

ORIGINAL ARTICLE

**INFLUENCED FACTORS OF SUSTAINABLE TOURISM DEVELOPMENT IN THE
SENSITIVE ECOLOGICAL AREA. A CASE STUDY OF MO O BEACH, TRAN DE
DISTRICT, SOC TRANG PROVINCE, VIETNAM**

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ABSTRACT

This paper researched influenced factors of sustainable tourism development on sensitive ecological area at Mo O beach, Soc Trang province, Vietnam by quantitative methods. Questionnaires were conducted with a total of 121 residents who are local people living in Trung Binh commune, Tran De district, Soc Trang province. Through Exploratory Factor Analysis, and Linear Regression Analysis results, the findings reveal that there are four factors affecting sustainably tourism development in Mo O sensitive ecological area namely biodiversity (33.7%), facilities – infrastructure (24.2%), administration of government (23.6%), people with environment (18.5%). Besides, this research also proposes some solutions related to biodiversity, administration of the government, material facilities – infrastructure, environment to develop effectively sustainable tourism in sensitive coastal areas.

Key words: Sustainable tourism development, sensitive area, Mo O beach, influenced factors

INTRODUCTION

Mo O Beach is situated Trung Binh commune, Tran De district, Soc Trang province and close to the national highway of South Hau river. Mo O has favourable geographical position in terms of both waterway and road transportation. The reason why this place is called Mo O because the shape looks like an eagle's beak facing the East Sea. With advantage of the eastern gateway of Soc Trang province, this is a convenient location for building ports and industrial parks, which play an important role in economic development, trade exchange and national defence of Soc Trang as well as the Mekong Delta region. With diverse natural resources, rich specific marine species, coastal mangroves, mudflats ... together with the wildness of nature makes Mo O beach become attractive in the eyes of visitors. Besides, humanistic tourism resources of Mo O are quite special with the combination of ethnic groups and traditional festivals, and handcrafts.

Ecological sensitivity was defined that the reaction level of the environmental change caused by internal and external factors. There are two main elements draws the attention in the development on ecological sensitivity. Human activities are the first factor, while ecosystem's own processes or natural processes are other causes (Cao 2011). Many studies on sustainable tourism development at sensitive areas are found in various researches, especially coastal zones, while these studies tend to emphasize on positive and negative impacts of sustainable tourism rather than indicating influenced factors. Therefore, it is necessary to research influenced factors of sustainable tourism development at Mo O beach to propose precise solutions to protect rich marine biodiversity and traditional cultural values of locals.

Tourism is one of the largest economic sectors, which generates prosperity across the world to not only economic but also social development, especially to the local communities. However, rapid tourism development has also been considered as a drawback to traditional culture and the environment of indigenous people (Lanford, 1994; Mohammed, 2007). This matter is a great concern for local governments, authorities, and people all over the world, this issue motivates and urges countries need to find a new direction to develop tourism destinations in sustainable ways and protective environment.

The term “sustainable development” was first used in 1980 in the World Conservation Strategy drafted by the International Union for Conservation of Nature and Natural Resource. However, Rohe (1997) and Butler (1998) suggested that the approach at that time was not suitable for the current conditions, because the idea stemmed from the period of industrialization. The World Commission on Environment and Development (1987, p.43) has created a definition which considered sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. This definition was agreed on many social parties and stared to be applied in practice (MacLellan, 1997). Sustainable development has since become the global agenda in many forms of development in its broadest understanding (Sofield, 2003). UNEP UNWTO (2005) indicated that sustainable tourism is type of tourism that considers its current and future economic, social and environmental impacts, addressing the needs of travellers, industry, environment and host communities. From above definitions, it can see that sustainable tourism is a new way to develop in present and future time.

As regards Sánchez-Cañizares et al, (2018) indicated that a sensitive area is considered to be an area of land or sea (including islands, mountains, polar and coastal regions, and others such as deserts, etc.) where are owing to special environmental characteristics and need particular attention to assimilate the impacts of tourism. Meanwhile, water shortage and the deterioration of water quality are main environmental concerns to coastal areas, Orhon (2011). A large quantity of tourists leads to negative consequences for the sustainable tourism development which in turn has had an effect on the integrity of ecosystems, Gösslin (2001). According to Tan et al (2018), although tourism has produced significant economic benefits, it has also caused pollution and unbalanced development, which have severely damaged the coastal environment and the marine ecosystem. It is necessary for managers of coastal tourism destinations to understand their vulnerability to climate change and propose appropriate strategies for adaptation because these places are vulnerable to climate change due extreme events and sea level rise.

