


**THE RELATIONSHIP BETWEEN AWARENESS AND COMMITMENT TO PARTICIPATE
IN THE GREEN TOURISM MODEL OF LOCAL COMMUNITIES: EVIDENCE FROM THE
HONG PEOPLE COMMUNITY IN LAO CAI PROVINCE - VIETNAM**

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 17 March 2023</p> <p>Accepted 15 June 2023</p>	<p>Purpose: This study explores the impact of green tourism on the Hmong community in Lao Cai province, Vietnam, including their awareness of sustainable tourism principles and factors influencing their engagement. It aims to provide practical recommendations to enhance understanding and commitment to sustainable tourism, contributing to the existing knowledge and offering insights applicable to other regions and communities interested in promoting green tourism.</p>
<p>Keywords:</p> <p>Awareness; Commitment; Green Tourism; Local Communities; Hmong Community; Vitenam.</p>	<p>Theoretical framework: The theoretical framework for this research draws upon concepts and theories from sustainable tourism, community development, and environmental psychology, explicitly focusing on community participation and empowerment in tourism development. It explores the impact of the Hmong people's awareness, involvement in decision-making, and sense of ownership over green tourism initiatives on their commitment to participate in the green tourism model.</p>
	<p>Design/methodology/approach: This study employed a mixed-methods approach, a quantitative survey, to collect data from 200 Hmong individuals in Lao Cai province in early 2022. A thorough literature review accompanied the survey design, distribution, collection, and analysis of responses. By utilizing this approach, the research aims to comprehensively understand the Hmong community's awareness and commitment to participating in the green tourism model in Lao Cai province, Vietnam.</p> <p>Findings: The study's findings show that green tourism's environmental and sociocultural benefits positively influence the Hmong community's awareness and commitment to sustainable tourism practices. However, economic benefits were not significantly associated with public perception, indicating a greater emphasis on cultural heritage conservation than financial gains. These results highlight the significance of involving local communities in decision-making and offering tangible benefits to foster their active engagement in sustainable tourism initiatives.</p> <p>Research, Practical & Social implications: This study makes two significant contributions to the existing knowledge. Firstly, it provides a comprehensive understanding of the impact of green tourism on local communities, particularly the Hmong community in Vietnam. Secondly, it highlights the vital role of community participation in sustainable tourism development. The findings recommend policymakers' active involvement of local communities in decision-making and the provision of tangible benefits for their engagement in sustainable tourism practices, promoting their commitment to sustainable tourism.</p> <p>Originality/value: Being the pioneering study on this subject in Vietnam, this research holds a unique significance in raising awareness and fostering commitment among the Hmong community regarding their participation in green tourism within Lao Cai province. Furthermore, the study's findings can serve as a valuable resource</p>

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for shaping policies and programs that actively involve the Hmong community in green tourism, leading to mutual benefits for the community and the local region.

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A RELAÇÃO ENTRE A CONSCIÊNCIA E O COMPROMISSO DE PARTICIPAR NO MODELO DE TURISMO SUSTENTÁVEL DAS COMUNIDADES LOCAIS: EVIDÊNCIAS DA COMUNIDADE HMONG NA PROVÍNCIA DE LAO CAI - VIETNÃ

RESUMO

Objetivo: Este estudo explora o impacto do turismo sustentável na comunidade Hmong na província de Lao Cai, Vietnã, incluindo sua consciência dos princípios do turismo sustentável e os fatores que influenciam seu engajamento. Seu objetivo é fornecer recomendações práticas para aprimorar a compreensão e o comprometimento com o turismo sustentável, contribuindo para o conhecimento existente e oferecendo insights aplicáveis a outras regiões e comunidades interessadas em promover o turismo verde.

Referencial teórico: O arcabouço teórico desta pesquisa baseia-se em conceitos e teorias do turismo sustentável, desenvolvimento comunitário e psicologia ambiental, com foco explícito na participação e empoderamento da comunidade no desenvolvimento do turismo. Ele explora o impacto da consciência, envolvimento nas decisões e senso de propriedade das iniciativas de turismo sustentável pelos Hmong em seu comprometimento em participar do modelo de turismo sustentável.

Desenho/metodologia/abordagem: Este estudo utilizou uma abordagem de métodos mistos, uma pesquisa quantitativa, para coletar dados de 200 indivíduos Hmong na província de Lao Cai no início de 2022. Uma revisão bibliográfica minuciosa acompanhou o design, distribuição, coleta e análise das respostas da pesquisa. Ao utilizar essa abordagem, a pesquisa tem como objetivo compreender de forma abrangente a consciência e o compromisso da comunidade Hmong em participar do modelo de turismo verde na província de Lao Cai, Vietnã.

Resultados: Os resultados do estudo mostram que os benefícios ambientais e socioculturais do turismo verde influenciam positivamente a consciência e o comprometimento da comunidade Hmong em relação às práticas de turismo sustentável. No entanto, os benefícios econômicos não apresentaram uma associação significativa com a percepção pública, indicando uma ênfase maior na conservação do patrimônio cultural do que nos ganhos financeiros. Esses resultados destacam a importância de envolver as comunidades locais na tomada de decisões e oferecer benefícios tangíveis para promover seu engajamento ativo em iniciativas de turismo sustentável.

Pesquisa, implicações práticas e sociais: Este estudo oferece duas contribuições significativas ao conhecimento existente. Primeiramente, proporciona uma compreensão abrangente do impacto do turismo verde nas comunidades locais, especialmente na comunidade Hmong no Vietnã. Em segundo lugar, destaca o papel vital da participação da comunidade no desenvolvimento do turismo sustentável. Os resultados recomendam que os formuladores de políticas envolvam ativamente as comunidades locais na tomada de decisões e forneçam benefícios tangíveis para seu envolvimento nas práticas de turismo sustentável, promovendo assim seu compromisso com o turismo sustentável.

Originalidade/valor: Sendo o estudo pioneiro sobre esse assunto no Vietnã, essa pesquisa tem uma significância única em aumentar a conscientização e promover o compromisso entre a comunidade Hmong em relação à sua participação no turismo verde na província de Lao Cai. Além disso, os resultados do estudo podem servir como um recurso valioso para moldar políticas e programas que envolvam ativamente a comunidade Hmong no turismo verde, resultando em benefícios mútuos para a comunidade e a região local.

Palavras-chave: Conscientização, Compromisso, Turismo Verde, Comunidades Locais, Comunidade Hmong, Vietnã.

