

Developing community-based tourism in Bo Lu village (Nam Mau commune, Ba Be district, Bac Kan province)

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ABSTRACT: Community-based tourism (CBT) is recognized as a sustainable development model that promotes economic growth, environmental conservation, and cultural preservation through active local participation. This study examines the current status and potential of CBT development in Bo Lu village, Nam Mau commune, Ba Be district, Bac Kan province, Vietnam, using a mixed-method approach that combines surveys, in-depth interviews, and secondary data analysis. Findings indicate that Bo Lu village has significant potential for CBT due to its rich natural and cultural resources. However, several challenges hinder its sustainable growth, including inadequate infrastructure, ineffective marketing strategies, and limited professional capacity among local stakeholders. While tourists appreciate the pristine landscapes and cultural authenticity, concerns remain regarding service quality, accessibility, and tourism product diversity. To enhance CBT development in Bo Lu, this study proposes key strategies such as capacity-building programs for local residents, infrastructure improvements, product diversification, and digital marketing initiatives to strengthen competitiveness. Additionally, sustainable management practices and environmental protection measures should be implemented to ensure long-term development. This research provides empirical insights into CBT in rural Vietnam, offering practical implications for policymakers, tourism enterprises, and local communities in fostering an effective and sustainable CBT model.

Keywords: Community-based tourism, sustainable development, cultural preservation, local participation, rural tourism.

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I. INTRODUCTION

Tourism has emerged as a vital driver of economic, social, and cultural development worldwide. With the advancement of science, technology, and socio-economic conditions, the quality of human life has improved significantly, leading to an increasing demand for exploration and leisure. Tourism has become an indispensable cultural and social activity, enriching human experiences and contributing to the vibrancy of life. In many countries, tourism is not only a major economic sector but also a key contributor to GDP and employment generation. In Vietnam, the tourism industry has seen remarkable growth, playing a pivotal role in the country's industrialization and modernization process while improving living standards and preserving cultural heritage [1].

Community-based tourism (CBT) has gained significant attention as a sustainable approach to tourism development. CBT prioritizes the active participation of local communities in tourism management and operations, ensuring that socio-economic benefits are equitably distributed while safeguarding cultural and natural resources. According to Goodwin, CBT fosters a symbiotic relationship between communities and tourists, encouraging cultural exchange and environmental stewardship [2]. Asker et al. emphasize that successful CBT initiatives often lead to increased community empowerment, improved infrastructure, and long-term sustainability [3]. In Vietnam, CBT has demonstrated its potential in various regions such as Sapa, Mai Chau, Hue, and the Mekong Delta. These destinations have leveraged their unique cultural identities and natural landscapes to attract both domestic and international tourists. However, despite its successes, the development of CBT in Vietnam faces challenges such as insufficient infrastructure, limited marketing efforts, and a lack of professional training for community members [4].

Bo Lu village, located in Nam Mau commune, Ba Be district, Bac Kan province, is a prime example of a rural community with immense potential for CBT development. The village, situated at the southern part of Ba Be Lake, boasts stunning natural landscapes and a rich cultural heritage. Spanning approximately 8 square kilometers, Bo Lu is home to 246 residents, all belonging to the Tay ethnic group. Currently, 14 households operate homestays, providing visitors with authentic experiences rooted in Tay traditions. The proximity of Bo Lu village to Ba Be Lake, a renowned ecotourism destination, further enhances its appeal as a CBT site. Despite

its advantages, the development of CBT in Bo Lu village is not without challenges. The tourism products offered remain basic and lack diversification, failing to fully capitalize on the village's potential. Marketing and promotional activities are underdeveloped, resulting in limited awareness among prospective tourists. Moreover, the local community requires further capacity-building initiatives to improve service quality and operational efficiency. Addressing these issues is critical to ensuring the sustainability and competitiveness of CBT in Bo Lu village.

The significance of this study lies in its potential contributions to the field of sustainable tourism. Firstly, it provides a comprehensive analysis of the current state of CBT in Bo Lu village, identifying its strengths, weaknesses, opportunities, and threats. Secondly, the study offers practical recommendations to enhance the sustainability of CBT in the village, emphasizing community participation, effective marketing strategies, and capacity building. Finally, the research highlights the broader implications of CBT for rural development, cultural preservation, and environmental conservation.

This paper is structured as follows: the next section reviews the relevant literature on CBT, including its principles, benefits, and challenges. Subsequently, the methodology section outlines the research approach and data collection methods employed. The findings and discussion section presents the results of the study and explores their implications for CBT development in Bo Lu village. The paper concludes with a summary of key insights and recommendations for policymakers, practitioners, and future researchers.

II. DATA AND RESEARCH METHODS

The research is conducted at the Bo Lu village, with primary data collected from December 2023 to December 2024, and secondary data from 2020 to 2024.

The research data was collected through two main sources: secondary data and primary data. Secondary data was obtained from previous studies, including theses, dissertations, and scientific articles both domestic and international, as well as financial reports, demographic information, and tourism activities in Bo Lu village. Furthermore, additional sources of information from the internet and other relevant documents were analyzed and synthesized to ensure the validity and reliability of the data used in this study.