United Nations (1999) indicated that controlling and limiting to the capacity of the local environmental and social system is the best way for sustainable coastal tourism. Tourism influenced coastal zones, which were the most sensitive ecosystems on the globe. The devastation of coastal regions caused by the loss of marine fisheries and coral reefs, so the level

of tourism activity on beach should be verified by the area's carrying capacity and regulations should be proposed and strictly imposed to develop sustainably tourism bounds.

Beatley, et al (1994) indicated that sustainable coastal development offers greater liveability and opportunities for the coastal zone because tourism plays an important role in most communities. Ensuring socio-economic values to locals, preserving of rich marine biodiversity and enhancing of quality of life are the bottom line of the policy that can enhance sustainability of coastal and marine resources for tourism activities.

This research study investigated factors that influence development of sustainable tourism in Mo O beach which is a sensitive ecological area with three objectives:

- (i) To determine the level of sustainable tourism development at Mo O beach
- (ii) To clarify influenced factors of sustainable tourism development on sensitive ecological area at Mo O beach, Soc Trang province
- (iii) To suggest precise recommendations to develop tourism sustainably in sensitive coastal areas.

METHODOLOGY

Questionnaire design and data collection method

There are many ways to determine the sample size of a study as well as based on experience and equation. According to Hoyle (1995) suggested that the sample size for a study should be at least 100 to 200 elements (cited by Sirakaya-Turk et al., 2011, p.87). The sample size is 121 units which satisfied the conditions. Convenient sampling and sprout development techniques are used to select respondents. A five-point Likert scale was used in the questionnaire which the author adopted and complied from previous studies of the literature (Strongly disagree = 1; Disagree = 2; Not sure = 3; Agree = 4; Strongly agree = 5).

The questionnaire consists of 3 main parts:

Part 1: This section explores general information of local people such as gender, age, ethnicity, education, occupation, whether or not people are involved in tourism and average income.

Part 2: This section contains questions to assess influential factors of sustainable tourism development in sensitive ecological area at Mo O beach with 5 criteria and 27 observed variables along with 3 general evaluation variables.

Part 3: Questionnaires for local to propose solutions for more sustainable development at Mo O beach

The first step of data collection is a random selection of 125 locals living Trung Binh commune, Tran De district, Soc Trang. In fact, a total of 125 samples of local residents were randomly identified by computer program based on the alphabetic list of all available households in Trung Binh commune. This research used non-probability sampling method, namely convenience sampling. The questionnaire was delivered to each household and only one person in the family responded the survey.

