shopping, entertainment in our destination.
29. Naturally, if they cannot do it, they will encourage others for doing it, so there shall be influence that the people will change their actions, change their attitude to suit travel development.
30. I think it depends on points of view. People, for example, working in the tourism industry or related careers will certainly support the development of this type of tourism
31. If the number of visitors increases, I guess the residents begin to feel uncomfortable and cranky because tourists are so crowded that it does not bring any personal benefit to the locals.
32. Seaport is an important problem in developing cruise ship, since it is the first impression for the people docking. At the moment, seaport shortage in HCMC is also a pressure for this development. I have read from the newspaper that some ships cannot dock in HCMC since there is not enough space.
33. Ports like Hong Kong, or Singapore have investment in port similar to an airport.
34. If we want to develop it, we have to invest in ports first.
35. I support that the ports should be far from the centre.
36. If the port is far away from the centre, if there is outbreak or any incident, we can manage it easier than a port next to a centre.
37. I think that the port should be faraway like Can Gio (international port project). So, it shall satisfy the demand and that specialist's forecast is that they want to interact with the people and at such a faraway location, there shall be more interaction.
38. HCMC tries to develop the port in the future.
39. HCMC need to have the plan to improve infrastructure to attract more international visitors.
40. I think first of all, it is safety. If you said that you could meet the needs of that number of visitors at the same time with the current infrastructure and transportation.
41. Traffic congestion can lead to consequences such as traffic accidents, which will not be safe for the travellers during their travel here.
42. There is also a problem for the environment, in HCMC, environment processing is not good, the city is polluted, so if such a big ship arrives, there shall be much wasted air on the environment, so there is also an impact need to be considered.
43. If this type of tour is developed without a good environment processing, like direct waste disposal to the sea, then in long-term, there shall be influence on the people, there shall not be economic income and there shall be destruction on the environment.

44. I think that enhancing the service quality is a must to avoid not meeting the requirements from the large number of customers.

**Support for cruise tourists (78 codes)**

1. We can promote Vietnam culture to the world and can learn through it since when the people come here, we shall create a culture exchange,
2. This is an opportunity for local citizens and visitors can exchange and learn the culture
3. There is a group of cruise ship visitors from Malaysia and they want to visit Muslim churches in HCMC, we can introduce them to the communities where local people can speak Malaysian which is a positive point for the culture.
4. Local people to communicate and learn from each other culture.
5. I might also improve my foreign language level when communicating with them.
6. I think in the future I will study the names of the sceneries like Notre Dame Cathedral, Independent Palace in English.
7. I think if the people cannot help the tourists, maybe because they cannot speak or understand foreign language, since not every HCMC citizen can speak English.
8. I will support cruise tourism if there is connection with the people.
9. We organize a village, a festival, or something so cruise companies can sell tours, and they can sell tours through that organization.
10. When I introduce Vietnam society with a community with many generations living together, they are more interested in listening about the society than a rice culture.
11. I want to talk but I don't understand Chinese, nor English, nor Korean, so the people cannot introduce their culture to tourists.
12. I think that we must have knowledge on the special locations at our destination.
13. We should not only improve our cultural knowledge but also keep our own unique culture. Actually, they want to discover one country whose culture is special.
14. I will study a new language, which is probably not way too fluent, but I am able to exchange some basic utterance
15. If we don't prepare in advance, we cannot take good care of visitors
16. I think that if a large number of visitors visit at the same time, which will cause insufficient capacity and the daily life of the residents also is affected as well. It, additionally, may discomfort foreign tourists arriving by other means.
17. Besides, the capacity might not be enough, which may affect other tourists as well as the locals.
18. Vietnamese people are very friendly with foreign visitors
19. Cruise tourists saw us wearing Ao Dai and come to ask, they were very happy when we interacted together.
20. Ready to talk with them.
21. Vietnamese people are enthusiastic with foreign visitors.
22. I show a welcoming attitude.
23. I am ready to share and help the people.
24. If cruise tourists ask me on restaurant locations or where to buy souvenirs, I am ready to help and answer them.
25. I think that the people can help cruise visitors in negotiating taxi fare or with vendors.
26. As discussed at the beginning, cruise visitors usually have to pay high taxi fare or pay a high price on souvenirs, but I think that if a young man who can speak English, that young man can help visitors negotiating with taxi drivers or vendors.

