FACTORS AFFECTING COMMUNITY PARTICIPATION IN KHMER FESTIVAL TOURISM DEVELOPMENT IN MEKONG DELTA, VIETNAM

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Abstract: Abstract: The Mekong Delta has rich and diverse tourism resources, it is also a long-standing residence of the Khmer community with a specific culture. Exploiting community-based tourism from festivals will contribute to preserving ethnic and cultural identities, eradicating poverty, and improving people's living standards in the region. The objective of this study was to examine the factors affecting the community's participation in the development of Khmer festival tourism in the Mekong Delta, Vietnam. The research methods used include descriptive statistics, exploratory factor analysis, and regression analysis. The data was collected from the results of a survey of 1258 travelers to the Mekong Delta. SPSS 20, and AMOS 24 software are used to analyze and evaluate the scale and test hypotheses. The research results show that the factors affecting the community's participation in the development of Khmer festival tourism in the Mekong Delta include (1) Economic benefits; (2) Cultural and community; (3) Resources of tourism; (4) Policies for the development of community tourism; (5) Community environment; (6) Tourism products and services. Some contents were discussed, proposed solutions with governance implications to attract community participation in the development of Khmer festival tourism in the Mekong Delta, Vietnam.

Key words: influence factors, community participation, tourism festival, Khmer, Mekong Delta

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INTRODUCTION

Community-based tourism has been interesting in many countries around the world. Community-based tourism is a type of community-based tourism, it is managed and implemented by the local community, towards the goal of environmental, cultural, and social sustainability. Community-based tourism is a type of tourism where visitors from outside come to the local community to learn about customs, lifestyles, and beliefs enjoy local cuisine, and participate in festivals (Almeida-Garcia, 2015). Local communities control the impacts, they gain benefits through participating in this form of tourism, thereby enhancing self-governance, enhancing livelihoods, and promoting the traditional values of locals.

Community-based tourism is a type of tourism where visitors from outside come and stay overnight in the living space of the local community. Community-based tourism gives visitors the opportunity to explore the wild natural environment or learn about traditional cultural values, respecting indigenous cultural thinking. Local communities have the opportunity to enjoy economic benefits from participating in discovery activities based on natural and socio-cultural values in the area where the local community lives (Choi, 2013). The characteristics of community-based tourism activities are community-based. Local people are the main actors in tourism activities, members of the local community are involved in planning; implementing, and managing tourism activities in their own communities. Moreover, the economic benefits are shared equally, not only for the travel agencies but also for the members of the community.

Community participation in sustainable tourism development is the reasonable division of benefits between the parties involved in tourism activities, including the local community that will provide tourism services, and organizes tourism activities. The local government is the representative of the state agency that directly manages local activities, ensuring security, order, and safety for the community and visitors (Lo and Janta, 2020). Tourism businesses work with local communities and host governments in providing tourism-related services (Dang, 2021). In addition, the participating parties must be responsible for contributing to and upgrading the infrastructure to serve tourism and people's activities. In fact, the conservation of nature and the local culture has a close relationship with the development of infrastructure for community-based activities according to the principle of harmony. The Mekong Delta includes 13 provinces and cities including Long An, Tien Giang, Ben Tre, Vinh Long, Tra Vinh, Hau Giang, Soc Trang, Dong Thap, An Giang, Kien Giang, Bac Lieu, Ca Mau, and Can Tho City. The Mekong Delta is currently preserving many traditional cultural values of the Khmer ethnic group with distinct identities, which is the characteristic of the river delta. The Khmer people have had many cultural heritages that are valuable in education, and potential for tourism activities (Nguyen et al., 2019). Cultural values include

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performing arts, customs, practices, religions, beliefs, cuisine, festivals, and craft villages. These cultural values are the factors that create the attraction and uniqueness to attract festival tourism of the Khmer people in the Mekong Delta.

LITERATURE REVIEW
1. Community participation in tourism development

Community-based tourism is a type of tourism organized, built, managed, and mastered by the local communities themselves to bring economic benefits. The community must protect the environment when carrying out tourism exploitation activities; introduce visitors to the local characteristics. Community-based tourism is based on the needs and experiences of tourists to learn about the lives of people from different cultures (Frleta and Badurina, 2019).

Community-based tourism development is necessary with the participation of local communities. Community members participate in the planning and implementation of tourism activities, it represents the ownership of tourism resources by the community, they take ownership in providing services to ensure the sustainability of the activity travel. Visitors can experience the diversity and customs of the local culture, and more importantly, to experience the community (Etsuko, 2008).

Communities are people who share with visitors about local culture so that visitors can access, learn and share their traditional culture. The community shares folk knowledge and experiences in life such as cuisine, music, folklore, customs, traditional craft villages, lifestyles, beliefs, and religions (Long and Kayat, 2011). Most tourism activities can bring benefits to the local community. However, it cannot be denied that it brings negative impacts to the community and the natural environment. In any form of tourism, the natural environment, and local culture are subject to external influences.