Primary data was collected through surveys targeting tourists and local residents, combined with in-depth interviews. For tourists, a questionnaire was designed with 28 measurement variables, utilizing a 5-point Likert scale to evaluate aspects such as tourism resources, infrastructure, environmental sanitation, tourism products and services, pricing, and community capacity. The data was gathered from at least 140 tourists, satisfying the minimum sample size requirement [5]. For local residents, the study employed a questionnaire with 10 measurement variables focusing on awareness, participation levels, assessments, and aspirations regarding community-based tourism development. A minimum sample size of 50 residents was surveyed, meeting the standards for quantitative research.

Qualitative data obtained from in-depth interviews and observations were processed using content analysis methods, including data condensation, coding, and logical interpretation, following the guidelines of Glaser and Strauss [6]. Quantitative data from the surveys were entered, cleaned, and analyzed using SPSS 20.0 software. Statistical methods employed included descriptive statistics (frequency, mean, and standard deviation) to evaluate the demographic characteristics and satisfaction levels of tourists.

Moreover, the study applied SWOT analysis to comprehensively assess internal and external factors, including strengths, weaknesses, opportunities, and threats in the development of community-based tourism in Bo Lu village. This analysis provided a critical foundation for identifying limitations, underlying causes, and proposing appropriate solutions to promote sustainable development in the community.

III. THEORETICAL FOUNDATION

Community-based tourism (CBT)

Community-based tourism (CBT) is an inclusive and participatory tourism development model in which local communities take a central role in designing, managing, and operating tourism activities. The primary aim of CBT is to maximize social, cultural, and economic benefits for the community while ensuring the sustainability of local resources. Unlike traditional mass tourism, which often prioritizes profit over preservation, CBT emphasizes community empowerment, equitable resource allocation, and the preservation of cultural and natural heritage.

Telfer and Sharpley (2008) define CBT as “a sustainable tourism model that encourages local communities to take ownership of tourism ventures, providing them with an opportunity to showcase their culture and environment while reaping direct benefits” [7]. This conceptualization reflects global priorities in sustainable tourism development, highlighting the importance of equity, environmental conservation, and social inclusion.

CBT is distinguished by several key characteristics:

Local ownership and control: Tourism activities in CBT are owned and managed by the community, ensuring that the majority of economic benefits remain within the locality. This control allows profits to be

reinvested in community development projects, such as education, healthcare, or infrastructure improvements [8].

Cultural and environmental sustainability: CBT prioritizes the protection and promotion of local traditions, cultural practices, and natural environments. Communities leverage their unique cultural and ecological assets to create authentic tourism experiences while safeguarding these resources for future generations [9].

Empowerment and capacity building: CBT fosters community empowerment by equipping local populations with the skills and knowledge necessary to effectively manage tourism ventures. Training programs in hospitality, marketing, and resource management play a crucial role in enhancing community competence and self-reliance.

Inclusivity and equity: A fundamental principle of CBT is inclusivity, ensuring that marginalized groups, such as women, youth, and indigenous populations, have access to opportunities within the tourism sector. Efforts are made to involve these groups in decision-making and operations, thereby fostering equitable participation and shared benefits [10].

Collaborative Governance: Successful CBT initiatives often involve partnerships between community members, local governments, and private stakeholders. These collaborations enable the pooling of resources, knowledge exchange, and the creation of supportive policies to sustain CBT practices over time.

By integrating these principles, CBT not only contributes to the economic resilience of local communities but also enhances their cultural pride and environmental stewardship. Moreover, it provides tourists with unique, meaningful experiences, strengthening their connection to the destination and its people. When effectively implemented, CBT serves as a powerful tool for achieving sustainable development goals while fostering mutual respect and understanding between hosts and visitors.

Community-based tourism development (CBTD)

Community-based tourism development (CBTD) is a strategic approach to fostering sustainable growth within local communities by leveraging tourism as a development tool. This model seeks to balance economic, social, and environmental objectives while actively involving community members in the planning, management, and benefits of tourism activities. CBTD emphasizes inclusivity and empowerment, ensuring that local populations not only participate in the tourism value chain but also maintain control over its trajectory.

Blackstock (2005) defines CBTD as “a process where local people collaborate to establish tourism initiatives that align with community goals and values, providing economic benefits without compromising environmental and cultural integrity” [11]. This definition highlights the essence of CBTD as a participatory and holistic development strategy rooted in the principles of sustainability. Unlike conventional tourism models that often prioritize external investment and profit, CBTD prioritizes the well-being and aspirations of the host community.

One of the critical dimensions of CBTD is economic diversification. In many rural and resource-dependent areas, traditional industries such as agriculture, fishing, or small-scale crafts form the backbone of local economies. These industries, however, are often vulnerable to external shocks such as market fluctuations, climate change, or resource depletion. CBTD provides an alternative source of income, enabling communities to mitigate these vulnerabilities by diversifying their economic activities. Tourism enterprises, ranging from homestays to guided tours, become vehicles for income generation, job creation, and local economic stability.

CBTD also plays a significant role in fostering social cohesion and cultural revitalization. By encouraging community members to collaborate on tourism initiatives, CBTD strengthens social bonds and collective identities. Shared goals, such as improving village infrastructure or preserving local traditions, bring people together and create a sense of unity. Additionally, CBTD often serves as a platform for cultural pride, as communities showcase their unique heritage, rituals, and artistic expressions to visitors. This process not only generates economic value but also reinforces the community's commitment to preserving its cultural identity for future generations.