27. I also focus on selective learning about their beautiful cultures.
28. we should not only improve our cultural knowledge but also keep our own unique culture.
29. I witnessed a middle-age man helped a tourist in District 1.
30. If cruise tourist gets lost, I still show them around enthusiastically.
31. I think the English language is unpopular in Vietnam, most of Vietnamese are not good at it. If they reach here and ask for helps or directions, it will be pretty hard.
32. I had talked with cruise tourist 1, they were happy when they had a conversation with locals.
33. I will participate in the welcoming of visitors.
34. Smile to visitors.
35. I can take picture with cruise visitors.
36. I am incredibly joyful to welcome cruise tourists.
37. I'll be happier.
38. If you meet a cruise group, i will show a happy attitude towards them.
39. Vietnamese people very friendly and hospitable.
40. The tours for exploring locals' lives like visiting rice paper village, visiting traditional rice wine cooking, and experiencing farmer life.
41. If the visitors stay one day a night, or one day and one night. Each type of stay, I have another way to recommend
42. If they stay two days and one night, I will introduce famous places when they arrive to HCM city, for example, Cu Chi Tunnels or Western-Ben Tre tours,
43. I can recommend them to Bui Vien, Asiana Food Town or street foods.
44. I will introduce them to the art show about Vietnamese culture. (Ao show)
45. I will introduce other typical dishes such as pho and typical restaurants.
46. I would introduce a place to buy souvenirs at Ben Thanh Market
47. I can introduce to you the souvenir craft products in Vietnam, especially ceramic village
48. I can recommend it as a Saigon central post office
49. I'll introduce handmade gifts
50. I will guide them to Saigon Bus,
51. I will guide how to try experiencing the cyclo, this is one of the unique vehicles in Vietnam.
52. I can recommend them a Vespa tour like the XO tour.
53. I would recommend the tourism community.
54. I usually introduce official sources.
55. I will recommend travel apps such as taxi apps, or apps for evaluation on food locations, entertainment, and relaxing.
56. I will introduce visitors the names, phone numbers of popular taxi companies
57. I will show you directions enthusiastically.
58. I am willing to give a hand.
59. I will introduce types of cab service and if possible, I can give the cabs' phone number, or I could recommend Grab Application to them.
60. I think people will show them around enthusiastically.
61. We will incredibly happy.
62. I am incredibly joyful to welcome cruise tourists.
63. Vietnamese are ready to welcome with visitors.
64. Vietnamese are ready to be friendly with visitors.
65. I very much welcome them.
66. We should warmly welcome them.

67. I can take picture with cruise ship visitors.
68. I can post something good about cruise tourism or cruise tourists on social media.
69. I can provide the tourism information to cruise tourists.
70. We help cruise tourists to feel safe when stay in our destination.
71. If there are events that attract or welcome cruise tourists, I surely will attend.
72. I help them to introduce identity items they can buy.
73. I can introduce some special handicrafts in other areas.
74. Yes, definitely because anyone asks for a help.
75. I think that enhancing the service quality is a must to avoid not meeting the requirements from the large number of customers.
76. I will explain the local way of life.
77. I will make sure I let them know about Vietnamese tradition of hospitality.
78. I will help them to negotiate best prices with the local businesses.

