SUSTAINABLE DEVELOPMENT OF IN RURAL MOUNTAINOUS AREAS, VIETNAM

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ABSTRACT
Responsible tourism and nature conservation are gradually becoming a new potential development trend in rural areas with unique natural and cultural resources. In the mountainous region of Vietnam, with its majestic mountainous landscape and cultural heritages imbued with the identities of 54 ethnic groups, it has a remarkable effect in creating jobs, increasing people's income, contributing to protection. environment; conservation of local natural, cultural and historical heritages. Visitor perceptions were analyzed through a questionnaire survey conducted in 2020. The sampling method used in the survey was a random selection. We need an industry that provides a way to mitigate ecological impacts, benefit local communities and reduce poverty - a industry that is reflected in its organization and practice in economic, environmental, and cultural sectors the role of responsible tourism. Therefore, education is especially important through knowledge sharing and awareness building on in rural mountainous areas.
Keywords: Sustainable tourism, responsible tourism, awareness of responsible tourism, cultural heritage, Vietnam.

1. Introduction

Today, along with the trend of globalization, tourism has become a popular economic sector not only in developed countries but also in developing countries, including Vietnam. Tourism plays an important role in socio-economic life, contributing to promoting the development of other economic sectors, increasing foreign currency revenue, balancing the balance of payments, improving infrastructure, creating jobs, and raising a high standard of living for the people. Recognize the importance of tourism to socio-economic development. Vietnam to mobilize all resources, exploit the national and local potentials, increase investment in sustainable tourism development in rural mountainous areas to ensure that tourism is a key economic sector.

Mountainous Vietnam with majestic natural scenery, mountains, and forests, has many unique tourism resources. There are 54 ethnic groups living here, with rich and rich national cultural identity, so there is great potential for development. Recently, a number of models have appeared in the mountainous areas of our country that initially brought about high efficiency. In which, local communities directly participate in organizing activities, types, and products of handicraft village tourism, responsible for ethnic heritage, bringing high economic efficiency; contribute to creating jobs, raising income, improving people's knowledge and mastery, preserving and developing physical and intangible resources, protecting the ecological environment. In these places, is gradually becoming a new livelihood in sustainable development in many mountainous areas.

However, in most village communities, indigenous people are still passive, not promoting their own role in the process of participation, resulting in economic, social, and environmental efficiency not high. development still carries a strong movement is not yet based on solid scientific evidence. That leads to unsustainable and efficient hospitality in development. In Vietnam, there are many media reports about the initial successes of models, but there are not many scientific types of research on theories and practical summaries of responsibility. Therefore, the study introduces the concept of the nature of and the role of development. Survey and assessment of tourists and people in the mountainous regions of Vietnam, is a matter of profound theoretical and practical significance.

The World Tourism Organization (UNWT0) forecasts that the number of international tourists could drop 60-80% in 2020 due to the epidemic. Arrivals fell 22% in the first 3 months of this year, and decreased 57% in March alone, with Asia and Europe seeing the strongest drop. In developed tourism countries, foreign currency income from tourism accounts for 20% or more of the country's foreign currency income. Foreign currency earned from international tourism is often used by countries to purchase machinery and equipment necessary for social reproduction, especially in developing countries. Therefore, international tourism contributes to building technical facilities for the country.

There is a proverb often heard in Asia which cautions that "Tourism is like a fire, you can use it to cook your soup, but it can also burn down your house". Tourism is not without negative impacts, but we know more about how to minimise the negative impacts and to maximise the positive ones. If tourism is managed and developed responsibly, it can make a significant contribution to livelihoods and to the conservation of natural and cultural heritage. It is important to use tourism to bring sustainable development, and an international hypothecated airline fuel tax could assist with adaptation and mitigation in the developing world.

Thus, is an ongoing process, a new approach to tourism management and practice to minimize negative impacts and increase positive ones. Create a better place for people to live and visit. The main measure of success is higher levels of income, more jobs that result in greater satisfaction, and improvements in social, cultural, and natural amenities. Since then, tourism development meets current needs without affecting the ability to meet the needs of the next generation.