Another cornerstone of CBTD is environmental stewardship. Many community-based tourism initiatives are directly linked to the natural resources and landscapes that form the foundation of their tourism appeal. By connecting tourism income with the conservation of these resources, CBTD incentivizes sustainable environmental practices. For example, revenues from eco-tourism activities may be reinvested in reforestation projects, wildlife conservation efforts, or waste management systems. As Mitchell and Ashley (2010) observe, CBTD fosters a virtuous cycle in which environmental conservation and economic benefits are mutually reinforcing [12].

Overall, CBTD represents a transformative model of tourism that places communities at the heart of development. By integrating economic resilience, social empowerment, and environmental sustainability, CBTD not only enhances the quality of life for local populations but also enriches the experiences of tourists who seek authentic and meaningful connections with their destinations. Effective CBTD requires strong leadership,

participatory governance, and long-term planning to ensure that it remains aligned with the evolving needs and aspirations of the host communities.

Conditions for community-based tourism development

Community-based tourism development (CBTD) requires a strategic approach to ensure sustainable and effective outcomes. These conditions encompass natural, cultural, social, and economic dimensions, which collectively foster local community empowerment and sustainable resource utilization.

First, natural and cultural tourism resources (TNRs) serve as the foundation of CBTD. The diversity and uniqueness of these resources are critical in attracting tourists. Iconic landscapes, protected ecosystems, and vibrant cultural heritage sites are often the primary motivators for visitors. According to Richards, the intrinsic value of cultural and natural resources significantly shapes the perceived attractiveness of a destination. Moreover, curated events and community-organized activities can enhance a destination's appeal by offering interactive and experiential opportunities [13].

Second, accessibility to CBT destinations is a crucial determinant of success. This includes: Transportation infrastructure: Efficient networks (roads, railways, air, and waterways), high-quality transportation services, and proximity to major urban centers are essential. Destinations located far from central hubs often face challenges in attracting tourists [14]. Access to information: In the digital era, the availability of online information about destinations significantly impacts tourist decision-making. Platforms such as Tripadvisor, Booking.com, and social media channels act as primary sources for destination exploration and planning [15]. Effective digital marketing strategies by local authorities can greatly enhance visibility. Administrative simplicity: Streamlined visa processes and minimal bureaucratic barriers make a destination more appealing to international visitors. Complicated procedures often deter potential tourists, reducing accessibility.

Third, community engagement and capacity are central to CBTD. Local communities must actively participate in managing and benefiting from tourism activities. Key factors include demographic characteristics, education levels, cultural identity, and the willingness of community members to collaborate in preserving resources. Scheyvens highlights the role of empowerment in fostering sustainable development, emphasizing the importance of training programs to enhance skills in tourism operations [16]. Additionally, preserving traditional lifestyles and practices while creating an inclusive decision-making environment strengthens the community's role in tourism initiatives.

Fourth, market segmentation and understanding tourist demographics are pivotal. Tourists are the primary consumers of local tourism products and services, generating income for the community. Differentiating between domestic and international visitors or between high-value and potential tourists allows destinations to tailor experiences accordingly [17]. Understanding tourist behavior, preferences, and spending patterns also informs the development of market-driven strategies to maximize economic benefits.

Finally, institutional and policy support plays a vital role in CBTD. Governments and non-governmental organizations (NGOs) are essential in creating enabling environments through supportive policies, funding, and technical assistance. Collaborative efforts to integrate CBT into regional tourism plans, develop interconnected tourism routes, and allocate resources for community projects strengthen the long-term viability of CBT. Strategic planning, as emphasized by Telfer and Sharpley, ensures that CBT initiatives align with broader sustainable tourism goals [18].

In conclusion, developing CBT requires a holistic approach that balances resource preservation, community empowerment, and market engagement. The integration of supportive policies, robust infrastructure, and active community involvement ensures that CBT benefits both residents and visitors while fostering long-term sustainability.

Stakeholders in community-based tourism development

The development of CBTD depends on the effective collaboration of multiple stakeholders. Local communities provide cultural authenticity and management, private enterprises bring resources and innovation, tourists generate economic incentives, and public authorities ensure regulatory support. Non-governmental organizations (NGOs) complement these efforts by addressing gaps and fostering capacity-building. Together, these stakeholders create a dynamic and inclusive framework for sustainable tourism development.

Local communities play a central role in CBTD as its primary drivers and beneficiaries. The development and management of CBT are community-led, aiming to engage residents in planning, decision-making, and implementation processes. This active participation fosters sustainable tourism, mitigates poverty, and provides equitable benefits. Communities are instrumental in preserving cultural and natural resources while creating authentic tourism experiences. Their involvement ensures that CBT aligns with local traditions and long-term development goals.

Private enterprises also hold a significant position in CBTD. As suggested by Moscardo, private businesses can act as community leaders, contributing expertise and resources to tourism development [19].