## Appendix 9: Descriptive Statistics

**Descriptive Statistics**

| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | | Kurtosis | |
|---|---|---|---|---|---|---|---|---|---|
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Q5_1 | 450 | 1 | 7 | 5.99 | 1.146 | -2.104 | .115 | 5.874 | .230 |
| Q5_2 | 450 | 1 | 7 | 5.57 | 1.115 | -1.393 | .115 | 3.008 | .230 |
| Q5_3 | 450 | 1 | 7 | 5.56 | 1.290 | -1.599 | .115 | 3.007 | .230 |
| Q5_4 | 450 | 1 | 7 | 5.53 | 1.284 | -1.419 | .115 | 2.501 | .230 |
| Q5_5 | 450 | 1 | 7 | 4.08 | 1.717 | -.136 | .115 | -1.151 | .230 |
| Q5_6 | 450 | 1 | 7 | 4.91 | 1.398 | -.717 | .115 | -.024 | .230 |
| Q5_7 | 450 | 1 | 7 | 3.57 | 1.669 | .307 | .115 | -.896 | .230 |
| Q5_8 | 450 | 1 | 7 | 5.76 | 1.266 | -1.788 | .115 | 3.840 | .230 |
| Q5_9 | 450 | 1 | 7 | 5.24 | 1.355 | -.993 | .115 | .882 | .230 |
| Q5_10 | 450 | 1 | 7 | 5.82 | 1.206 | -2.038 | .115 | 5.235 | .230 |
| Q5_11 | 450 | 1 | 7 | 5.47 | 1.280 | -1.182 | .115 | 1.548 | .230 |
| Q5_12 | 450 | 1 | 7 | 3.44 | 1.791 | .413 | .115 | -.970 | .230 |
| Q5_13 | 450 | 1 | 7 | 4.22 | 1.736 | -.292 | .115 | -.967 | .230 |
| Q5_14 | 450 | 1 | 7 | 4.18 | 1.754 | -.202 | .115 | -1.059 | .230 |
| Q5_15 | 450 | 1 | 7 | 4.47 | 1.648 | -.381 | .115 | -.958 | .230 |
| Q5_16 | 450 | 1 | 7 | 5.35 | 1.300 | -1.315 | .115 | 1.730 | .230 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Q5_17 | 450 | 1 | 7 | 5.06 | 1.402 | -.864 | .115 | .500 | .230 |
| Q5_18 | 450 | 1 | 7 | 5.72 | 1.149 | -1.862 | .115 | 4.985 | .230 |
| Q5_19 | 450 | 1 | 7 | 4.51 | 1.702 | -.519 | .115 | -.796 | .230 |
| Q5_20 | 450 | 1 | 7 | 4.97 | 1.667 | -.869 | .115 | -.011 | .230 |
| Q5_21 | 450 | 1 | 7 | 4.59 | 1.684 | -.506 | .115 | -.682 | .230 |
| Q5_22 | 450 | 1 | 7 | 4.77 | 1.788 | -.621 | .115 | -.661 | .230 |
| Q6_1 | 450 | 1 | 7 | 5.93 | 1.043 | -1.537 | .115 | 3.663 | .230 |
| Q6_2 | 450 | 1 | 7 | 6.00 | .980 | -1.689 | .115 | 4.753 | .230 |
| Q6_3 | 450 | 1 | 7 | 6.11 | .942 | -1.684 | .115 | 4.668 | .230 |
| Q6_4 | 450 | 1 | 7 | 6.04 | .986 | -1.953 | .115 | 6.577 | .230 |
| Q6_5 | 450 | 1 | 7 | 5.91 | 1.022 | -1.450 | .115 | 3.587 | .230 |
| Q6_6 | 450 | 1 | 7 | 6.06 | .907 | -1.702 | .115 | 5.528 | .230 |
| Q6_7 | 450 | 1 | 7 | 6.00 | .934 | -1.670 | .115 | 5.287 | .230 |
| Q6_8 | 450 | 1 | 7 | 6.12 | .960 | -2.110 | .115 | 7.593 | .230 |
| Q6_9 | 450 | 1 | 7 | 5.82 | 1.044 | -1.324 | .115 | 2.699 | .230 |
| Q6_10 | 450 | 1 | 7 | 6.09 | .946 | -1.740 | .115 | 5.173 | .230 |
| Q6_11 | 450 | 1 | 7 | 6.01 | .951 | -1.595 | .115 | 4.555 | .230 |
| Q6_12 | 450 | 1 | 7 | 5.88 | 1.007 | -1.617 | .115 | 4.533 | .230 |
| Q6_13 | 450 | 1 | 7 | 6.04 | .950 | -1.974 | .115 | 6.707 | .230 |