Indigenous communities should be fully aware of the importance of culture and environment to their lives and the tourism they are providing. We should respect and protection of natural resources, and local cultural identity is fundamental to resource regeneration for tourism. The richer the tourism resources, the more attractive it is to tourists (Huong and Lee, 2017). For community-based tourism to develop in a long-term and sustainable way, the conservation of resources is considered necessary.

2. Festival tourism

A Festival is a type of folklore activity including belief, religion, architecture, and landscape, which have the characteristics that make it attractive to visitors. Festivals are community activities capable of meeting the needs of the spiritual life of the community and the whole of society. Festivals are usually held at historical and cultural relics, scenic spots, relics, and cultural institutions, it is held at specific times and spaces. The connection between the natural landscape and tangible and intangible cultural heritage has created a long-term and sustainable tourism attraction (Giao et al., 2021). Therefore, the festival attracts tourists and vice versa, tourism activities will promote the community to preserve and develop the festival.

The Mekong Delta has rich potential for cultural tourism and festival tourism where visitors can experience and discover the cultural identity of the Khmer community. The uniqueness of Khmer culture is that festivals include traditional festivals and religious festivals such as The Chol Chnam Thmay (New Year celebration), The Sene Dolta (grandparent worship), and The Ok Om Bok (moon worshiping ceremony). The festivals attract many domestic and foreign tourists to attend and experience. Exploiting festival tourism brings many benefits to local people, it increases income from participating in tourism activities including serving accommodation needs, enjoying culinary dishes, selling handicrafts, performing folk art, and experiencing community cultural activities (Nguyen and Nguyen, 2022). Festival tourism will contribute to stabilizing economic life, developing livelihoods, and reducing poverty for Khmer people in the Mekong Delta.

Communities participating in tourism activities can perceive it as an opportunity to promote the culture of the nation, and at the same time, it is a stable source of income. Indigenous communities rely on available tourism resources, and community participation in festival tourism will create a unique feature for the tourism industry in Vietnam (Dong et al., 2020). Festival tourism will give the community the opportunity to enrich its culture. Indigenous communities should recognize the important role of tourism in local economic and social development. They should actively organize propaganda and promotion activities on tourism; build a local tourism brand; focus on training tourism human resources, improving the quality of tourism services and products (Tung, 2020). In the study "Understanding the historical and geographical contexts of food festival tourism development: The case of the Tatebayashi Noodle Grand Prix in Japan", by Sangkyun (2015). The study examined the extent to which an area's culinary heritage and its themed food festivals have been organized for successful community development in the Japanese context, from a tourism development perspective festival. The results show that the region's cuisine and cuisine are special and unique as an intangible cultural heritage that has become an invaluable resource for the development of festival tourism in the region. The festival itself serves as a platform from which local communities have retained their cultural identity. It also provides an opportunity for them to honor and support the traditions and practices associated with their culinary cultural heritage that is in danger of being lost (Sangkyun, 2015).

According to Andrea and Dimitris (2019) in the study "Factors influencing visitor travel to festivals: Challenges in encouraging sustainable travel". The study looked at visitors' choice of festivals and encouraged sustainable tourism. The results show that the external and internal factors affecting tourists' choice of travel mode are closely related. External factors reflect environmental factors related to the location and type of overnight stay, festival venue, travel time, and quality of public transport services. Internal factors include autonomy in taking different routes and times, travel costs, and physical health and mobility issues. The authors argue that to further encourage sustainable tourism, festival organizers and policymakers should not focus solely on travel time and costs but must consider a range of festival-specific elements and their geographical location (Andrea and Dimitris, 2019). In the study "Factors affecting the development of cultural tourism in the Mekong Delta, Vietnam" by Nguyen (2022). Cultural tourism is a form of tourism based on national cultural identity, with the participation of the community in order to preserve and promote traditional cultural values. Cultural tourism is a

trend in many countries around the world. Research results show that there are six factors affecting the development of cultural tourism in the Mekong Delta including the Tourism Development Policy; Infrastructure for tourism; Tourism human resources; Resources of tourism; Geographical location; Tourism products and services. Research indicates that policymakers should make adjustments in developing tourism markets and products; Training human resources and improving service quality; Investment in infrastructure development, material and technical; Planning for cultural tourism development and conservation of natural resources and environment (Nguyen, 2022). According to Xu (2022) in the study "Impact of cultural proximity on destination image and tourists' perceptions: The case of the Portuguese cultural festival Lusofonia in Macao". The author argues that festivals introduce cultural heritage, popularize tourist destinations, and generate economic benefits. In addition, studies have shown that participating in the festivals of a destination whose culture is close to them helps tourists resonate with the destination better. The results provided insight into the role of cultural events in enhancing destination image and identified equivalent attributes of destination culture positively oriented festival perception and image perceived destination image. Research indicates that tourism managers should align destination branding with tourists' expectations and experiences (Xu, 2022). Thus, festival tourism has been studied by many scientists through the examples that it has brought many positives. Festival tourism should be of interest to further studies.