2. Theoretical basis

The concepts of and sustainable tourism are interrelated, so there is a certain mix of general assumptions. The concept of sustainable tourism is rooted in the concept of developed by Hetzer in 1965. The concept of focuses on minimizing interference in the natural environment, respecting cultural diversity, maximizing local people's participation in tourism service delivery and pleasing tourists (Weeden C., 2013). According to Wheller, tourism should be developed by the local community in a controlled manner and maintained with small groups of tourists. This approach, in turn, refers to alternative tourism, which is characterized by different forms of small-scale in tourism program implementation. However, many authors, including Kivela (2009), Kim (2005) and Goodwin (2011), emphasize that sustainable tourism is only small-scale tourism and is seen as an alternative to mass tourism. According to A. Spenceley (2012), sustainable tourism aims to integrate tourism activities with the protection of nature, as well as develop new tourist ethical attitudes. Therefore, the

concept of sustainable development in tourism mainly refers to the following two aspects: dissemination of tourism forms related to the natural & social environment and integration of tourism with local communities & the socio-economic life of the tourist destination.

The connection of tourism with the concept of sustainable development, popularized over the past three decades, has led to the emergence and popularization of the concept of "sustainable tourism". The definition, cited by Mapjabil and Marzuki, pays attention to three important elements of sustainable tourism: environmental, social and economic. According to this author, sustainable tourism should therefore be understood as tourism, which is economically resilient, but does not destroy resources, especially the physical environment and local communities. In 1993, the World Tourism Organization identified sustainable tourism as a company that addresses the needs of modern travelers and regions while protecting and supporting travel opportunities for future generations. hybrid. In turn, as defined by the European Commission, sustainable tourism is a tourism industry, profitable in terms of economic and social development, without harming the local environment and culture. Therefore, sustainable tourism reflects economic success and financial concern for the environment, protection and development, and responsible behavior towards social and cultural values - these three factors Interdependence.

According to Harold Goodwin (2011), "is about the responsibility to achieve sustainable development through tourism. It is about identifying important local economic, social and environmental issues and solving problems. Determining them. "also calls for maximizing the natural, economic, social and cultural benefits of tourism, but looking through the lens of responsibility of individuals and organizations. responsibility to recognize the impact of tourism to a destination and seek to maximize positive impacts and minimize negative impacts is tourism "creating better places for everyone people live and better places to visit". "aims to respect local people's culture, customs, cuisine and traditions in a respectful and striving manner contribute to the development of responsible and sustainable tourism". So the term focuses on fostering a sense of responsibility among travelers for the place to visit. As pointed out by H. Goodwin, is not a separate, isolated form, but interwoven with all forms of human activity and evolve with needs and attitudes and attitudes change of people. Increased interest in is associated with increased social sensitivity. Everyday behavior, such as picking trash, distributing plastic bags or considering the origin of the food products, translates into a requirement for the tour operator.

- **Responsible tourism principles**

In 2002, tourism industry representatives from 20 countries in Africa, North and South America, Europe and Asia as well as the World Tourism Organization and the United Nations Environment Program met in Cape Town, South. Africa. This is the 1st International Conference on at the destination. The results of the future Conference will become one of the key principles of Responsible Tourism. In the Cape Town Declaration, the key principles for in the identified destinations include:

   - Reducing pollution - through noise, handling waste and congestion Minimize negative impacts in the economic, environmental and social sectors,

   - Generate greater economic benefits for the local community and support the well-being of the host community,

   - Improve working conditions and access to the tourism industry,

   - Engaging local people in decisions that will affect their lives and chances of life,

- Support conservation of nature and cultural heritage, thus contributing to biodiversity conservation,

- Providing tourists with interesting experiences, thanks to the proximity to local people from which they both learn and experience, increase their understanding of the local culture, society and environment,

- Provide facilities to facilitate supportive facilities for people with disabilities during their visit,

- Creates respect between tourists and host communities, builds local pride.

The parties sign a statement on all parties involved in the tourism organization to develop a consistent practice for development. Policy actions are grouped around economic, social and environmental sectors.