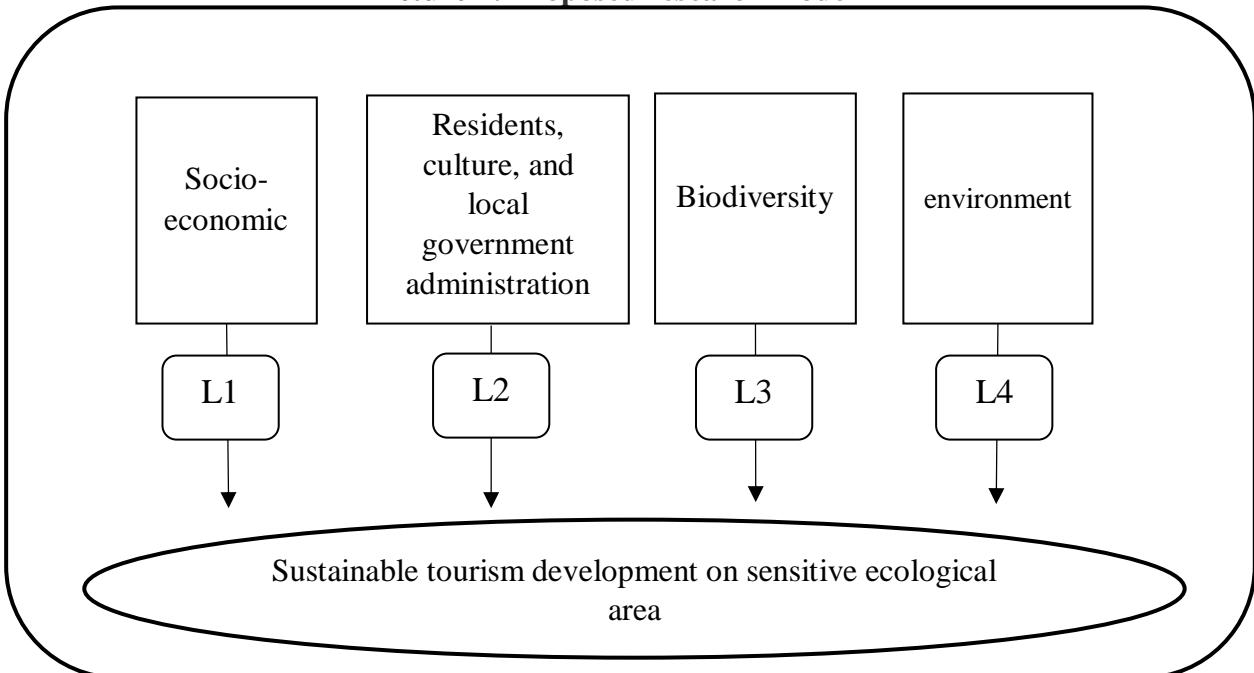
Data analysis method

After finishing data collection at Trung Binh commune, the author checked the quantity of questionnaires. Only 121 qualified questionnaires completed by the residents using for analysis, 4 questionnaires were missed. After collecting all 121 questionnaires surveyed from local people, the author filtered and entered data on SPSS (Statistical Package for the Social Sciences) version 20.0.

The research used SPSS version 20 to analyse the data collected with Frequency, Percentage, Mean, Standard Deviation, Bivariate Correlate Analysis, Scale Reliability Analysis and Exploratory Factor Analysis

Through literature reviews, the proposed research model of research "Influenced factors of sustainable tourism development on sensitive ecological area at Mo O beach, Tran De district, Soc Trang province" is as follows:

Picture 1: Proposed research model



(Source: Author's proposal, 2018)

Table 1: Scale of criteria in the research model

Criteria	Sign variable	Variable description	Scale
Socio-economic	X1	People's life are not related to tourism activities.	Likert 5 scale from 1 to 5
	X2	The local economy is improved by tourism	
	X3	People live mainly on animal husbandry.	
	X4	People rely on large-scale seaport	
	X5	Most locals move to big city to find jobs	
	X6	Local people have not been trained and trained on tourism knowledge and skills	
	X7	The system of restaurants - hotels have not been constructed	

	X8	Roads in tourist areas have not been invested or upgraded	
Residents, culture, and local government administration	X9	Little population living on the coast.	
	X10	Indigenous culture is preserved.	
	X11	Local people are able to contribute their opinions on tourism activities	
	X12	Local authorities monitor the status of tourism activities	
	X13	Local authorities encourage people to participate in tourism activities	
	X14	Local authorities encourage people to protect mangrove forests	
	X15	Environmental landscape is not destroyed by humans	
	X16	The attitude of polite people friendly to visitors	
Biodiversity	X17	The sea is diverse with many seafood species such as shrimp, crab, mudskipper ...	
	X18	Activities of catching and exploiting aquatic products occur regularly	
	X19	Mangrove area is protected	
	X20	Birds and storks are less likely to be hunted for food	
	X21	There are aquaculture activities taking place along seashore	
Environment	X22	Domestic waste of people is thrown ashore	
	X23	Coastal areas are not eroded	
	X24	Restaurants in the tourist areas lack waste treatment systems	
	X25	The sea is less polluted from factory waste	
	X26	Area of land levelled to build houses for local people	

	X27	The incoming and outgoing tide conditions are suitable for fun activities on the beach	
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(Source: Author's proposal, 2018)

Hypothesis 1 (H1): There exists a positive relationship between L1 and sustainable tourism development in the ecologically sensitive region.

Hypothesis 2 (H2): There exists a positive relationship between L2 and sustainable tourism development in the ecologically sensitive region.