THEORETICAL FRAMEWORK AND RESEARCH STRUCTURE
1. Theoretical framework

Community-based tourism is a form of sustainable tourism that promotes pro-poor strategies in a community setting. Community-based tourism initiatives aim to involve local people in the operation and management of small tourism projects as a means of poverty alleviation and alternative income generation for the community copper. Community-based tourism initiatives also encourage respect for local traditions and cultures as well as for natural heritage.

There are many studies on community participation in festival tourism development. According to Bernadette (2006) Problematising Festival Tourism: Arts Festivals and Sustainable Development in Ireland. According to the authors, tourism emerged as a force driving the development and expansion of the festival. It is believed to be related to increasing revenue and developing local infrastructure. The author suggests that there is a relationship between the festival and the local population. Festivals with tourism need to be carefully managed for the benefit of the community, and social stability, and to encourage sustainable approaches to tourism development (Bernadette, 2006).

In the study "The support of attendees for tourism development: Evidence from religious festivals, Taiwan" by Tsung et al., (2015). The authors' study examines the relationship between emotional experience, festival identity, and tourism development support among attendees at two popular traditional religious festivals in Taiwan. The authors argue that authentic experience directly affects the festival identity of the attendees and indirectly affects the attendees' support for the tourism development of the festival (Tsung et al., 2015). In the study by Lela et al., (2020) on "Issues with Applying the Concept of Community-Based Tourism in the Caucasus", the authors discovered the factors affecting the implementation of Community-Based Tourism in Armenia and Georgia. The authors propose the development of comprehensive Community-based tourism activities in the South Caucasus including Creating development communities using tourism activities; Preparing guidelines for the development and implementation of Community-Based Tourism projects; Focusing on developing diverse products as a key driver for local people to cooperate and gain mutual benefits (Lela et al., 2020).

According to Lo et al., (2020) in the study "Resident's Perspective on Developing Community-Based Tourism - A Qualitative Study of Muen Ngoen Kong Community, Chiang Mai, Thailand". The authors have studied the benefits and challenges of community-based tourism in the Muen Ngoen Kong community. The results show that Community-Based Tourism efforts in the community affect the livelihoods of local residents including the Abundance of tourism resources; Community-based tourism has contributed benefits to the survival of the community (Lo et al., 2020).

According to Asa et al., (2022) in the study "The Impact of Tourism Development on the Local Communities in Namibia" The authors analyzed and explained the impact of tourism development on local communities in Namibia. It gives foreign exchange Income to the residents which is important for the development of the local community. They claim that self-efficacy positively affects the participation of local communities in tourism development, which has a positive impact on their quality of life in terms of economy and society (Asa et al., 2022). In addition, the local community should be more supportive and instead have a positive attitude towards tourism development as it is more profitable for the tourism sector. The authors suggest that the government should also ensure that locals are well informed about the importance of tourism, its impact on economic development, and sustainable tourism strategies in Namibia.

Raymond et al., (2017) "Tourism in Hoi An, Vietnam: impacts, perceived benefits, community attachment and support for tourism development". The content of the study determined the perception of residents in Hoi An, Vietnam about the impacts and benefits derived from tourism, and the relationship between community attachment and support for tourism. The authors point out that people perceive the impact of tourism to be positive in terms of economy, culture, and society (Raymond et al., 2017). They realize that more attention should be paid to the negative socio-cultural and environmental impacts to improve tourism quality in a sustainable way. According to Le and Duong, (2019) in the study "Factors affecting the participation of the community in the development of tourism combined with orchards in An Giang province". The authors analyzed the factors affecting the community's participation in the development of tourism and orchard models. The results show that there are 4 factors affecting the community's participation in the tourism model combined with orchards, including economic benefits, social capital, natural factors, and local resources (Le and Duong, 2019).

In the study by Phuong et al., (2020) on "Factors affecting community-based tourism development and environmental protection: A practical study in Vietnam". The authors state that community-based tourism is one of the types of tourism in

the direction of development with three critical goals: bringing sustainable economic benefits, protecting the natural environment, and preserving indigenous cultural values. The authors analyze the factors affecting the development of community eco-tourism associated with environmental protection (Phuong et al., 2020). According to Huong et al., (2020) the research "Factors affecting decisions to participate in community tourism of the local people in Lam Binh, Tuyen Quang". The authors have pointed out that the factors affecting the decision to participate in community tourism of local people include (1) Personal factors; (2) Attraction and image of a tourist destination; (3) Support and investment from the State, local authorities, organizations, and enterprises; (4) The influence of those around (Huong et al., 2020). Thus, studies on community participation in tourism, and the development of festival tourism are rich and diverse. Previous studies have mentioned the theory and practical experience of sustainable tourism development, bringing economic benefits to local communities, protecting the environment, and preserving indigenous cultures. These studies are an important basis to apply to the research model of community participation in the development of Khmer festival tourism in the Mekong Delta, Vietnam.

2. Hypotheses

On the basis of research theories, we propose a model of factors affecting community participation in the development of Khmer festival tourism in the Mekong Delta, Vietnam. The following hypotheses have been proposed.