- **Economic responsibility:**

Assess economic impacts before tourism development and prioritize development that benefits local communities and minimizes negative impacts on local people's livelihoods, recognizing that Tourism may not always be the most suitable form for local economic development (Shamir, R. (2011). Maximize local economic benefits by strengthening connections and reducing gaps, by ensuring that communities join and benefit from tourism. Use tourism to support poverty reduction by adopting pro-poor strategies wherever possible. Develop quality products that help bring, complement, and enhance destinations. Market tourism in a way that delivers the natural, cultural, and social integrity of your destination. Conduct fair business, fair buying and selling prices, build multidimensional partnerships to minimize and share risks, and recruit and employ employees who meet international labor standards. Adequate and adequate support is provided to SMEs to ensure strong and sustainable growth of all tourism-related businesses (Clifton J, Benson A., 2006).

- **Environmental responsibility:**

Lifecycle environmental impact assessment of tourism facilities and operations - including planning and design phases, ensuring minimization of negative impacts and maximizing positive impacts (Peeters, P.; Dubois, G. (2010). Particular attention is given to the responsible use of resources, in order to minimize waste and excessive consumption. stakeholders and ensure that they benefit from best practices, and have them consult with experts in the field of natural and environmental protection, and, where appropriate, restore this diversity; consider the size and type of tourism that the environment can support, and respect the integrity of vulnerable ecosystems and areas needed protected (Lenzen, Manfred et al., 2018).

- **Social responsibility:**

Impact assessment in the social sector should be considered at every stage of tourism project, starting with their planning to increase positive impacts and reduce negative impacts. In addition, social responsibility represents an argument for the economy of a private company to satisfy the needs of its stakeholders that is central to maintaining social legitimacy in the long run (Werther and Chandler 2011). A range of voluntary tools are available to assist businesses in implementing social responsibility practices (Honey and Stewart 2002). The simplest, but indispensable means is to establish a commitment to social responsibility in the company's vision and mission as a guiding principle for management, employees and stakeholders (Peeters, P.; Dubois, G. (2010).

• **Responsibility to the policy:**

Sustainability of a company is the result of a company's actions and inactions with regard to impacts on the environment, local society and the local economy (Peeters et al., 2004). Sustainability gaps are areas of activity in which a company does not take sustainable actions when these can be taken. The sustainability gaps confirm the need for a new policy to strengthen sustainability practices or, in other words, to revise an existing policy. National sustainability criteria / standards are first used (Monique Borgerhoff Mulder and Peter Coppolillo, 2005). If there are no national sustainability criteria or the criteria are not relevant, check the international criteria. Ensure that these criteria cover environmental, social, and economic aspects. The Brundtland Report (World Environment and Development Commission, 1987), mandated by the United Nations to review long-term environmental strategies, also argues that economic development and environmental protection are interoperable. together, but this requires radical change in economic practice around the world (Emeka Emmanuel Okafor et al., 2008).

3. Research model and hypothesis
3.1. Research hypothesis

On the basis of an overview of previous studies, especially the research of Anuar A. and Sood N. (2017), Tosun C. (2000), combined with the research context in Vietnam, the author Research hypothesis is as follows:

♦ *Awareness of responsible tourism*

According to Feruzi (2012), forms tourism development in a way that is sustainable for the current generation and does not hinder the development of tourism for future generations. Farmaki et al. (2014) the difference between the two concepts is that is in addition to natural resource management, with the core of responsible businesses considering the impact of their decisions and actions for travel. Therefore, the author proposes the following hypothesis:

H1: Awareness of is positively related to activity

♦ *Recognize responsible tourism*

The identity of is the participation of local communities in coordination with stakeholders. People's participation process is developed from low to high according to 6 participation levels: pseudo, passive, spontaneous, direct host, and active. authentic host (Tosun, 2000). Therefore, the author proposes the following hypothesis:

H2: Recognize is positively related to activity

♦ *Feeling of responsible tourism*

Anuar and Sood (2017) "Tourism conducted by the local community is a model of tourism development in which the community organizes the provision of services to develop tourism, while participating in preserving wealth. natural resources and the environment". Feeling responsible for tourism is understanding that the community benefits physically and mentally from tourism development and nature conservation. Therefore, the author proposes the following hypothesis:

H3: The feeling of is positively related to activity

♦ *Reliability responsible tourism*

The tourism impact has a strategic contribution of time, talent and treasure to social and environmental projects in the destination. This includes tourism businesses, travelers and organizations in partnership with host communities. Around the world, tourists and travel

agencies are donating resources to support everything from elementary schools and scholarship funds to forest reserves, health clinics and rejuvenation factories. processing. This emerging movement is helping support and empowers local and indigenous communities by providing jobs, skills and lasting improvements in health care, education and environmental management. Therefore, the author proposes the following hypothesis:

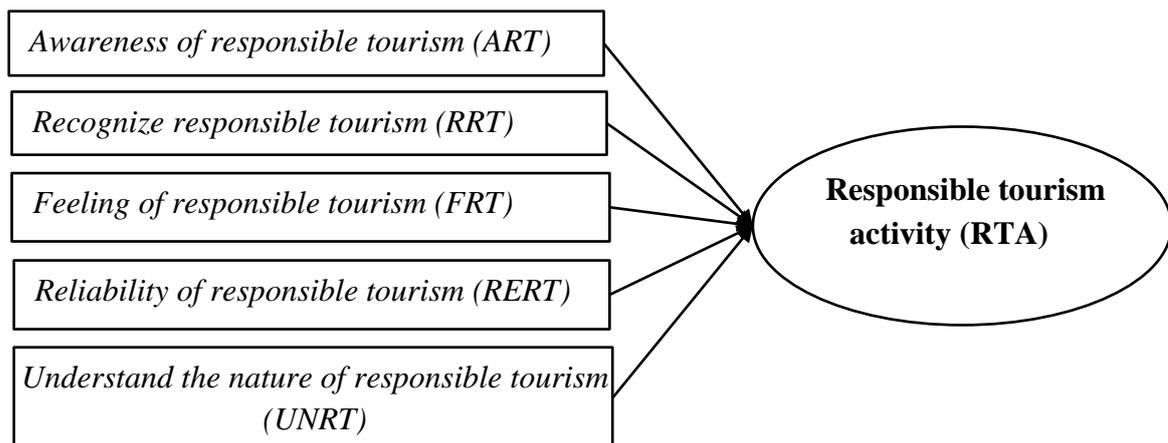*H4: Reliability is positively related to activity*

♦ ***Understand the nature of responsible tourism***

Understanding the nature of responsible travel is using your knowledge and knowledge when planning responsible vacations. Seek to provide people with an understanding of the fragile nature of tourism and how tourism management avoids negative economic impacts; improving negative infrastructure, such as resources, habitat loss; improving living standards, preserving customs and crafts, reviving festivals and rituals, and cultural education; loss of cultural identity, staged authenticity (Rose D., Khanya P.U., 2002). Therefore, the author proposes the hypothesis:

H5: Understanding the nature of is positively related to activity

3.2. Research models

From the above research hypotheses, the author generalizes into the following research model:

Awareness of responsible tourism (ART)

Recognize responsible tourism (RRT)

Feeling of responsible tourism (FRT)

Reliability of responsible tourism (RERT)

Understand the nature of responsible tourism (UNRT)

Responsible tourism activity (RTA)

Research models

4. Research Methods

Research is conducted based on a combination of quantitative research and qualitative research. In which the theoretical systems are synthesized from research documents, scientific papers. In particular, this study surveyed tourist perceptions of responsible tourism. The survey was conducted and the collected data were processed through statistical analysis software SPSS. The study analyzed descriptive statistics and exploratory factor analysis (EFA), affirmative factor analysis (CFA) and linear structural model (SEM) to find the factors that influence perception. It is the responsibility of the tourist and the local resident community to propose solutions to increase visitor awareness on this issue.

5. Results

The Phu Quoc Awareness Survey concerns the need to identify specific actions in responsible tourist behavior. In this survey, we have focused on factors influencing tourist's behavior in terms of perceptions, cultural respectful behavior, and the environment in the tourist destination. The main objective of the survey is to assess tourist awareness and

behavior in relation to and factors that influence visitor awareness. The sampling method used in the survey was a simple randomized choice, 404 complete questionnaires were collected by 2020. The survey results allow for the measurement of awareness and identifying activities with the most significant impact on traveler responsible behavior.

