

THE DEVELOPMENT OF CRUISE TOURISM IN HO CHI MINH CITY:
IMPACTS AND OPPORTUNITIES

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Abstract

This submission reports on an investigation of the development of cruise tourism in Vietnam with a more specific focus on Ho Chi Minh City. The main aim of the study was to assess the impacts of cruise tourism for that city, its region and the wider nation.

The research approach in the study employed a blended methodology within which the main research tools were semi-structured interviews and a questionnaire survey. In Ho Chi Minh City and its hinterland the sample consisted of 28 semi-structured interviews with a range of staff at tourist companies, port employees and local residents, alongside the distribution of 100 questionnaires to cruise tourists. Data was analysed by using thematic analysis for the interview elements of data collection and through the use of the SPSS-computer program for the questionnaire survey. Based on themes derived from the literature, the main focus for analysis was on the impact in relation to the economic, social-cultural, and environmental contexts of cruise tourism in the region. This structure aligns closely with the emerging literature on the concept of the 'Triple Bottom Line', which is discussed in the Literature Review chapter, and was used to develop the conclusions to the thesis.

The findings of the study suggest that the impact in the three areas noted above have brought both positive and negative effects. Cruise tourism has enhanced the economy but has also created challenges for the environment in Ho Chi Minh City and the surrounding area since there have been significant environmental impacts such as air pollution, water pollution, and noise pollution. Crucially, it was noted that since Ho Chi Minh City does not have a direct dock to welcome cruise ships, most tourists are forced to disembark at the dock in the Phu My area (Ba Ria – Vung Tau province), which is a significant cause of pollution through its effect on road traffic.

The recommendations from the research are that greater attention needs to be paid to the infrastructure to support tourism in Vietnam and that the negative environmental and cultural impacts should be ameliorated wherever possible through greater social engagement that involves all elements of both regional and national authorities.

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List of Acronyms

CLIA: Cruise Lines International Association

DCSTH: The Department of Culture, Sport and Tourism of Ho Chi Minh City

European Union: EU

Financial Services Authority: FSA

GDP: Gross Domestic Product

The United Nation World Tourism: UNWTO

VNAT: Vietnam National Administration of Tourism

VND: Vietnamese Dong

WTTC: World Travel and Tourism Council

UNWTO: United Nation World Tourism Organisation

£: British Pounds

\$: United Stated Dollars

€: Euro

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Chapter 1. Introduction

At the beginning of this study, the original overarching aim of the researcher was to carry out a comparative study that would involve an investigation in both Ho Chi Minh City, in Vietnam, and Liverpool, in the United Kingdom, in order to explore the similarities and differences between the developments of cruise tourism in those two cities. In the process of conducting the study, it sadly became clear that the researcher would not be able to gain access to sufficient respondents in the United Kingdom in order to develop an appropriate sample to conduct such a programme of research. Thus, the researcher decided to focus solely on Ho Chi Minh City in his native Vietnam where he had sufficient linguistic skills and professional and social connections to expand his data gathering activities.

The original sample size was intended to be similar in both cities but in order to address the revised focus of the study fully the researcher returned to Vietnam for a second round of data gathering that included additional interviews with respondents in that location and full details of the final sample will, of course, be outlined later in this thesis. This process was challenging but very worthwhile and, the researcher will argue, produced some interesting, original and important findings of the opportunities and challenges of developing cruise tourism in a region where very little research has been carried out on this topic prior to the current study.

In this chapter, the researcher will present the background to the study relating to the existing state of tourism in Vietnam. This brief outline will show that tourism, including the cruise industry, is one of the most important and significant potential industries for the economic development of Vietnam.

In the field of tourism, in Vietnam, the development of the industry is related to the strategy of the Vietnamese government since 1986 when the policy named “Doi Moi”, the process of “gate opening” for economic improvement, was established. Since that time industrial statistics show that the growth of tourism has improved year-on-year.

In addition, some of the background to cruise tourism in Vietnam, especially in relation to the community in and around Ho Chi Minh City will be discussed in this section. Moreover, the aims of the research, the objectives, and research questions will be presented in this chapter. Furthermore, an initial discussion of the methods that were

used for conducting data collection will be provided. Finally, the structure of the thesis will be outlined.

1.1. The researcher

The researcher in this study comes from Vietnam, a country that is classified as a developing nation. The researcher studied for a BSc in Geography at Ho Chi Minh City University of Education from 2000 to 2004. After graduation, he became a lecturer at Sai Gon University from 2005. During this period of teaching, he studied for the Master of Geography at Ho Chi Minh City University of Education and received his diploma in 2010. In 2014 he received a Vietnamese government scholarship, granted to lecturers in Vietnam for research in overseas universities in order to improve their knowledge and training, to carry out studies at Liverpool John Moores University in the United Kingdom. During his studies at university in Vietnam, the researcher became increasingly interested in tourism research, in which the researcher completed his undergraduate dissertation entitled "The Development of Sustainable of Tourism in Can Gio District, Ho Chi Minh City, Vietnam", and his Master's thesis entitled "Research on Sustainable Development of Ecotourism in Da Lat City, Lam Dong Province". Consequently, the researcher had gained some considerable experience of carrying tourism research prior to travelling to the United Kingdom. However, he felt that these studies were only the beginning of his engagement with research activity and that he still suffered from a lack of experience in doing research at the highest levels since these studies were only conducted using small scale data gathering in Vietnam. Thus, the Vietnamese government scholarship to carry out PhD research in the United Kingdom created many opportunities for the author to conduct further study and to acquire valuable research experience from his supervisors. It is hoped that the researcher will be able to continue with other studies after completing his PhD in the United Kingdom.

The special opportunity to travel to the UK to study has, therefore, been unique and the researcher hopes that his findings will contribute to the development of Vietnam's cruise tourism in general and to that of Ho Chi Minh City in particular in the future.

1.2. Background to the research

Tourism can be seen as one of the key industries that promote development in many fields in a large number of countries including, as will be discussed later in this chapter, in the economic, social-cultural, and environmental areas. For instance, UNTWO (2016: 15) suggested that:

“Tourism continues to be one of the best positioned economic sectors to drive inclusive socio-economic growth, provide sustainable livelihoods, foster peace and understanding and help to protect our environment”.

In addition, the research of Ehtiyar, writing in 2016, stated that “Tourism is one of the major drivers of countries in terms of economic development and it not only contributes in generating income and employment but also in the development of many related industries” (p.335).

Clancy notes that cruise tourism “has become an increasingly important component in the tourism market for many regions and individual countries” (Clancy, 2008: 410) and has emphasised that “Over the past four and a half decades cruise tourism has become an important niche within the US \$2 trillion global tourism industry” (Clancy, 2017: 43). In addition, in spite of the fact that profits from the cruise industry have been accounting for only a small proportion of the overall tourism revenue, the per capita expenditure of cruise travellers is higher than that of general tourists, as was found in the report of UNWTO (2015b), which noted that:

“Although cruise tourism comprises only a fraction of the total tourism industry, whose total revenue amounted to \$40 billion in 2015, the per capita expenditure of cruise passengers is more than double the amount of general tourists; in 2014, each passenger paid nearly \$1797 to cruise lines for their service while other general tourists spent \$830”

Interestingly, cruise tourism is becoming more attractive for many researchers, which is reported in a statement of Larsen and Wolff (2016), who noted that:

“The cruise industry gets a lot of public attention, as evidenced by the many columns written about it worldwide in newspapers and in the popular press, and as evidenced by an increasing number of academic papers and books published about the cruise sector” (p.44).

The research reported here is focused on tourism in Ho Chi Minh City, Vietnam. As will be discussed in more detail later in this chapter, the purposes of research are to explore how cruise tourism works (the development of cruise tourism) and its impacts (the advantages and disadvantages) for Ho Chi Minh City, where cruise tourism activity has a comparatively short history. Although research on cruise tourism has been conducted by many tourism researchers in many different places in the world it is notable that there have been few studies of cruise tourism in this city. Therefore, this study is unique and could be especially important for governmental agencies, particularly the Vietnamese government as it strives to develop the economy of Vietnam.

1.3. Research on cruise tourism

Cruise tourism has been of interest to many tourism researchers from a variety of research backgrounds (e.g. Hall and Braithwaite, 1990; Dwyer and Forsyth, 1998; Younger, 2003; Charlier and McCalla, 2006; Dowling, 2006a; Honey and Krantz, 2007; Nilsson, 2007; Gibson and Bentley, 2007; Clayton and Karagiannis, 2008; Gui and Russo, 2011). For example, Hall and Braithwaite (1990: 339) note that “The cruise industry has grown dramatically during the 1980s to the extent that over four million North Americans will have opted for a cruise holiday in 1990”. In addition, another piece of research by Clayton and Karagiannis (2008: 185) argued that “Cruise ship tourism has grown faster than other tourism sectors since the mid-1980s”. Moreover, Dwyer and Forsyth (1998: 393) emphasised that the “cruise business is one of the major growth areas of international tourism”. Writing in 2006, Charlier and McCalla argued that “cruising in the rest of the world is often seen as marginal or ‘niche-like’, and it has been

less documented in the literature” (p.25). Several years later, Gui and Russo (2011: 130) attested that “the shortage of research about cruise ship tourism in the academic literature appears unjustified”. Gui and Russo (2011) made this claim because cruise tourism was starting to be seen as an important sector in tourism development because of its rapid growth. Indeed, Gui and Russo (2011) opine that “over the past two decades, this industry has been growing faster than many other segments, and its impacts for numerous maritime destinations and port cities are becoming relevant” (p.130).

In addition, Honey and Krantz concurred and claimed that:

“Cruise tourism is one of the most popular, fastest-growing and profitable segments of the tourism industry. It has evolved since the 1960’s from a leisure activity for a few wealthy individuals to a mass market option for vacationers from a wide range of incomes” (Honey and Krantz, 2007: 98).

The importance of the growth of cruise tourism is a view shared by Nilsson (2007: 94) who claims that “cruise tourism is today a growing segment within the tourism industry and it is possible to identify certain trends”. In addition, Younger (2003) emphasised that the cruise industry is expanding and accessing new markets by, in part, bringing into reach a diversity of popular and successful destinations that are new for cruise tourism, by exploiting previously under-utilised ports.

Given the rise in the importance of cruise tourism on a global scale, it is useful to understand how the sector is being utilised by specific cities and how the issues related to its practice differ between less developed countries, which are often heavily reliant on tourism as an export industry, and those of a developed country. For the purpose of this study, the focus was on Ho Chi Minh City which is seen as an increasingly successful tourism destination. The reasons for focussing on this location will now be explored in more detail. Ho Chi Minh City has been playing a vital role in Vietnam’s economy and is considered to be one of the most important centres for tourism development in the country. Although cruise tourism is a new type of tourism for the city it has the potential for further development because the city is near to Phu My seaport. In fact, Ho Chi Minh City is one of the most popular destinations for Vietnam’s cruise tourism industry, as

shown in the report by VNAT (2015e). However, to date, there has been no investigation as to the impact of this activity on the city.

Thus, Ho Chi Minh City is involved in a major way in cruise tourism and is seen as an established, but growing, destination. The city presents an opportunity to understand the advantages and disadvantages of cruise tourism in an established destination in a developing country. This will contribute to the broader understanding of the impacts related to cruise tourism in general as well as providing insight into this sector of the local economy for a specific place.

1.4. Conceptual framework

The research reported in this submission is underpinned by a conceptual framework that was derived from the literature that will be explored in detail in Chapter 3. This framework is based on the conception that a number of researchers have identified that the impact of cruise tourism on the visited destination needs to be assessed in relation to three key areas:

- the economic,
- the social-cultural, and,
- the environmental.

The full adumbration of the impacts of cruise tourism later in this text will reveal that this topic has been of interest to many researchers (McKee, 1988; Ritter and Schafer, 1998; Dowling and Vasudavan, 2000; de Sousa, 2001; Ward, 2001; Johnson, 2002; Gibson and Bentley, 2007; Butt, 2007; Brida and Zapata, 2008; Brida and Zapata, 2010a; Brida and Zapata, 2010b; Eijgelaar *et al.*, 2010; Chase and Alon, 2011; Klein, 2011; Garay *et al.*, 2014; Del Chiappa and Abbate, 2016; Chang *et al.*, 2016; McCarthy, 2018). Some researchers have concentrated on the exploration of all these three areas of impact (such as Johnson, 2002; Brida and Zapata, 2008, 2010a; Eijgelaar *et al.*, 2010; Klein, 2011; Del Chiappa and Abbate, 2016). Meanwhile, other work (such as that of Butt, 2007; Chang *et al.*, 2016; McCarthy, 2018) delineated two main foci for impact. Finally, some other studies have focused on one locus of impact (see, for instance, McKee, 1988; Gibson and Bentley, 2007; Brida and Zapata, 2010b; Chase and Alon, 2011). Nevertheless, crucially for this study, it seems apposite and appropriate to state that the

majority of previous work has approached this topic in terms of the triadic formulation employed here.

If we explore the issue in more details, we may note the work on the impact of cruise tourism conducted in 1988 by McKee which found that cruise tourism had brought economic benefits for destinations and was especially beneficial because such activity requires fewer infrastructures than another type of tourism. Ten years later, a study by Ritter and Schafer (1998) explored that the impact of the cruise industry was concentrated in two areas, the economic and social, in which it was posited that cruise tourism brings higher income and is comparatively harmless for the society of the destination. At the same time, a study of Dwyer and Forsyth (1998) claimed that there were some economic benefits for cruise destinations. Similarly, Dowling and Vasudavan (2000) also emphasised that cruise tourism activities impacted positively on local government revenues and expenditures. Other work, carried out by Ward (2001) emphasised that cruising could be seen as cost-effective and high in value whilst Gibson and Bentley, in 2007, also examined the importance of cruise tourism activities for the local economy in increasing economic profits. In more recent years, Brida and Zapata (2010b), Chang *et al.* (2016), and McCarthy (2018) have also explored the economic impacts of cruise tourism for the visited destination. However, other research, such as that of McKee (1988), has also emphasised that the development of cruise tourism has also brought some negative impacts for the economy of cruise destinations by the increasing of costs to support cruise activities. A decade later, the work of de Sousa (2001) developed the understanding of McKee that cruise tourism not only brings much economic benefit but also creates some disadvantages for the destination.

The other areas of the impact associated with cruise tourism can be found in the extensive research of Brida and Zapata, whose work is of great importance to this study. For instance, in 2008, they evaluated the three impacts of cruise industry activities for destinations and delineated that they fall within the economic, social-cultural, and environment areas. Moreover, with the fast growth of the cruise industry, there are many authors, such as Klein (2011), Del Chiappa and Abbate (2016), who have been interested to explore the impacts of cruise tourism activities. All three researchers have found that the activities of cruise ships can make both positive and negative impacts for

cruise destinations in those same three areas: the economic, social-cultural, and environmental.

This formulation of the three interconnected areas of impact underpinned the research carried out in this study throughout the research process including in the formulation of research tools, themes in the coding of research data, thematic presentation of data, and analysis and findings.

1.5. The concept of the Triple Bottom Line

The concept of what became known as the Triple Bottom Line (TBL), which, as noted earlier, is an important concept in terms of this study, was first articulated by Spreckley in 1981 when he argued that enterprises should measure and report on financial performance, social wealth creation, and environmental responsibility. The phrase the “Triple Bottom Line” was used for the first time in a study by Elkington in 1994 in an article in *California Management Review*. At that time, according to Tyrrell *et al.*, a framework to measure and report companies’ activities that is more than what traditionally was called Bottom Line because it was only concentrated on the economy. After that, this framework added socio-cultural and environment to make it more equal (Tyrrell *et al.*, 2012: 282). Four years later, in 1998, it was expanded in the book ‘Cannibals with Forks: The Triple Bottom Line of 21st Century Business’, in which the research of Elkington (1998) showed that in the process of building the concept of sustainability, a new corporate philosophy and accounting form has emerged that takes into consideration not only the traditional economic bottom line but also considers less quantifiable indicators that measure social and environmental impact.

According to Stoddard *et al.* (2012), the Triple Bottom Line “is a term used to describe the economic, social and environmental accountability of a firm. The Triple Bottom Line is directly tied to the concepts and goals of sustainable development and is a relatively new measure of corporate performance that requires the public disclosure of social, economic and environmental indicators of organizational performance and is a concept that is closely related to social responsibility” (p.235). In addition, research by Wise, Witting in 2016, stated that “the ‘bottom line’ is a framework used in finance and accounting” (p.30). To summarise, Wise (2016) claimed that “What has been widely accepted are three dimensions framed around social, environmental and financial

(economic) responsibilities—referred to as the three Ps (people, planet and profit)” (p.30 – 31). Furthermore, the work of Alhaddi (2015: 7) noted that the Triple Bottom Line “provides a framework for measuring the performance of the business and the success of the organisation using economic, social, and environment lines”. Moreover, the more recent research of Isil and Hernke (2017), stated that the “Triple Bottom Line model urges organisations to take into account their environmental and social bottom line, in addition to their financial bottom line” (p.1237).