These enterprises, whether local or external, bridge the gap between tourists and communities by marketing local products, attracting visitors, and enhancing tourism offerings. They share their professional knowledge with the community, support capacity-building initiatives, and promote innovation. Furthermore, private enterprises often invest in infrastructure and tourism services, emphasizing the importance of respecting local cultural values and safeguarding the environment. Their dual role as investors and facilitators reinforces the collaborative foundation of CBTD.

Tourists are essential stakeholders as consumers of tourism products and services. Their interest in exploring natural landscapes, experiencing local culture, and participating in community-based activities drives the demand for CBT. By engaging with local communities and immersing themselves in authentic experiences, tourists contribute to the economic and social sustainability of destinations. Positive experiences not only provide economic benefits but also foster cultural exchange and mutual understanding between visitors and hosts.

Public authorities, including local governments and state agencies, play a critical role in regulating and supporting CBTD. They are responsible for planning, licensing, and monitoring tourism activities to ensure sustainable development. According to the UNWTO, government policies should minimize tourism's adverse impacts while enhancing its economic, social, and environmental benefits. Local governments also act as mediators, resolving conflicts between stakeholders and ensuring compliance with regulations [20]. Additionally, the development of clear policies and mechanisms for resource allocation and conflict resolution enhances cooperation among stakeholders and promotes sustainable tourism practices.

NGOs are invaluable partners in CBTD, contributing resources, expertise, and advocacy. These organizations support local communities by providing financial assistance, technical training, and collaborative opportunities for tourism development. NGOs often emphasize environmental conservation and cultural preservation, aligning their initiatives with the principles of sustainable tourism. Their involvement enables communities to access external support networks and achieve long-term goals.

Levels of community participation in tourism activities

Community participation is a cornerstone of sustainable community-based tourism (CBT), with the local community serving as both the primary stakeholder and beneficiary. Goodwin and Santilli emphasize that the local community, particularly households residing in areas where CBT is implemented, plays a critical role in the ownership, operation, management, and equitable distribution of benefits derived from tourism [21]. The process of community participation unfolds over several stages, each reflecting varying levels of local control and power dynamics between the community and other stakeholders.

According to Pretty, there are seven distinct levels of community participation in tourism [22]:

Passive participation: Communities are merely informed about tourism development projects, often without their active involvement in decision-making processes. The shift in livelihood patterns is typically dictated by external stakeholders.

Participation by information giving: Communities provide input by answering questions or sharing data relevant to tourism development when consulted by external organizations.

Consultative participation: Community members are invited to attend meetings and share opinions regarding the transformation of traditional livelihoods into tourism services.

Material incentive-driven participation: Communities participate by supplying goods, services, or labor to tourism businesses, often in exchange for direct material benefits but without broader involvement in planning or decision-making.

Functional participation: Community members are organized into functional groups, such as management teams, cultural performance groups, culinary groups, tour guides, or local product producers. These groups operate under the guidance and supervision of local authorities or external organizations.

Interactive participation: Communities assume ownership of tourism enterprises, actively engaging in analysis, planning, and decision-making for local tourism development.

Self-mobilization: Communities independently initiate tourism activities, seek external support when needed, and retain control over decisions, investments, and the expansion of tourism ventures.

This framework, widely endorsed and applied in CBT research, provides a comprehensive perspective on the varying degrees of community involvement. Each level highlights the progression from passive to empowered participation, underscoring the importance of fostering local agency and leadership in tourism. In this study, the model serves as the analytical foundation for evaluating community participation levels in tourism activities at Bo Lu village, Vietnam. This application demonstrates the adaptability and relevance of Pretty's model in assessing CBT contexts and guiding policy interventions aimed at sustainable development.

IV. RESEARCH RESULTS AND DISCUSSION

4.1. Survey sample description

Description of the tourist survey sample

The study utilized a structured questionnaire to collect data from tourists visiting Bo Lu village, Nam Mau commune, Ba Be district, Bac Kan province. The questionnaire consisted of 28 observed variables, with a total of 140 valid responses obtained. The demographic and behavioral characteristics of respondents are described as follows:

The gender distribution showed a slight predominance of female respondents (54.3%), while males accounted for 45.7%. In terms of age, the largest group comprised individuals aged 26–45 (42.9%), followed by those aged 18–25 (30.0%). Respondents aged over 60 represented 25.7%, and those under 18 accounted

Regarding nationality, 84.3% of respondents were Vietnamese, while international tourists made up 15.7%, including visitors from South Korea (9.3%), France (8.6%), Italy (3.6%), and Germany (1.4%).

Educational attainment varied, with the majority holding a university degree (54.3%). Respondents with postgraduate qualifications constituted 22.9%, and those with a high school education or lower made up 22.9%.

Occupationally, freelance workers formed the largest group (37.1%), followed by students (20.0%), office workers (15.7%), homemakers (11.4%), researchers (7.1%), and other professions (8.6%).

First-time visitors dominated the sample at 70.0%, while 17.1% had visited 2–3 times, and 12.9% had visited more than three times. The primary purpose for visiting was leisure, sightseeing, and exploration, as indicated by 81.4% of respondents. Others visited for academic or research purposes (12.9%) and business or work-related reasons (5.7%).

The length of stay showed that 44.3% were day visitors, while 38.6% stayed one night, and 17.1% stayed for two nights. Spending patterns revealed that 34.3% of respondents spent up to 1 million VND per trip, 58.6% spent between 1–5 million VND, and 7.1% spent over 5 million VND.