LA RELACIÓN ENTRE LA CONCIENCIA Y EL COMPROMISO DE PARTICIPAR EN EL MODELO DE TURISMO SOSTENIBLE DE LAS COMUNIDADES LOCALES: EVIDENCIA DE LA COMUNIDAD HMONG EN LA PROVINCIA DE LAO CAI - VIETNAM

RESUMEN

Objetivo: Este estudio explora el impacto del turismo sostenible en la comunidad hmong de la provincia de Lao Cai, Vietnam, incluyendo su concienciación sobre los principios del turismo sostenible y los factores que influyen en su compromiso. Su objetivo es proporcionar recomendaciones prácticas para mejorar la comprensión y el compromiso con el turismo sostenible, contribuyendo al conocimiento existente y ofreciendo perspectivas aplicables a otras regiones y comunidades interesadas en promover el turismo verde.

Marco teórico: El marco teórico de esta investigación se basa en conceptos y teorías del turismo sostenible, el desarrollo comunitario y la psicología ambiental, con un enfoque explícito en la participación y el empoderamiento

de la comunidad en el desarrollo turístico. Explora el impacto de la concienciación, la implicación en las decisiones y el sentido de propiedad de las iniciativas de turismo sostenible por parte de los hmong en su compromiso de participar en el modelo de turismo sostenible.

Diseño/metodología/enfoque: Este estudio utilizó un enfoque de métodos mixtos, una encuesta cuantitativa, para recopilar datos de 200 individuos hmong en la provincia de Lao Cai a principios de 2022. El diseño, la distribución, la recopilación y el análisis de las respuestas a la encuesta se acompañaron de una minuciosa revisión bibliográfica. Mediante el uso de este enfoque, la investigación tiene como objetivo comprender exhaustivamente la conciencia y el compromiso de la comunidad Hmong para participar en el modelo de turismo verde en la provincia de Lao Cai, Vietnam.

Resultados: Los resultados del estudio muestran que los beneficios medioambientales y socioculturales del turismo verde influyen positivamente en la concienciación y el compromiso de la comunidad hmong hacia las prácticas de turismo sostenible. Sin embargo, los beneficios económicos no mostraron una asociación significativa con la percepción pública, lo que indica un mayor énfasis en la conservación del patrimonio cultural que en las ganancias financieras. Estos resultados ponen de relieve la importancia de implicar a las comunidades locales en la toma de decisiones y de proporcionarles beneficios tangibles para promover su compromiso activo con las iniciativas de turismo sostenible.

Repercusiones sociales, prácticas y para la investigación: Este estudio aporta dos contribuciones significativas a los conocimientos existentes. En primer lugar, proporciona una comprensión global del impacto del turismo verde en las comunidades locales, especialmente en la comunidad hmong de Vietnam. En segundo lugar, destaca el papel vital de la participación comunitaria en el desarrollo del turismo sostenible. Las conclusiones recomiendan que los responsables políticos impliquen activamente a las comunidades locales en la toma de decisiones y les proporcionen beneficios tangibles por su participación en prácticas de turismo sostenible, promoviendo así su compromiso con el turismo sostenible.

Originalidad/valor: Como estudio pionero sobre este tema en Vietnam, esta investigación tiene una importancia única para sensibilizar y promover el compromiso de la comunidad hmong hacia su participación en el turismo verde en la provincia de Lao Cai. Además, los resultados del estudio pueden servir de valioso recurso para configurar políticas y programas que involucren activamente a la comunidad hmong en el turismo verde, lo que redundará en beneficios mutuos para la comunidad y la región local.

Palabras clave: Concienciación, Compromiso, Turismo Verde, Comunidades Locales, Comunidad Hmong, Vietnam.

INTRODUCTION

Tourism plays a vital role in driving economic growth, job creation, and infrastructure development on a global scale. However, the rapid growth of the tourism industry has resulted in adverse environmental and social impacts, prompting the emergence of sustainable or green tourism. Green tourism focuses on responsible travel practices that prioritize environmental conservation, cultural sensitivity, and economic sustainability while minimizing negative effects.

In recent years, there has been a growing recognition of the importance of local communities in promoting green tourism. Local communities are key players in developing and promoting sustainable tourism models that benefit both tourists and the local economy. To actively participate in green tourism, local communities need a high level of awareness and dedication to sustainable tourism practices.

The success of implementing the green tourism model hinges on the involvement of local communities in the planning and management of tourism activities. Ensuring an equitable

distribution of tourism benefits among community members fosters a sense of ownership and pride in the local tourism industry. Economic incentives such as job opportunities, revenue-sharing schemes, and community development funds serve as catalysts for local community support for sustainable tourism practices. By emphasizing the preservation of cultural heritage and local traditions, the engagement of local communities in the tourism industry is further strengthened.

The preservation of cultural heritage, environmental protection, sustainable tourism, and economic growth are paramount in the Vietnamese government's agenda for the development of green tourism in the Hmong people's area (Gerdner, 2015). Through the promotion of green tourism, the government aims to safeguard the distinctive traditions, language, and customs of the Hmong community, while simultaneously reaping economic benefits such as job creation and increased income for the locals (Cahill, 2018). The region possesses remarkable natural beauty and biodiversity, necessitating the implementation of responsible tourism practices to preserve these invaluable natural resources (Mallick, 2019). Additionally, embracing green tourism can contribute to the economic diversification of the region, diminishing its reliance on conventional agricultural practices. By adopting sustainable tourism practices, the long-term sustainability of the tourism industry in the area can be assured, benefiting both tourists and local communities alike (Lansing & Vries, 2007).

The level of participation of local communities in the green tourism model is contingent upon various factors, including their awareness of sustainable tourism practices (Berry & Ladkin, 1997), the potential economic and social benefits, and the negative impacts of traditional tourism practices (Guttentag, 2009). To foster local community engagement, it is crucial to educate them about the advantages of sustainable tourism practices and involve them in the decision-making process (Saufi et al., 2014). Community engagement programs, awareness campaigns, and educational initiatives (Chan et al., 2021) can be effective means to achieve this.

The Hmong people, with a population exceeding one million, represent a significant ethnic minority group in Vietnam, predominantly residing in the mountainous regions of northern provinces, particularly Lao Cai (Turner et al., 2015). Their culture is rich and diverse, encompassing a distinct language, traditions, and beliefs. Despite facing challenges such as poverty, illiteracy, and discrimination, the Hmong community has opportunities to preserve and promote their cultural heritage through education, tourism, and collaboration with other ethnic groups (Briain, 2013). Recognizing the significance of green tourism development in the

Hmong community of Lao Cai province, the Vietnamese government aims to promote green growth and alleviate poverty. Green tourism holds potential for income generation, the creation of green jobs, and the establishment of environmentally friendly economic development (Turner & Michaud, 2008). Moreover, the Hmong community's diverse culture, vibrant attire, intricate embroidery, and skilled agricultural practices can attract tourists from neighboring countries such as China, Thailand, Vietnam, and Malaysia (Ó Briain, 2014).