The Triple Bottom Line approach has subsequently been researched by many authors (see, for instance, Elkington, 1994, 1998; Stoddard *et al.*, 2012; Tyrrell *et al.*, 2012; Wise, 2016; Alhaddi, 2015; Isil and Hernke, 2017) and has become an increasingly influential concept in a number of fields. For more details about the three dimensions of Triple Bottom Line, we may note the work of Stoddard *et al.* which suggested that the economic dimension “can be assessed using traditional financial performance indicators such as sales revenue, profit, return on investment or shareholder value models” (Stoddard *et al.*, 2012: 242). On the other hand, the social dimension “sometimes referred to as social capital, consists of two components: human capital (employees, contractors, suppliers, and advisors)” and “investment by the social systems that support the business” (Stoddard *et al.*, 2012: 242). In addition, according to Stoddard *et al.* (2012), “the environmental dimension is referred to by some as natural capital” (p.242).

In the process of exploring the purpose of the Triple Bottom Line, the researcher has found that there has, however, been a developing critique of the approach that was discussed in the research of Stoddard *et al.* (2012). This study illustrated three main arguments relating to, firstly, the notion that the Triple Bottom Line focuses on controlling the negative aspects of an organization’s operations and not enhancing the positive (Stoddard *et al.*, 2012: 243); secondly, that whilst the economic and environmental indicators are relatively easy to assess, the social indicators are more problematic (Stoddard *et al.*, 2012: 243); and, finally, one needs to consider whether or not additional bottom lines (beyond the economic bottom line) can or should be measured and assessed (Stoddard *et al.*, 2012: 243).

Despite the critique, noted above, use of the theory of the Triple Bottom Line related to tourism, focusing on the relationship between three main areas, economic, social, and

environment with sustainability, can be found in much research, such as that of Elkington (1994, 1998), Buckley (2003), Spirou (2010), Stoddard *et al.* (2012), Tyrrell *et al.* (2012), and Wise (2016). Buckley (2003) noted that “the bottom-line focus is that to assess a bottom line requires a full and transparent accounting of all the costs as well as the benefits. Done thoroughly, this forces both the ecotourism enterprise and also its shareholders, clients, staff, regulators and local communities, to identify and weigh up those costs and benefits much more fully than is common at present” (p.81). The work of Wise (2016: 31) argued that “in tourism, these three approaches go beyond private and public business practices to focus on contemporary sustainable development practices and regeneration”. In addition, a study by Stoddard *et al.* claimed that “The history of Triple Bottom Line and its application to sustainable tourism development...offered...a much-needed measurement instrument” (Stoddard *et al.*, 2012: 233). Notably, Stoddard *et al.* (2012) concentrated on the Triple Bottom Line as a tool to evaluate the sustainability of tourism. Their research emphasised that “The Triple Bottom Line is a philosophical orientation whereby organizations develop and implement not just a traditional economically sustainable strategy, but also explicitly include environmental and social sustainability strategies” (p.233). Furthermore, the study by Tyrrell *et al.* (2012) demonstrated a conceptual framework to measure the effects of tourism activities in order to explore the effects on the wellbeing of residents and their communities. More recently, the research undertaken by Wise (2016), considered urban tourism regeneration, planning and development in relationship to the Triple Bottom Line.

To summarise, it can be seen that the purposes of the research reported in this thesis are to explore how cruise tourism impacts on Ho Chi Minh City in Vietnam and, as will be shown later in this text, the study revealed that there are three main key areas that were impacted upon: the economic, the social-cultural, and the environmental. This brief overview of the literature on the concept of the Triple Bottom Line shows the very close relationship between the TBL framework and the findings of this study. This relationship and the ways in which the TBL approach may be a relevant approach for further research and development on this topic, especially in Ho Chi Minh City, will be outlined in the Conclusion to this submission.

1.6. The aims of this study

This research investigates and compares how cruise tourism works and impacts upon the development of tourism in Ho Chi Minh City. It includes a contextualisation of cruise tourism in Ho Chi Minh City and investigates the impacts of cruise ships and their passengers on this city.

1.7. Objectives of the study

The objectives of this study are:

- To assess the impact of cruise tourism for Ho Chi Minh City, Vietnam;
- To explore the opportunities for cruise tourism development in Ho Chi Minh City, Vietnam.

1.8. Research questions

The research questions for this study are:

- What are the advantages of cruise tourism for Ho Chi Minh City?
- What are the disadvantages of cruise tourism for Ho Chi Minh City?
- What are the economic effects of the development of cruise tourism in Ho Chi Minh City?
- What are the social and cultural effects of the development of cruise tourism in Ho Chi Minh City?
- What are the environmental effects of the development of cruise tourism in Ho Chi Minh City?

In order to answer these questions, the researcher must examine the literature on this topic in order to explore the historical development of these issues and, subsequently, conduct systematic research to investigate them fully. It is to be noted that, based on themes derived from the literature, the main focus for analysis was on the impacts on the economy, the social-cultural impact, and the environmental impact of cruise tourism in context.

1.9. Research methodology

This research is concerned with understanding the ways in which cruise tourism impacts on a city involving a number of stakeholders – cruise ship operators, the host community, and the tourists. Given the target population for data capture, it was necessary to collect data using a mixed-methods approach. This is because quantitative methods may be able to reach a large number of people, but will not necessarily be able to provide the depth of approaches such as, for example, semi-structured interviews. Therefore, a combination of both qualitative and quantitative methods was considered more advantageous to achieve the research aims than the use of only one method. Creswell emphasised that:

“There is more insight to be gained from the combination of both qualitative and quantitative research than either form by itself. Their combined use provides an expanded understanding of research problems” (Creswell, 2009: 203)

and,

“When qualitative data are collected first, the intent is to explore the topic with participants at sites. Then the researcher expands the understanding through a second phase in which data are collected from a large number of people (typically a sample representative of a population)” (Creswell, 2009: 206).

For data collection semi-structured interviews and questionnaire surveys were adopted as the main data collection methods. Semi-structured interviews took place during two lengthy periods of data gathering in Vietnam with 28 participants including two managers and eighteen staff of two tourist companies, three managers and three employees of two ports, and two local residents in Ho Chi Minh City and Phu My Area, Vietnam.

1.10. Structure of the thesis

This section will explain the structure of the thesis and summarise the main content of each chapter:

Chapter 1. Introduction

In this chapter, some of the backgrounds of tourism in Vietnam have been explored. In addition, the general statistics of cruise tourism in the country have been illustrated. Moreover, the aims, objectives and research questions have been stated. Furthermore, the mixed methods approach used for this research has been foregrounded prior to full exploration later in this document.

Chapter 2. The context of the study

In this chapter, the general cultural history, economy and development of tourism in Vietnam will be explored. In addition, this section will illustrate the relevance of cruise tourism for the development of the nation. Moreover, the nature of the cruise ports in that country will be analysed here.

Chapter 3. Literature review

In this chapter, the researcher will introduce key concepts relating to the cruise industry in general, such as the definition of cruise tourism and cruise ship. In addition, this section will also examine the impacts of cruise tourism for the visited destination communities in which three main impacts will come into focus including the economic impact, the social-cultural impacts, and the environmental impact of cruise tourism.

Chapter 4. Methodology

In this chapter, the use of a mixed-methods approach will be explored within which the use of semi-structured interviews for qualitative data collection and the use of quantitative data collection will be examined. In addition, the researcher will also explore the way in which the data was collected and analysed. Issues such as ethics will also come into focus, as will some of the challenges faced when conducting qualitative and quantitative methods in this study.

Chapter 5. Data presentation

In this chapter, the data has been presented in order to show the results of the data collection after data transcription and coding. This will reveal that Ho Chi Minh City both benefits and suffers from the three impacts of cruise tourism, the economic impact, the

social-cultural impacts, and the environmental impacts. From this, it will be shown that Ho Chi Minh City may learn much about how to develop cruise tourism, especially by the development of a direct terminal in the city. It will also be noted that local transportation should be improved significantly.

Chapter 6. Data analysis

This chapter offers an analysis of the collected data. In addition, the impacts on the economy, the social-cultural impact, and the environmental impact are explored in detail. Moreover, in this section, it will be argued that the study has discovered some new and original findings not found in any previous research.

Chapter 7. Conclusion

In this final chapter, the researcher will summarise what the study explored, and the different perceptions of participants in Vietnam. Findings of the study will be discussed in this chapter. In addition, some recommendations for promoting the process of the cruise industry in Ho Chi Minh City have been posited in this section.

1.11. Summary of this chapter

This chapter has offered an initial overview of the importance of tourism in general and cruise tourism more specifically, especially as this relates to the location that formed the main focus for this study. An initial exposition of the research approach used in the study has been offered prior to a fuller exploration in the methodology chapter of this thesis. The main aims of the study have been set out and, finally, the structure of the thesis has been presented.

Chapter 2. The context of the study

In this chapter, the researcher will offer a brief outline of the historical, social, and economic development of Vietnam as well as a more detailed discussion of the development of the tourism industry, and especially cruise tourism, in the nation.

The recent history of the development of Vietnam is associated with traumatic war experiences. Those wars were related to the expansion of the country from the north to the south, which included the belief and integration of other countries such as the Kingdom of Champa and a part of the Khmer Empire.

In addition, the history of the country is also connected with battles to defend the nation. For example, Vietnam fought against China, France, and the United States in order to ensure its independence. Nonetheless, the nation has diverse social, religious and artistic communities.

In the field of the economy, Vietnam is somewhat lagging behind out because of over-exploitation in civil wars as well as external interventions; both of which have meant that the economy did not develop greatly until after 1986. Since that date, the country's economy has been transformed and Vietnam has seen dramatic development in recent years.

Thus, despite many difficulties in engaging in economic development, Vietnam has enjoyed a period of growth in recent years. It will be noted later in this chapter that, during this period, tourism has emerged in Vietnam as a key sector of the economy.

2.1. Overview of tourism in Vietnam



Figure 2.1. Map of Vietnam

Source:

http://www.geoatlas.com/medias/maps/countries/vietnam/vi028u/vietnam_pol.jpg

2.1.1. Introduction

Vietnam (also called the Socialist Republic of Vietnam) is located in the Indochina Peninsula in Southeast Asia (Encyclopaedia Britannica, 2017; CIA, 2017; Wikipedia, 2017). Vietnam is bordered by China to the North, Laos to the Northwest, Cambodia to the Southwest, Thailand across the Gulf of Thailand to the Southwest, and the Philippines, Malaysia and Indonesia across the South China Sea to the East and Southeast. The capital has been Ha Noi since the reunification of the North and the South of Vietnam in 1975, whilst other major cities are Hai Phong, Ha Long, Hue, Da Nang, Ho Chi Minh City, and Can Tho. Vietnam has an area of 331,210 km², the land boundaries are 4,616 km (with China, Laos and Cambodia) and the coastline is 3,444 km (excludes islands). The population is 95,261,061 (estimated in July 2016); there are 54 ethnic groups living across the country and each ethnic group has its own cultural identity, therefore, the Vietnamese culture has both diversity and unity.

2.1.2. Vietnam history overview

The history of Vietnam is very long being around 4,000 years and is notable for the many wars that have afflicted the nation. Van Lang State, the first State in Vietnam was established in the 7th century BC. It is the foundation for the evolution of a diverse economy and advanced culture known as the Red River civilization (or Dong Son civilization).

During the 23 centuries from the resistance against the Qin Dynasty (China) in the 3rd century B.C. until the late 20th century A.D., the Vietnamese had to endure hundreds of wars and uprisings against foreign aggression. The Bach Dang victory in 938 AD terminated the control by China, after which, along with an expanded territory, many dynasties have existed including the Ngo, Dinh, earlier Le, Ly, Tran, Ho, and a further Le dynasty. The Nguyen was the last dynasty in Vietnam in 1945.

Vietnam became a semi-feudal colony administered by French colonialists for nearly 100 years from 1858 to 1945. The country then won freedom by the victory at Dien Bien Phu in 1954, however, the country was separated into two areas in which the real freedom was only in the North of the country. In contrast, the South was under the temporary control of the French and the Americans. Between 1954 and 1975, Vietnam had to fight another war for national liberation and unification. With untold hardships, the war came

to a successful end following the victory of the historic Ho Chi Minh Operation in 1975. After finally gaining independence, from 1975 to 1989, Vietnam continued to fight two border wars in the Southwest (with Cambodia) and the North (with China). Happily, by the end of 1989, Vietnam was officially peaceful and has developed without further conflict to the present.

Vietnam is now a member of 63 international organisations and has relationships with over 500 non-governmental organisations around the world such as APEC, United Nation, ASEM, ASEAN, WTO, and UNESCO¹.

2.1.3. Vietnam culture overview

With a 4,000-year history, Vietnam has an age-old and special culture that is closely attached to the history of the formation and development of the nation. The period of Van Lang – Au Lac State in the early Bronze Age was regarded as the first apogee in the history of the Vietnamese culture, which was typified by the Dong Son bronze drum and stable technique of cultivating wet rice. It can be said that there were three layers of culture overlapping each other during the history of Vietnam including the local culture, the culture that mixed with those of China and other countries in the region, and the culture that interacted with Western culture. The most prominent feature of the Vietnamese culture is that it was not assimilated by foreign cultures thanks to the strong local cultural foundations. On the contrary, it was able to utilize and localize those from abroad to enrich the national culture.

Vietnam has some 50 national musical instruments. Amongst them, several are popular such as Trong Dong (bronze drums), Cong Chieng (gongs), and Dan Da (lithophone). In addition, the folksongs are rich in forms and melodies of regions across the country, ranging from Ho (chanty) to Hat Quan Ho, Ca Hue. Moreover, the traditional performing arts include Cheo, Tuong, Cai Luong and water-puppetry which is a special traditional art that was initiated in the Ly dynasty.

In Vietnam, the art of sculpture in stone, copper and terra-cotta came into existence very early, dating back to the 10,000 BC. Later, enamelled ceramics, wooden statues,

¹ Government Portal of Socialist Republic of Vietnam:
<http://www.chinhphu.vn/portal/page/portal/chinhphu/NuocCHXHCNVietNam/thamgiacactochucquoct>
[e](#)

shell-encrusted pictures, lacquers, silk paintings and paper-made pictures all attained a high degree of artistic development. The Vietnamese arts focus on expressing innermost feelings with simplified forms using many methods of stylization and emphasis.

There are 2,014 cultural and historical sites, most of which are pagodas, palaces and stelae, community houses, citadels and tombs, and ancient towers and all have been recognized by the state. In particular, the Ancient Capital of Hue and Ha Long Bay have gained international recognition as world heritage sites.

In the 20th century, in contact with the Western culture, especially after regaining the national independence, many new categories of arts like drama, photography, cinema, and modern art have taken shape and developed strongly, obtaining huge achievements with the contents reflecting the social and revolutionary realities of the country.

2.1.4. Vietnam economy overview

The weather of Vietnam is specific, with a tropical climate which is perennially hot and wet, with high rainfall and plenty of sunlight in many months of the year, which are favourable conditions for agricultural development. Thus, crops and plants can be grown all year round. Cooked rice has been the main and traditional dish of Vietnamese people for thousands of years. Therefore, tropical agriculture has existed and been developed since the early days of Vietnam.

As noted earlier, in 1884, the French colonialists completely occupied Vietnam and imposed their colonial yoke on the whole of Indochina. At that time, they mainly focused on the exploitation of natural resources and cheap indigenous labour. From 1945 to 1954, the financial situation was dire and at one point there were only 1,233,000 Indochinese piasters left in the national budget, over half of which was torn notes. The Indochina Bank was still under the control of the French and thus, on January 31st 1946, the Government launched a Decree on printing and issuing Vietnamese currency, which was first circulated in the central area and by the end of 1946 all over the country.

In February 1949, the Government issued a decree to encourage economic development. Then, foods for people and soldiers were ensured and military industries were developed. From 1954 to 1957, in the North of Vietnam, land reform was launched for economic restoration. Then, the food production value was achieved as high as in

1939. The industry was also changed with the total industrial value making up 10% of the total agricultural-industrial value. Handicrafts developed rapidly taking up 63.7% of industrial production. Transportation was quickly restored.

From 1958 to 1960, industrial reforms were carried out towards private capital commercial industry. Agriculture and handicrafts were organized into cooperatives. From 1961 to 1965, implementation of the first five-year plan on socio-economic development was carried out. Latterly, from 1965 to 1975, the Vietnam War spread nationwide. The mission of the North of Vietnam was developed in order to strengthen the armed forces to firmly defend the North of Vietnam, and provide assistance for the struggle of people in the South of Vietnam.

The 30th April 1975 marked the end of the anti-American war and formally unified the two regions of the country. Although Vietnam was free it still faced many difficulties and challenges. Towards 1979, the increase in food production was very slow from 13.4 tons in 1976 to 13.9 tons in 1979, Vietnam had to import 1 million tons of food each year.

In 1981, the agriculture had been changed with the “instruction 100” in which food production increased from 15 million tons in 1981 to 18.2 million tons in 1985, rice productivity rose by 23.8% and industrial crops by 51.1%. With the decision “25-CP” and “26-CP” industry made great contributions towards improving the sluggish production of state-owned enterprises.

From 1986 to 1991, the socio-economic situation of the country improved. Agricultural production grew from 17.5 million tons in 1987 to 20.5 million in 1989. In the 1996 – 2000 period, GDP increased by an average of 6.94%, agriculture saw an annual increase and, by 1999, Vietnam had exported over 4 million tons of rice, becoming the second-biggest exporter after Thailand. In the years 2000 and 2001, the socio-economic development tempo increased by 7% and 6.8% respectively. From 2001 – 2005, the GDP growth rate increased yearly by approximately 7.5%. The economic structure continued to be shifted to modernization and industrialization and by 2005 the proportion of GDP of industry and construction was 41%, agro-forestry-fishery 20.5%, and services 38.5%. The external economy was improved with the total export turnover accounting for 50% of GDP. In 2005, Vietnam exported over 5 million tons of rice.