5.1. Assess traveler perceptions of Responsible Tourism

The gender characteristics of respondents show the predominant participation of women in the survey (52.46%). In contrast, men made up a slightly smaller group (47.54%), 18-30-year-olds are the largest group of the sample surveyed (45.48%), followed by 31-50 years old (29.05%), over 50 years old (15.93%), under 18 years old only account for 9.54%. The majority of tourists surveyed came from the central provinces accounting for 46% and 28% of visitors coming from the North and 26% of visitors coming from the South.

From the statistical results that visitors aged <18 years, 67.29% of visitors have never heard of the concept of and 21.14% of visitors have heard of but not understand exactly what is responsible tourism. Only 11.57% of travelers had a real understanding of responsible tourism. Since then, responsible tourism is still unfamiliar to tourists and tourists do not have much understanding of this issue. The table below shows the statistics relating to tourist perceptions of disaggregated by age to better see if there is a hierarchy of perception.

Table 1. Tourist perception of Responsible Tourism

Visitors' perception	Ages (%)			
	<18	18-30	31- 50	> 50
Tourists not known responsible tourism	67.29	32.24	45.06	54.34
Travelers have heard of but don't understand its nature	21.14	43.78	42.23	38.12
Responsible Tourism-savvy travelers	11.57	23.98	12.71	7.54
Total	**100**	**100**	**100**	**100**

(Source: Author's synthesis 2020)

Table 1 shows tourist perceptions division by age group. The majority (67.29%) of travelers under the age of 18 have never heard of responsible tourism. This is understandable when the group of tourists at this age is too young and do not have much knowledge (21.14%) and also because is a relatively new concept in Vietnam. Even for the 18-30-year-old older, 32.24% of travelers do not know while 43.78% of travelers have heard of this concept but not fully understood What is responsible tourism? Only 23.98% of these travelers have a genuine understanding of responsible tourism. Similarly, at the age of 31-50, tend to be similar to the age group 18-30 that the majority have heard about Responsible Tourism, but only 12.71% of visitors understand the true meaning of this issue. As for the age group over 50, 54.34% of tourists do not know anything about responsible tourism, 38.12% of visitors do not understand the meaning of the problem and only 7.54% of visitors really understand Tourism has what is the responsibility. This shows that the age group between 18 and 50 years old still has a greater understanding more than other age groups. This could also happen because of this age's exposure to IT more than to people of other ages so they understand more about responsible tourism.

Table 2. Tourists' activities before the swing trip

Activity of visitors	Very not good %	Not good %	Normal %	Good %	Very good %	Total
Find out about your destination	6.34	8.02	21.31	41.13	23.20	100

before you travel					
Learn to speak some local words from the tourist destination	3.12	6.37	26.34	35.63	28.54	100
Tourists want to communicate with locals	4.15	8.45	26.64	36.55	24.21	100
Tourists want to learn about the culture of the region	15.26	12.67	18.24	32.48	21.35	100

(Source: Author's synthesis 2020)

The visitor's activities prepared before the trip and for the purpose of the trip demonstrate whether the visitor has a sense of his or her trip. The majority of tourists find out about the destination before traveling, accounting for 64.33%. This shows that the traveler is responsible for his or her own trip and finding out information about the destination also shows the visitor's respect for the destination. In addition, 36.55% of visitors want to learn to speak some local words of the tourist destination and 24.21% of visitors really want to learn. When a visitor wishes to learn to speak some local words, it means that visitors respect the native language and want to learn to communicate with them. In fact, 53.83% of tourists want to communicate with local people and 60.76% of tourists want to learn about the regional culture. These purposes represent visitors to respect the local culture, demonstrating that tourists have shown part of their responsibility to respect the culture of the local community, and this motivates them to conserve and promote more.