The development of green tourism in the region would also contribute to the preservation of natural landscapes and biodiversity in protected areas (Job et al., 2017). However, it remains unclear whether the Hmong community's awareness and commitment to sustainable tourism practices influence their engagement in green tourism (Chen et al., 2017). This study aims to explore the relationship between awareness, commitment, and participation in green tourism within the Hmong community of Lao Cai province, Vietnam. The findings will enhance understanding of the factors influencing local community participation in green tourism and provide insights on how to encourage sustainable tourism practices among local communities.

LITERATURE REVIEW

Green Tourism

Green tourism, which is also referred to as sustainable tourism, is a type of tourism that aims to decrease the negative impact of tourism on the environment (Budeanu, 2007), while simultaneously generating economic benefits for local communities and promoting cultural preservation (Mihalic, 2016; Hudson & Miller, 2005). Green tourism practices involve being environmentally responsible, culturally and socially sensitive, and economically feasible (Kiper, 2013). The types of green tourism practices that can be implemented vary depending on the location and context (Garrod & Fyall, 1998). Examples of such practices include utilizing renewable energy sources like solar or wind power to operate accommodations and facilities, reducing waste and conserving water through recycling and composting programs (Kasavana, 2008), promoting local food and agriculture to minimize the carbon footprint of food transportation while supporting the local economy (Bruns-Smith et al., 2015), promoting conservation efforts and responsible wildlife tourism practices, encouraging low-impact activities such as hiking, biking, and kayaking, and engaging and empowering local communities through responsible tourism practices that involve and benefit them (Poponi et al., 2020). Ultimately, the goal of green tourism is to strike a balance between the economic benefits

of tourism and the need to preserve the environment (Hunter, 1997), as well as local cultures and communities, for future generations (Hui-Chun et al., 2003)

Some Potential Benefits of Green Tourism

Economic benefits: Green tourism can provide employment opportunities for local communities and contribute to the local economy (Amerta et al., 2018; Niedziółka, 2014). Green tourism can provide various employment opportunities for local communities, ranging from hospitality and tourism services to ecotourism guides, park rangers, and environmental educators (Amerta et al., 2018). By creating jobs that are environmentally and socially responsible, green tourism can promote economic growth and contribute to the local economy (Goodwin, 1996).

In addition to employment opportunities, green tourism can also support local businesses and agriculture (Lordkipanidze et al., 2018). By promoting local food and agriculture, sustainable tourism practices can reduce the carbon footprint of food transportation and support the local economy (Pan et al., 2018). For example, visitors may be encouraged to dine at local restaurants that serve traditional cuisine using locally sourced ingredients (Boyne et al., 2003). This not only supports the local economy but also helps to preserve local culinary traditions and cultural heritage (Sims, 2009).

Furthermore, green tourism can also support the conservation of natural resources and biodiversity (Catibog-Sinha, 2010). By promoting responsible wildlife tourism practices and supporting conservation efforts, sustainable tourism initiatives can help protect the natural environment and preserve biodiversity for future generations (Kiper, 2013). This not only has environmental benefits but also contributes to the local economy by attracting visitors who are interested in ecotourism and nature-based experiences (Kiper, 2013; Wood, 2002; Kusworo, 2023).

Overall, green tourism has the potential to create a variety of employment opportunities and contribute to the local economy while promoting environmentally responsible practices (Lordkipanidze et al., 2005; Goodwin, 1996). By incorporating sustainable tourism practices into their business models, local communities can attract visitors who are seeking authentic and responsible tourism experiences (Munt, 1994; Goodwin, 2011). This not only benefits the local economy but also helps to preserve the natural environment and cultural heritage of the region (Hoang, 2021).

Environmental benefits: Green tourism can help preserve natural and cultural resources and promote conservation efforts. Green tourism plays a crucial role in preserving natural and cultural resources and promoting conservation efforts (Amerta et al., 2018; Niedziółka, 2014). By encouraging sustainable tourism practices, such as low-impact activities and responsible wildlife tourism practices, green tourism can minimize the negative impact of tourism on the environment and local communities (Isaacs, 2000; Mukherjee et al., 2023). For example, sustainable tourism initiatives may involve hiking, biking, or kayaking activities, which have minimal impact on the environment compared to other forms of tourism (Olszewski-Strzyżowski, 2022). This helps to protect natural resources, such as forests, rivers, and wildlife habitats, while providing visitors with authentic and responsible tourism experiences (Eagles et al., 2022).

Green tourism can also help preserve cultural heritage by promoting cultural tourism and supporting local communities (Niedziółka, 2014). By engaging in responsible tourism practices that involve and benefit local communities, visitors can learn about the region's cultural heritage and traditions while supporting local businesses and artisans (Medina, 2005). Sustainable tourism practices can also help to protect historic sites and monuments by promoting responsible tourism behaviors and minimizing the impact of tourism on these cultural resources (Pan et al., 2018; Skanavis & Giannoulis, 2009).

Furthermore, green tourism can support conservation efforts by raising awareness about the importance of environmental conservation and sustainability (Edgell Sr, 2019). By promoting responsible tourism practices and supporting conservation initiatives, green tourism can help protect natural resources and promote environmental sustainability (Neto, 2003). This can include efforts to reduce waste and energy consumption, conserve water resources, and promote the use of renewable energy sources in tourism operations (Bohdanowicz et al., 2001).

In summary, green tourism can help preserve natural and cultural resources by promoting sustainable tourism practices and responsible tourism behaviors (Shasha et al., 2020). By supporting conservation efforts and engaging with local communities, green tourism can contribute to the protection of the environment and cultural heritage, while promoting economic growth and sustainable development (Mihalic, 2016).

Social and cultural benefits: Green tourism can promote cultural exchange and understanding between tourists and local communities, as well as respect for local traditions and customs. Green tourism can be a powerful tool for promoting cultural exchange and understanding between tourists and local communities (Amerta et al., 2018; Niedziółka, 2014).

By providing opportunities for visitors to learn about local customs, traditions, and ways of life, green tourism can promote respect for cultural diversity and help bridge cultural divides (Lordkipanidze et al., 2005).

Through sustainable tourism practices, such as community-based tourism initiatives, visitors can engage directly with local communities (Polnyotee & Thadaniti, 2015), learn about their customs, and participate in local traditions and cultural activities (Reisinger, 1994). This type of cultural exchange can be mutually beneficial, as it allows both visitors and local communities to learn from one another, share experiences, and gain a deeper understanding of each other's cultures (Brislin et al., 2006).