From 2006 to 2010, GDP growth doubled that of the year 2000 and the domestic economic accumulation reached over 30% of the GDP. The annual growth rate stayed at

least at 7.5 – 8% and the per capita income was from \$1,050 to \$1,100. The proportion of agriculture-forestry-fishery, industry, and service in GDP was estimated at 15 – 16%, 42 – 43%, and 41 – 42% respectively. The social investment capital reaches about 37 – 38%. GDP mobilization to the budget was estimated at 21 – 22%. The employees in the agriculture area accounted for only 50% of the workforce.

From 2010 until the time of writing, Vietnam has been committed to continuing its global economic integration. Vietnam joined the World Trade Organisation in January 2007 and concluded several free trade agreements in 2015 – 2016 (CIA, 2017). Vietnam’s nominal GDP reached \$138 billion in 2012 with a nominal GDP per capita of \$1,527. In 2016, the annual GDP growth was 6.2%, reflecting strengthening domestic demand and strong manufacturing exports. The GDP of Vietnam has continued to grow yearly from 2014 to 2016, as shown in table 2.1 (see below).

Table 2.1. The statements of Economics of Vietnam from 2014 to 2016

| Year | GDP (\$ billion) | GDP – a real growth rate (%) | GDP – per capita (\$) |
|-------------|-----------------------------|---|----------------------------------|
| 2014 | 525.6 | 6 | 5,800 |
| 2015 | 560.7 | 6.7 | 6,100 |
| 2016 | 594.9 | 6.1 | 6,400 |

Source: CIA, 2017

2.1.5. Vietnam tourism overview

In 1981, Vietnam became a member of the World Tourism Organization. Two years later, the country was the member of the Pacific Asia Tourism Association and the government has already approved the general plan of national tourist development, international cooperation, promotion, and advertisements on tourism are highlighted. Vietnam has become a major tourist destination since the 1990s, assisted by significant state and private investment, particularly in coastal regions.

In addition, the report of VNAT (2017b) emphasised that Vietnam has more potential for tourism development because of the huge possibilities associated with cultural activities including unique local festivals, and tourist places including five sites with world cultural heritage status. In fact, according to five reports of VNAT, the number of

international tourists has grown yearly from 2012 to 2016, as showed in Table 2.2 (see below).

Table 2.2. International visitors come to Vietnam from 2012 to 2016

| | 2012 ² | 2013 ³ | 2014 ⁴ | 2015 ⁵ | 2016 ⁶ |
|-------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Total | 6,847,678 | 7,572,652 | 7,874,312 | 7,943,651 | 10,012,735 |

Source: VNAT, 2012, 2013, 2014, 2015, 2016

In the progress of tourism development, cruise tourism has become one of the most important types of tourism. According to the Vietnam Maritime Administration⁷, Vietnam has 49 seaports in which there are 7 cruise ports in Vietnam that are as follows:

2.1.5.1. Cailan port⁸

This port is located in Ha Long City (Quang Ninh Province). For the past few years, some cruise ships began to dock at Ha Long City's commercial pier and a number of cruise ships also used the Bai Chay Tourist Wharf. However, from January 2016, all activities for cruise ships stopped and these activities moved to the new cruise facility named Tuan Chau International cruise port. This port has an area of nearly 300ha, located on Tuan Chau Island – an island located in the Southwest of Ha Long City. The construction is modern and thus it will become the most convenient and modern complex in the Vietnam seaport system. The length of anchorage of the port is 8 km and can accommodate about 2,000 ships. Visitors can explore Ha Long bay by using junk boats leaving from Tuan Chau International Passenger Port or they can go to Ha Noi.

² VNAT (2012) International visitors to Vietnam in December and 12 months of 2012: <http://vietnamtourism.gov.vn/english/index.php/items/5425>

³ VNAT (2013) International visitors to Vietnam in December and 12 months of 2013: <http://vietnamtourism.gov.vn/english/index.php/items/6709>

⁴ VNAT (2014) International visitors to Vietnam in December and 12 months of 2014: <http://vietnamtourism.gov.vn/english/index.php/items/8149>

⁵ VNAT (2015) International visitors to Vietnam in December and 12 months of 2015: <http://vietnamtourism.gov.vn/english/index.php/items/9968>

⁶ VNAT (2016) International visitors to Vietnam in December and 12 months of 2016: <http://vietnamtourism.gov.vn/english/index.php/items/11311>

⁷ Vinamarine – The list of seaport in Vietnam: <http://www.vinamarine.gov.vn/Index.aspx?page=port&tab=dscb>

⁸ Cailan Vietnam Cruise port: <https://www.whatsinport.com/Halong-Bay-Cai-Lan.htm>

2.1.5.2. Hai Phong port⁹

This port is located in Hai Phong City. After coming to the port, ships dock at the Port of Hai Phong but, sadly, there are no tourist attractions or facilities in the port area. Many cruise ships dock at Dinh Vu Port (Hai Phong City), which has an area of 13.9ha with a wharf is 250 m. From these ports, visitors can come to the city centre to explore Hai Phong City or come to Ha Noi. The distance from the ports to Hanoi means, however, that it takes 2.5 hours by road to reach the centres of interest.

2.1.5.3. Chan May port¹⁰

Chan May port is mainly used for excursions to Hue (the former Vietnamese capital of the Nguyen dynasty) and also the gateway to the East Sea, which is most convenient for the East-west Economic Corridor (connecting Central Vietnam with Laos, Northeast Thailand and Burma). This port, therefore, is qualified and has the potential to develop into a specialized port of the cruise ship industry. Currently, after upgrading, Chan May port has a pier with a length of 420m, a depth of 12.5m before the wharf is capable of receiving ships of 30,000 Deadweight tonnage (DWT) and large international cruise ships of more than 3,000 – 4,000 passengers. The Royal Caribbean Cruise (from the United States) has cooperated with Thua Thien Hue province to invest VND 310 billion to upgrade Wharf 1 at the facility in order to receive large cruise ships with a capacity of up to 5,500 visitors and has a length of 362 m. In addition, wharf 2 and 3 are being built to welcome more cruise ships. From this port, visitors can explore two famous places in Central Vietnam including Hue City (Thua Thien Hue Province) and Hoi An City (Quang Nam Province), both UNESCO World Heritage Sites. The distance between the two cities is about 1.5 hours driving time.

2.1.5.4. Tien Sa port¹¹

The port of Tien Sa serves Da Nang City in Vietnam. Many cruise ships dock here and some smaller ships dock at the Han River Port which is located on the Western bank of

⁹ Hai Phong Vietnam Cruise port: <https://www.whatsinport.com/Hai-Phong.htm>

¹⁰ Chan May Vietnam Cruise port: <https://www.whatsinport.com/Chan-May.htm>

¹¹ Da Nang Vietnam Cruise port: <https://www.whatsinport.com/Da-Nang.htm>

the lower reaches of the Han River, much closer to Da Nang. Tourists can explore Da Nang city with a lot of tourist attractions or can go to Hue for visits.

2.1.5.5. Quy Nhon port¹²

In Quy Nhon, cruise ships dock 5km from town and visitors can gain a truly authentic Vietnamese experience in a town that remains undiscovered by most travellers. They can walk and enjoy local speciality cuisine such as fresh fish from local fishing boats or explore the ancient Cham temples.

2.1.5.6. Cau Da port¹³

Cruise ships dock at Cau Da Port pier, it is very close to shops and the Oceanographic Museum. The city of Nha Trang is 7 miles from the pier. The main attractions of the coastal town of Nha Trang are the monumental Cham Towers and white sand beaches. The area is also known to have the best coastal climate in Vietnam.

2.1.5.7. Phu My Cruise Port¹⁴

Larger ships dock at Phu My, a commercial port on the South China Sea near Vung Tau, some 80 miles by road (1.5 hours) from Ho Chi Minh City. Phu My Port is one of the largest ports in Vietnam with the area of 26.5 ha and the length of the wharf is 385m. Mid-size and smaller ships can navigate the twisting Saigon River and tie up within a very short distance of the city centre. Sai Gon port consists of three different piers in the centre of town.

2.2. Tourism in Vietnam

Tourism is very important for many nations in the world since the industry has been seen as one of the main areas for growth in earnings for many countries, especially developing countries. For example, MacNeill and Woziniak (2018) noted that:

¹² Qui Nhon Vietnam Cruise port: <https://www.whatsinport.com/Qui-Nhon.htm>

¹³ Nha Trang Cruise port: <https://www.whatsinport.com/Nha-Trang.htm>

¹⁴ Ho Chi Minh City Cruise port: <https://www.whatsinport.com/Ho-Chi-Minh-City.htm>

“Tourism is the first or second source of export earnings in 20 of the world's 48 Least Developed Countries (LDCs) and, in the past 20 years, the industry has grown more quickly in LDC economies than in OECD (The Organisation for Economic Co-operation and Development) countries” (p.387).

Indeed, tourism is one of the most important economic sectors in many states and provides significant potential to play a further role in Vietnam's economic renewal. Research by Bennett (2009) argued that at the congress meeting of the Vietnamese government in 1986, the decision to undergo the process named “Doi Moi” was very important for the development of the economy and they note that tourism was immediately recognised and highlighted as one of the most important elements of potential economic activity. In addition, the report published by VNAT (2015b) demonstrated that since Doi Moi, tourism has proved to be beneficial for the Vietnamese economy since the revenue has been growing yearly from VND 26,000 billion (approximately £838 million) in 2004 to VND 337,830 billion (approximately £10.11 billion) in 2015. In addition, the total contribution of travel and tourism to the GDP of Vietnam in 2014 was 9.3% with VND 367,238 billion (approximately £11.8 billion) (WTTC, 2015: 1). One of the goals of tourism development for Vietnam was the growth in the number of international arrivals and, according to the report of VNAT (2014), repeat foreign visitors continued to grow in number from 24.7% in 2005 to 33.9% in 2013. In addition, international visitor numbers have also increased yearly, according to the report of VNAT (2003 and 2018a), from 2.1 million in 2000 to 12 million in 2017. Moreover, another report of VNAT (2018b) stated that during the first 6 months in 2018, there were 7.8 million foreign tourists who came to Vietnam, which was an increase of 27.2% over the same period the previous year. More importantly, a report by the WTTC affirmed that the direct contribution of Travel and Tourism to GDP in 2017 was VND 294,660 billion (approximately £9.5 billion, which was 5.9% of GDP). This is forecast to rise by 6.7% to VND 314,431 billion (approximately £10.14 billion) in 2018 (WTTC, 2018a). Furthermore, the tourism industry has also created more jobs and WTTC (2018a) noted that Travel and Tourism generated 2,467,500 jobs directly in 2017 (4.6% of total employment) and this is forecast to grow by 1.9% in 2018 to 2,515,500 (4.6% of total

employment). In fact, the economic contribution of travel and tourism has increased year by year from 2012 until the time of writing, as shown in Table 2.3 (see below).

Table 2.3. The economic contribution of travel and tourism in Vietnam

(adapted from WTTC)

| Vietnam (VND billion, real 2017 prices) | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | Est.2018 |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-----------------|
| 1. Visitor exports | 162,531 | 165,503 | 164,615 | 169,148 | 191,158 | 200,843 | 214,300 |
| 2. Domestic expenditure (includes government individual spending) | 121,738 | 126,841 | 139,957 | 166,527 | 172,886 | 195,478 | 208,637 |
| 3. Internal tourism consumption (=1 + 2) | 284,269 | 292,344 | 304,572 | 335,675 | 364,404 | 396,321 | 422,937 |
| 4. Purchases by tourism providers, including imported goods (supply chain) | -67,891 | -73,247 | -77,193 | -86,521 | -93,782 | -101,661 | -108,506 |
| 5. Direct contribution of Travel and Tourism to DGP (=3+4) | 216,378 | 219,097 | 227,379 | 249,154 | 270,622 | 294,660 | 314,431 |
| 6. Other final impacts (indirect + induced) Domestic supply chain | 64,121 | 64,927 | 68,482 | 76,634 | 83,237 | 90,631 | 96,721 |
| 7. Capital investment | 91,304 | 98,985 | 103,773 | 101,932 | 98,047 | 116,788 | 125,012 |
| 8. Government collective spending | 2,754.0 | 3,026.0 | 3,275.7 | 3,545.1 | 3,883.9 | 4,160.1 | 4,392.1 |
| 9. Imported goods from indirect spending | -70,901 | -77,546 | -82,911 | -84,872 | -87,127 | -104,557 | -113,525 |
| 10. Induced | 57,224 | 56,427 | 57,987 | 60,500 | 64,201 | 66,610 | 70,282 |
| 11. Total contribution of Travel and Tourism to GDP (=5+6+7+8+9+10) | 360,879 | 364,916 | 377,986 | 406,893 | 432,864 | 468,291 | 497,303 |
| 12. Employment impacts (,000) | 2,401.8 | 2,345.2 | 2,323.1 | 2,325.3 | 2,402.2 | 2,467.6 | 2,515.4 |

| | | | | | | | |
|---|---------|---------|---------|---------|---------|---------|---------|
| Direct contribution of Travel and Tourism to employment | | | | | | | |
| 13. Total contribution of Travel and Tourism to employment | 4,094.7 | 4,042.2 | 3,993.6 | 3,941.9 | 3,987.1 | 4,060.9 | 4,116.8 |
| 14. Other indicators Expenditure on outbound travel | 67,740 | 78,081 | 78,161 | 82,296 | 83,512 | 89,058 | 96,517 |

Source: WTTC, 2018a

2.2.1. Cruise tourism

It has been noted that cruise tourism is growing year by year and has generated economic development for many countries in the world. The research of McCarthy, witting in 2018, stated that in terms of economic development strategies, global tourism has become important, and cruise activity is one major element in this success story.

In addition, cruise vessels have a unique image for passengers as a research of Lyu *et al.* (2014) stated that “the cruise ship is a unique tourism product because it is both a tourist destination (for all on-board activities) and a mode of transport (for transportation across water from port to port)” (p.2259). Moreover, the growth of cruise tourism has also been emphasised by several researchers (e.g. Dowling, 2006a, Gibson, 2006) and the statistics of CLIA (2016c). For instance, according to Dowling (2006a: 3), “The growth of cruise tourism is phenomenal. The revival of cruising has taken place in the last four decades. Cruise tourism is a niche form or type of tourism”. Moreover, Gibson (2006) also noted that “The cruise industry has grown and continues to grow enormously in scale” and “It is frequently regarded as a small but significant sector of tourism industry” (p.1). Furthermore, according to Dowling, the cruise industry also has advantages that other types of tourism cannot achieve since “passengers can visit various places in a short period of time, the ships are self-contained, the only responsibility of the personnel is to ensure that the passengers are having an enjoyable time, the food is high quality and served elegantly, and all the passengers begin and end their holiday on the same day” (Dowling, 2006b: 3). In addition, the work of Dowling (2006b) has mentioned that not only does cruise tourism bring direct benefits but also the importance of cruise

tourism is in its relationship to other industries with activities associated with cruise ship activities since “cruise tourism enables economic development for related industries from port agents and authorities, transport companies to food suppliers, car-hire agencies and engineering services” (p.3). Indeed, in 2015, the cruise industry had \$117 billion of total output worldwide, employed 956,597 jobs fulltime equivalent employees, and welcomed 23 million passengers (CLIA, 2016c).

Crucially for this study, although tourism has the potential to make a positive contribution to destinations it is also associated with more ‘negative’ impacts such as environmental degradation and changes in socio-cultural practices. For example, Brida and Zapata (2010a: 218) exposed that the environmental cruise tourism impacts identified by the research of British Airways in the Seychelles included loss of natural habitat, exploitation of local construction, physical damage to marine ecosystems, and pressures on endangered species. In addition, given the social effects of tourism, Brida and Zapata (2010a) stated that “they involved changes in value systems, family relationships, individual behaviour, safety levels, moral conduct, collective lifestyles, creative expressions, traditional ceremonies, and community organisations” (p.221).