Hypothesis (H1): *Factors affecting community participation in the development of Khmer festival tourism in the Mekong Delta include (1) Economic benefits; (2) Cultural and community; (3) Resources of tourism; (4) Policies for the development of community tourism; (5) Community environment; (6) Tourism products and services.*

H1.1: Benefit of economic affect community participation in the development of Khmer festival tourism in the Mekong Delta.

H1.2: Cultural and social factors affect community participation in the development of Khmer festival tourism in the Mekong Delta.

H1.3: Tourism resources affect the participation of the community in the development of Khmer festival tourism in the Mekong Delta.

H1.4: Policies for the development of community tourism affect community participation in Khmer festival tourism development in the Mekong Delta.

H1.5: Community environment affects community participation in Khmer festival tourism development in Mekong Delta.

H1.6: Tourism products and services affect community participation in Khmer festival tourism development in the Mekong Delta.

3. Research structure

Based on reference to available studies, and combined with an actual survey on community participation in Khmer festival tourism development in Mekong Delta, Vietnam. The study initially hypothesized that there are 5 factors affecting the community's participation in festival tourism development including (1) Economic benefits; (2) Cultural and community; (3) Resources of tourism; (4) Policies for the development of community tourism; (5) Community environment; (6) Tourism products and services.

Table 1. Observable variables in the research structure of community
participation in the development of Khmer festival tourism in the Mekong Delta, Vietnam

Factors in the model	Encode	Observed variables
Benefit of economic	BOE	(1) Tourism has improved job opportunities in my community; (2) Tourism has attracted more investment to the community; (3) Tourism enhances tourist spending; (4) Our standard of living has increased significantly because of tourism; (5) Tourism brings economic benefits to local people; (6) Tourism brings economic benefits to local businesses.
Cultural and community	CAC	(1) Locals have a wider range of opportunities and facilities; (2) Encourage the local community to participate in various cultural activities; (3) Promote understanding and exchange of cultures; (4) Bring many valuable experiences; (5) Positive impact on the cultural identity of the community; (6) Tourism helps preserve cultural heritage.
Resources of tourism	ROT	(1) Abundant natural landscape; (2) Many major festivals during the year; (3) Many cultural relics have historical value; (4) Many traditional craft villages; (5) Diversity in culinary culture.
Policies for the development of community tourism	PDT	(1) Policy on community tourism development; (2) Policy on the regional linkage for community tourism; (3) Policy calling for investment in community tourism; (4) The economic-social, security-political situation is stable.
Community environment	CEN	(1) Awareness of environmental protection of the local community; (2) The level of risk of causing environmental pollution; (3) Tourism causes crowding and noise in the community; (4) Overcrowding of destinations and resorts during festivals; (5) Degree of infectious disease.
Tourism products and service	TPS	(1) Local specialties, arts and crafts; (2) Festival tourism; (3) Ecotourism and resort tourism; (4) Conference - seminar tourism; (5) Culture and history tourism.
Community participation in festival tourism development	CFT	(1) Developing community-based tourism should pay attention to social benefits; (2) Community-based tourism development should focus on economic benefits; (3) Developing community-based tourism should pay attention to preserving cultural values; (4) Developing community-based tourism must have specific tourism products; (5) Developing community-based tourism requires appropriate policies of the Government.

RESEARCH METHODS

To find and evaluate the factors affecting community participation in the development of Khmer festival tourism in the Mekong Delta, Vietnam. We have based on the theoretical framework combined with the literature study to build the research structure in Figure 1. The methods used include descriptive statistical analysis, exploratory factor analysis, and analysis regression to test the research model.
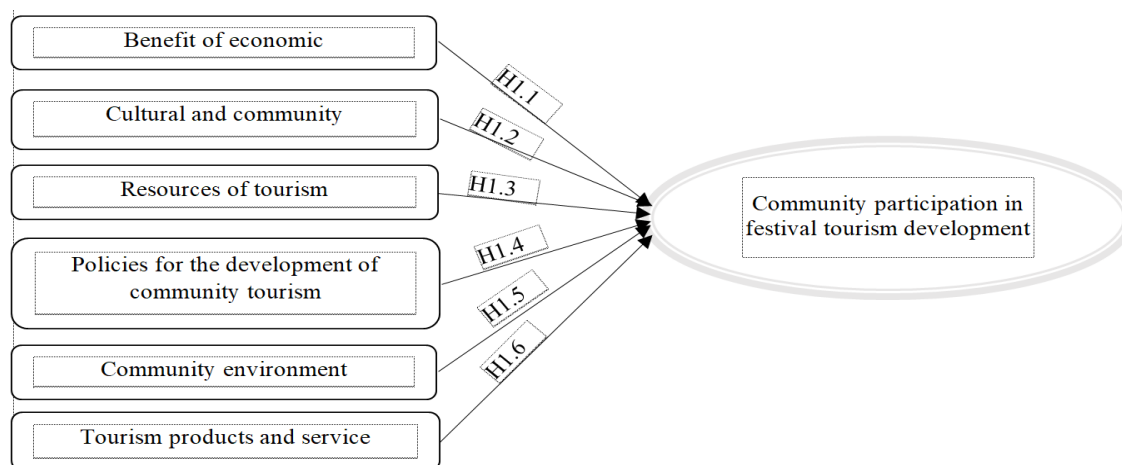
Figure 1. Overview of research structure