In addition to promoting cultural exchange and understanding, green tourism can also foster respect for local traditions and customs (Edgell Sr, 2019). By promoting sustainable tourism practices that respect local cultures and ways of life, visitors can gain a deeper appreciation for the unique cultural heritage of the region they are visiting (Kiper, 2013). This can include efforts to support local artisans and craftsmen, promote local food and agriculture, and respect local customs and beliefs (Booyens, 2010).

Moreover, green tourism can help preserve traditional knowledge and cultural heritage (Prasetyo et al., 2021). By supporting cultural tourism and responsible tourism practices, green tourism can help protect traditional practices, such as handicrafts, music, dance, and other cultural expressions, from disappearing due to economic pressures or cultural assimilation (Eagles et al., 2022).

In conclusion, green tourism can promote cultural exchange and understanding, as well as respect for local traditions and customs, by engaging visitors in sustainable tourism practices and community-based tourism initiatives (Asker et al., 2010). By supporting cultural heritage and fostering respect for local cultures, green tourism can promote sustainable tourism practices that benefit both tourists and local communities (Barna et al., 2021).

The Local Communities' Awareness of Green Tourism

The level of awareness of the green tourism model among local communities can vary depending on several factors (Hassan, 2000). These factors include the level of education, exposure to tourism, and the cultural and social norms of the community (Stem et al., 2003). In some cases, local communities may have a high level of awareness and understanding of the benefits of green tourism, particularly if they have been involved in the development and implementation of sustainable tourism practices in their area (Hassan, 2000). These

communities may recognize the importance of protecting the environment and preserving their cultural heritage for future generations, and may actively seek out opportunities to participate in sustainable tourism initiatives (Polnyotee & Thadaniti, 2015).

However, in other cases, local communities may have limited awareness or understanding of the concept of green tourism (Cole, 2006). This may be due to a lack of access to information or education about sustainable tourism practices, or a lack of involvement in tourism development and decision-making processes (Aref, 2011). In some cases, local communities may also have cultural or social norms that prioritize economic development over environmental protection, which can make it more challenging to promote sustainable tourism practices (Tosun, 2001).

Overall, raising awareness among local communities about the benefits of green tourism is an important step in promoting sustainable tourism practices (Frey & George, 2010). This can be done through education and outreach programs, as well as through involving local communities in the development and implementation of sustainable tourism initiatives (Lordkipanidze et al., 2005). By empowering local communities to take an active role in sustainable tourism practices, it is more likely that they will become committed to these initiatives and work to promote them within their community (Cole, 2006).

The Commitment to Participate in the Green Tourism Model of Local Communities

The commitment of local communities to participate in the green tourism model can be influenced by several factors (Lee, 2011). One of the crucial factors is the level of awareness and understanding of the benefits of sustainable tourism practices and the drawbacks of traditional tourism practices (Ritchie & Crouch, 2003). When local communities are aware of the positive impact of sustainable tourism practices, they are more likely to commit to participating in green tourism initiatives (Frey & George, 2010).

Another significant factor is the level of involvement and participation in decision-making processes related to tourism development in their area (Marzuki, 2008). Local communities who are actively involved in the planning and implementation of sustainable tourism practices tend to have a greater sense of ownership and commitment towards these initiatives (Beaumont & Dredge, 2010). This can also create a sense of pride in their community and culture.

Economic benefits are also important in determining the commitment of local communities to participate in the green tourism model (Hassan, 2000). If sustainable tourism

practices provide job opportunities, income generation, and support for local businesses, local communities are more likely to commit to these initiatives (Frey & George, 2010).

Finally, the cultural and social values of local communities play a significant role in determining their commitment to sustainable tourism practices (Aman et al., 2019). If sustainable tourism practices align with the cultural and social values of the community, they are more likely to commit to participating in these initiatives (Li & Hunter, 2015). For instance, if cultural preservation and respect for local traditions are emphasized, the community will be more inclined to participate (Giampiccoli & Hayward Kalis, 2012).

In conclusion, the commitment of local communities to participate in the green tourism model depends on a variety of factors, including awareness (Hassan, 2000), involvement in decision-making processes, economic benefits, and cultural and social values (Gamble & Gibson, 1999). To promote greater commitment, it is important to involve local communities in the development and implementation of sustainable tourism practices and to ensure that they receive tangible benefits from their participation (Barbieri et al., 2020)

The Relationship Between Awareness and Commitment to Participate in the Green Tourism

The relationship between awareness and commitment to participate in the green tourism model of local communities is a complex one (Frey & George, 2010). On the one hand, greater awareness of the benefits of sustainable tourism practices can lead to increased commitment among local communities to participate in such initiatives (Garrod, 2003). For example, if a community understands the economic, environmental, and cultural benefits of green tourism, they may be more likely to actively participate in sustainable tourism activities (Wheeler, 1991).

On the other hand, even if local communities have a high level of awareness of green tourism practices, their level of commitment may still vary depending on other factors such as their level of involvement in decision-making processes and their economic and social circumstances (Tzschentke et al., 2004). For example, if a community perceives that their participation in sustainable tourism practices will not result in significant economic benefits or if they are facing other economic challenges, they may be less committed to participating in green tourism initiatives (Frey & George, 2010).

Therefore, it is important to not only raise awareness among local communities about the benefits of green tourism but also to involve them in the decision-making process and ensure

that they see tangible benefits from their participation (Scheyvens, 2000). This can help increase their level of commitment to sustainable tourism practices and ensure that they are actively engaged in promoting and supporting these initiatives within their community (Li et al., 2015).

Based on literature reviews, we propose the following research hypotheses:

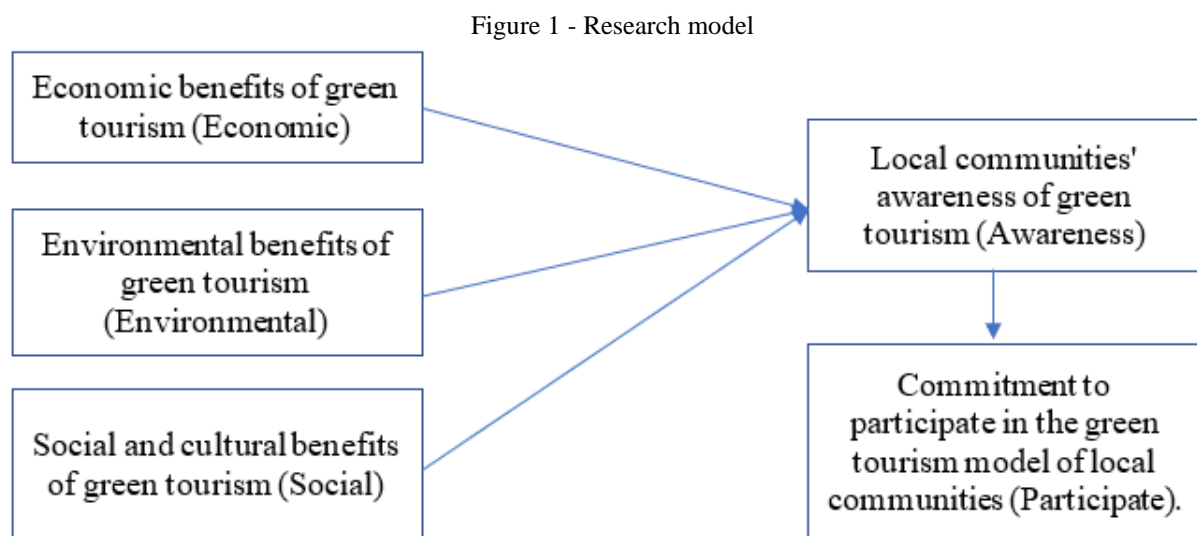
Hypothesis 1 (H1). The economic benefits of green tourism have a positive and meaningful impact on local communities' awareness of green tourism.