2.2.2. Cruise tourism in Vietnam

In the global context of cruise tourism, we may note that it has played a significant role in the development of tourism processes in Vietnam. This was shown in statistical reports from VNAT (2015c), CLIA (2015a, 2016b, 2016c). For example, the report of VNAT (2015c) revealed that the number of cruise ships arriving in Vietnam and Asia has grown dramatically since 2012 and the number of harbours in Asia that are the destinations for giant cruise ships has also increased. In this context, the Vietnamese seaports have increasingly welcomed many more ships. In addition, the report of CLIA (2016b) reported that among 10 countries by total ports of call in 2015 in Asia, Vietnam was ranked 6th and welcomed 316 cruise calls, which is lower only than Japan (646), Malaysia (580), South Korea (377), Singapore (374), Thailand (374) and higher than China (300), Hong Kong (200), Indonesia (196) and Taiwan (175). Moreover, in 2016, Vietnam welcomed 466 cruise calls and it helps the country increase to rank 4th in the top 10 destinations by the total ports of call (CLIA, 2016b: 12). Furthermore, another report of VNAT (2015d) has established that “some popular seaports for tourism such

as Ha Long, Chan May, Da Nang, Ba Ria - Vung Tau, Nha Trang, Ho Chi Minh City have constantly picked the cruise ships which bring thousands of foreign tourists into Vietnam”. Indeed, the number of total international passengers to Vietnam in general and the number of foreign visitors has grown dramatically from 2010 to 2018 (see below)

Table 2.4. International visitors to Vietnam from 2010 – est. 2018 by sea

| Year | 2010 ¹⁵ | 2011 ¹⁶ | 2012 ¹⁷ | 2013 ¹⁸ | 2014 ¹⁹ | 2015 ²⁰ | 2016 ²¹ | 2017 ²² | 10 months of 2018 ²³ |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------------------|
| Total international passengers | 5,049,855 | 6,014,032 | 6,847,678 | 7,572,352 | 7,874,312 | 7,943,651 | 10,012,735 | 12,922,151 | 12,821,647 |
| Number of foreign visitors travelling by sea | 50,500 | 46,321 | 285,546 | 193,261 | 47,583 | 169,839 | 284,855 | 258,836 | 200,052 |
| 12 months 2010 vs.12 months 2009 (%) (the percentage rise over the same period last year) | 76.6 | 91.7 | 616.45 | 67.7 | 24.6 | 356.9 | 167.7 | 90.9 | 97.7 |

Source: VNAT (2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018)

¹⁵ VNAT (2010) International visitor to Vietnam in December and 12 months of 2010: <http://vietnamtourism.gov.vn/english/index.php/items/3248>

¹⁶ VNAT (2011) International visitor to Vietnam in December and 12 months of 2011: <http://vietnamtourism.gov.vn/english/index.php/items/4286>

¹⁷ VNAT (2012) International visitor to Vietnam in December and 12 months of 2012: <http://vietnamtourism.gov.vn/english/index.php/items/5425>

¹⁸ VNAT (2013) International visitor to Vietnam in December and 12 months of 2013: <http://vietnamtourism.gov.vn/english/index.php/items/6709>

¹⁹ VNAT (2014) International visitor to Vietnam in December and 12 months of 2014: <http://vietnamtourism.gov.vn/english/index.php/items/8149>

²⁰ VNAT (2015) International visitor to Vietnam in December and 12 months of 2015: <http://vietnamtourism.gov.vn/english/index.php/items/9968>

²¹ VNAT (2016) International visitor to Vietnam in December and 12 months of 2016: <http://vietnamtourism.gov.vn/english/index.php/items/11311>

²² VNAT (2017) International visitor to Vietnam in December and 12 months of 2017: <http://vietnamtourism.gov.vn/english/index.php/items/12453>

²³ VNAT (2018) International visitor to Vietnam in October and 10 months of 2018: <http://vietnamtourism.gov.vn/english/index.php/items/13427>

The table above shows that cruise tourism activity is increasing year by year. After nearly eight years, the number of foreign visitors to Vietnam by ship has grown from 50,500 in 2010 to 200,052 in the first ten months of 2018.

One key factor in the potential for cruise tourism development in Vietnam is the coastline. According to the report of CIA (2017), the coastline of Vietnam is 3,444 km long (excluding islands). Although the cruise industry has received a significant fillip in development in recent years, the growth of cruise tourism development went down in 2017 as noted in a new report of CLIA (2017b) which affirmed that “Vietnam is scheduled to welcome 407 cruise calls in 2017, down from 466 in 2017 – with the majority transit calls” (p.19). The reasons for this decrease, which can be found in the report of CLIA, is that “All ports in Vietnam featured primarily as transit destinations” (CLIA, 2014c: 5).

In addition, for more details, according to the report of The Voice of Vietnam (2017), the cruise ship tourism market in Vietnam, and more widely, has great potential and in recent times has seen a significant and rapid rise in popularity, as shown by the increasing number of foreign visitors travelling by sea to Vietnam. In 2016, Vietnam welcomed 284,855 foreign visitors travelling by sea, a year-on-year increase of 67.7% while the number of foreign tourists coming by air grew by 31.7% but by land dropped 2.3%. The first nine months of 2018 alone saw 189,897 foreigners arrive in Vietnam by cruise ship. Another report of Vietnamnet, written in 2018, stated that “Vietnam now ranks sixth among the regional cruise tourism markets, with around 404 calls in 2017”. Notably, according to this report, the increase in cruise tourism from 2012 to 2016 was 126% and was estimated as being the fastest-growing in Southeast Asia. In addition, the report of Vietnamnet (2018) showed that this development was widespread since many ports welcomed international cruise lines to Vietnam. For instance, the report states that in 2017, Princess Cruises carried more than 58,000 guests on 22 cruises to Vietnamese ports like Phu My, Nha Trang, Danang, and Cai Lan. This year, Princess Cruises’ six ships in the region – Majestic Princess, Sapphire Princess, Diamond Princess, Golden Princess, Sun Princess, and Coral Princess will be deployed for 31 voyages, bringing more than 80,000 guests to Vietnam throughout the year, up 40% against 2017. The long coastline of Vietnam is also a significant reason for the increasing attractiveness of cruise activities in Vietnam as shown by the report of Tourism Review News (2008) which stated that the country has ideal preconditions for a cruise tourism destination.

It has 3,000 km of coast and thousands of beautiful islands. It is also located between Singapore and Hong Kong, which are the two important tourism centres of the region. Thus, it is supposed that the Vietnamese cruise tourism will rise in the coming years.

Moreover, another report by Vietnam Business (2017) demonstrated that, in 2017, Vietnam is being considered an attractive market by major cruise liners in the world such as Royal Caribbean International (US), Star Cruises and Costa Crociere S.P.A". The report showed that on February 6, 2017, Celebrity Millennium cruise (owned by Royal Caribbean International) alone brought 1,150 international visitors and more than 950 crew to Chan May Port (Thua Thien – Hue province). On April 10, 2017, Diamond Princess cruise ship (owned by US-based Carnival Corporation & Plc) carried over 2,700 visitors and about 1,200 sailors docking at Chan May Port. More recently, on June 23, 2017, the Majestic Princess docked at Phu My Port (Ba Ria – Vung Tau province) carrying 1,340 crew and 3,560 international visitors to Vietnam.

In addition to Ho Chi Minh City, there are several other popular destinations for cruise actives in Vietnam including Danang, Hue, Nha Trang. Da Nang can be seen as a central economic area in Vietnam and, according to the report of VNAT (2017a), the number of tourists visiting Da Nang City by sea has increased 30 per cent since the beginning of 2017. According to the central city's tourism authorities, the Da Nang Port has welcomed 30 ships with nearly 65,000 passengers and crew members. The number of tourists to Da Nang by sea recovered in 2016 following two years of decline. In 2016, the city welcomed 70 ships with more than 136,000 tourists and crew members, a 2.6-fold increase from 2015. Da Nang developed new tours and services to better serve tourists such as improving service quality in the Champ Museum, Ngu Hanh Son, and Hai Van Pass. To facilitate this expansion, Da Nang port was upgraded to accommodate large cruise ships.

We may also note developments in Hue, the capital of the last dynasty of Vietnam, which has also attracted cruise passengers via Chan May port. According to VNAT (2017b), Chan May Port in the central province of Thua Thien – Hue, expected to receive 49 cruise ships and 113,000 tourists in 2017. In 2016, the port welcomed 36 ships with 87,000 visitors on board, an increase of 8,500 compared to 2015. Chan May port is located between the two biggest cities in the central region – Hue and Da Nang. The port also lies on the main sea route linking Singapore, the Philippines, Hong Kong (China) and Viet

Nam. It is among 46 seaports in Southeast Asia selected by the Asia Cruise Association as a stopover for cruise ships. After a recent wharf upgrade, the port can now accommodate 30,000 DWT vessels and cruise ships carrying 3,000 – 4,000 passengers each.

Another very famous destination for sea activities is Nha Trang City, which has also increased again, the report of VNAT (2016b) illustrated that after a time of decrease, the number of cruise ships to Nha Trang City, as well as the figure of passengers ashore, has risen again. The cruise tourism market to Nha Trang – Khanh Hoa increased in 2015 with 48 ships called at Nha Trang in 2015, which is 13 more than the figure in 2014. The number of passengers ashore in Nha Trang was 47,000, rising by 16,300 over 2014. In 2016, 37 ships registered to call at Nha Trang now. The prosperity associated with these developments has contributed much to local businesses and thus the local economy. In total, in 2015, Sai Gon Tourist welcomed 5 cruise ships with a total of 12,800 passengers and crew to Nha Trang.

We must note, however, that although the number of cruise passengers has increased year by year in the manner outlined above, the level of growth has not been as great as that projected. The leaders of Vietnam Tourism and Tourist Companies stated that there are two main reasons that are holding back the speed of increase in cruise activities in Vietnam:

- the lack of specialist ports; and
- the lack of infrastructure, products and services for cruise ships and cruise passengers.

The first main reason that should be mentioned here is specialist ports. In reality, Vietnam has comparatively few deep-water ports (The Voice of Vietnam, 2017) which are currently serving cruise ships such as Thi Vai – Cai Mep Port (Ba Ria – Vung Tau province), Phu My Port (Ba Ria – Vung Tau province), Chan May Port (Thua Thien – Hue province), Tien Sa Port (Da Nang City), Ha Long Port (Quang Ninh province) and Cam Ranh Port (Khanh Hoa province) (Vietnam Business, 2017). Thus, some ports have met the demands of cruise liners, for example, Tuan Chau International Passenger Terminal was put into use in September 2015 and has served 2,000 ships for visiting Ha Long Bay. Cai Mep Port (Ba Ria – Vung Tau province), one of the multi-functional ports, is gradually marking itself on the world navigation map in international transshipment. Every year, it

welcomes many international cruise ships, including the luxury Genting Dream cruise ship which brought 2,044 visitors from Singapore to Vietnam on November 8, 2016. In particular, the arrival of the 194,000-tonne Margrethe Maersk container carrier on February 20, 2017, made Cai Mep Port one of 19 deep-water ports worldwide capable of accommodating vessels of 200,000 tonnes.

In light of these developments, we may note that the general director of Sai Gon Tourist claimed that:

“Vietnam certainly has the potential to become a great destination for cruise holidays as the country boasts long coastlines and stunning beaches. However, the potential is not being fully tapped due to a lack of infrastructure. There is no special port for big international cruise ships to dock at, resulting in many tour operators not include Vietnam in their itineraries”.

In addition, the leader of Tourism in Vietnam, who is the general director of the Vietnam National Administration of Tourism, stated that:

“The World Tourism Organization forecast that cruise ship tourism would develop strongly in Asia by 2020. In fact, many big shipping companies have already launched cruise tours of the Asia-Pacific region and it is considered an attractive market”.

Moreover, the Chair of the Vietnam Tourism Association has also illustrated that:

“The cruise ship tourism market would continue to grow rapidly and stably in the near future. To take full advantage of this opportunity, Vietnam should build some special and modern tourism ports, which have the capacity to receive luxury cruise ships and also offer high-quality retail and entertainment services for passengers”.

Therefore, the country has to, firstly, upgrade the existing cruise ports. Thus, the report of Vietnam Business (2017) stated that “To meet demands of international cruise liners, some seaports are being upgraded. Chan May Port is expected to be upgraded in 2017 to receive 54 cruise ships with more than 113,000 international tourists and 45,000 crews visiting central coastal provinces”. Secondly, the nation should build additional new cruise ports in response to empirical analysis. This is, however, beginning to take place and we may, for instance, note the report of Vietnam Business which noted that:

“Being completed, Phu Quoc International Passenger Terminal (Kien Giang province) will be the first international standard multifunction passenger terminal in Vietnam. Once put into use, the port is capable of receiving international passenger and cargo ships with a capacity of between 5,000 and 6,000 passengers”.

The second main reason here for the comparatively tardy progress in this sector is the lack of infrastructure, products and services for cruise ships and cruise travellers as can be seen in the report The Voice of Vietnam (2017). More specifically, the general director of the Vietnam National Administration of Tourism said that:

“Vietnam is an attractive destination for round-the-world luxury cruise ships. This is manifested in the increasing number of cruise passengers to the country in recent times. However, Vietnam’s vast potential is still not being met. To attract more cruise tours, the country needs to continue to simplify policies, improve infrastructure and develop new tourism products and services. At present, cruise ships use some cargo ports to dock but in the long run, Vietnam must build ports specifically for them. Furthermore, other services must be developed and existing ones improved for cruise passengers such as city tours, entertainment and shopping locations at port towns where ships dock”.

In addition, the general director of Sai Gon Tourism emphasised that:

“travel agents must offer onshore services to meet the high requirements of cruise passengers. However, the reality is that most Vietnamese businesses are independent and financially weak. Thus, despite great potential, the market remains totally out of Vietnamese businesses’ reach”.

Moreover, the report of Vietnam Business (2017) stated that:

“Vietnam's tourism industry is also investing to upgrade existing routes and attractions as well as build new routes and destinations to create new attractions. Tourism firms need to create new distinctive products for cruise tourists, for example, sightseeing to world heritage sites in coastal areas, cultural and historical relics, and natural landscapes”.

If these two key issues can be addressed more fully it is undoubtedly the case that cruise tourism has the potential to make an even greater contribution to the economy of Vietnam and thus contribute to the national development even more markedly than has been the case thus far.

2.2.3. Cruise tourism in Ho Chi Minh City

Ho Chi Minh City is among the most popular of Vietnam’s cruise tourism ports (VNAT, 2015c). The report of CLIA (2016b: 11) illustrated that in the top ten ports by total ports of call in 2015, Ho Chi Minh City was ranked 10th and welcomed 130 cruise calls. Moreover, this report also emphasised that “Vietnam is scheduled to welcome 466 cruise calls in 2016, up from 316 in 2015 – with the majority transit calls. Da Nang and Ho Chi Minh City to lead, with a combined 57% of the port of calls in Vietnam” (CLIA, 2016b: 23).

The rapid progress in the development of cruise tourism in Vietnam has been outlined earlier in this submission with numbers rising from a mere 50,000 to over 200,000 since

2010. This has created both challenges and opportunities for local and national authorities, local businesses and residents of the areas most affected, including Ho Chi Minh City. The image of Ho Chi Minh City has undoubtedly improved from that of a place that was considered comparatively unwelcoming and only part of a 'niche' tourism market to a place that is welcoming and open for those interested in cruise tourism. As part of this development the economic and social and cultural aspects of the city have changed in positive ways including the fact the residents are far more used to cruise tourists arriving in the city and this has brought opportunities in the form of additional jobs and greater income not only in the ports themselves but also for local businesses such as tourist companies, tour guides, shops, food outlets and so forth.

Although there is little empirical evidence of increased pressure on the local environment, because of the lack of monitoring of pollution it is clear that the influx of large ships and many thousands of additional tourists will, however, have had an inevitable impact on traffic congestion, air quality and water quality. This means that further policy and action is required for cruise tourism development. As will be argued elsewhere in more detail in this thesis this should include the building of a direct cruise terminal (especially in District 7 where one is needed most urgently) and further local transportation development by the building of the metro system. In addition, greater attention still needs to be paid to the security aspects of the increase in visitor numbers so that tourists and residents continue to feel safe. Finally, further consideration needs to be given to the facilities and attractions for tourists such as the number and quality of opportunities for dining, sightseeing and cultural entertainments.

Tourism in general and cruise tourism, in particular, is one of the factors that have led to the positive changes in the economic, social and environmental development of Ho Chi Minh City. These significant developments, including the ways in which support has been put in place by the government authorities to support tourism, are discussed and analysed in more detail in the succeeding sections.

2.2.3.1. Support centre for tourists

A number of popular tourist destinations have been created in Ho Chi Minh City in recent years such as Nguyen Hue Walking Street, Bui Vien Walking Street in District 1 (also called Foreigner Street), Fashion Centre (in Nguyen Trai Street), Oriental Physician

Centre (in Hai Thuong Lan Ong Street) in District 5. This change has been brought about with governmental support through the creation of the Centre of Tourism Development of the Department of Tourism of Ho Chi Minh City which has developed two Ho Chi Minh City Visitor Information and Support Centres in 2017. The two centres are located at Area B of 23/9 Park and Bach Dang Wharf in District 1 and have been effective in information support for international visitors thus directing visitors to key tourist centres. Notably, the number of visitors to these stations to find out about the tours and festival events of the city is increasing consistently over time, which suggests that their influence may be increasing.

When foreign tourists visit these Centres, they are provided with free tourist maps of provinces and cities across the country and may look up information on the internet. In addition, if visitors encounter any incidents about safety, food safety and hygiene issues, or transportation services, they receive support from the staff who will send their feedback to the local government. Moreover, to create more convenience for tourists, a Money Exchange has also been put to work at the Ho Chi Minh City Visitor Information and Support Centre in 23/9 Park in District 1. Furthermore, coupons and vouchers have been provided by travel companies for entertainment services and shopping.

2.2.3.2. Port for cruise tourism

The Department of Transportation of Ho Chi Minh City continues to exploit the existing Nha Rong – Khanh Hoi Port. This port area has a length of 1,800 metres of reinforced concrete jetty, including 300 metres of wharf (adjacent to Ho Chi Minh Museum) exploiting international tourist ships and restaurant ships.

In addition, the Department of Transportation continues to propose that the city arrange 600 metres of the wharf in Sai Gon – Khanh Hoi Port to receive international passenger ships, restaurant ships and waterway vehicles for tourism. In the long term, the continuation of the planning to exploit 1,800 metres of this area of the wharf will also create the attraction of the urban area associated with the Saigon River.