1. Take a research sample

On the basis of preliminary discussion results, the research team built a questionnaire on the factors affecting the community's participation in the development of Khmer festival tourism in the Mekong Delta, Vietnam. The survey includes 43 Likert items. The demographic questionnaire sought information on the survey area, gender, occupation, age, education level, monthly income, number of visits to the Mekong Delta by tourists, and 7 scales of the research structure. Likert scale is used with a range of values from 1 to 5 to measure the perceived level of survey subjects (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, (5) strongly agree. Data collection took place between January and August 2022. The method used was for visitors to respond directly to the questionnaire. The study was carried out in the Mekong Delta, Vietnam. According to data from the General Statistics Office of Vietnam, up to 2019 the Mekong Delta region has 1.2 million Khmer people, they live in large numbers in Hau Giang provinces; Soc Trang; Bac Lieu; Can Tho; Tra Vinh; An Giang; Ca Mau; Kien Giang (General Statistics Office, 2019). It is shown in Figure 2. Questionnaires were distributed to 1300 visitors. There were 1258 valid answer sheets collected, as shown in Table 2.

2. Data Analysis

The answers from the survey were coded and analyzed using SPSS software version 20, and AMOS version 24. Evaluation of factors affecting community participation in Khmer festival tourism development in Vietnam In the Mekong Delta, Vietnam. Steps to conduct the analysis include Evaluation of the reliability of the scale by Cronbach's Alpha. The alpha coefficient was developed by Cronbach (1951) to measure the internal consistency of variables within the same group.

Accordingly, Cronbach's Alpha coefficient can be used to evaluate the reliability of the scale and remove inappropriate variables from the research model;

Table 2. Demographic characteristics of the survey sample

Characteristics and survey area	Number of visitors	Percentage
1. Survey area	1258	100%
Hau Giang	113	9.0
Soc Trang	177	14.1
Bac Lieu	96	7.6
Can Tho	226	18.0
Tra Vinh	148	11.8
An Giang	213	16.9
Ca Mau	119	9.5
Kien Giang	166	13.2
2. The gender	1258	100%
Male	640	50.9
Female	618	49.1
3. Occupation	1258	100%
State employees	116	9.2
Company leadership	172	13.7
Researchers	84	6.7
Business staff	238	18.9
Technical staff	141	11.2
Teacher	208	16.5
Freelance labor	124	9.9
Other	175	13.9
4. Age (years)	1258	100%
< 30	331	26.3
30 - 40	313	24.9
40 - 50	376	29.9
> 50	238	18.9
5. Education	1258	100%
Master or PhD	224	17.8
College or Bachelor	348	27.7
Professional diploma holders	410	32.6
Other	276	21.9
6. Monthly Income (million VND)	1258	100%
< 10	291	23.1
10 - 20	413	32.8
20 - 30	322	25.6
> 30	232	18.4
7. Times of visits to Mekong Delta (times)	1258	100%
1	314	25.0
2- 4	375	29.8
5- 6	343	27.3
> 6	226	18.0

Exploratory factor analysis (EFA) to evaluate the convergent and discriminant value of each variable in the factor groups;

Confirmatory factor analysis (CFA) to check the representativeness of observed variables; evaluated through criteria including unidirectionality; reliability; convergence; and distinctiveness;

Test hypothesis by the linear structural model (SEM), measure factors affecting community participation in Khmer festival tourism development in Mekong Delta; and measure the influence of factors affecting community participation in the development of Khmer festival tourism in the Mekong Delta.