Hypothesis 2 (H2). The environmental benefits of green tourism have a positive and meaningful impact on local communities' awareness of green tourism.

Hypothesis 3 (H3). The social and cultural benefits of green tourism have a positive and meaningful impact on local communities' awareness of green tourism.

Hypothesis 4 (H4). Local communities' awareness of green tourism has a positive and meaningful impact on a commitment to participate in the green tourism model of local communities.

From the above research hypotheses, we propose the following research model (Figure 1):



(Source: suggested by author)

METHODOLOGY

Instrument and Participant

The questionnaire was constructed in two parts, based on literature reviews and references to two public policy professors, three tourism studies professors, and one psychology professor. Part one collects demographic information, while part two gathers information related to the economic, environmental, and social/cultural benefits of green tourism, as well

as local communities' awareness of green tourism and their commitment to participate in the green tourism model. Each factor is measured by four questions on a 5-point Likert scale.

Before the formal research began, a pilot survey was conducted with 40 volunteers to test the questionnaire. Minor corrections were made to the questionnaire based on the analysis of the survey data, and a language expert edited and translated the final version into Hmong for use in the official study. The study was conducted in January 2023, during the traditional Hmong New Year when demand for green tourism services is high. The study utilized the purposeful sampling method, and 200 Hmong individuals from Lao Cai province volunteered to participate. The questionnaire was administered directly to participants in Hmong, and they marked their answers with a pencil. All 200 answer sheets were collected, resulting in a 100% response rate. Table 1 presents the demographic information of the survey subjects. SPSS 20 and AMOS 20 software were used to analyze the research data.

Table 1 Demographic characteristics of survey participants

		Age							
		18 24 years old		25 34 years old		45 54 years old		56 or older	
		Cou nt	Row N %	Cou nt	Row N %	Cou nt	Row N %	Cou nt	Row N %
Gender	<i>Female</i>	10	13.2 %	32	42.1 %	26	34.2 %	8	10.5 %
	<i>Male</i>	15	12.1 %	52	41.9 %	41	33.1 %	16	12.9 %
Education	<i>Bachelor's degree</i>	3	8.1%	17	45.9 %	16	43.2 %	1	2.7%
	<i>High school diploma</i>	7	14.0 %	19	38.0 %	18	36.0 %	6	12.0 %
	<i>Less than high school</i>	6	18.8 %	12	37.5 %	10	31.2 %	4	12.5 %
	<i>Some college/Associate's degree</i>	9	11.1 %	36	44.4 %	23	28.4 %	13	16.0 %

Source: Prepared by the authors (2023)

Reliability Analysis

Using Cronbach's alpha, we determine the extent to which the questions in our survey questionnaire are positively correlated, indicating that they are measuring the same underlying construct. A high alpha score indicates that your questionnaire is reliable, while a low score may indicate that your questionnaire needs to be revised or refined. The interpretation of the results of a Cronbach's alpha analysis can be subjective and depend on various factors, such as the purpose of the research, the type of data being collected, and the target population for the survey (Fornell & Larcker, 1981). Generally, a Cronbach's alpha score of 0.7 or higher is

considered acceptable for most surveys, indicating a high level of internal consistency and reliability (Considine et al., 2005). However, a score between 0.6 and 0.7 may still be considered acceptable for some surveys. Still, it may indicate that some questions in the questionnaire are not contributing to the measurement of the underlying construct and need to be revised or removed (Hair et al., 2006). Conversely, a score below 0.6 is generally considered low. It may indicate that the questions in the questionnaire are not measuring the same construct and may need to be revised or refined (Cortina, 1993).

Table 2 - Summary of Reliability

Scales	Number of variables observed	Reliability coefficients (Cronbach Alpha)	Composite Reliability (CR)	Average variance extracted (AVE)
<i>Economic</i>	4	0.778	0.779	0.468
<i>Environmental</i>	4	0.755	0.756	0.437
<i>Social</i>	4	0.753	0.754	0.435
<i>Awareness</i>	4	0.751	0.751	0.431
<i>Participate</i>	4	0.793	0.793	0.489

Source: Prepared by the authors (2023)

Composite reliability (CR) is widely used to assess the internal consistency or reliability of a set of items on a scale or questionnaire (Hair et al., 2006; Henson & Roberts, 2006). It is used to determine whether a group of items intended to measure a single construct or latent variable consistently measures that construct (Zucoloto et al., 2014). CR is calculated as the ratio of the total variance of the observed scores to the total variance of the actual scores of the items (Sijtsma, 2009). It estimates the proportion of the total variance in the observed scores due to the actual conflict in the measured construct rather than to measurement error or other sources of variability (Hair et al., 2010). A CR value of 0.70 or higher is generally considered acceptable for research purposes, indicating that the items are measuring the intended construct with a reasonable level of internal consistency (Zucoloto et al., 2014; Zinbarg et al., 2005). However, the acceptable threshold may vary depending on the specific research context and the intended use of the scale (Henson & Roberts, 2006).

Average Variance Extracted (AVE) is a statistic used to assess the amount of variance in a set of items explained by their underlying construct or latent variable. AVE is a measure of construct reliability, similar to composite reliability, but is calculated based on the shared variance between the items rather than the total variance. AVE is typically used in the context of confirmatory factor analysis (CFA) and structural equation modeling (SEM). The AVE of a construct is calculated as the average of the squared correlations between the construct and each

of its indicator items (Fornell & Larcker, 1981). Specifically, the AVE is the sum of the squared loadings of the items on the construct divided by the sum of the variances of the items and measurement error (Hair et al., 2006). AVE values range from 0 to 1, with higher values indicating that the construct explains more of the variance in the items. AVE values of 0.5 or higher are generally considered acceptable for research purposes, meaning that the items measure the intended construct with a reasonable level of reliability (Fornell & Larcker, 1981; Hair et al., 2010; Kline, 2015). However, the acceptable threshold may vary depending on the specific research context and the intended use of the scale (Bagozzi & Yi, 2012; Schreiber et al., 2006).