Moreover, a new international cruise port named ‘The Red Light Cape’ will be built at District 7 by cooperation between The Saigon Peninsula Group Corporation (Vietnam) with Pavilion Group and Genting Group (Malaysia). After completion, this port will become the largest international cruise port in Vietnam.

2.2.3.3. Local transportation

The development of tourism generally and cruise tourism particularly has also brought developments in infrastructure and especially in transportation. Indeed, it is notable that five major projects have been undertaken, four of which have been completed and put into use and one project is under construction. All of this is to help visitors who go to Ho Chi Minh City as well as a move to other localities more easily. These significant projects include Saigon River Tunnel, Ho Chi Minh City – Long Thanh – Dau Giay Highway, Nhieu Loc – Thi Nghe Canal, Nguyen Hue Walking Street, and The Urban Railways System (also called Ho Chi Minh City Metro).

Firstly, Saigon River Tunnel (also called Thu Thiem Tunnel) is the first underground river crossing in Vietnam. It is under the East-West Highway. This project is considered to be the most modern of its type in Southeast Asia with a length of 1.49 km and 9m high. The tunnel section is 33 m wide with two directions of traffic and has 3 lanes on each side. Building commenced in February 2005 and the tunnel was inaugurated in November 2011 after a total investment of VND 2,083 billion. The tunnel helps to connect the whole East-West Highway for shortening the travel time of city residents and reducing traffic congestion. This is the gateway to Thu Thiem new urban area which will be the financial and commercial centre of Ho Chi Minh City in the future. When the road connecting East-West Highway and Ho Chi Minh City – Trung Luong highway is completed, the Southwestern region, Ho Chi Minh City and the South East region will be connected seamlessly, contributing to promoting socio-economic development. In particular, the whole area will connect to Long Thanh International Airport after this project is completed.

Secondly, Ho Chi Minh City – Long Thanh – Dau Giay Highway is a high-speed highway located in the eastern expressway under the planning of Vietnam highway network from Ho Chi Minh City connecting National Highway 51, Long Thanh International Airport and Highway 1A. Work on this started in 2009 with a total investment of VND 20,630 billion. The 55 km long Ho Chi Minh City – Long Thanh – Dau Giay Highway project passes through Ho Chi Minh City and Dong Nai territory, officially inaugurated and put into operation on February 8, 2015. Previously, from Ho Chi Minh City to Dau Giay junction (National Highway 1A) along the old route 70km long, took 3 hours because of frequent

traffic congestion. With the Ho Chi Minh City – Long Thanh – Dau Giay Highway, the route is shortened to 20km and the travel time is only 1 hour.

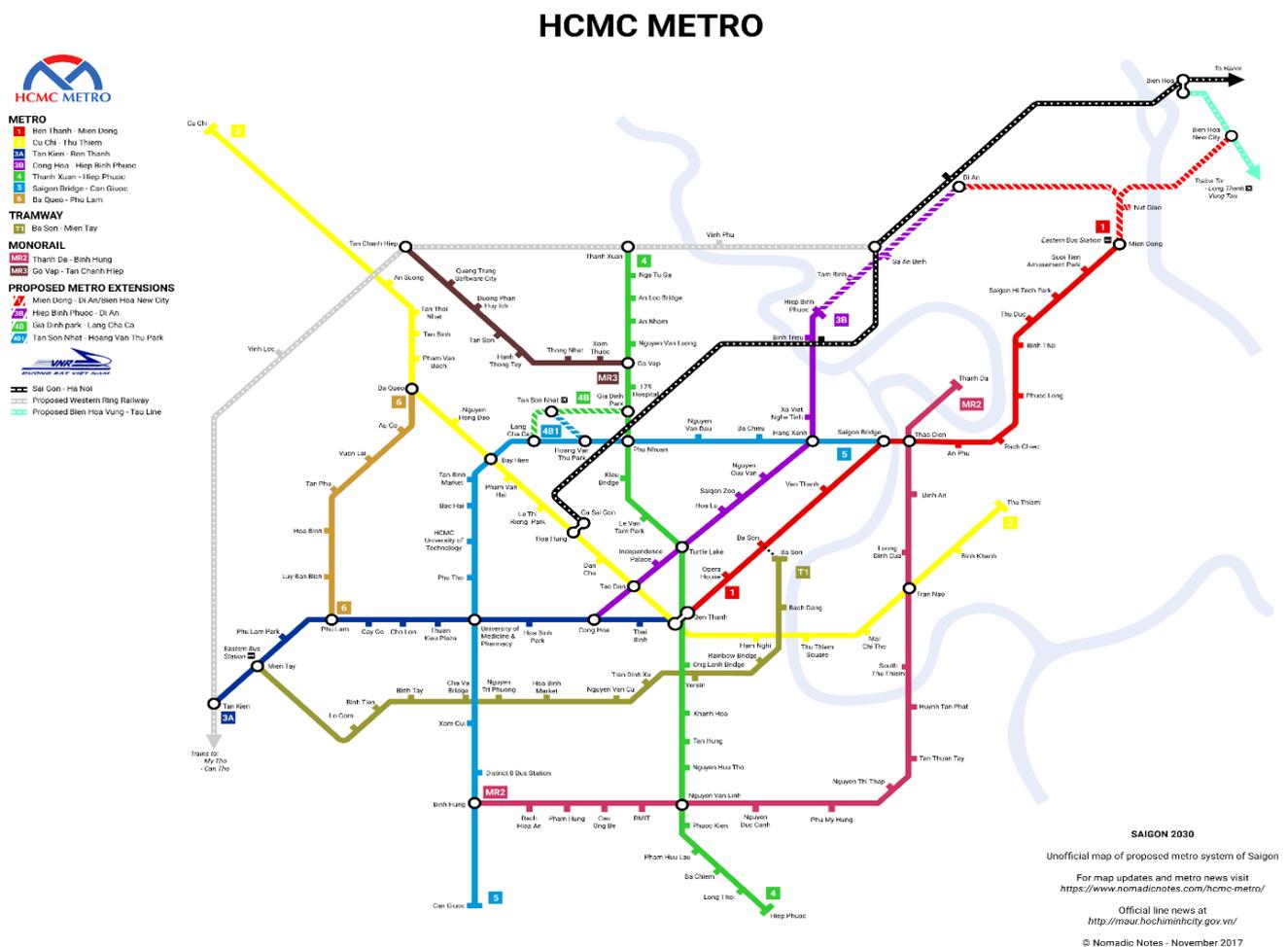
Thirdly, the Nhieu Loc - Thi Nghe Canal is nearly 9 km long (going through districts 1, 3, Tan Binh, Phu Nhuan and Binh Thanh), and was once called the black channel due to pollution. Since 1993, Ho Chi Minh City began relocating thousands of households living along canals and building two small roads along the canal named Truong Sa – Hoang Sa. In 2003, Ho Chi Minh City launched the Ho Chi Minh City Environmental Sanitation Project in Nhieu Loc - Thi Nghe basin with a total investment of 317 million USD with items such as the installation of sewer lines running along the canal to bring wastewater to treatment centres. In addition, installing 70km of the sewer to release the pressure of rainwater and domestic wastewater in the basin flows to the canal. On 18th of August 2012, the Ho Chi Minh City Environmental Sanitation Project in Nhieu Loc - Thi Nghe basin was officially completed, and the dirtiest canal in the city has been renovated into a green channel, two streets of Hoang Sa – Truong Sa. The streets along the canal are now considered to have become the two most beautiful roads in the city.

Fourthly, Nguyen Hue Walking Street was completed by the end of April 2015, after 7 months of construction with a total budget of over VND 430 billion. This street started from the City People's Committee to the park of Bach Dang Wharf and has a width of 64m and a length of 670m. The area of the Monument Park of President Ho Chi Minh is considered an artistic highlight of the downtown area. The two sides along this street are arranged with hundreds of Loc Vung trees and Christmas incense trees to enhance the shade. In addition, there are flower beds and seating areas throughout the neighbourhood and the area has free wifi coverage. In the near future, this street is arranged with many information stations, providing places for sightseeing, tourism, shopping centres, etc. Importantly in light of findings later in this study which note the importance of addressing safety concerns, the City authorities have development management regulations for such walking streets.

Finally, an Urban Railway System is being built to solve local transportation in Ho Chi Minh City. Ho Chi Minh City is the largest city in Vietnam and local transportation is usually by private motorbike and the government has recorded a direct link between poor public transport and long-term growth constraints and has since 2001 planned a six-line subway system to enhance sustainable urban transport in the city. In order to

solve the traffic congestion problem, the Prime Minister Enacted Decision No. 568/QĐ-TTg dated April 08, 2013 about approving the adjustment for the transportation development planning of Ho Chi Minh in 2020 and the vision to 2020, which addresses the development of the urban railway system including a variety of new routes connecting the main centres of the city and involving the construction of new stations across the city. In addition, three new tramways and monorails routes will be built including the construction of new stations and depots. In total this will create a step-change in the urban transport system which has the potential to reduce traffic congestion dramatically and will assist travellers, including tourists, in moving around the urban area with much greater ease. The totality of the HCMC Metro development is shown in Figure 2.2. (see below).

Figure 2.2. Ho Chi Minh City Metro



Source: www.maur.hochiminhcity.gov.vn

Table 2.5. Number of employees in tourism in Ho Chi Minh City form 2005 - 2010

| | 2005 | 2007 | 2008 | 2009 | 2010 |
|----------------------------|--------|---------|---------|---------|---------|
| Hotel, hostel | 1,435 | 1,693 | 1,568 | 1,606 | 1,661 |
| Restaurant, canteen | 82,850 | 147,561 | 143,470 | 146,487 | 143,933 |
| Total | 84,285 | 149,245 | 145,038 | 148,093 | 145,594 |

Source: http://www.pso.hochiminhcity.gov.vn/c/document_library/get_file?uuid=9c6bbf62-37ec-443e-afa1-c808363e0661&groupId=18

**Table 2.6. Number of establishments in the hotel, restaurant, and tourism
in Ho Chi Minh City from 2005 – 2011**

| | 2005 | 2008 | 2009 | 2010 | 2011 |
|------------------------------|--------|--------|--------|--------|--------|
| Hotel and restaurants | 33,138 | 61,587 | 62,369 | 58,463 | 58,532 |
| Tourism | 460 | 359 | 509 | 957 | 1,005 |

Source: http://www.pso.hochiminhcity.gov.vn/c/document_library/get_file?uuid=8663de17-51ee-4b2b-a628-bb2c47d733e1&groupId=18

**Table 2.7. The number of hotels and accommodation establishments
in Ho Chi Minh City from 2013 – 2017**

| | 2013 | 2014 | 2015 | 2016 | Preliminary 2017 |
|-------------------------|-------|-------|-------|-------|---------------------|
| State | 41 | 41 | 28 | 19 | 18 |
| Non-State | 2,771 | 2,637 | 3,547 | 4,514 | 4,453 |
| Foreign invested | 15 | 16 | 17 | 18 | 18 |
| Total | 2,827 | 2,694 | 3,592 | 4,553 | 4,489 |

Source: http://www.pso.hochiminhcity.gov.vn/c/document_library/get_file?uuid=75bd85aa-fb8b-4072-8e3f-a4918835b3e4&groupId=18

Table 2.5, 2.6, and 2.7 show the number of employees and establishments in the hotel, restaurant, tourism, and hotels and accommodation establishments has always gone up year-by-year. We may also emphasise the importance of the development of tourism in general and cruise tourism in particular on the economy of this city.

Although Ho Chi Minh City has the potential for cruise tourism development there have, as yet, been no systematic studies for the city and almost all cruise tourism information

in this place has been in the form of statistics from several reports that were published by such organisations as DCSTH, and VNAT. For this reason, this research will be situated within a discussion of the more general tourism literature but it will explore literature relevant to cruise tourism in Ho Chi Minh City, Vietnam. It will then focus on the particular issues related to Ho Chi Minh City, Vietnam, as a successful cruise tourism destination and a thriving port.

2.3. Chapter summary

This chapter has sought to provide an overview of the geographical, social and economic development of Vietnam alongside a clear outline of the increasing importance of tourism, and particularly cruise tourism, in this nation. In doing this chapter, the researcher had two main aims. Firstly, to explain the geographical, social and cultural influences that impinge on the subject under scrutiny, that of cruise tourism and, secondly, to present a strong argument for the rapidly growing importance of cruise tourism economically and in other sectors of national life.

What is clear is that Vietnam has a rich, complex history that has impacted on the current state of economic development and upon the opportunities to develop the cruise tourism industry. The country has a coastline with ample locations for the cruise ports that are the foundation for the industry. It is important, however, that the comparatively recent turmoil in Vietnam, occasioned by many years of colonial rule, has limited the ability of the Vietnamese nation to develop its economy. This has only begun to be rectified in recent years when independence allowed the level of self-governance that has allowed the nation to focus on economic and social development, within which cruise tourism has become increasingly important.

Chapter 3. Literature Review

In this chapter, the researcher will review the literature on cruise tourism that relates closely to the research topic under scrutiny. The main structure of the overall section is outlined below. The first section of the chapter reviews the general tourism literature. Then, section two concentrates on some of the main theories in the relationship of cruise tourism to the field of tourism, all of which have had some influences on this study. In section three, the researcher proceeds to review the literature relating to cruise tourism in Ho Chi Minh City that includes a review of cruise tourism in Vietnam in general, and the history of cruise tourism in Ho Chi Minh City itself. The fourth section is the main section of this chapter in which the researcher reviews the main debates about the three impacts of cruise tourism for destination, the economic, the social-cultural, and the environmental impacts. The final section will summarise in general all the varied impacts of cruise tourism for those visiting the destination.

3.1. Wider research on tourism

The aim of this study is to investigate the importance of cruise tourism, how it works and impacts on the visited destination. Firstly, this literature review begins by reviewing tourism in general and then goes on to concentrate more specifically on cruise tourism. Tourism was found in the period of antiquity spanning from 4000 BCE to the fourth century CE. At that time, tourism was associated with many journeys by ancient civilisations (Edgell and Swanson, 2013: 34). After millennia of development, in the 21st century, tourism is seen as the world's largest industry (Tang *et al.*, 2014: 390) and has become one of the most rapidly growing services sectors of the world (Tang and Tan, 2015: 158). Tourism is expected to continue to grow and maintain that status well, and we may note that UNWTO (2015a) has identified that "tourism is one of the world's top job creators and a lead export sector, especially for developing countries" (p.4). The organisation has also illustrated that tourism can be the main source of foreign exchange earnings for local provinces and countries (UNWTO, 2015a: 15). Nevertheless, in the past, tourism was not seen as an important industry. Edgell and Swanson (2013) perceived that "in the past, many governments have not given tourism the same concern given to manufacturing or other service industry" (p.9). However, currently,

tourism has become the most important area for nations not only for the economy but also for the social-cultural and environment reasons. Richter (1989: 2) argued that “the tourist industry is a major economic, environmental and socio-cultural force, and ‘a highly political phenomenon’”. In addition, according to the United Nations Environment Programme and the World Tourism Organization (2005), “Tourism is in a very special position to benefit local communities, economically and socially, and to raise awareness and support for conservation of the environment” (p.2). Moreover, tourism is seen as a “smokeless”, and thus environmentally friendly industry, as Tang *et al.* (2014) illustrated that tourism industry “is now regarded as a “smokeless” industry accompanying the improvement of environment consciousness” (p.390). More importantly, a report from WTTC (2017) identified that “Travel and Tourism is a key sector for economic development and job creation throughout the world” (p.2). For more details, they have also illustrated that in 2016, Travel and Tourism directly contributed US\$2.3 trillion and 109 million jobs worldwide. Taking its wider indirect and induced impacts into account, the sector contributed US\$7.6 trillion to the global economy and supported 292 million jobs in 2016. This was equal to 10.2% of the world’s GDP, and approximately 1 in 10 of all jobs (WTTC, 2017: 2)

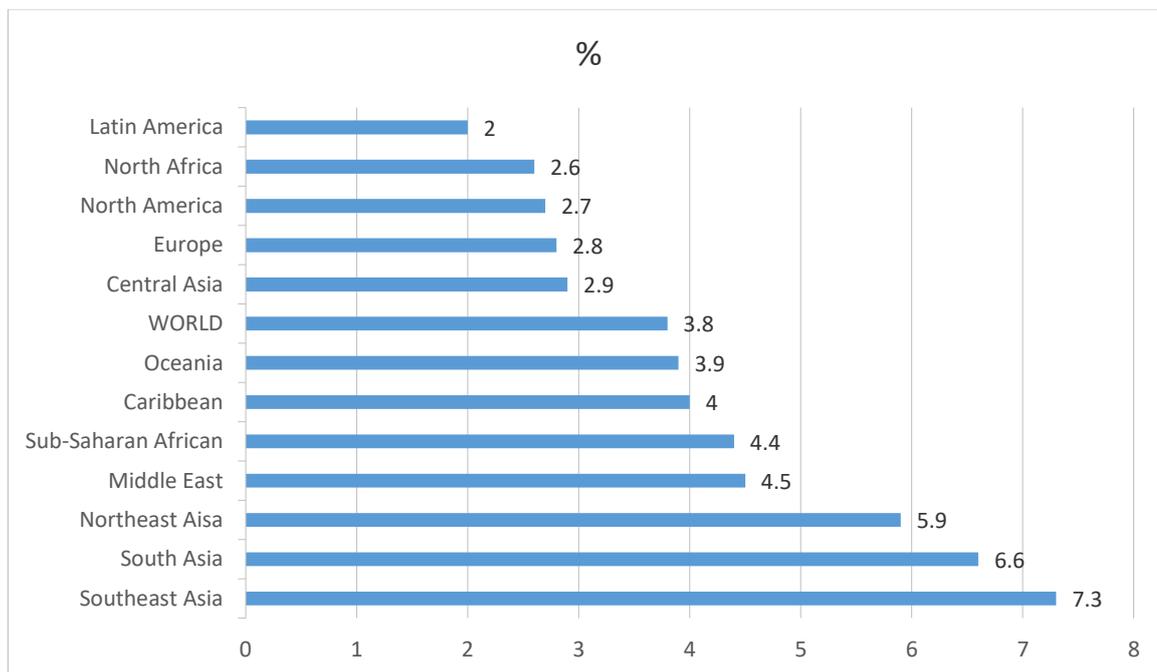
In fact, in the comparison between the direct contribution to GDP of tourism and other industries, the tourism industry has shown high levels of growth. The report of WTTC (2017) noted that:

“Travel and Tourism’s direct contribution to GDP grew by 3.1% in 2016. This was faster than the global economy as a whole which grew at 2.5%, meaning that for six consecutive years, the Travel & Tourism sector has outperformed the global economy” (p.1).

