



**ATTACHMENT TO SUSTAINABLE TOURISM: THE IMPACT OF SUSTAINABILITY PERCEPTION, CULTURAL ORIENTATIONS AND PUBLIC MANAGEMENT SATISFACTION**

**Evidence from three central coastal provinces of VIETNAM**

### 1. Research Context

Sustainable tourism attachment (AST) plays an essential role in the destination sustainable tourism development strategy. However, the current studies do not allow a full understanding of the factors that affect AST. This study explores the effects of awareness of sustainability, cultural factors, and public management satisfaction on the AST on two dimensions of attachment: Identity (ID) and Dependence (DE) in three central coastal provinces of Vietnam: Hue, Da Nang, and Quang Nam.

### 2. Theoretical Framework

**Sustainable tourism** is "Tourism that retains the economic and social advantages of tourism development while reducing or mitigating any undesirable impacts on the natural, historical, cultural or social environment" (UNEP-WTO, 2005). Sustainable tourism is based on three pillars: economic sustainability, social sustainability, and environmental sustainability.

**Attachment** is an emotional connection of one person with another or between person and animal or place. (Bowlby, 1979). In tourism, it is a relational concept based on cognitive and emotional connections with destinations (Campón-Cerro, Maria, Alves, & Hernández, 2005). Attachment is analyzed as a multidimensional construct, including four dimensions as place identity, place dependence, affective attachment, and social bonding. (Ramkissoon & Mavondo, 2017; Ramkissoon, Weiler, & Smith, 2012, Williams & Vaske, 2003).

**Culture** is the soul of a nation, a people, and a determinant of individuals, organizations, or communities' thoughts and actions (Hofstede, 2001). Hofstede's national cultural theory is a framework for multicultural communication. He proposed six national culture dimensions, including Power distance; individualism-collectivism; uncertainty avoidance; masculinity-femininity; *Long-term orientation*, and Indulgence versus Restraint.

### 3. Research Methods

Both qualitative and quantitative research methods are approached. An in-depth interview with a semi-structured questionnaire is conducted to identify the problem and explore the scale in the early stage. In the next step, the questionnaire survey is conducted with 533 respondents in three cities in the three above provinces: Hue, Da Nang, and Hoi An (Quang Nam). The structural equation model is used to test the research hypotheses.

### 4. Research Results

Research results show that the perception of sustainable tourism (PST) on all three aspects: economic, environmental, and socio-cultural; Cultural Orientation (CO) as Tradition (TRA), Prudence (PRU), Face saving (FS), and satisfaction with public management (SPM) positively affect to AST in both ID and DE, and the effect is different between the three cities. Research also shows that SPM has a mediate impact on the relationship between PST, CO, and AST in both dimensions ID and DE. Finally, the study concludes that individual factors such as gender, age, and income have a control effect on AST.

### 5. Contributions from research

Research is valuable both in terms of theoretical and practicality. On the one hand, it provides a theoretical basis for future research on attachment. On the other hand, it helps tourism enterprises, local governments, and governments to plan timely and appropriate tourist policies.

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