Table 2 presents the results of the reliability and validity tests for the research questionnaire (Hair et al., 2019; Henseler et al., 2015). The Cronbach's alpha coefficients for all items were found to be greater than 0.7, indicating satisfactory internal consistency and reliability of the questionnaire (Henseler et al., 2015). The CR of all items met the minimum threshold of 0.70 (Fornell & Larcker, 1981), indicating good convergent validity (Hair et al., 2019; Henseler et al., 2015). The AVE of all items was approximately 0.50, which is an acceptable threshold for further analysis (Fornell & Larcker, 1981). Overall, these results demonstrate that the questionnaire items have satisfactory reliability and validity for analyzing the proposed research model

Factor Analysis

Exploratory factor analysis (EFA) is a statistical technique used in the social sciences to identify underlying latent factors or dimensions in a set of variables (Fabrigaret al., 1999). The goal of EFA is to reduce the number of variables in a dataset by identifying patterns of inter-correlation among them and grouping them into a smaller set of underlying factors. In an EFA, a correlation matrix of the variables is created, and factor scores are generated through a series of mathematical operations (Costello & Osborne, 2005). The number of factors to be extracted is often determined through the examination of scree plots and eigenvalues, which represent the magnitude of the factors and their relative importance (Kaiser, 1960). The results of an EFA can help researchers identify the key factors that explain the relationships among the variables in a dataset (Brown, 2006). This information can then be used to guide the development of more refined and focused research questions, hypotheses, and models (Hair, 2006).

Table 3 - Exploratory factor analysis

	Component				
	1	2	3	4	5
Participate3	.752				
Participate1	.723				
Participate4	.723				
Participate2	.706				
Awareness4		.740			
Awareness1		.728			
Awareness3		.714			
Awareness2		.651			
Economic2			.743		
Economic1			.732		
Economic3			.725		
Economic4			.686		
Environmental1				.743	
Environmental2				.711	
Environmental4				.709	
Environmental3				.651	
Social3					.740
Social2					.735
Social4					.718
Social1					.693

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

b. KMO =0.870; Bartlett's Test of Sphericity (Chi-Square = 1285.245; df = 190; Sig.=0.000)

c. Initial Eigenvalues =1.192; Extraction Sums of Squared Loadings = 60%.

Source: Prepared by the authors (2023)

Table 3 presents the results of the factor analysis for the research questionnaire. The Bartlett test was statistically significant (Sig. = 0.000), and the Kaiser-Meyer-Olkin (KMO) coefficient was 0.870 (>0.5), indicating that the observed variables are correlated with each other in the population and, thus, the variables are valid for factor analysis. The factor loading of all variables was greater than 0.5, which means that the factor analysis is valid. Factor loading is the criterion used to ensure the practical significance of factor analysis, where a factor loading greater than 0.3 is considered the minimum, greater than 0.4 is considered important, and greater than 0.5 is considered to be of practical significance. Table 3 shows that all variables have a factor loading greater than 0.5, indicating that the factor analysis is valid. The Extraction Sums of Squared Loadings of seven factors were 60% (>50%), indicating that the factors extracted can explain a significant amount of the variance in the data. The initial eigenvalues of six factors were 1.192 (>1.00), indicating that the factors extracted have eigenvalues greater than one and thus are valid. Overall, these results demonstrate the validity and suitability of the factor analysis for the proposed research model.

Structural Equation Modeling

Structural equation modeling (SEM) is a widely used statistical method in the social sciences to analyze the relationships between variables in a complex system (Byrne, 2016). It is a type of multivariate analysis that combines parts of regression analysis, factor analysis, and causal modeling (Kline, 2015). In SEM, a set of equations are made to show how the variables in a system relate to each other. These equations can be used to estimate the strength and direction of the relationships between the variables and the degree to which underlying latent factors influence the associations (Zaslow et al., 2006). The equations in SEM can also predict changes in one variable based on changes in other variables, which is one of the key advantages of the method (Fornell & Larcker, 1981). SEM can be used to test theories about the relationships between concepts and variables (Bartholomew, 2011). It can also be used to test complex hypotheses about the relationships between variables in a system. Joreskog and Sorbom (1993) found that the results of SEM can give important insights into the mechanisms that drive complex systems and can be used to guide the development of theories and models for these systems. SEM can also help researchers identify indirect and mediating effects between variables as well as direct effects (Kenny, 2015).

Table 4 Regression Weights

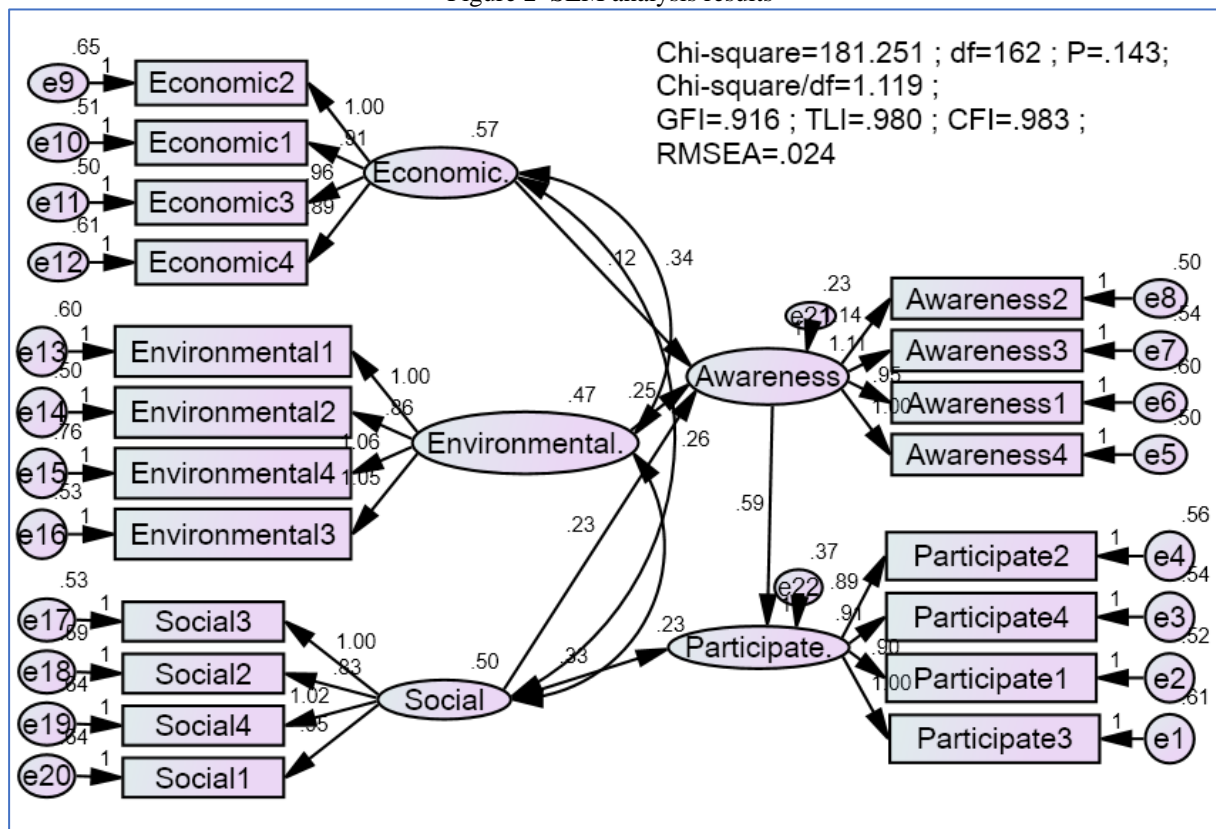
			Estimate	S.E.	C.R	P	
Awareness	<	Economic.	.124	.10	1.179	.238	notsupported
	---			5			
Awareness	<	Environmental.	.249	.11	2.109	.035	supported
	---			8			
Awareness	<	Social	.234	.09	2.523	.012	supported
	---			3			
Participate.	<	Awareness	.589	.14	4.028	***	supported
	---			6			
Participate.	<	Social	.333	.11	2.905	.004	supported
	---			5			