In addition, the report of WTTC (2017) showed that in 2017 the experience of growth between sub-regions was dissimilar in tourism locations, in which Southeast Asia had the highest rate whilst, on the other hand, Latin America had the lowest rate, as shown in Table 3.1 (see on next page).

Table 3.1. Direct Travel and Tourism GDP contribution growth in 2017

(adapted from WTTC, 2017: 6)



Source: WTTC, 2017

Tourism has been paid more attention by many researchers in recent years (e.g. Gee, 1999; Hall, 2008; Girard and Peter, 2009; Zaei and Zaei, 2013). To understand what tourism means, there are many definitions; for instance, tourism is seen as the movement of people from their living area to another for many purposes, as invented by Gee in 1999, tourism is “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes” (Gee, 1999: 5). In addition, Zaei and Zaei (2013) define tourism as “the activities of persons travelling to and staying in places outside their usual environment for no more than one consecutive year for leisure, business and other purposes” (p.3). Moreover, Girard and Peter (2009) stated that “tourism is part of a modern lifestyle, in which geographical mobility and cultural enjoyment are critical parameters” (p.1). Tourism, therefore, can be defined “as a set of socioeconomic activities carried out either by or for tourists” (Zaei and Zaei, 2013: 13). Space and time are often mentioned as important sectors for the tourism process and Hall, writing in 2008, noted that “tourism are concepts of space (i.e. travel away from a ‘home’ location or region) and time (i.e. the time spent away from a home location)” (Hall, 2008: 5).

As mentioned above, tourism is considered an important contemporary industry, especially in economic terms, for example, de Oliveira (2003) stated that tourism is considered by most destinations a means of improving the balance of payments and increasing employment, regional income, tax revenues, and foreign exchange, particularly for developing countries. In addition, other researchers such as Edgell and Swanson, writing ten years later, have similarly sought to defend the notion that tourism is very important for the nation:

“Tourism helps local provinces and countries to create jobs, develop business, stimulate foods and local handicraft, increasing effectiveness in communications and increasing the understanding of local province and country” (Edgell and Swanson, 2013: 7).

In other words, it seems that the purpose of tourism exists not only for leisure but also for other purposes such as entertainment and business. Zaei and Zaei, writing in 2013, illustrated that “Although people had always travelled not only for leisure purposes or for relaxation, there had also been those who had travelled for entertainment and business purposes, either to a meeting, conference, workshop, event, etc.” (p.12).

In terms of the positive contribution of tourism, Sinclair (1998) pointed out that tourism can make include the provision of hard currency, which may help to alleviate a gap in foreign exchange and finance imports of capital goods, increases in personal income, higher tax revenues and additional employment opportunities. In contrast to the advantages of tourism for the nation, Gursoy and Rutherford writing in 2004, perceived that tourism also has some negative elements for countries such as increased pollution, congestion, or despoliation of fragile environments. In addition, other researchers such as Dunn and Dunn (2002) illustrated that crime and violence are other major problems affecting the tourism industry in some countries. Moreover, according to Chen and Devereux (1999) tourism might actually affect negatively the welfare of the population for import-and-taxes-dominated economies. The importance of tourism in the economy is mentioned in many studies (e.g. Po and Huang, 2008; Shubert *et al.*, 2011; Togcu, 2014). For instance, Tugcu, writing in 2014, argued that “tourism provides foreign exchange that is necessary for importing capital goods for production leading, in turn,

to economic growth” (p.207). In addition, Po and Huang (2008) demonstrated that “It is believed that the tourism industry not only can increase foreign exchange income, but can also create employment opportunities. Therefore, tourism can be used to stimulate overall economic growth” (p.5540). Moreover, based on some studies (e.g. Andriotis, 2002; Croes, 2006; Fagance, 1999; and Lin and Liu, 2000), Shubert *et al.* (2011) summarised that “tourism is recognized to have a positive effect on the increase of long-run economic growth through different channels” (p.377). Shubert *et al.*, writing in 2011, pointed out four positive effects of tourism in the long term of economic development, in which, tourism:

- is a significant foreign exchange earner, allowing the country to pay for imported capital goods or basic inputs used in the production process.
- plays an important role in spurring investments in new infrastructure and competition between local firms and firms in other tourist countries.
- stimulates other economic industries by direct, indirect and induced effects.
- contributes to generate employment and to increase income.

Although tourism is seen as one of the most important elements for the national economy, as shown in much research, it has also been seen as one of the sectors that can affect the environment, as Wu and Yue, writing in 2013, noted that “The influence of the movements of such a large population on the environment and climate change has aroused widespread concern in relevant international organizations and communities” (p.64). In addition, Lee and Brahmairene (2013) have sought to demonstrate the influence of tourism on the environment; they stated that “Tourism often involves travel and accommodation, which rely on fossil fuels for the transportation of tourists to and from as well as within destinations and for hosting tourists” (p.71). Moreover, the tourism industry in the future, according to Scott *et al.* (2010), “could become a leading global source of greenhouse gases” (p.398). Furthermore, Buckley (2012) illustrated that “Tourism contributes to pollution of atmosphere, oceans and freshwater” (p.531). More specifically, he maintained that tourism “produces direct local impacts on air, water, soil and biota; and indirect impacts from manufacture and transport of material items. Impacts derived from atmospheric emissions, solid and liquid wastes, and consumption of water, energy and materials” (Buckley, 2012: 532).

On the other hand, tourism has some benefits for the environment, as Gee emphasised that “the positive environmental benefits from tourism include efforts to protect the Earth’s natural and manmade resources” (Gee, 1999: 18).

In summarising, tourism, according to Sinclair (1998), like any other impetus for economic development, potentially has both positive and negative influences on communities and their residents.

3.2. Overview of Cruise Tourism

A definition of the cruise has been determined by several researchers (e.g. Ritter and Schafer, 1998; Wild and Dearing, 2000; Dowling, 2006a, Sun *et al.*, 2014, Asero and Skonieczny, 2018). For instance, according to Ritter and Schafer (1998), a cruise on the sea “is a trip on a ship which has been purposefully styled as a swimming leisure environment” (p.65). In addition, Wild and Dearing (2000) define cruise tourism as “any maritime-based tour by fare-paying guests on-board a vessel whose primary purpose is the carriage of passengers” (p.319). From this, it can be seen that the cruise industry “encompasses leisure, transportation and logistics, and maritime businesses” (Chang *et al.*, 2017: 79). In other words, the study of Dowling (2006a) has defined a cruise as “to make a trip by the sea in a liner for pleasure, usually calling at a number of ports” (p.3). Furthermore, based on a variety of previous studies (e.g. Hoseason, 2000; Ahmed *et al.*, 2002; Sun *et al.*, 2011), the research of Sun *et al.* (2014) illustrated that “A cruise liner or cruise ship is used for pleasure voyages, both as a form of transportation and as a destination, by rolling two core elements of accommodation and resort entertainment into one” (p.73). Whereas, a research paper by Asero and Skonieczny (2018) identified that “Cruise tourism can be defined as a luxurious form of travelling, involving an all-inclusive holiday on a cruise ship of at least 48 hours, with a set and specific itinerary, in which the cruise ship calls at several ports or cities” (p.95).

Therefore, it can be stated that a cruise ship is a floating resort (Ritter and Schafer, 1998; Wood, 2000; Dowling, 2006b; Nilsson, 2007; Kwortnik, 2008; Moscovici, 2017). To explain why a cruise ship is a floating resort, Dowling, writing in 2006, claimed that “ships are not only the transportation but also the floating hotels, floating resorts with full facilities including with restaurants, bars, sport facilities, shopping centres, entertainment venues, communication centres” (Dowling, 2006b: 3). The previous study

of Ritter and Schafer (1998) had stated that “a cruise ship is a floating resort” (p.65). Nearly a decade later, Nilsson (2007) has also demonstrated that the ships are becoming bigger and bigger and are, in many respects, “floating resorts”, as they offer a whole range of facilities and activities from restaurants, bars, entertainment, children’s club, fitness activities (p.94 – 95). In other words, according to Kwortnik, “modern cruise ships can be considered floating resort hotels, serving as sightseeing vessels with gourmet restaurants, food courts, nightclubs, shopping centres, entertainment complexes and recreational centres” (Kwortnik, 2008: 6). Moreover, in other words, Wood (2000: 353) has argued that “cruise ships have developed into floating resorts on the sea where passengers can enjoy all facilities and amenities of a holiday resort without having to leave ship”. Furthermore, according to UNWTO, a cruise ship has been described as a “floating tourist resort, rather than a means of transport” (UNWTO, 2010: 1). For more detail, Moscovici (2017) has also explained why cruise ships can be seen as a floating resort since he illustrated that “With the capacity to hold more than 3,000 passengers, cruise ships act as floating hotels and resorts” (p.367). Other authors such as Morgan and Power (2011) explained that:

“Ships are sometimes referred to as floating hotels and, in a similar way to large land-based hotels, they have organizational structures that require a range of personnel with appropriate skills to ensure the ship operates with precision and efficiency while meeting the needs of the cruise passengers” (p.285).

In addition, an additional reason that can be seen as one of the important elements that have made the cruise industry grow with great speed in recent years is the safety and the service from cruise ships. The research of Jaackson (2004) noted that “a cruise ship is a controlled, safe, pleasant environment with a wide range of recreational facilities and activities” (p.46). Moreover, Jones (2011: 39) has also suggested that “cruise tourists were found to be greatly motivated by the comfort and accommodation offered by cruise ships which have become well known for the luxury and high level of service”.

Therefore, cruise tourism is an activity that creates leisure which relates to the activities between passengers, cruise ships, and crews in the ships. Papathanassis and Beckmann

(2011) examined that “Cruise tourism is a socio-economic system generated by the interaction between human, organisational and geographical entities, aimed at producing maritime-transportation-enabled leisure experiences” (p.166). In addition, Wild and Dearing (2000) have defined that cruise tourism as:

“any maritime-based tour by fare-paying guests on-board a vessel whose primary purpose is the carriage of passengers” (p.319) and “any fare-paying voyage for leisure on-board a vessel whose primary purpose is the accommodation of guests and not freight normally to visit a variety of destinations rather than to operate on a set route” (p.319 – 320).

The history of cruising is more than 200 years old with the first practical steam-driven vessel in 1801 (Gibson, 2006: 3). Seventeen years later, in 1818, according to Jones *et al.* (2016: 274), the first attention to the comfort of the visitors was noticed, and the research illustrated that “In 1818 the US-based Black Ball Line established the first scheduled ocean-going passenger service between England and the United States and began to be concerned with the comfort of its passengers”. In the early stages of formation, cruises were only for people who had status in society. Johnson (2002) illustrated in his study that “at its inception, in the 1920s, cruising was preferred mode of travel for the world’s social elite” (p.262). Around thirty years later, cruise ships had become a new form of transportation for tourists to cross the ocean from the decade of the 1950s (Mescon and Vozikis, 1985; Ritter and Schafer, 1998). In this way, cruise tourism began to grow from the late 1950s and early 1960s with the changes in the transportation of visitors (Mescon and Vozikis, 1985; Ritter and Schafer, 1998). For more specifics, we may note the work of Mescon and Vozikis, writing in 1985, who illustrated that in the period from the late 1950s to early 1960s, the airplane had become the first choice to cross oceans rather than ships. Thus, instead of using ships for transportation, the passenger ship lines were, of necessity, required to use their vessels for tourism and started scheduling cruises for the rich American market from the United States to the Caribbean. In other words, a study of Cerchiello (2014: 16 – 17) noted that “the end of the 1950s is identified as the beginning of this industry, a consequence of the end of transatlantic passenger shipping lines”. The late 1960s to the early 1970s, marked a

steady growth of cruise tourism as evidenced by the fact that not only were old ships involved in the industry but also new ships were created specifically for the growing market in cruises, as Garin (2005: 606) affirmed that “The emergence of the modern cruise industry began in the late 1960s and early 1970s with the founding of Norwegian Cruise Line (1966), Royal Caribbean International (1968) and Carnival Cruise Lines (1972), which have remained since the largest cruise lines”. In other words, the research of Gulliksen (2008) illustrated that:

“In the early days of cruising, ships were simply a convenient mode of transportation – a method to get from point A to point B – and it remained that way for several decades. Cruise ships played a critical role in everything transporting troops during World Wars I and II to bringing European immigrants across the Atlantic to the US” and “Although cruise ships began to focus more on the vacation aspects of travel, cruising at the time was considered a vacation for the rich” (p.342).

In addition, Ritter and Schafer (1998) noted that “A real boom started in the 1960s when trans-ocean air flights forced the liners out of business. Such ships were later deployed as cruise ships” (p.65). Following the advent of mass tourism in Europe and North America post World War Two, many more destinations were opened up to international tourist arrivals. This was aided by the use of passenger aircraft between the tourist generating market and destinations, which meant that transport by ship became less important. Similarly, the research of Jones *et al.* (2016) has also stated that:

“ocean cruising emerged in the late 1960s and early 1970s and coincided with the decline of scheduled ocean going passenger services and the rapid development of scheduled long distance air services and the leading passenger shipping companies effectively began to reinvent cruising as a vacation rather than primarily as a means of transport” (p.274).

However, “1970s and 1980s were a period of moderate growth in cruise tourism with half a million passengers in 1970 to 1.4 million passengers in 1980 and 3.8 million passengers in 1990” (Brida and Zapata, 2010a: 206). In addition, with the establishment of specialised cruise ships that have the size and scale to address all of the needs of cruise travellers, from the 1970s to 1980s, the cruise industry grew even faster. This is noted in the research of Rodrigue and Notteboom, who noted that “The first dedicated cruise ships began to appear in the 1970s and could carry about 1,000 passengers. By the 1980s, economies of scale were further expanded with cruise ships that could carry more than 2,000 passengers” (Rodrigue and Notteboom, 2013: 32).

Since this time, cruise tourism has grown in significance because of the creation and promotion of cruise as a mass tourism product helped by the increasing size of new ships (Brida and Zapata, 2010a: 211). Another study by Gouveia and Eusébio (2018: 3) has also found a similar result related to the process of cruise industry development from the period of the 1980s to the present. They stated that “Since this date, the cruise industry worldwide has registered rapid growth” (Gouveia and Eusébio, 2018: 3). Moreover, other research stated that “The growth rate of sea cruises in the 1980s surpassed considerably the average growth rate of other forms of tourism and it is starting to show mass qualities. In the 1990s cruising took the mass character” (Ivana and Ana, 2012: 1218). It is also similar to the other types of international tourism, for instance, cruise tourism visits to other countries require places to stay and pay for food, goods, and services. However, there is a crucial difference between cruise tourism and other types of tourism. For instance, cruise tourists do not use the accommodation at the destination and their use of the goods and services available at the destination will be limited in comparison to tourists who stay in the destination itself (Dwyer and Forsyth, 1998: 394). On the other hand, a different point of view was offered by the research of Lopes and Dredge (2018), who noted that “Despite massive growth over the last decades, cruise tourism is a relatively small but fast-growing segment of global tourism activity” (p.3). Nonetheless, the cruise industry has continued to develop since one of the most significant factors for cruise industry expansion is that 70% of the surface of the Earth is covered by water as the Convention on Biological Diversity states “The oceans cover 70% of the planet’s surface area, and marine and coastal environments contain diverse

habitats that support an abundance of marine life” (Convention on Biological Diversity, 2017).

Therefore, in the 21st century, the cruise industry is characterized by diversity and positive growth (Gibson, 2006: 11). Johnson (2002) emphasised that “The health of the oceans is critical to the future of the planet, and the 21st century will see the rapid growth of tourism based on marine resources” (p.268).