RESEARCH RESULTS AND DISCUSSION

1. The results of testing the reliability of the scales

Cronbach's Alpha coefficient tests how closely the scales are correlated. According to researchers on the scale, Cronbach's Alpha coefficient > 0.6 can be used, the best scale ranges from 0.8 to 1. In addition, the variables that have variable correlation coefficients < 0.3 will be excluded from the research model (Nunnally and Bernstein, 1994). The results of data processing in Table 3 have shown that all 7 scales achieve high reliability. Cronbach's Alpha > 0.8 and Total variable correlation coefficient > 0.3 (Cronbach, 1951). It represents the appropriateness of the scale.
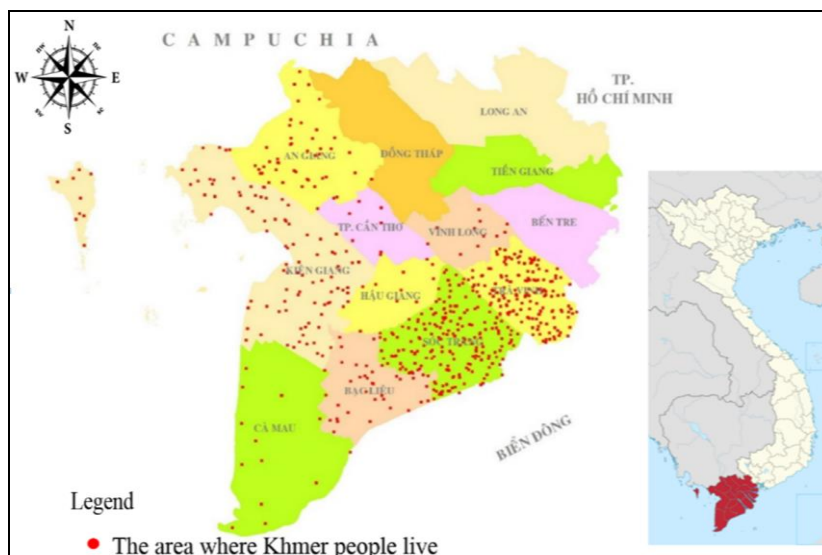

Figure 2. Survey area in the Mekong Delta, Vietnam

Table 3. Results of testing Cronbach's Alpha scales

Scales of measurement	Encode	No. of items	Cronbach's Alpha	Corrected Item-Total Correlation range
Benefit of economic	BOE	6	.914	.684 - .854
Cultural and community	CAC	6	.887	.645 - .829
Resources of tourism	ROT	5	.858	.603 - .803
Policies for the development of community tourism	PDT	4	.929	.786 - .871
Community environment	CEN	5	.901	.693 - .824
Tourism products and service	TPS	5	.943	.759 - .907
Community participation in festival tourism development	CFT	5	.950	.797 - .887

2. Exploratory factor analysis EFA for the scales

The KMO and Bartlett's test results in the KMO and Bartlett's test tables show that the KMO value = 0.873, proving that this discovery factor is suitable for the scale. Bartlett's test, value Sig.= 0.000 (< 0.05), proves that the variables are correlated with each other in factors. Parameter Eigenvalues ≥ 1 are kept in the analytical model. The analysis results showed that Eigenvalue = 1,381 (≥ 1) and 7 factors were extracted with the best meaning of summarizing information. The sum of squares of the cumulative factor loading coefficient (Cumulative) is 74,213% (≥ 50%), showing that the EFA model is appropriate (Hair et al., 2010). Therefore, all 7 factors are kept in the research model, shown in Table 4.

The results of the rotation matrix in Table 4 show that 36 observed variables are classified into 7 factors, all observed variables have Factor Loading coefficients greater than 0.5 and there are no bad variables (Hair et al., 2010). Therefore, all 7 factors are kept in the research model.

3. Confirmatory factor analysis CFA in the model

Confirmatory factor analysis (CFA) is a statistical technique of linear structural modeling (SEM). The method of confirmatory factor analysis was used to test the scales and model fit. The results of confirmatory factor analysis are evaluated through the following criteria including unidirectionality; Reliability; Convergence; and distinction.

To test the unidirectionality of the model, the results of affirmative factor analysis for 7 scales of concepts with the indexes in Figure 3 are to test the unidirectionality of the model, and the results of confirmatory factor analysis for 7 scales of concepts with indicators in Figure 2 are Chi-square = 4.657; CFI = .949; GFI = .900; RMSEA = .054; TLI = .940; PCLOSE = .001, the coefficients just shown are acceptable (Doll et al., 1994). The results of the confirmatory factor analysis have shown the unidirectionality of the scales in the research model.

Test for convergence validity, discriminant validity, and reliability. In Table 5, we have shown that all composite reliability values (CR) > (0.7) mean that the reliability of the scales is guaranteed; all extracted mean-variance values (AVE) > (0.5) mean convergence is guaranteed; and all

Table 4. Rotated component matrix

	Component						
	1	2	3	4	5	6	7
BOE5	.871						
BOE6	.838						
BOE3	.795						
BOE4	.787						
BOE1	.752						
BOE2	.735						
TPS4		.946					
TPS5		.926					
TPS3		.918					
TPS2		.853					
TPS1		.801					
CAC6			.890				
CAC5			.822				
CAC4			.817				
CAC2			.739				
CAC1			.718				
CAC3			.708				
CEN5				.883			
CEN4				.866			
CEN1				.818			
CEN2				.790			
CEN3				.774			
CFT4					.815		
CFT2					.808		
CFT5					.780		
CFT1					.775		
CFT3					.682		
PDT3						.906	
PDT4						.898	
PDT2						.867	
PDT1						.830	
ROT5							.835
ROT3							.778
ROT2							.761
ROT1							.736
ROT4							.686

maximum individual variance (MSV) < Extracted Mean-Variance (AVE), discriminability is also guaranteed (Baumgartner and Homburg, 1996). The results of testing the scales also show that Square Root of AVE (SQRT AVE) > inter-construct correlations, shown in Table 6. Thus, the results of the validity and reliability test are shown in Table 5, and Table 6 which represent the combined reliability; convergent validity and discriminant validity are guaranteed at all scales.