Source: Prepared by the authors (2023)

To evaluate the goodness of fit of the structural equation model (SEM), several fit indices were utilized, including the Chi-Square (χ^2) test, Root-Mean-Square Error of Approximation (RMSEA), standardized-root-mean square residual (SRMR), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI). A well-fitted model should have values of CFI and TLI ≥ 0.980 , and RMSEA and SRMR ≤ 0.024 . The analysis results, as shown in Figure 2, indicate that the SEM model satisfies the standard requirements. The Chi-square statistic = 181.251 with 162 degrees of freedom (P-value = 0.024, < 0.05), Chi-square/df ratio = 1.119,

Goodness of Fit Index (GFI) = 0.916 (approximately equal to 0.9), TLI = 0.980, and RMSEA = 0.024. The results of the SEM analysis are presented in Table 4, which shows the statistically significant relationship between the independent variables Environmental, Social, Awareness and dependent variables Participate (P-value < 0.050). The remaining variable Economic are not statistically significant (P-value = 0.238 > 0.050). Overall, the results suggest that the SEM model fits well with the data and provides a good representation of the proposed research model.

Figure 2 SEM analysis results



Source: Prepared by the authors (2023)

RESULTS AND DISCUSSION

Results

Firstly, the SEM analysis results presented in Table 4 indicate that the positive impact of green tourism's environmental benefits on local community awareness of green tourism is statistically significant, confirming H2. The findings suggest that the Hmong community has a long-standing tradition of protecting their environment from external influences, which has contributed to their commitment to sustainable tourism development. This aligns with Niedziółka's (2014) earlier research that showed how green tourism can also aid in preserving

cultural heritage by promoting cultural tourism and supporting local communities. Responsible tourism practices that involve and benefit local communities can help visitors learn about the region's cultural heritage and traditions while supporting local businesses and artisans (Medina, 2005).

Moreover, sustainable tourism practices can also help safeguard historic sites and monuments by encouraging responsible tourism behavior and minimizing the impact of tourism on these cultural resources (Pan et al., 2018; Skanavis & Giannoulis, 2009). Additionally, green tourism can support conservation efforts by raising awareness about the significance of environmental conservation and sustainability (Edgell Sr, 2019). By promoting responsible tourism practices and supporting conservation initiatives, green tourism can help preserve natural resources and promote environmental sustainability (Neto, 2003). This includes efforts to reduce waste and energy consumption, conserve water resources, and encourage the use of renewable energy sources in tourism operations (Bohdanowicz et al., 2001)..

Secondly, the SEM analysis results presented in Table 4 indicate that the local community's perception of the socio-cultural benefits of green tourism has a positive and significant impact on their understanding of green tourism, supporting H3. This finding highlights the crucial role that socio-cultural benefits play in fostering the Mong people's commitment to participate in the green tourism model in Lao Cai province. This result is consistent with previous research conducted in other cultures by Polnyotee & Thadaniti (2015), suggesting that sustainable tourism practices, such as community-based tourism initiatives, enable visitors to directly engage with local communities, learn about their customs, and participate in local cultural traditions and activities (Reisinger, 1994). This cultural exchange can be mutually beneficial, allowing visitors and local communities to learn from each other, share experiences, and gain a better understanding of each other's cultures (Brislin et al., 2006).

Thirdly, the SEM analysis results in Table 4 demonstrate that the Hmong community's awareness of green tourism has a positive and significant impact on their commitment to participate in the green tourism model in Lao Cai province, supporting H4. This finding is consistent with previous research in other cultures, such as Thais and Laotians, which also suggests that local communities' perception of green tourism positively influences their commitment to it. Therefore, it is crucial to increase local communities' awareness of the benefits of green tourism and involve them in decision-making processes, ensuring they experience tangible benefits from their participation (Scheyvens, 2000). Doing so can enhance

their commitment to sustainable tourism practices and promote and support these initiatives in their communities actively (Li et al., 2015).

Finally, the results of the SEM analysis (Table 4) indicate that there is no statistically significant evidence of the impact of the economic benefits of green tourism on the local community's awareness of green tourism. Therefore, H1 is not accepted. This finding suggests that the Hmong community in Lao Cai province values the preservation of their cultural heritage, traditions, and customs more than economic benefits. They may react positively to external influences that threaten their cultural values. This result differs from studies in other cultures, which have consistently found that green tourism can create job opportunities for local communities and boost the local economy (Amerta et al., 2018; Niedziółka, 2014). Green tourism can offer diverse employment opportunities to locals, ranging from hospitality and tourism services to ecotourism guides, park rangers, and environmental educators (Amerta et al., 2018). By generating environmentally and socially responsible jobs, green tourism can spur economic growth and contribute to the local economy (Goodwin, 1996). Therefore, it is crucial to engage the local community in the decision-making process and ensure that they receive tangible benefits from their participation, which may strengthen their commitment to sustainable tourism practices and promote and support these initiatives within their community (Li et al., 2015).