Table 3. Respectful visitor activities for the environment

Activity of visitors	Very not good %	Not good %	Normal %	Good %	Very good %	Total
Littering the prescribed places	12.45	14.24	22.25	35.14	15.92	100
Use products with biodegradable packaging	34.21	28.42	15.04	12.26	10.07	100
Avoid disposable packaging, especially plastic packaging	31.04	24.09	16.27	15.54	13.06	100
Follow the rules where they need to be protected	7.61	9.07	24.46	30.45	28.41	100
Do not affect the ecosystem	5.14	7.16	25.84	32.42	29.44	100
Economical use of energy sources such as electricity and water	10.59	15.98	24.48	32.38	16.57	100

(Source: Author's synthesis 2020)

Tourists evaluate their own activities during the tour. In addition to 51.06% of visitors disposing of trash in the right place, 26.69% of tourists still did not really do this regulation well. In particular, most tourists do not use products with biodegradable packaging and most of them use disposable packaging like plastic bags. This has a negative impact on the environment. Most visitors follow the rules in places that need to be protected and do not compromise the ecosystem. In addition, they also perform quite well to save energy sources such as saving electricity and water. It can be said that the majority of tourists comply with the regulations on environmental protection, only the habit of using plastic bags still exists

and this seriously affects the environment. Therefore, tourists need to change their thinking and behavior to better protect the environment.

Table 4. Tourists' activities demonstrate respect for the local culture

Activity of visitors	Very not good %	Not good %	Normal %	Good %	Very good %	Total
Respect the local culture of the destination	7.46	9.42	24.57	36.92	21.63	100
Introduce local culture to others	11.47	14.08	21.67	36.27	16.51	100
Adaptable to the life of local people	12.32	16.12	18.86	43.19	9.51	100
Rent a local people's house	28.49	21.16	14.04	21.49	14.82	100
Tourists and local people accompany you on the tour	14.66	24.41	20.47	26.08	14.38	100
Buy local products	12.34	17.45	18.22	29.68	22.31	100

(Source: Author's synthesis 2020)

In the assessment of the respect of visitors to local culture, the majority of tourists respect the local culture, 58.55% of visitors intend to introduce the local culture of the tourist destination to tourists. other and 52.7% of tourists adapted to the life of local people. However, the proportion of tourists who rent houses from local people or accompany them on the trip is not much, possibly because some tourists book a package tour program that does not have an association with people in the program. local people during the visit or stay at their home. In addition, 51.99% of tourists buy local products, 21.16% of tourists hesitate and 29.79% of tourists do not buy local products. This should be improved as the act of buying local products will contribute to sharing the benefits of tourism with the local community and encourage them to continue to produce traditional products and preserve cultural values. there.

5.2. Scale test using confirmatory factor analysis (CFA)

CFA results show that all standard factor load estimates are high. Conformity assessment criteria have a squared value of 141.034 with 76 degrees of freedom and p = 0.000. Relative squares compared to CMIN / df degrees of freedom is 1.586 (<0.2). Other indicators like GFI = 0.956 (> 0.9), TLI = 0.968 (> 0.9), CFI = 0.977 (> 0.9) and RMSEA = 0.046 (<0.08). Therefore, this model is suitable for market data. This also allows us to make predictions about the uni-direction of observed variables. Regarding the convergence values, the standard weights of all scales are> 0.5 and have statistical significance p <0.5, so the scales achieve convergent values.
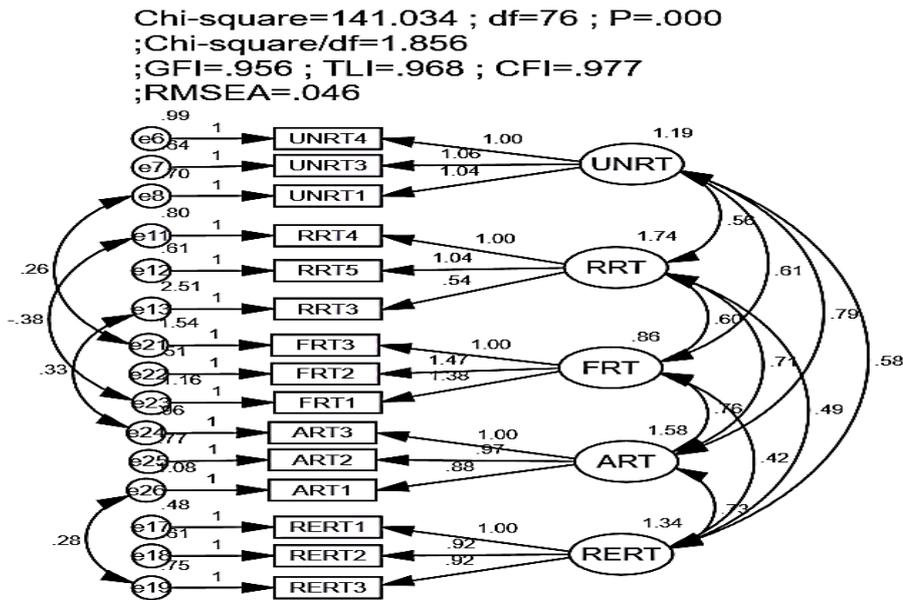
Figure 2: Result of factor analysis for CFA)