4. Structural model testing (SEM)

The results of data processing are continued to analyze the factors affecting the development of cultural tourism in the Khmer community in the Mekong Delta, Vietnam. The processing results are presented in Figure 3, and Table 7. The model has Chi-square = 4.657; CFI = .949; GFI = .900; RMSEA = .054; TLI = .940; PCLOSE = .001.

Table 5. Result of convergent validity, distinction validity

Factor construct	No. of items	CR	AVE	MSV	MaxR(H)
Benefit of economic (BOE)	6	0.915	0.645	0.275	0.933
Tourism products and service (TPS)	5	0.940	0.760	0.099	0.973
Cultural and community (CAC)	6	0.889	0.575	0.141	0.919
Community environment (CEN)	5	0.902	0.650	0.152	0.910
Community participation in festival tourism development (CFT)	5	0.950	0.793	0.275	0.955
Policies for the development of community tourism (PDT)	4	0.930	0.769	0.158	0.936
Resources of tourism (ROT)	5	0.860	0.555	0.266	0.892

Table 6. The square root of AVE with inter-construct correlations

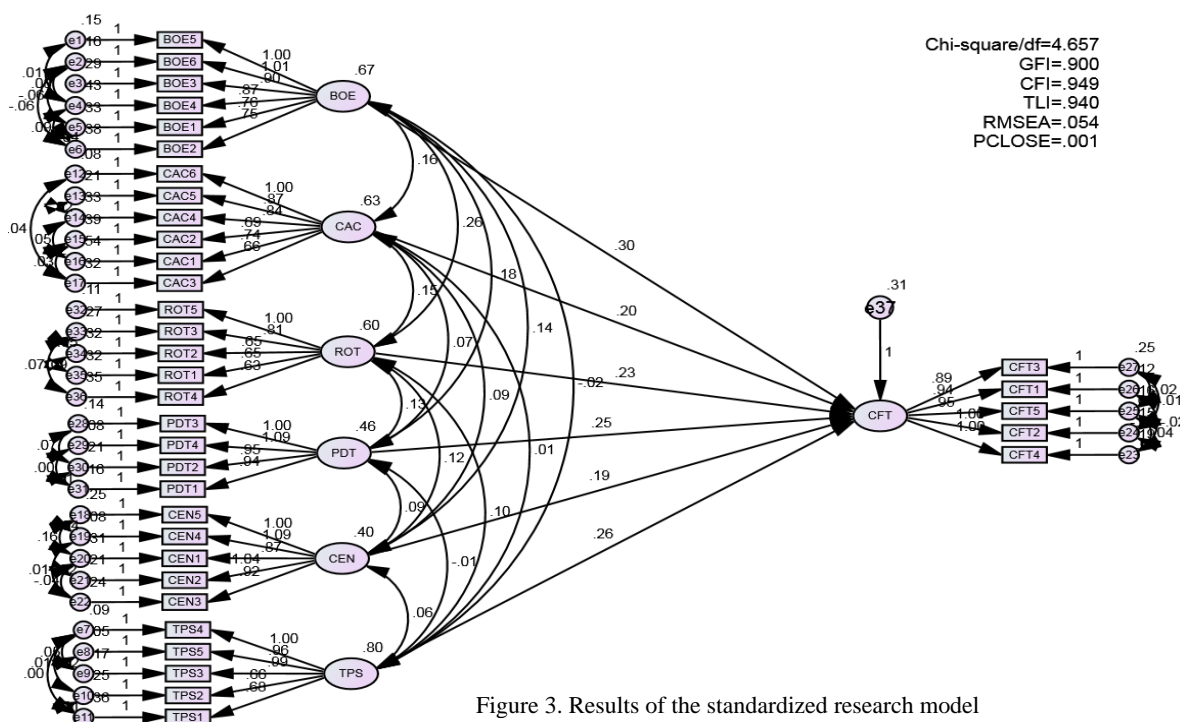|	BOE	TPS	CAC	CEN	CFT	PDT	ROT
BOE	**0.803**						
TPS	-0.014	**0.872**					
CAC	0.255***	0.015	**0.758**				
CEN	0.259***	0.103***	0.185***	**0.806**			
CFT	0.525***	0.315***	0.375***	0.390***	**0.890**		
PDT	0.318***	-0.022	0.135***	0.196***	0.397***	**0.877**	
ROT	0.408***	0.139***	0.261***	0.258***	0.515***	0.253***	**0.745**
Significance of Correlations: † p < 0.100; * p < 0.050; ** p < 0.010; *** p < 0.001							

Figure 3. Results of the standardized research model

The results of testing the linear structure of the model are shown in Figures 3, and Table 7, the data show the Sig values of the scales BOE = 0.000 (<0.05), CAC = 0.000 (<0.05), ROT = 0.000 (< 0.05), PDT = 0.000 (< 0.05), CEN = 0.000 (< 0.05), TPS = 0.000 (< 0.05) (Hu and Bentler, 1999). Through the Sig values, it has been shown that there is an impact relationship between the independent variable and the dependent variable.