DISCUSSION

First and foremost, the study affirms that the environmental advantages of green tourism have a significant influence on the Hmong community's awareness of green tourism, reinforcing their dedication to sustainable tourism development. This finding aligns with previous research emphasizing how green tourism can contribute to the preservation of cultural heritage and the well-being of local communities. Responsible tourism practices that involve and benefit the community can promote cultural tourism, support local businesses, and contribute to the conservation of natural resources and environmental sustainability (Medina, 2005; Skanavis & Giannoulis, 2009).

Additionally, the research highlights the pivotal role of socio-cultural benefits in fostering the Hmong community's commitment to green tourism. The perception of socio-cultural benefits positively influences their understanding of green tourism, allowing visitors to engage with local communities, learn about customs, and participate in cultural traditions. This

cultural exchange benefits both visitors and locals, fostering mutual understanding and appreciation of diverse cultures (Amerta et al., 2018; Niedziółka, 2014).

Furthermore, the study demonstrates that the Hmong community's awareness of green tourism has a positive impact on their commitment to participate in sustainable tourism initiatives. This finding aligns with similar conclusions in other cultural contexts, underscoring the significance of raising community awareness and involving them in decision-making processes. Tangible benefits and active participation can strengthen their dedication to sustainable practices and support the development of green tourism within their community (Li et al., 2015).

However, the study did not find statistically significant evidence of the influence of economic benefits on the community's awareness of green tourism. This suggests that the Hmong community prioritizes the preservation of their cultural heritage and traditions over financial gains (da Silva et al., 2023). It underscores the importance of engaging the community in decision-making processes and ensuring that they receive tangible benefits from their involvement. By doing so, their commitment to sustainable tourism practices can be strengthened, fostering the promotion and support of these initiatives within the community.

In conclusion, this research contributes to understanding the impact of green tourism on the Hmong community in Lao Cai province, Vietnam. The findings underscore the importance of environmental and socio-cultural benefits in shaping community awareness and commitment to sustainable tourism. They emphasize the need for responsible tourism practices that involve and benefit local communities, support cultural heritage preservation, safeguard natural resources, and promote environmental sustainability. The study's insights can inform policymakers and tourism stakeholders in developing strategies that actively engage the Hmong community, ensuring their active participation and mutual benefits in the context of green tourism.

The findings of this study highlight the significant positive impact of green tourism on local communities, particularly in terms of environmental and socio-cultural benefits. The results of the SEM analysis confirm the crucial roles of environmental benefits, socio-cultural benefits, and awareness of green tourism (H2, H3, and H4) in the Hmong community's commitment to sustainable tourism development in Lao Cai province. These findings align with previous research emphasizing the importance of sustainable tourism practices in preserving cultural heritage and conserving natural resources. However, the study also reveals that economic benefits may not be the primary motivating factor for the Hmong community's

engagement in green tourism (Tugault-Lafleur & Turner, 2009). Therefore, it is essential to involve the local community in decision-making processes and ensure they receive tangible benefits from their participation to enhance their commitment to these practices. Overall, this study provides valuable insights into the factors influencing local community participation in green tourism and offers guidance for sustainable tourism development strategies in the region.

It is important to acknowledge the limitations of this study when interpreting the results. Firstly, the research focused on a specific context and a particular ethnic group (Hmong community) in Lao Cai province, Vietnam, which may limit the generalizability of the findings to other cultures and regions. Secondly, the study employed a quantitative approach, which may restrict a deeper understanding of the local community's perceptions and experiences of green tourism. Therefore, future research could employ qualitative methods to explore the nuances of the local community's attitudes towards green tourism (Andrade et al., 2023; Turner et al., 2015). Thirdly, the study solely examined the local community's perspective on green tourism, without considering the viewpoints and behaviors of tourists, which could provide valuable insights into the effectiveness of sustainable tourism practices. Finally, the study did not address the potential negative impacts of green tourism, such as the displacement of local communities, loss of cultural identity, and increased pressure on natural resources. Thus, future research should explore the potential negative consequences of green tourism and identify strategies to mitigate them.

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APPENDIX 1

QUESTIONNAIRE

Dear Participant,

We would like to invite you to participate in a research study on the relationship between awareness and commitment to participate in the green tourism model of local communities. The purpose of this study is to investigate the factors that influence the participation of the Hmong people community in Lao Cai province, Vietnam, in green tourism.

Your participation in this study is voluntary, and your responses will be kept confidential. The study consists of a questionnaire that will take approximately 10-15 minutes to complete. Your participation in this study will help us better understand the relationship between awareness and commitment to participate in the green tourism model of local communities.

On this scale, there is no right or incorrect response. Instead, mark the number that best represents your viewpoint on each survey topic on a scale of 1 to 5, as shown.

Your profile: Please select ONE answer from each statement that best describes you.
Income level:

Your profile: Please select ONE answer from each statement that best describes you.

Your gender: Male Female

Your age range: 18-24 25-34 35-44 45-54 55-64 65 or older

Your level of education: Less than high school High school diploma/GED
Some college/Associate's degree Bachelor's degree
Master's degree Doctoral degree

Economic	Economic benefits of green tourism					
<i>Economic1</i>	Green tourism can create job opportunities for local communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Economic2</i>	Green tourism can bring in new sources of revenue for local businesses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Economic3</i>	Green tourism can increase the demand for local products and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Economic4</i>	Green tourism can contribute to the overall economic development of the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental	Environmental benefits of green tourism					
<i>Environmental1</i>	Green tourism can help to preserve natural resources and biodiversity.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<i>Environmental2</i>	Green tourism can reduce carbon emissions and pollution.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Environmental3</i>	Green tourism can promote eco-friendly practices and conservation efforts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Environmental4</i>	Green tourism can minimize the negative impact on the environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social	Social and cultural benefits of green tourism					
<i>Social1</i>	Green tourism can promote cultural exchange and understanding.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Social2</i>	Green tourism can help to preserve and promote local traditions and heritage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Social3</i>	Green tourism can foster a sense of pride and identity among local communities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Social4</i>	Green tourism can enhance social cohesion and promote community engagement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Awareness	Local communities' awareness of green tourism					
<i>awareness1</i>	I am aware of the concept of green tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>awareness2</i>	I understand the benefits of green tourism for the community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>awareness3</i>	I know how to engage in sustainable tourism practices.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>awareness4</i>	I actively seek out eco-friendly tourism options.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Participate	Commitment to participate in the green tourism model of local communities					
<i>Participate1</i>	I am willing to participate in the development of green tourism in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>participate2</i>	I am willing to adopt sustainable tourism practices in my business or personal life.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>participate3</i>	I am committed to promoting the benefits of green tourism to others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>participate4</i>	I am willing to invest time and resources in the development of green tourism in my community.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your time and contribution to this study.