Hypothesis 3 (H3): There exists a positive relationship between L3 and sustainable tourism development in the ecologically sensitive region.

Hypothesis 4 (H4): There exists a positive relationship between L4 and sustainable tourism development in sensitive ecological regions.

To measure the criteria in the research model, this study uses a Five - level Likert scale: (1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree, (5) Strongly agree, for observed variables. The author uses 4 criteria and 27 measurement variables to evaluate the level of sustainable tourism development in the sensitive ecological region, the case study at Mo O beach.

RESULTS

Summary the demographics of respondents

The sample consisted of 121 respondents. They are local people living in Trung Binh commune, Tran De district, Soc Trang province. The survey samples are described through the criterias: gender, age, ethnicity, educational level, occupation and monthly average income.

Results of the survey of 121 people, 61 people were male and female were 60, accounting for 50.4% and 49.6%, respectively. The male and female ratio does not differ much, so the study will be objective because the number of respondents has a balance between the sexes.

Table 2: Gender

Gender	Frequency	Percentage
Male	61	50,4
Female	60	49,6
Tổng	121	100,0

Source: Result from analyzed data of surveyed questionnaire of Trung Binh commune in 2018, n= 121).

Age:

The age sample varied, from 18 to 29 years old cited 32 people, from 30 to 41 years old accounted for 44 people, from 42 to 53 years old has 38 people, over 54 years old was 7 people; accounting for 26.4%, 36.4%, 31.4% and 5.8%, respectively. The majority age of surveyors is between 30 and 41 (accounting for 36.4%) of the total sample). They are middle-aged people with stable lives, married and living in Trung Binh commune.

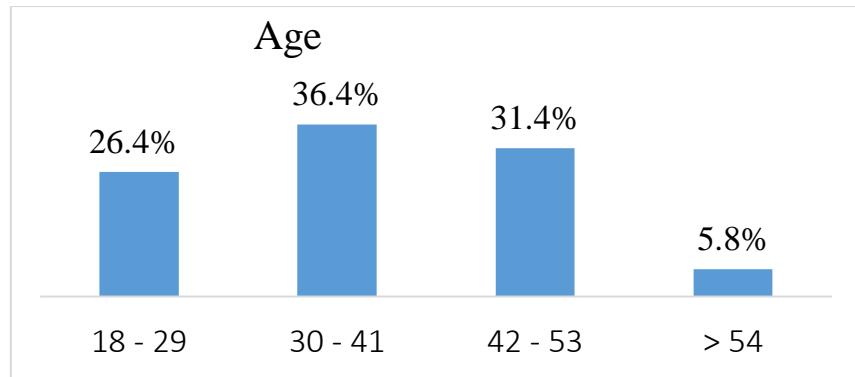


Figure 1: Age of local people

Source: *Result from analysed data of surveyed questionnaire of Trung Binh commune in 2018, n= 121).*

Ethnic group

Kinh made up the largest percentage (60.3%), while Khmer accounted for 37.25% and the Chinese constituted 2.5%.