The results of testing the relationship between concepts in the model are shown in Table 7. It shows that the larger the coefficient of normalized regression, the stronger the corresponding independent variable. It shows a stronger impact on the dependent variable, which is the development of cultural tourism in the Khmer community in the Mekong Delta, Vietnam (CUTODE). Factors affecting cultural tourism development of Khmer community in Mekong Delta, Vietnam include BOE = 0.290, TPS = 0.279, ROT = 0.217, PDT = 0.204, CAC = 0.188, CEN = 0.146.

Table 7. Results of testing the impact of independent variables on the dependent variable

The impact of independent variables on the dependent variable	Estimates	Sig	Standardized estimates
BOE ----> CFT	0.296	.000	0.290
CAC ----> CFT	0.197	.000	0.188
ROT ----> CFT	0.234	.000	0.217
PDT ----> CFT	0.251	.000	0.204
CEN ----> CFT	0.192	.000	0.146
TPS -----> CFT	0.260	.000	0.279

The results of the linearity structural test of the research model have R2 (Adjusted R square) of CUTODE = 0.558, which means that the model regression is appropriate. Describe and explain that the independent variables affect 55.8% of the variation of the dependent variable on the development of cultural tourism in the Khmer community in the Mekong Delta, Vietnam (CFT) in the model. Testing the linear structure of the research model shows that the scales are reliable and valid for model evaluation. The findings of the study show that there are 6 factors affecting the development of cultural tourism in the Khmer community in the Mekong Delta, Vietnam including Economic benefits; Tourism products and services; Resources of tourism; Policies for the development of community tourism; Cultural and community; Community environment.

Based on the resulting study, we would like to discuss some ideas for the development of cultural tourism in the Khmer community in the Mekong Delta, Vietnam. We should invest in building more complete infrastructure and technical facilities for tourism. Local governments should call for investment to build and upgrade infrastructure to meet the needs of people and customers (Lo, 2020). Support and advise people to develop craft village tourism to increase income and improve the economy. In the current context, the development of community-based tourism has an important meaning, toward the goal of sustainable socio-economic development. We should develop in association with preserving and promoting the values of natural resources and protecting the environment, raising household incomes (Huynh and Piracha, 2019). Based on the advantages and disadvantages of households when participating in tourism activities, a number of proposals are made to promote and utilize the strengths of the locality (Vu et al., 2020).

Promoting traditional occupations of the Khmer ethnic group, giving up information and communication activities to raise people's awareness of the role, significance, and importance of developing traditional occupations in the Khmer community. We should build a brand for tourism products with specific characteristics of the Khmer people which will help them increase their income and actively participate in the development of community tourism (Stylidis et al., 2014).

We should preserve and promote the cultural traditions of the Khmer. Preferential policies should be developed for traditional craft villages such as the production of handicrafts, consumer goods, folk art, and architecture for the Khmer community (Trang and Tu, 2021). We should create diversity for Khmer tourism products associated with their cultural identity. In addition, we can create tourism products from traditional festivals such as Chol Chnam Thmay (New Year festival), Sen Dolta (filial piety ceremony for grandparents-parents), and Ok Om Bok (moon worshiping ceremony), the cultural-artistic, and religious activity in the community of the Khmer.

Local authorities should implement investment projects to build and upgrade transport infrastructure, road systems connecting routes - tourist attractions. Besides, encouraging and creating conditions for households to develop unique tourism models, form and expand homestay services, and develop accommodation tourism should be taken into account (Truong, 2012). We should create favorable conditions for tourists to visit and experience tourism activities; supporting market search, introducing tourism products, and promoting community tourism programs associated with Khmer cultural identity through fairs, tourism exhibitions, on the media. We should strictly control the problem of environmental pollution, food hygiene, and safety to create a safe environment for tourists. People should raise tourism awareness to provide the best service to visitors. The Khmer in the Mekong Delta should preserve and promote the community's traditional cultural identity, contributing to its uniqueness to attract tourists.

CONCLUSION

The hypothetical research model is tested on the scales showing the appropriateness of the factors. The research results have verified the model of the factors affecting the development of cultural tourism in the Khmer community in the Mekong Delta, Vietnam. Which, there are six factors showing the level of influence from strong to weak, including (1) Economic benefits; (2) Tourism products and services; (3) Resources of tourism; (4) Policies for the development of community tourism; (5) Cultural and community; (6) Community environment.

Thus, the results obtained in the study satisfied the set objectives. Some of the contents discussed were proposed to help policymakers understand the relationship between independent factors and the development of cultural tourism in the Khmer community in the Mekong Delta, Vietnam. Policymakers should make adjustments in investment in infrastructure development, and material and technical services for tourism; improve the lives of people in the tourist area, associate economic development with social and protect the environment, and develop tourism markets and products. In addition, the findings in the study also help researchers conduct follow-up studies, they should collect more samples over a larger area for a comprehensive assessment.

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