To summarise the history of cruising from the beginning until now, Polsson has made Figure 3.1 (see below)

Figure 3.1. An abbreviated chronology of cruise ships since 1840

(Adapted from Polsson, 2009)

| Year | A summary of some of the major cruise lines and ships |
|-------------|--|
| 1840 | The first transatlantic crossing. The 700-tons wooden paddle-wheeler <i>Britannia</i> departs from Liverpool, UK, for Halifax, Nova Scotia, Canada |
| 1857 | The Peninsular and Oriental Steam Navigation Company (P&O) makes the first sightseeing cruise to the Mediterranean on <i>SS Ceylon</i> |
| 1869 | The White Star Line is formed with the <i>Oceanic</i> |
| 1873 | <i>Baltic Liner</i> (White Star Line) crosses the Atlantic (eastward) in 7 days, 20 hours and 9 minutes |
| 1875 | Thomas Cook takes 21 passengers on the <i>President Christie</i> to the North Cape |
| 1876 | White Star Line’s <i>Britannic</i> crosses the Atlantic (westward) in 7 days, 16 hours and 35 minutes |
| 1881 | P&O’s <i>SS Ceylon</i> is bought by Oceanic Yachting Company and refitted. This is considered the first Ocean Pleasure Cruise Ship for the European Market |
| 1897 | The world’s largest ship, the German <i>Kaiser Wilhelm der Grosse</i> (14,300 t), is launched with capacity for 558 first-class, 338 second-class and 1074 steerage passengers |
| 1900 | Hamburg America Line builds the world’s first cruise ship – <i>Prinzessin Victoria Luise</i> (24,400t), with 119 staterooms accommodating approximately 400 passengers |
| 1907 | The White Star <i>Adriatic</i> is the first cruise ship to have a swimming pool |
| 1910 | The White Star Line launches the <i>Olympic</i> ocean liner with 1,054 first-class, 5010 second-class and 1,020 third-class passengers |
| 1912 | <i>RMS Titanic</i> departs Southampton 10th April 1912 on its maiden voyage to New York. It strikes an iceberg and sinks on 15th April 1912, resulting in the deaths of 1,517 of the 2,223 passengers and crew |

| | |
|------|--|
| 1920 | Prohibition sees the growth of 'booze cruises' around the coast of America |
| 1922 | The first official around-the-world cruise is undertaken by the Cunard ship <i>Laconia</i> (18,000 tons) with all first-class accommodation |
| 1931 | Work stops on the <i>Queen Mary</i> because of the economic depression |
| 1932 | Launch of the French liner <i>Normandie</i> , famous for its grand interior designs |
| 1936 | The <i>Queen Mary's</i> maiden voyage from Southampton to New York with 1,805 passengers and 1,101 crew. In 1938 it crosses the Atlantic westbound in 3 days, 21 hours and 48 minutes |
| 1938 | <i>Queen Elizabeth</i> launched |
| 1940 | <i>Queen Mary 2</i> and <i>Queen Elizabeth</i> begin war duty and engage as troop carriers |
| 1948 | Cunard's <i>Caronia</i> (34,000 t) is first cruise liner built after World War II |
| 1952 | The American ocean liner <i>United States</i> (53,000 t) captures the Blue Ribbon award for the fastest crossing of the Atlantic |
| 1958 | Transatlantic commercial jet passenger service begins (BOAC). Transatlantic travel is reduced from 6 days to 6 hours |
| 1959 | Holland America's <i>Rotterdam</i> passenger liner is built |
| 1960 | The French passenger liner <i>France</i> is launched and enters service in 1963 Maiden voyage of Italian Line's <i>Leonardo da Vinci</i> ocean liner crosses the Atlantic to New York |
| 1969 | <i>Queen Elizabeth 2</i> maiden voyage to New York |
| 1970 | Royal Caribbean (founded in 1968) introduces <i>Songs of Norway</i> cruise ship in Miami, Florida |
| 1972 | Carnival Cruise Lines is founded |
| 1977 | Norwegian Cruise Line develops the first private-island concept with Great Stirrup Cay in the Bahamas |
| 1982 | <i>Queen Elizabeth 2</i> and <i>Canberra</i> are used as troop transport by the British navy in the Falklands war |
| 1985 | Carnival launches <i>Holiday</i> , the first of the mega cruise ships |
| 1988 | Royal Caribbean introduces the <i>Sovereign of the Seas</i> cruise ship, the first large, modern cruise ship (73,000 t, 2,690 passengers) |
| 1990 | Carnival Cruise Line introduces the family-friendly <i>Fantasy</i> cruise ship |
| 1994 | Walt Disney Company starts the Disney cruise venture |
| 1998 | Princess Cruise Line introduces the <i>Grand Princess</i> cruise ship (109,000t) Carnival Corporation acquires Cunard Line |

| | |
|------|--|
| 1999 | <i>Voyager of the Seas</i> sets a record for the number of passengers on a single cruise ship (3,497) |
| 2000 | Costa Cruises builds <i>Atlantica</i> |
| 2002 | Royal Caribbean International expands its fleet with <i>Brilliance of the Seas</i> and <i>Navigator of the Seas</i> |
| 2006 | Costa Cruises is the first international cruise company to schedule regular cruises in China and Asia |
| 2007 | RCI takes delivery of <i>Liberty of the Seas</i> (160,000 t, 3,634 passengers) A new company, Azumara cruises, is created by Royal Caribbean Cruise Line Final sales for the <i>Queen Elizabeth II</i> world voyage, and the liner is sold to Dubai |
| 2008 | Cunard Line's <i>Queen Victoria</i> makes its maiden voyage (90,000 t, 2,000 passengers) P&O's <i>Ventura</i> (3,100 passengers) is the largest ever cruise ship for the UK cruise market. The maiden voyage of Royal Caribbean International's <i>Independence of the Seas</i> . Smoking is banned on many cruise ships |
| 2009 | Royal Caribbean International's <i>Oasis of the Seas</i> is the largest cruise ship in the world, with 5,400 passengers on its maiden voyage |
| 2010 | Celebrity Cruises cancels the first leg of launch celebrations for <i>Celebrity Eclipse</i> to divert the ship to repatriate more than 2,000 British tourists stranded by the eruption caused by the Eyjafjallajökull volcano in Iceland |

From the point of view of several authors (e.g. Gui and Russo, 2011; Larsen and Wolff, 2016; Lopes and Dredge, 2018), prizes in the form of cruise trips have become commonplace to promote cruise industry growth. Notably, prices for cruise tourism tours went down as more ships became available to attract more passengers on their travels. Lopes and Dredge (2018) illustrated that “Over the last 30 years, the average price per day for a cruise product has fallen dramatically and various marketing, pricing and discount strategies are needed to fill the capacities of larger and larger vessels” (p.636) and “After the global tourism recession caused by the 9/11 event, cruise lines were forced to reduce ticket prices and to rely more on additional ‘on-board’ revenues, occurring either inside the ship or at ports of call” (Gui and Russo, 2011: 132)

Interestingly, another study that was written in 2016 by Larsen and Wolff, noted that “cruises have become affordable because the prices for cruise vacations have dropped” (p.45). Moreover, the boom in cruise tourism development in recent years has also been emphasised in the research of Vayá *et al.* (2018), who illustrated that “The economic importance of tourism is widely acknowledged. Despite its maturity, the tourism sector

is a highly dynamic one, as the exponential boom in cruise tourism in recent years show” (p.479).

Another reason that can be seen as one of the factors that have helped cruise tourism activities develop in recent years is that the size of ships is ever increasing. For instance, in the report of Kowalczyk *et al.*, writing in 2017, they noted that “The world cruise ships are growing in size, the biggest can accommodate more than 6 thousand passengers and 2.5 thousand crew members” and “Currently 21 % of world cruise fleet capacity represent ships with length more than 300 m, 78 % of cruise tourists travel on vessels over 250 m in length, whilst 57 % of world cruise fleet consists of vessels with length more than 275 m” (p.11).

In recent years, cruise tourism has become one of the important sectors in tourism development that have interested several researchers (e.g. Dwyer and Forsyth, 1998; Wood, 2000; Douglas *et al.*, 2001; Gibson, 2006; Weeden *et al.*, 2011; Pinnock, 2014). The first descriptions about cruise research related to economic activities appeared in the 1990s, for example, Dwyer and Forsyth (1998: 393) stated that “cruise business is one of the major growth areas of international tourism”. In addition, the importance of cruise tourism in globalisation was emphasised in the research of Wood (2000) which stated that “Its distinctive characteristic of sea-based mobility has enabled it to participate especially fully in the processes of globalization” (p.350). Other authors, such as Douglas *et al.* (2001), have similarly sought to argue that cruise tourism is one of the fastest-growing sectors in tourism because, they argue, “A holiday on a cruise ship is generally portrayed as a special experience and because of all the inclusions usually offered by cruise companies, such as meals, activities, entertainment and varied destinations” (p.331). Moreover, Gibson (2006) stated that “the cruise industry has grown and continues to grow enormously in scale” (p.1), and that “a cruise ship provides easy access to some of the world’s most popular destinations, and this simple statement holds the key to current successes that the industry enjoys” (p.2). Further, then note that “the industry is now growing rapidly and is one of the major areas of tourism growth at the start of the new millennium” (p.3).

Moreover, Weeden *et al.* (2011: 26) suggested that “cruise tourism is increasingly recognised as a successful and dynamic subsector of the global tourism industry, with the major cruise lines occupying ‘...the highest ranks of the tourism and leisure sector,

as measured by the shareholder and annual profits” . In another analysis, according to Pinnock (2014), “Cruising is an important sub-sector of the tourism industry for two reasons. First, it is by far the most rapidly growing segment of the entire industry; and second, it is one of the few segments where there has been a remarkable concentration of power” (p.128).

The cruise industry is one of the fastest-growing tourism segments and the worldwide demand for cruising has been illustrated in several statistical reports by CLIA (2014a, 2016c). They have reported that the passenger numbers have grown from 17.8 million in 2009 to 25.8 million in 2017 (CLIA, 2016c); as also the cruise industry generated 891,009 jobs in 2013 (CLIA, 2014a); this had risen up to 959,597 in 2015 (CLIA, 2016c). In addition, the report of CLIA (2016c) recorded that there were 448 cruise ships for all cruise lines in the world in 2016. With such a massive fleet, the cruise industry accounted for \$117.15 billion in direct, indirect and induced expenditures generated total global output in 2013 (CLIA, 2014a), it had only decreased slightly in 2015 with \$117 billion (CLIA, 2016c). Moreover, the research of Pallis *et al.*, writing in 2014, pointed out that “The growth of the industry has been extensively based on cruise lines investing in modern and bigger vessels and deploying them on both existing and emerging markets” (p.1). Furthermore, another piece of work by Soriani *et al.* (2009: 235) stated that “the cruise industry continues to be a dynamic sector, in continuous growth, and an increasingly important component of the global tourism industry”.

Despite these significant factors in favour of the cruise industry development, in the process of exploring cruise tourism, some authors (e.g. Delgado, 2017; de Grosbois, 2016; Pino and Peluso, 2018) have, however, found that it seems that the cruise industry has met some challenges. For instance, Delgado (2017) argued that the cruise industry has been faced with many challenges including developing strong relationships with local government and companies, enhancing the provision of on-board technology for tourists, environmental safety programmes, the need to develop an image of corporate social responsibility, and the need to be seen as a business with ethical corporate programmes (p.391).

In addition, the ambiguous regulations and the objectives of the parties involved in the cruise industry are also a challenge for the development of cruise tourism and other research by de Grosbois (2016) claimed that:

“The cruise industry is prone to such behaviours because it is characterized by significant stakeholder goal diversity and regulatory ambiguity: cruise companies face different laws, regulations and expectations in different destinations” (p.253 – 254).

Moreover, the expenditures of cruise passengers have also been seen as other factors that have made challenges for cruise industry activities at the visited destination. For instance, a study of Pino and Peluso (2018) stated that “While such robust and efficient services are a strength for the cruise industry, they are potentially counterproductive to port cities’ economies. Faced with a huge variety of entertainments available on-board (e.g. cinemas, swimming pools, etc.), passengers may not feel a need to visit port cities” (p.16). In addition, the time and money spent by cruise tourists in mainland destinations are lower than the average of other travellers; indeed, Brida and Zapata noted (2010b: 322) cruise passengers “might spend less time and money on shore-based activities than the average tourist”.

For many years, key cruising areas were the Caribbean, Europe and Alaska (Dowling, 2006a: 4). However, in recent years, the key cruising areas have changed to the Caribbean, Mediterranean and Europe (CLIA, 2016a). In addition, Gouveia and Eusébio (2018) noted that “The Caribbean and Mediterranean are the two most important destination regions of cruise tourism worldwide, attracting about 33.7% and 18.7%, respectively, of all Average Lower Berth Days” (p.2). Moreover, according to the research of Kowalczyk *et al.* (2017), “the Mediterranean area accounts for almost 20% of the global cruise market, being the second most popular cruise destination after the Caribbean” (p.11).

In the previous research of Sun *et al.* (2014), the researchers summarised that North America is the largest market for cruise activities. The region represents the most mature market for cruising, with the majority of passengers originating from the U.S.A. and Canada. Europe is the second-largest market after North America and continues to increase its share of the global cruise market. Particularly, in recent years, cruising in the Mediterranean has grown markedly. As cruise passengers continue to be drawn to its

year-round attractions, soaring demand has made the Mediterranean the second most popular cruise destination after the Caribbean (Sun *et al.*, 2014: 73).

The Caribbean and Mediterranean, in fact, have always been attractive destinations for cruise passengers from around the world as can be seen in the years from 2014 to 2017, as showed in Table 3.2 (see below).

Table 3.2. Share of Ocean Capacity by region

| Where cruise passengers went | Year | | | |
|---|---------------|--------------|--------------|--------------|
| | 2014 | 2015 | 2016 | 2017 |
| Caribbean | 37.6 % | 34.7% | 35% | 49% |
| Alaska | 4.5% | 4.3% | 4.2% | |
| Mediterranean | 18.6% | 19.4% | 18.3% | 26% |
| Europe without the Mediterranean | 11% | 11.3% | 11.1% | |
| Australia/New Zealand/Pacific | 5.2% | 5.4% | 6.1% | 5.4% |
| Asia | 4.6% | 7.3% | 9.2% | 15% |
| South America | 3.3% | 2.8% | 2.5% | 3.2% |
| All Other | 15.2% | 14.8% | 13.6% | |
| Total global Ocean passengers | 22.04 million | 23.2 million | 24.7 million | 26.7 million |

Source: CLIA, 2014b, 2015b, 2016d, 2017a

Furthermore, new cruise tourism destinations from North America, Europe and Asia have emerged to attract cruise passengers in recent decades and research of van Bets *et al.* (2017) has noted that:

“The cruise tourism market has grown and diversified significantly in recent decades, and now ranges from small scale adventure and luxury to large scale cruises with vessels equivalent to floating destinations in North America, Europe and Asia” (p.781).

While cruise tourism's growth has typically been greatest in these areas, growth in recent years increasingly has happened at a quicker pace elsewhere in the world and Asia has also emerged as an attractive area for cruise tourism development, Chang *et al.* (2016) emphasised that "Asian countries are experiencing a newly emerging cruise industry" (p.1). In addition, Gouveia and Eusébio (2018) illustrated that "this industry has recently gained popularity in Asia. Consequently, the number of papers published in this region increased considerably in recent years" (p.2). Moreover, other research by Qu and Ping, in 1999, emphasised that cruising in the Asia-Pacific region has become more and more regular because of the diverse culture and exotic destinations, this work stated that "Many frequent cruisers are also looking for attractive cruising areas and wonderful experiences which they will find in Southeast Asia. Cruising in Asia Pacific will become more regular" (p.237). Other reasons that explain why cruise ships activities are growing faster in Asia are the economic progress of the Asia region as shown in the work of Sun *et al.* (2014) who noted that "due to great economic progress, various tourism options and huge market, the Asia region provides a concentrated cruise experience, and with no doubt, will become another new growth point of this industry" (p.72). Moreover, Baker and Stockton (2013: 81) illustrated that "The growth also reflects the construction of ever-larger ships. The size of the cruise ships continues to increase, surpassing 100,000 tons, with capacities ranging from 3,200 to 6,000 people". Thus, according to Baker and Stockton (2013), "new ports have been established and existing ports have found ever-growing numbers of cruise passenger day-visitors" (p.81). Furthermore, some reports of CLIA have also noted that Asia ranks 5th on 8 regional deployments for the cruise (CLIA, 2016a) and Southeast Asia is one of fifteen offices around the World (CLIA, 2016c). Between 2013 and 2017, according to the report of CLIA, cruise capacity has increased across all metrics with the number of ships deployed in Asia growing by 53 per cent since 2013, passenger capacity almost tripled from 1.51 million passengers in 2013 to 4.24 million passengers in 2017. There were predicted to be 7,196 Asian cruise calls in 2017, an increase of 29 per cent in absolute volume from 2016's 5,574 calls (CLIA, 2017b: 6).

3.3. Overview of Cruise Tourism in Ho Chi Minh City, Vietnam

Ho Chi Minh City can become one of the most successful destinations in Vietnam because the city has many elements which can attract tourists (e.g. sites of historical interest, good transport connections to other attractions, shopping facilities). The report of VNAT (2015a) illustrated that “the city has demonstrated significant progress in the process of tourism development for many years and international visitors are much impressed with its modern beauty, history, friendly people and rich culinary culture”. In addition, “Ho Chi Minh City is one of the ten most popular cities for travellers in 2015 with growth reaching 12.9%” (CNN, 2015). Therefore, the number of international visitors and the tourism income have increased yearly. According to the report of DCSTH (2012), “from 2006 to 2012, the foreign tourists came to the city has increased by 10% per year”. Another report of DCSTH (2014) showed that “in 2014, the number of foreign tourists was 2.4 million and the tourism revenue was estimated at VND 51,965 billion (approximately £1.6 billion)”. Moreover, a year later, the report of VNAT (2016a) showed that the number of foreign tourists was 4.6 million and tourism revenue was estimated at VND 94,600 billion (approximately £3 billion, was 30.2% of the whole tourism income in Vietnam). Furthermore, the report of Department of Tourism in Ho Chi Minh City (2017) illustrated that in the first 6 months of 2017, the total revenue for tourism was estimated at VND 53,617 billion (approximately £1.78 million) and the number of international visitors was 2,772, 932 that is an increase of 12% and 14% respectively in comparison with 2016. More importantly, a report from the WTTC (2018b) affirmed that the sector’s share of total city GDP was 6.8% and higher than tourism’s share of Vietnam’s overall GDP. Indeed, it is noted that the revenue from the tourism of Ho Chi Minh City contributes more than a quarter of that for the whole country.