In terms of information channels, 62.1% of respondents learned about Bo Lu village through family and friends, 46.4% through the Internet, 42.1% through various media such as newspapers and publications, and 27.1% via travel companies.

This data provides a comprehensive profile of tourist demographics and behaviors, offering valuable insights into community-based tourism development strategies for Bo Lu village.

Description of the survey sample of local residents engaged in community-based tourism

The survey sample of local residents engaged in community-based tourism consisted of 50 participants, with a gender distribution of 32 females (64%) and 18 males (36%). Regarding age, the majority of participants fell within the 26–45 age range, totaling 27 individuals (54%). A smaller group, 21 participants (42%), were between 18 and 25 years old, while only 2 individuals (4%) were over 60 years of age.

In terms of educational background, 31 participants (62%) had completed high school or lower, 18 participants (36%) held a university degree, and only 1 participant (2%) had pursued education beyond university. Ethnic composition revealed that 38 participants (76%) were from the Tay ethnic group, while 12 participants (24%) were from the Kinh ethnic group.

Regarding the duration of participation in community-based tourism activities, 5 participants (10%) had been involved for less than a year, 26 participants (52%) had been engaged for 1 to 3 years, and 19 participants (38%) had more than 3 years of experience.

The survey also examined the roles that local residents play in community-based tourism. The most common position was serving as accommodation providers, with 42 individuals (84%) holding this role. The second most common job was in food service, with 19 participants (38%) involved in catering. A smaller proportion, 11 participants (22%), were involved in retail activities, while 6 participants (12%) worked as tour guides and another 6 participants (12%) were performers in traditional arts, such as singing Then and playing the Tinh guitar. Other roles, which were not specified in the survey, accounted for 8 participants (16%).

4.2. Tourist satisfaction with community-based tourism activities in Bo Lu village

Table 1. Products/Services Utilized by Surveyed Tourists

Products/Services	Number of selections	Percentage of total sample (%)
Homestay accommodation	78	55,7
Participation in festivals and customs	20	14,3
Culinary experiences	115	82,1
Guided tours	26	18,6
Participation in local labor Activities	4	2,9
Shopping	62	44,3
Others	19	13,6

The survey results on the products and services utilized by tourists in Bo Lu Village reveal a diverse distribution of choices, reflecting the popularity and development potential of each service type. Among the surveyed services, local culinary experiences were the most favored, with 115 responses (82.1%), highlighting the significant role of gastronomy in attracting visitors. This was followed by homestay accommodations, used by 78 respondents (55.7%), demonstrating substantial interest in this culturally immersive lodging model.

Shopping activities also garnered considerable attention, with 62 responses (44.3%), suggesting that local products could serve as a promising source of revenue. However, only 26 participants (18.6%) opted for guided tours, indicating that the demand for this service remains modest, possibly due to inconsistent offerings or insufficient promotion. Cultural activities, such as participating in festivals and customs, attracted just 20 participants (14.3%), while engagement in local labor activities was even more limited, with only 4 responses (2.9%). These figures reflect that, while cultural and community interaction activities hold potential, they have not yet been effectively developed or aligned with tourist expectations.

Additionally, 19 participants (13.6%) chose to utilize other services beyond the surveyed categories, suggesting opportunities for diversifying tourism products in the area. Overall, the survey results demonstrate a clear preference among tourists for convenient and accessible tourism products, while specialized or culturally interactive activities have yet to achieve widespread popularity. This presents both challenges and opportunities to develop more suitable tourism products and services while improving promotional efforts and enhancing the quality of experiences to meet the increasingly diverse demands of visitors.

Tourist satisfaction with community-based tourism activities in Bo Lu village was assessed through primary data collection using a questionnaire. The author employed statistical methods such as mean (Mean) and standard deviation (Std. Deviation - SD) in SPSS 20 software. Using a 5-point Likert scale, the significance of each value was treated similarly to an interval scale. The following rating scale was applied:

$$\text{The range value} = (\text{Maximum} - \text{Minimum})/n = (5 - 1)/5 = 0.8$$

Mean value | Interpretation

1.00 – 1.80 | Very dissatisfied

1.81 – 2.60 | Dissatisfied

2.61 – 3.40 | Neutral

3.41 – 4.20 | Satisfied

4.21 – 5.00 | Very satisfied

Table 2. Level of satisfaction with tourism resources

Content	Average value	Standard deviation	Conclusion
Pristine and tranquil natural environment	3.98	0.731	Satisfied
Cool and pleasant climate	4.10	0.713	Satisfied
A variety of unique festivals	2.53	0.754	Dissatisfied
Distinctive and unique architectural styles	3.85	0.768	Satisfied
Abundance of mysterious legends and folklore	4.62	0.742	Very satisfied
Mean value	3.82	0.742	Satisfied

Table 3. Satisfaction with technical and physical infrastructure

Content	Average value	Standard deviation	Conclusion
Convenient transportation.	3.25	0.769	Satisfied
Well-equipped homestay facilities.	3.62	0.714	Satisfied
Numerous restaurants and eateries catering to tourists.	2.58	0.810	Dissatisfied
Shopping and entertainment facilities meeting visitor demands.	2.56	0.725	Dissatisfied
Mean value	3.00	0.755	Neutral