(Source: author's synthesis)

Table 5: Results of the verification of the discriminatory value of the CFA scale of the research model

Relationship			Estimate	S.E.	C.R.	P
UNRT	<-->	RRT	.562	.096	5.844	***
UNRT	<-->	RERT	.585	.085	6.837	***
UNRT	<-->	FRT	.607	.085	7.154	***
UNRT	<-->	ART	.786	.102	7.711	***
RRT	<-->	RERT	.488	.095	5.115	***
RRT	<-->	FRT	.602	.092	6.524	***
RRT	<-->	ART	.708	.112	6.297	***
FRT	<-->	ART	.756	.099	7.649	***
RERT	<-->	FRT	.425	.073	5.799	***
RERT	<-->	ART	.731	.099	7.382	***

(Source: author's synthesis)

5.3. Results from the relational structure in the final model (SEM)

Structure modeling (SEM) has been implemented to learn the relationship between factors that influence faculty work motivation. The results show that the model with the last adjusted values with squared statistic expenditure is 298,939 with 116 degrees of freedom (P = 0.000), the general relative freedom is equal to Cmin/df 2577 (< 3). Other indicators like GFI = 0.926 (> 0.9), TLI = 0.932 (> 0.9), CFI = 0.949 (> 0.9) and RMSEA = 0.063 (<0.08). Therefore, this model gained compatibility with the collected data
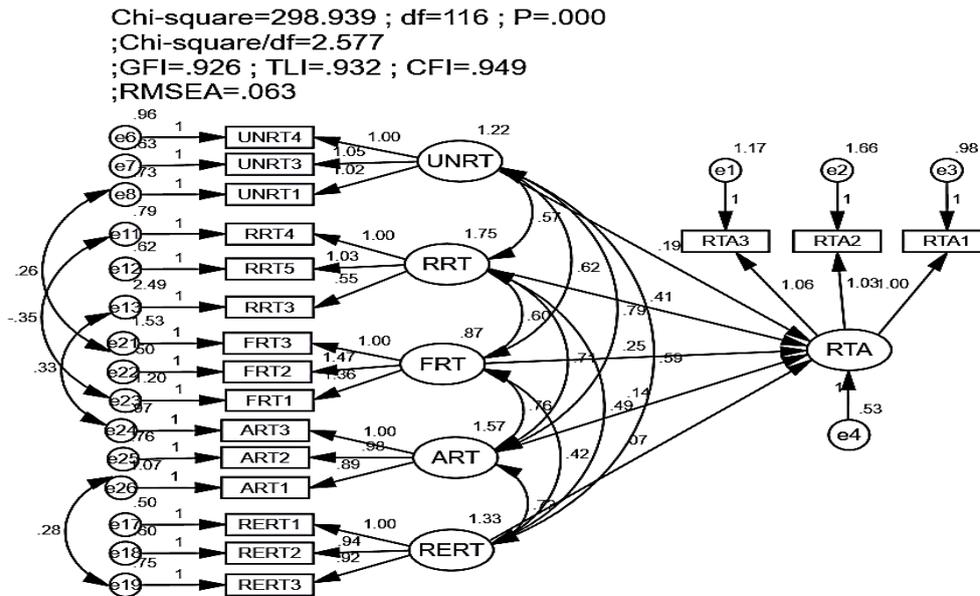
Figure 3. Results of theoretical (standardized) models
(Source: author's synthesis)