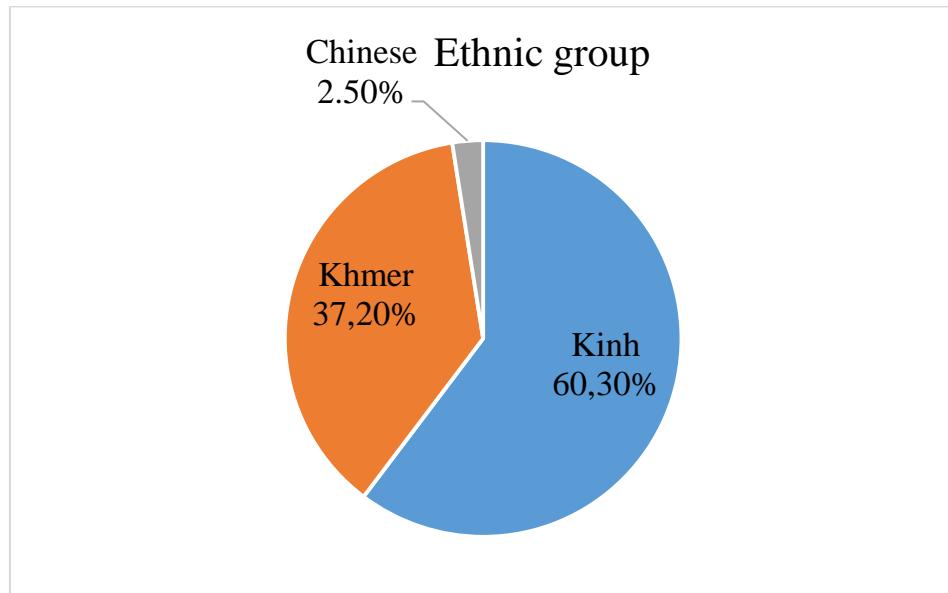


Figure 2: Ethnic group at Trung Binh commune, Tran De district, Soc Trang province

Source: *Result from analysed data of surveyed questionnaire of Trung Binh commune in 2018, n= 121).*

Educational level

Qualified respondents include primary school, secondary school and high school. Cited 38%, 37.2%, 14.9% respectively and other levels accounted for 9.9%. It can be seen that most of the people are low level of education because they live remote rural area.

Occupation

The occupation of the research sample includes four kinds of jobs. In particular, businessman accounted for the highest proportion of 30.6%, followed by fishery with 24%, farmers made up 19%, officials - civil servants constituted 8.3% and other occupations account for 18.2%.

Monthly average income.

The majority of respondents had an average income of 4 to 6 million, accounting for 48.8%, followed by an average of 2 to 4 million, cited 27.3%, and from 7 million made up 14.9%, the average income is less than 2 million constituted 9.1%. from the statistic, it can be seen be that most local people are at average income.

Factors affecting on the level of sustainable tourism development in sensitive ecological zone of Mo O beach

The model assumes the factors affecting the sustainable tourism development in the sensitive ecological region, the case study at Mo O beach consists of 4 independent scales with 27 observed variables: 1- Economic – social (8 observed variables), 2- Population, culture, government administration (8 observed variables), 3- Biodiversity (5 observed variables), 4- Environment (6 related variables)

The results of the evaluation by 121 residents about influenced factors on the sustainable tourism development of Mo O are divided into four groups. The authors have conducted scale reliability analysis to compute the Cronbach's alpha reliability. The results show that there are four groups, which have total variable correlations > 0.3 . Thus, after the process of testing the reliability of the scale, 11 variables were removed, and the 21 remaining variables were retained for factor analysis in the next step.

Table 3: Scale reliability evaluation

No.	Factor	Cronbach's alpha	Item – total correlation
1	Economic - social indicator	From 0,378 to 0,634	0,757
2	Population, culture, government administration indicator	From 0,341 to 0,438	0,636
3	Biodiversity indicator	From 0,632 to 0,785	0,869
4	Environment indicator	From 0,359 to 0,682	0,695

The results of the final analysis have been tested to ensure the credibility of the 21 remaining variables > 0.5 and $0.5 < KMO = 0,856 < 1$, $Sig = 0,000$, total explanatory variance = 57,440% which satisfies the condition for exploratory factor analysis (Table 3).

Table 4: KMO and Bartlett's Test tests

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.832
Approx. Chi-Square	797,043
Bartlett's Test of Sphericity	Df
	.000

Source: *Result from analyzed data of surveyed questionnaire of Trung Binh commune in 2018, n= 121).*

After the discovery factor analysis, the rotated component matrix is presented in Table 4. The 21 variables are divided into four new factors that affect the sustainable tourism development in Mo O beach, namely: Biodiversity; People and the environment; Facilities – infrastructure; The administration of the local government.

The matrix of rotation factors (Table 5) shows that there are 4 factors affecting the level of sustainable tourism development on the beach. In the first 21 variables, 3 variables were excluded, namely: Polite attitude; Tourist-friendly (X16); Restaurant - hotel system that have not been invested in construction (X7); Household waste dumped ashore" (X22), because these coefficient loading factors are less than 0.5.