Table 4. Level of satisfaction with tourism products

Content	Average value	Standard deviation	Conclusion
Engaging and interesting experiential activities with local residents	4.10	0.732	Satisfied
Attractive and flavorful local cuisine	3.60	0.867	Satisfied
A diverse selection of souvenirs and local specialties	2.64	0.785	Neutral
Comfortable and well-equipped accommodation facilities	3.45	0.868	Satisfied
Captivating and well-organized sightseeing tours	4.12	0.755	Satisfied
Mean value	3.58	0.801	Satisfied

Table 5. Level of satisfaction with accessibility and pricing

Content	Average value	Standard deviation	Conclusion
There are various channels providing information about the destination	3.92	0.832	Satisfied
Local residents are enthusiastic in guiding and introducing the destination	4.50	0.761	Very satisfied

Tour prices are reasonable	3.96	0.775	Satisfied
Accommodation service prices are reasonable	3.92	0.860	Satisfied
Food and beverage service prices are reasonable	4.15	0.725	Satisfied
Prices of local products and souvenirs are reasonable	3.75	0.730	Satisfied
Mean value	4.03	0.781	Satisfied

Table 6. Satisfaction with service personnel

Content	Average value	Standard deviation	Conclusion
Good service attitude	4.35	0.731	Very satisfied
High professional competence	4.15	0.787	Satisfied
Good foreign language communication skills	3.56	0.715	Satisfied
Mean value	4.02	0.744	Satisfied

Table 7. Level of satisfaction with environmental hygiene

Content	Average value	Standard deviation	Conclusion
The cleanliness of dining areas	3.95	0.742	Satisfied
The cleanliness of sleeping areas	3.48	0.761	Satisfied
The cleanliness of restrooms	3.98	0.786	Satisfied
The cleanliness of the surrounding environment	3.85	0.868	Satisfied
Mean value	3.82	0.789	Satisfied

Table 8. Overall satisfaction with community-based tourism activities in Bo Lu village

Content	Average value	Standard deviation	Conclusion
Felt that expectations were met when participating in community-based tourism in Bo Lu village	4.05	0.788	Satisfied

The analysis of tourist satisfaction with community-based tourism activities in Bo Lu Village utilized a 5-point Likert scale to assess various dimensions, with mean values and standard deviations providing detailed insights. The results highlight both strengths and areas needing improvement to enhance the overall tourist experience.

Satisfaction with tourism resources

Tourism resources achieved an average satisfaction score of 3.82 (SD = 0.742), reflecting a generally positive perception among tourists. Aspects such as the pristine and tranquil natural environment (Mean = 3.98, SD = 0.731) and the abundance of mysterious legends and folklore (Mean = 4.62, SD = 0.742) received particularly high satisfaction ratings, with the latter classified as "very satisfied." However, satisfaction with the variety of unique festivals was notably lower (Mean = 2.53, SD = 0.754), falling into the "dissatisfied" range, suggesting the need for improvements in this area to enhance the destination's appeal.

Satisfaction with technical and physical infrastructure

The average satisfaction level for technical and physical infrastructure was neutral (Mean = 3.00, SD = 0.755). Tourists were satisfied with homestay facilities (Mean = 3.62, SD = 0.714) but expressed dissatisfaction with shopping and entertainment facilities (Mean = 2.56, SD = 0.725) and the availability of restaurants and eateries (Mean = 2.58, SD = 0.810). This highlights the need for targeted investments in infrastructure to better meet visitor expectations.

Satisfaction with tourism products

Tourism products received a satisfactory rating overall, with a mean value of 3.58 (SD = 0.801). Tourists particularly appreciated captivating sightseeing tours (Mean = 4.12, SD = 0.755) and engaging experiential activities with local residents (Mean = 4.10, SD = 0.732). However, the diversity of souvenirs and local specialties achieved only a neutral rating (Mean = 2.64, SD = 0.785), indicating an opportunity to enhance product variety and appeal.

Satisfaction with accessibility and pricing

Accessibility and pricing received an overall satisfactory rating, with a mean value of 4.03 (SD = 0.781). Local residents' enthusiasm in guiding tourists (Mean = 4.50, SD = 0.761) was rated "very satisfied," reflecting their key role in enhancing the visitor experience. Reasonable food and beverage prices (Mean = 4.15, SD = 0.725) also contributed positively. These findings underscore the importance of maintaining fair pricing and improving accessibility through effective information channels and infrastructure.

Satisfaction with service personnel

Service personnel achieved an overall satisfaction rating of 4.02 (SD = 0.744). Tourists were particularly impressed by the good service attitude of staff (Mean = 4.35, SD = 0.731), categorized as "very satisfied." High professional competence (Mean = 4.15, SD = 0.787) and foreign language communication skills (Mean = 3.56, SD = 0.715) were rated satisfactorily but indicate areas for further training and capacity building.

Satisfaction with environmental hygiene

Environmental hygiene was rated satisfactorily overall, with a mean value of 3.82 (SD = 0.789). The cleanliness of dining areas (Mean = 3.95, SD = 0.742) and restrooms (Mean = 3.98, SD = 0.786) were particularly well-regarded. However, the data suggests room for improvement in maintaining cleanliness standards across all facilities to enhance visitor satisfaction.