Regression Weights

Relation			Estimate	S.E.	C.R.	P
RTA	<---	UNRT	.189	.072	2.607	.009
RTA	<---	RRT	.413	.054	7.611	***
RTA	<---	FRT	.250	.098	2.560	.010
RTA	<---	ART	.140	.070	1.986	.047
RTA	<---	RERT	.071	.058	1.220	.022

(Source: author's synthesis

5.4. Check the reliability of your estimates with Bootstrap

Estimated results from 1000 mean samples with deviation are shown in Table 4, the absolute CR value is less than 2, it can be said that the deviation is very small; while it was not statistically significant at the 95% confidence level. Therefore, we can conclude that model estimates can be reliable. There are 5theoretically valid relationships

Table 6: Estimated results by bootstrap with n = 1000 in the theoretical model

Parameter			SE	SE-SE	Mean	Bias	SE-Bias	CR
RTA	<---	UNRT	0.081	0.002	0.174	0.003	0.003	1
RTA	<---	RRT	0.072	0.002	0.448	0	0.002	0
RTA	<---	FRT	0.087	0.002	0.197	0.004	0.003	1.33
RTA	<---	ART	0.072	0.002	0.138	-0.006	0.002	-3
RTA	<---	RERT	0.059	0.001	0.062	-0.005	0.002	-2.5

(Source: Made by the authors)

6. Discuss the research model test results

Sustainable tourism is tourism that fully takes into account current and future economic, social, and environmental impacts, addressing the needs of visitors, industry, the environment, and host communities (Anuar A. and Sood N., 2017). Travel can involve major transportation to common destinations, local transportation, accommodation, entertainment, entertainment, nursing, and shopping (APEC., 2000). There is now a broad consensus that tourism

development must be sustainable, responsible. Global tourism accounts for 8% of global greenhouse gas emissions (largely from aviation), as well as other significant environmental and social impacts, which are not always beneficial to local communities and their economies. (ASEAN Secretariat., 2016).

Research has systematized the theoretical foundations related to responsible tourism. At the same time, the study showed tourist perceptions of through questionnaire surveys. Since then, the results show that the majority of tourists do not know about or do not understand responsible tourism. So, when they evaluate their activities, they are also amazed at their own results. Visitors of different ages also had different perceptions of responsible tourism, as well as differences in perceptions between tourist groups with higher education levels had higher awareness. As for information processing, the more frequent visitors access information, the more frequent the visitors access it, becomes responsible for responsible tourism. Besides, the better information-processing travelers have a deeper understanding of and vice versa. However, visitors' perception is also influenced by other tourists. Even though tourists are more aware of responsible tourism, their actions are still more or less influenced by other travelers. The cost issue is one of the factors that have a large impact on visitor perception as searching for information or adopting are all expenses that other travelers have to pay. Through standardized regression coefficients, we know the importance of the factors involved in the equation, in particular, Get to Know responsible tourism" (β= 0.413) and "Feeling responsible tourism" (β= 0.250) has the most impact", thus raising awareness of each tourist makes a sense of influencing other tourists and an awareness and understanding of the nature of responsible tourism. The mission will be spread and rapidly replicated. Since then, tourists do not understand much about responsible tourism, but their behaviors reflect their responsibility towards the environment and culture at the destination. However, there are also evaluation criteria that show that tourists are not properly receiving and performing well, as the use of biological products is limited while the use of plastic bags is limited feathers are very common. Besides, there are also some tourists who do not do well with the proper disposal of garbage or the purchase and consumption of local products. From there, local authorities, tourism businesses, and guides need to encourage and guide visitors to better fulfill their responsibilities during travel. Tourism departments can implement educational campaigns on in the city by posting information related to responsible tourism, and guiding visitors to do it specifically.

Furthermore, tour operators should incorporate responsible tourism-related activities, such as staying at home-stay or experiencing a number of delivery activities with local residents when designing tourism programs to save the culture in the travel program. As for the tour guide, who plays an important role in conveying the idea of and directly guiding visitors to fulfill their responsibilities during the trip. Ultimately, each traveler needs to raise awareness about and take responsibility for the environment, our community, and our own lives together.

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