Table 5: Rotated component matrix

Observed variable	Factor			
	1	2	3	4
X21	0,875			
X18	0,775			
X17	0,766			
X19	0,732			
X20	0,628			
X25		0,758		
X27		0,655		
X23		0,585		
X9		0,575		
X10		0,569		
X1		0,561		
X15		0,551		
X6			0,803	
X8			0,775	
X5			0,542	
X4			0,541	
X12				0,768
X13				0,704

Source: *Result from analysed data of surveyed questionnaire of Trung Binh commune in 2018, n= 121.*

Thus, through the methods of assessing the reliability of the scales and Exploratory Factor Analysis, it is obtained 4 scales representing the factors that create the level of sustainable tourism development in the sensitive ecological region of Mo O beach. Summarize the results in table 5

Table 6: Adjustment model through Cronbach's α test and Exploratory Factor Analysis

No	Scale	Characteristic variable	Explanation of the scale
1	F1	X21, X18, X17, X19, X20	Biodiversity
2	F2	X25, X27, X23, X9, X10, X1, X15	People and the environment
3	F3	X6, X8, X5, X4	Facilities – infrastructure
4	F4	X12, X13	The administration of the local government

Source: *Result from analysed data of surveyed questionnaire of Trung Binh commune in 2018, n= 121).*

Next, Multivariate Linear Regression analysis was conducted to determine how many factors effecting on sustainable tourism development at Mo O beach and intensity of each factor. The data test results in table 6 showed that R^2 (Adjusted R Square) = 0.499 and showed that the four independent variables have 49.9% change in the dependent variables, the remaining 50.1% change is non-model variables and random errors. Durbin-Watson (DW) = 2.002 indicate that it does not have superlative sequence correlation in the model. Sig value model of F test in ANOVA (table 8) is 0,000 (table 8). It can be concluded that the data is suitable for Multivariate Linear Regression analysis.

Table 7: Summary of model

R	R ²	Adjusted R Square	Standard error of estimation	Durbin-Watson
0.718	0.516	0.499	0.44078	2.002

Source: *Result from analysed data of surveyed questionnaire of Trung Binh commune in 2018, n= 121).*

Table 8: Analysis of variance (ANOVA)

Model	Sum of squares	Df	Average squared	F	Sig.
1	Regression	24.010	4	6.002	30.895
	Remainder	22.537	116	0.194	0.000
	Total	46.547	120		

Source: *Result from analysed data of surveyed questionnaire of Trung Binh commune in 2018, n= 121).*

The analysis results in Table 9 show that Sig regression coefficients of the independent variables are less than or equal to 0.05, so these independent variables can explain for

dependent variables without excluded variables. VIF is less than 2 which mean that multicollinearity does not occur. From the table 9, there are 4 factors that affect the sustainable tourism development at Mo O beach in descending order: factor 1 (Biodiversity), factor 4 (Management of local government), factor 3 (Facilities - infrastructure), factor 2 (People with the environment). We have Multivariate Linear Regression equation as follows:

$$Y = 1,161 + 0,257 F1 + 0,200 F4 + 0,173 F3 + 0,150 F2$$

Table 9 : Regression coefficient (Coefficients)

Model	Not yet Standardized coefficient		Standardized coefficient	t	Sig.	VIF
	B	Std. Error	Beta			
1	(Constant)	1.161	.294	3.957	.000	
	Factor 1	.257	.072	.302	3.590	.000
	Factor 2	.150	.071	.166	2.116	.037
	Factor 3	.173	.069	.217	2.525	.013
	Factor 4	.200	.077	.212	2.586	.011

Source: *Result from analysed data of surveyed questionnaire of Trung Binh commune in 2018, n= 121).*

Factor F1 has a coefficient of 0,257 and is positively related to the overall evaluation scale of sustainable tourism development at Mo O beach. When people rated 1 point for factor 1 (Biodiversity), the assessment of the sustainable development of tourism at Mo O beach will be increased by 0.257 points.

Factor 4 is a coefficient of 0,200 and is positively related to the overall evaluation scale of sustainable tourism development at Mo O beach. When people rated 1 point for factor 4 (Management of local government), the assessment of the sustainable development of tourism at Mo O beach will be increased by 0.200 points.

Factor 3 is a coefficient of 0,173 and is positively related to the overall evaluation scale of sustainable tourism development at Mo O beach. When people rated 1 point for factor 3 (Facilities - infrastructure), the assessment of the sustainable development of tourism at Mo O beach will be increased by 0.173 points.