Overall satisfaction

Tourists reported an overall satisfaction level of 4.05 (SD = 0.788) regarding their experience in community-based tourism activities in Bo Lu village. This reflects a generally positive perception, with expectations largely met. However, addressing the identified areas for improvement could further elevate the destination’s appeal and ensure long-term success in community-based tourism development.

4.3. Survey results of local residents on community-based tourism development in Bo Lu village

The survey results of local residents regarding the development of community-based tourism in Bo Lu village reveal several important findings related to their experiences, perceptions, and expectations.

Firstly, regarding the impact of community-based tourism on the livelihood of local residents, the majority of respondents (29 people, accounting for 43.3%) indicated that the income generated was sufficient for their daily living expenses. Additionally, 21 people (30.9%) reported that the income from tourism activities provided a surplus, which they could save for future needs. This suggests that community-based tourism has contributed positively to the economic well-being of the local population, with many participants benefitting financially.

In terms of awareness about community-based tourism, a large number of respondents (38 people, 55.2%) stated that while they had heard of it, their understanding was limited. Only 10 people (14.9%) reported having a solid understanding of the concept, while 2 people (3%) admitted to having heard of it but without a clear understanding. This highlights the need for further education and communication to deepen the local population’s knowledge about the potential benefits and opportunities associated with community-based tourism.

The survey also explored the local residents’ desires for training programs to improve their skills in tourism-related services. The most frequently expressed interest was in enhancing skills for providing accommodation services, with 43 people (64.2%) desiring such training. This was followed by 36 people (53.7%) expressing interest in improving communication skills, and 25 people (37.3%) in enhancing their food and beverage service skills. Other areas of interest included marketing and sales (19 people, 28.4%), tour guiding (10 people, 14.9%), event management (4 people, 6%), and language proficiency (22 people, 32.8%). These findings suggest that there is a strong demand for professional development, particularly in the areas of hospitality, communication, and language skills, to better support the growth of community-based tourism.

When asked about their readiness to engage in community-based tourism, 41 respondents (61.2%) expressed that they were very willing to participate, while 9 people (13.4%) stated they were willing but not as enthusiastic. This indicates a high level of interest and preparedness among the local residents to become actively involved in tourism-related activities.

The survey sought to assess the residents’ perspectives on the potential negative impacts of community-based tourism. A significant proportion (38 people, 56.7%) stated that they had not observed any negative effects. However, 12 people (17.9%) acknowledged that tourism activities could contribute to environmental pollution. This response suggests that while the community is largely positive about tourism’s role in improving their lives, there are concerns regarding its environmental sustainability.

Table 9. Evaluation of the satisfaction level of local residents regarding community-based tourism activities

Content	Average value	Standard deviation	Conclusion
Increase income	3.90	0.834	Satisfied
Create employment opportunities	4.35	0.765	Satisfied
Improve the education level of residents	4.06	0.716	Satisfied
Raise environmental protection awareness	3.98	0.870	Satisfied
Enhance awareness of preserving and conserving resources	3.78	0.790	Satisfied
Mean value	4.01	0.795	Satisfied

The survey assessing the satisfaction level of local residents with community-based tourism activities in Bo Lu village employed a quantitative approach using a 5-point Likert scale. The results, presented through mean values and standard deviations, provide insights into key areas where tourism impacts the community.

Overall, the satisfaction level of residents was rated positively, with a mean value of 4.01 and a standard deviation of 0.795, indicating general satisfaction with community-based tourism activities. Among the specific dimensions assessed, the creation of employment opportunities received the highest satisfaction rating, with a mean score of 4.35 (SD = 0.765). This reflects the significant role of tourism in generating jobs for the

local population, addressing economic needs, and fostering community engagement. Improvements in the education level of residents were also rated highly, with a mean score of 4.06 (SD = 0.716). This suggests that tourism activities have contributed to enhancing educational opportunities, likely through training programs and increased awareness of skills relevant to tourism development. Raising environmental protection awareness achieved a mean score of 3.98 (SD = 0.870), indicating that tourism has positively influenced residents' attitudes toward environmental conservation. Similarly, enhancing awareness of preserving and conserving resources was rated satisfactorily, with a mean score of 3.78 (SD = 0.790). These findings highlight the community's growing recognition of the importance of sustainable practices in tourism. The dimension related to increased income recorded a mean score of 3.90 (SD = 0.834), showing that tourism activities contribute positively to residents' economic well-being, though there remains room for further growth to maximize financial benefits.

The survey results demonstrate that community-based tourism activities in Bo Lu village have been largely successful in improving residents' satisfaction across economic, social, and environmental dimensions. However, continuous efforts to strengthen these impacts, particularly in fostering economic growth and resource preservation, are necessary to ensure long-term sustainability.

4.4. Some solutions to promote the development of community-based tourism in Bo Lu

To foster the development of community-based tourism (CBT) in Bo Lu village, a range of comprehensive solutions can be proposed based on research findings, survey results, and local characteristics.