| Q6_14 | 450 | 1 | 7 | 5.85 | 1.045 | -1.597 | .115 | 4.328 | .230 |
| Q6_15 | 450 | 1 | 7 | 5.95 | 1.045 | -1.761 | .115 | 4.855 | .230 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Q7_1 | 450 | 1 | 7 | 5.94 | .981 | -1.886 | .115 | 6.178 | .230 |
| Q7_2 | 450 | 1 | 7 | 6.09 | .925 | -2.002 | .115 | 7.258 | .230 |
| Q7_3 | 450 | 1 | 7 | 6.14 | .885 | -1.972 | .115 | 7.174 | .230 |
| Q7_4 | 450 | 1 | 7 | 6.01 | .975 | -1.924 | .115 | 6.365 | .230 |
| Q7_5 | 450 | 1 | 7 | 5.89 | 1.031 | -1.628 | .115 | 4.194 | .230 |
| Q7_6 | 450 | 1 | 7 | 6.01 | 1.023 | -1.823 | .115 | 5.231 | .230 |
| Q7_7 | 450 | 1 | 7 | 6.05 | .956 | -1.939 | .115 | 6.385 | .230 |
| Q8_1 | 450 | 1 | 7 | 4.80 | 1.708 | -.666 | .115 | -.438 | .230 |
| Q8_2 | 450 | 1 | 7 | 4.84 | 1.626 | -.639 | .115 | -.436 | .230 |
| Q8_3 | 450 | 1 | 7 | 4.65 | 1.594 | -.622 | .115 | -.380 | .230 |
| Q8_4 | 450 | 1 | 7 | 4.94 | 1.637 | -.808 | .115 | -.222 | .230 |
| Q8_5 | 450 | 1 | 7 | 4.87 | 1.546 | -.659 | .115 | -.204 | .230 |
| Q8_6 | 450 | 1 | 7 | 5.06 | 1.549 | -.815 | .115 | .033 | .230 |
| Q8_7 | 450 | 1 | 7 | 5.12 | 1.453 | -.806 | .115 | .150 | .230 |
| Q8_8 | 450 | 1 | 7 | 4.54 | 1.769 | -.374 | .115 | -.924 | .230 |
| Q8_9 | 450 | 1 | 7 | 4.69 | 1.690 | -.462 | .115 | -.763 | .230 |
| Q8_10 | 450 | 1 | 7 | 4.84 | 1.647 | -.586 | .115 | -.470 | .230 |
| Q8_11 | 450 | 1 | 7 | 4.46 | 1.780 | -.278 | .115 | -1.086 | .230 |
| Q8_12 | 450 | 1 | 7 | 4.92 | 1.594 | -.675 | .115 | -.307 | .230 |
| Q8_13 | 450 | 1 | 7 | 5.72 | 1.133 | -1.700 | .115 | 4.332 | .230 |
| Q8_14 | 450 | 1 | 7 | 5.36 | 1.310 | -1.057 | .115 | 1.190 | .230 |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Q8_15 | 450 | 1 | 7 | 5.02 | 1.451 | -.783 | .115 | .210 | .230 |
| Q8_16 | 450 | 1 | 7 | 4.74 | 1.629 | -.654 | .115 | -.405 | .230 |
| Q8_17 | 450 | 1 | 7 | 4.86 | 1.534 | -.768 | .115 | .057 | .230 |
| Q8_18 | 450 | 1 | 7 | 4.96 | 1.486 | -.799 | .115 | .160 | .230 |
| Valid N (listwise) | 450 | | | | | | | | |

## Appendix 10: Communalities for RBISCT Constructs

**Communalities**

| | Initial | Extraction |
|---|---|---|
| Q6_1 | 1.000 | .712 |
| Q6_2 | 1.000 | .635 |
| Q6_3 | 1.000 | .542 |
| Q6_4 | 1.000 | .618 |
| Q6_5 | 1.000 | .646 |
| Q6_6 | 1.000 | .693 |
| Q6_7 | 1.000 | .704 |
| Q6_8 | 1.000 | .638 |
| Q6_9 | 1.000 | .641 |
| Q6_10 | 1.000 | .697 |
| Q6_11 | 1.000 | .623 |
| Q6_12 | 1.000 | .655 |
| Q6_13 | 1.000 | .563 |
| Q6_14 | 1.000 | .505 |
| Q6_15 | 1.000 | .665 |
| Q7_1 | 1.000 | .740 |
| Q7_2 | 1.000 | .845 |
| Q7_3 | 1.000 | .691 |
| Q7_4 | 1.000 | .686 |
| Q7_5 | 1.000 | .661 |
| Q7_6 | 1.000 | .782 |
| Q7_7 | 1.000 | .806 |

Extraction Method: Principal Component Analysis.