Factor F2 has a coefficient of 0,150 and is positively related to the overall evaluation scale of sustainable tourism development at Mo O beach. When people rated 1 point for factor 2 (People with the environment), the assessment of the sustainable development of tourism at Mo O beach will be increased by 0,150 points.

From the Table 8, it can see that the total standardized regression coefficient of 4 factors are 0.897. Factor 1 contributed 33.7%, factor 4 made up 23.6%, while factor 2, factor 2 cited 24.2%, 18.5% respectively.

CONCLUSION

Mo O beach possess a lot of potential to develop tourism because this place has a favourably geographical position, traditional cultural values, reasonable price of tourism services. However, sustainable tourism development in this sensitive area is facing some difficulties when there is still a situation of littering waste indiscriminately to the coast, polluting the sea environment, losing the beauty of the beach. Besides, electricity issues - roads - schools – stations and livelihood for residents in Mo O beach need to be handed.

In summary, this research was conducted by quantitative methods with surveys of respondents who are local people living in Trung Binh commune, Tran De district, Soc Trang province. The results reveal that there are 4 factors affecting the level of sustainable tourism development in sensitive ecological areas of Mo O beach namely: Biodiversity; Facilities. – infrastructure; Government administration; People with the environment. As a result of Multivariate Linear Regression analysis, Factor 1 (biodiversity) contributed 33.7%, factor 4 (Management of local government) made up 23.6%, factor 2, (People with the environment) cited 24.2% and 18.5% constituted by factor 3 (Facilities – infrastructure).

RECOMENDATION

Based on the results of research on the influencing factors and the degree of impact of the observed variables in each factor, for sustainable tourism development in sensitive ecological regions of Mo O beach, a number of measures and recommendations for the sustainable tourism development in Mo O are proposed:

Biodiversity solutions: In order to develop a sensitive ecological area in a sustainable manner, the issue of biodiversity is of great concern. Here most people think that the sea has a lot of fishes and shrimps, but it will still be exhausted in case of overfishing as well as without farming or protection. Therefore, local authorities should have policies to encourage people to protect and cultivate fauna and flora of Mo O. There should be many policies to create jobs for people such as supporting people to develop village tourism, aquaculture to increase income and improve the economy of local community. Besides, the protection and patrolling of protection forests are very necessary to be strictly implemented by the authorities and people so that the Mo O beach is developed in a long-term and sustainable manner.

Solutions on the administration of the government: The governments have promoted Mo O tourism development at national regions and international countries, since the problem here was that too few tourists knew this place. Most when mentioning Soc Trang, tourists will immediately think of the Khmer temples that are forgotten here. At the same time, it is advisable to encourage and create conditions for people to take part in tourism activities and tourism management to avoid spontaneous tourism development. At present, the project of Mo O eco-tourism area is proposed to be invested by Sai Gon Charity Investment Joint Stock Company, with an area of 230 ha, currently land-cleared area of 160 ha, un-cleared land of 70 ha. Therefore, the government needs to speed up the calling for investment to complete an important tourist area in the district and the province. The Tran De - Con Dao high-speed train, inaugurated in July 2017, brought a large number of visitors to Tran De district, but most did not stay overnight. It requires local authorities to promote the promotion of tourist attractions in the district as well as invest more in quality services for tourists.

Solution on material facilities – infrastructure: Electricity, roads, schools, stations need to be put on top of the local authority. Calling for investment to build a system of hotel

restaurants throughout the province in general and Mo O. Check and manage the situation of the inns, motels not up to the hygienic place of residence. Invest more in "Mong" labour gears to promote the character of Mo O beach, adopt policies to support poor people to stick with "Mong slide" to have a kind of experience for tourists when coming to this place.

Solutions for people with the environment: Local authorities need to train sustainable tourism development courses for local people to raise awareness for local community to develop this area toward to effectively sustainable directions. Locals can learn how to implement community - based tourism and attract visitors back to their places. Raising people's awareness of environmental protection through the prohibition of litter signs. It is necessary to have planning and management of rural waste, have a local garbage collection vehicle, sorting waste or people can treat and recycle garbage themselves as fertilizer for crops and for food pet...

The relationship between tourism development and environmental protection should also be parallel to make sure that this area develops in a sustainable manner. If all necessary strategies are carried out, Mo O will become a tourist attraction and bring great socio-economic development to the locality.

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