Enhancing local capacity is a crucial step. Training programs focused on tourism-related skills such as hospitality management, culinary arts, tour guiding, and marketing should be implemented. These programs will equip local residents with the necessary expertise to offer quality services, ensuring a positive visitor experience while creating sustainable income sources. Additionally, language training for foreign visitor interactions can further enhance the appeal of the destination.

Infrastructure and facility upgrades are imperative to improve accessibility and tourist satisfaction. Investments in road systems, public utilities, and sanitation facilities are essential to ensure a comfortable and environmentally friendly experience for visitors. At the same time, homestay accommodations should be standardized to meet diverse customer needs, emphasizing comfort and cultural authenticity.

To diversify tourism products, initiatives such as experiential activities, local festivals, and cultural exhibitions should be developed and marketed. For instance, interactive experiences like traditional craft workshops, agricultural activities, and folklore storytelling can provide visitors with unique insights into the local culture while preserving and promoting traditional practices.

Effective marketing and promotion strategies are vital to attract both domestic and international tourists. Utilizing digital platforms such as social media, travel websites, and mobile applications can expand the visibility of Bo Lu village as a community-based tourism destination. Collaborating with tour operators and leveraging promotional campaigns targeting key markets, such as Japan, South Korea, and France, will also strengthen the village's presence in the tourism sector.

Environmental conservation must remain a priority. Raising awareness among local residents and visitors about the importance of protecting natural and cultural resources is critical. Initiatives like waste management systems, eco-friendly tourism practices, and strict adherence to environmental regulations will ensure the sustainability of CBT activities.

Policy and financial support from local authorities are indispensable. Simplifying administrative procedures, providing financial incentives for tourism-related investments, and establishing clear regulatory frameworks will encourage active participation from local communities and private enterprises. Coordination between stakeholders, including government agencies, non-governmental organizations, and local residents, should be strengthened to achieve cohesive and sustainable tourism development.

By addressing these areas holistically, Bo Lu village can enhance its capacity as a thriving community-based tourism destination, creating economic opportunities, preserving cultural heritage, and promoting sustainable development in the region.

V. CONCLUSION

The development of community-based tourism (CBT) in Bo Lu village presents significant potential in fostering socioeconomic growth, cultural preservation, and environmental sustainability. This study has examined the current status, challenges, and strategic solutions to enhance CBT in the region. While CBT has contributed positively to employment generation, income improvement, and local community empowerment, several key challenges remain that could hinder its long-term success.

Findings indicate that tourism resources, cultural heritage, and local engagement are among the village's strongest assets. Tourists express high satisfaction with the pristine natural environment, the authenticity of cultural traditions, and the unique experiential activities available. These findings align with previous research emphasizing the importance of cultural heritage in sustainable tourism development [21]. However, infrastructural limitations, insufficient tourism marketing, and the need for product diversification

pose significant obstacles to fully realizing Bo Lu's tourism potential. These limitations echo broader challenges observed in other community-based tourism models in developing regions [16]. One of the primary challenges identified is the limited professional capacity of local tourism service providers. While community involvement is essential for CBT success, the lack of formal training in hospitality management, customer service, and digital marketing restricts growth opportunities. Prior studies have shown that capacity-building programs and skill development initiatives play a crucial role in enhancing CBT performance [12]. Implementing targeted training programs focusing on language skills, business operations, and sustainable tourism practices will be critical in improving service quality and competitiveness. Another major concern is the need for better infrastructure and accessibility. Poor road conditions, inadequate transportation options, and limited accommodation facilities have affected the visitor experience. Investments in transportation networks, eco-friendly accommodation, and digital tourism platforms are necessary to enhance accessibility while preserving environmental integrity. Public-private partnerships (PPPs) have been identified as an effective mechanism to address such infrastructure gaps in CBT development [23].

Marketing and promotional efforts also require substantial improvement. Despite Bo Lu's unique offerings, its visibility remains low in domestic and international tourism markets. Research suggests that leveraging digital marketing tools, influencer partnerships, and social media campaigns can significantly increase tourist engagement and awareness [24]. Creating a strong brand identity for Bo Lu, positioning it as an authentic cultural and eco-tourism destination, will be essential for attracting both domestic and international travelers.

To ensure long-term sustainability, it is imperative to establish a comprehensive policy framework that balances tourism growth with environmental conservation and cultural heritage protection. The integration of community-based tourism governance models can facilitate participatory decision-making, ensuring that tourism development aligns with local interests and sustainable principles [25]. Furthermore, environmental management strategies, including waste reduction, responsible tourism guidelines, and biodiversity conservation programs, must be incorporated to mitigate the ecological impact of increasing tourist arrivals.

Future research directions should focus on assessing the long-term impacts of CBT initiatives in Bo Lu, exploring innovative governance structures, and examining the role of digital transformation in enhancing community tourism. Additionally, comparative studies with other successful CBT destinations in Southeast Asia could provide valuable insights into best practices and adaptive strategies for Bo Lu's tourism model.

In conclusion, while Bo Lu village has made remarkable progress in developing a sustainable community-based tourism model, a multi-stakeholder approach involving local communities, private enterprises, policymakers, and academic researchers is essential for long-term success. Addressing the identified challenges through targeted interventions in infrastructure, marketing, capacity building, and sustainability policies will be crucial in transforming Bo Lu into a leading example of community-driven tourism in Vietnam.

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