Vietnam, located in Southeast Asia, is one of top ten countries by the total ports of call in 2015 in which Ho Chi Minh City is one of ten ports by the total port calls (CLIA, 2016b). In addition, Singh (1999) has also emphasised that:

“The attraction of Southeast Asia lies in the diversity of its exotic cultures and destinations, year-round warm weather and close proximity to neighbouring countries. Further, the emergence of new destinations in

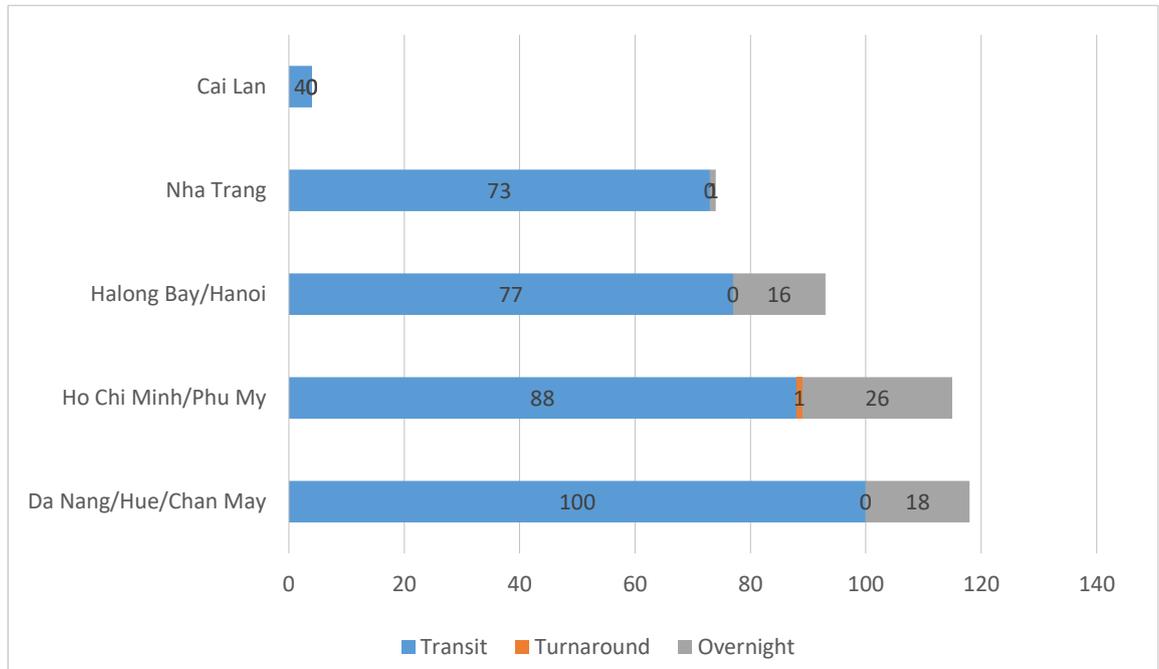
China, Indonesia, and Vietnam, has created opportunities for new cruise itineraries” (p.25).

Currently, the world’s top cruise companies such as Cunard and The Royal Caribbean International Group are also involved in developing the Vietnam market in general and Ho Chi Minh City in particular. In fact, one of the largest cruise ships of the Royal Caribbean International Group, from the United Kingdom has also visited Ho Chi Minh City in 2016 (VNAT, 2015e). There exist some studies focusing on tourism in Ho Chi Minh City (Gillen, 2010; Gillen, 2014; Gillen, 2016; Mai and Huynh, 2014; Mai and Tran, 2014; Mai and Tran, 2016), however, their research only explored some other factors such as three studies of Gillen, written in 2010, 2014, and 2016, discovered tourism in Ho Chi Minh City in general and did not mention the cruise industry; a research of Mai and Huynh (2014) mentioned the influences of push and pull factors on the international leisure tourist's return intention to Ho Chi Minh City; Mai and Tran (2014) evaluated the effects of service innovation on perceived value and guest’s return intention; other work of Mai and Tran, writing in 2016, explored the influence of social media marketing on Vietnamese traveller’s purchase intention in the tourism industry in Ho Chi Minh City, they were not concentrated on cruise tourism. In fact, there have been no detailed studies on cruise tourism in Ho Chi Minh City.

Ho Chi Minh City is an important port city. According to the report of VNAT (2011), “in the 1st quarter of 2011, the number of tourists that came to Ho Chi Minh City by ship has been increasing from 20 to 25% higher than the same period last year, was now a downward trend in the 2nd quarter and 3rd quarter due to the end of the season”. In addition, another report was made by VNAT (2015d) showed that for foreign tourist attraction, Ho Chi Minh City accommodates many kinds of tourism and one of them is cruise tourism. However, there are considerable issues for cruise tourism development in Ho Chi Minh City, according to report of VNAT, “Almost every cruise port is shared with cargo port with no place to rest, no ship maintenance and refuelling, no supplies for ships, piers, changing tour-guides and “They are not adapted for the visitor who wants to change destination. There are not enough tour guides with the usual languages such as Spanish, Japanese, and Italian” (VNAT, 2011).

In addition, another report by CLIA, written in 2017, showed that in the top ports for cruise activities in Vietnam in 2017, Ho Chi Minh City was ranked second and was thus only behind the ports of Da Nang/Hue/Chan May for the whole of the country (CLIA, 2017b), as shown in Figure 3.2 (see below)

Figure 3.2. Top Ports 2017 in Vietnam (adapted from CLIA)



Source: CLIA, 2017b

Therefore, it can be seen that Ho Chi Minh City has become one of the most attractive places for cruise ships from around the world to visit in Vietnam. Moreover, with the investment of the Van Thinh Phat Group Corporation, Pavilion Group (Malaysia) and Genting Group (Malaysia), the city will conduct the Saigon Peninsula Project which “will feature a multifunctional park, an international cruise terminal port, office towers, resort villas, apartment blocks, a hotel, and other functional areas and facilities” (Saigon Peninsula, 2016). Furthermore, this report has also emphasised that the Genting Group will build a 200,000 Gross Tonnage (GRT) international cruise terminal port, the largest passenger cruise port in Vietnam when it becomes operational (Saigon Peninsula, 2016). This international cruise terminal will be located in District 7 which is expected to replace the existing pier named Saigon port located in the central area of District 1 and District 4. It will also replace the systems of Phu My ports in Vung Tau province, with a modern and synchronous station, capable of receiving ships.

For more details, the development of cruise tourism in both Ho Chi Minh City and Vietnam in general, has created many new jobs, increased people's income, promoted the development of many economic sectors and to the construction of security and defence of sea and islands of Vietnam. However, along with positive impacts, the development of the cruise industry has also brought some negative impacts on the social environment in both Ho Chi Minh City and Vietnam.

3.3.1. Positive impact

During the past few years, cruise tourism in both Ho Chi Minh City and Vietnam as a whole has made rapid developments in the overall development of the tourism industry. This has been especially the case for coastal areas since, of course, they are the natural focus for cruise lines and their passengers. More specifically, we may note the report by Baotintuc (2016), "The coastal areas annually attract about 70% of international visitors to Vietnam and 50% of domestic tourists, bringing in 70% of the revenue for the national tourism industry". This rapid rise in visitors has meant that the cruise industry has stimulated the development of the infrastructure and has created the need for a new image for many localities. The strategy of the development of the cruise industry in association with sea-island tours not only creates stable jobs for local people near the sea and islands area but also enhances civil activities on the islands and coastal regions. Therefore, such activities are creating a desire to firmly defend the coast and associated islands, contributing to building and consolidating the people's commitment to the environment and the firmly develop maritime defences.

It is noted elsewhere in this submission that one of the challenges brought by such tourism is that of policing since tourists need to be assured of their safety and security. In response to this requirement, the funding from the development of cruise tourism has helped localities to enhance and improve the work efficiency of the forces performing the task of ensuring security and order in the relevant localities. In addition, it has also promoted significant advances, both technological and in terms of manpower, to ensure security, social order and safety, in order to minimise risks for tourists and businesses. For example, according to the report of Baomoi (2018) Nha Trang City (Khanh Hoa Province) has taken advantage of resources from the development of the cruise industry and the city has invested in equipment for the purpose of ensuring

security and national defence, maintaining social order and safety. As part of this initiative, a tourist support centre, rescue station and wireless speaker system to broadcast information have been installed, along with the coastline and tourist destinations. The city has also installed many signs that show rules and regulations to protect environmental landscapes, a hotline to guide tourists and people to do it. Moreover, another report by Baotintuc (2016) claimed that sea tourism has brought about opportunities to eradicate hunger and reduce poverty and improve the lives of people in coastal areas since the development of marine tourism also creates many jobs, increasing income for local people in coastal areas, changing the face of many localities which were previously poor and underdeveloped. Indeed, an estimated 60,000 indirect workers are local residents in coastal areas with tourism development in this one area.

3.3.2. Negative impacts

Sadly, along with the positive impacts, despite the developments noted above, the cruise industry activities in both have also brought some negative impacts on security and social safety. Specifically, since the development of cruise tourism has increased the number of international visitors, this has resulted in undesirable activities such as illegal foreign currency exchange, undocumented international workers being employed in travel companies working in a variety of roles including acting as foreign guides for international delegations, and illegal investments that cause tax losses. The report by Tuoitre (2018) emphasised that “In many provinces/cities where they have developed the tourism industry such as Da Nang, Khanh Hoa and Phu Quoc, illegal international workers are increasingly appearing in many resorts, travel companies, business establishments and tourism services and products”. In addition, according to the report of Dantri (2018), “In 2018, after checking, the authorities in Da Nang discovered 266 international workers who have not been licensed. Those people mainly work in the tourism industry”. In addition, some international tourists also violate the regulations on immigration, residence, travel and there is evidence of some activities in prohibited areas associated with sea tourism.

Such problems are exacerbated by the fact that the rapid increase in the number of visitors often exceeds the capacity of the tourist destination, which has made some causes for annoyance to the local people in the area, along with other negative

manifestations such as: causing overloading of service systems, tourism infrastructure, increasing waste in the environment on beaches and on islands during peak tourist seasons; increasing costs for public services sectors such as health, transport, environment, electricity and water; and, increasing operating costs for forces in charge of ensuring security and order in the area of sea travel.

It is the case that the development of cruise tourism has not only created new livelihoods that have contributed positively to change the lives of indigenous people, but also caused disturbance and a strong impact on the lifestyle and cultural identity of the community.

According to a report by Baomoi (2018) surveys were conducted in Hoi An City (Quang Nam Province) which showed considerable cultural and lifestyle changes. For instance, traditionally, in the old town people had a habit of getting up early but more recently the trend has been to rise late in order to open businesses at the time when visitors arrive. Equally, the traditional small shops serving local people have gradually been lost in order to give space for business activities to serve tourists.

Furthermore, tourism development has also produced other changes in cultural characteristics in the behaviour of the people involved in tourism activities, expressed through their behaviour and language since these change in order to service the needs of visitors. Moreover, traditional local festivals are increasingly being disrupted or changed in order to become an appealing spectacle for visitors causing changes in timing and content in order to create greater visual and cultural interest for guests. Indeed, the phenomenon of commercialization of indigenous cultural values appears to distort the traditional cultural identity expressed in language, costumes, customs, architecture, farming methods, etc. wherever mass tourism is to be found.

Such large movements of people also threaten the environment and the implementation of environmental protection in association with tourism activities of the region, in general, is still limited. Meanwhile, the demand for economic development and improvement of living standards of people in the area has increased, making the construction of infrastructure such as paving the roads, constructing wharf yards, and the general construction of works for the people in the vicinity a constant source of disruption for local residents. The protection of ancient monuments and the protection of ancient relics has also, quite rightly, been going on with increasing rapidity, but even

this is affecting the environment in the relevant locations and causing disruption for local residents.

It is also the case that the development of the cruise industry has lacked strategic planning and this has led to an often uncoordinated and massive development of accommodation facilities that overstretch and waste social resources. At the same time as creating a benefit for a small group of people employed in the industry, only a small portion of residents benefit directly since the income is largely to the associated businesses. Baomoi (2018) illustrated that in Cu Lao Cham the amount of money tourists have to spend in a peak day is about VND 1,575 billion, but the locality only gains about 12% of this amount whilst the other 88% goes directly to the associated enterprise. Moreover, the coordination and association between localities in the region on tourism development is still limited and thus the main tourism products of the localities are still overlapping, sometimes monotonous, and lack accompanying services, which has meant that they have not proved popular, leading to low visitor levels and a great deal of waste in terms of unused buildings which, as the same time, have disrupted local communities and provided little economic return.

In general, in promoting socio-economic development, it can be argued that cruise tourism has had a negative impact on economic security in some areas and the image of marine tourism in the South-Central Coast has suffered as a concomitant of this. Such issues require functional forces to strengthen measures to prevent law violations and crime in general. It seems clear that social order and safety, the restriction and elimination of the negative impacts of marine tourism and the creation of a stable and healthy environment to promote marine tourism to develop sustainably, are needed and this needs to be spearheaded by government agencies in the localities in the South-Central Coast.

One further negative aspect of cruise tourism activities that should be mentioned here is pollution. There are many factors that influence the health of sea areas and, according to the Ministry of Natural Resources and Environment, the main cause of marine pollution is due to widespread industrial and tourism development, along with uncontrolled aquaculture, population growth and poverty, combined with institutional and policy shortcomings (Baotintuc, 2016). Sadly, one of the key factors is the development of cruise tourism (Baotintuc, 2016) since tourism activities also have a

significant impact on the ecological environment and natural landscape of the sea. For example, Cat Ba National Park (Hai Phong City) has 5,400 hectares of water surface that is seen as a World Heritage site and is designated as a biosphere reserve in northern Vietnam (Wikipedia, 2019). However, from a pure island, today the environment has been severely affected by tourism and aquaculture, because there are thousands of tons of garbage dumped directly into the sea every day (Baotintuc, 2016). Alongside tourism activities, the other sources that have had negative effects are oil spills which are another cause of marine pollution caused by the operation of ships and ship damage or ship wreckage incidents. Such pollution is also caused by exploration boreholes and oil exploitation platforms at sea. Serious oil spills in recent years have tended to increase, causing serious damage to the marine environment, especially aquaculture areas (Baotintuc, 2016).

Up to the time of completion of this thesis, there is no existing qualitative research on cruise tourism in Ho Chi Minh City since almost all cruise tourism reports have been statistical in nature and were made by VNAT, DCSTH, and the Department of Tourism in Ho Chi Minh City. Thus, this study is unique and, hopefully, will become part of the academic literature for exploring Ho Chi Minh City's Cruise tourism.

3.4. The impacts of cruise tourism

The growth of the cruise industry has brought the increased interest of many researchers to investigate cruise tourism for the destination. While most research on cruise tourism has been conducted in the Caribbean (e.g. Wilkinson, 1999; Wood, 2000; Pinnock, 2014), there have been few empirical investigations into other areas such as the Mediterranean (e.g. Brida *et al.*, 2012, Papaefthimiou *et al.*, 2016, Gouveia and Eusébio, 2018).

Although some academic research gaps still persist in relation to the development of the cruise industry (Dimou and Simantiraki, 2010: 59), in recent years tourism studies have also risen in this area. For instance, we may note the work of Gibson and Bentley (2007), who illustrated that the residents at a port in the South West of England recognised that cruise tourism brings economic benefits for the town. Brida and Zapata (2008) describe the evaluation of cruise tourism and discuss the impacts of the cruise industry in a destination that included economic, social, environmental, cultural and political impacts.

Brida and Zapata (2010a) evaluated the development of modern cruise tourism from its initial period till recent years and describe the impacts generated by cruise ship activities in three areas, economic, environmental, and socio-cultural. Meanwhile Klein (2011) emphasised the responsibility of cruise tourism in coastal and marine environments, local economies, socio-cultural nature of port communities; Garay *et al.* (2014) explored how Barcelona become a leading destination for cruise passenger tourism based on the key impacts and facts of cruise tourism in city; Del Chiappa and Abbate (2016) investigated the residents' perception at a port in the island of Sicily (Southern Italy) to explore the economic, environmental and socio-cultural impacts of cruise tourism; McCarthy (2018) investigated how and to what extent Nanaimo city maximized outcomes in relation to social and economic benefits, balanced against the costs to local communities.

The impacts of cruise tourism have also been noted by many researchers (e.g. McKee, 1988; Ritter and Schafer, 1998; Dwyer and Forsyth; 1998, Ward, 2001; de Sousa 2001; Johnson, 2002, Gouveia and Eusébio, 2018). In general, cruise tourism has also, like many types of the tourism industry, influenced the visited destination communities. For instance, Gouveia and Eusébio (2018) stated that "cruise tourism, like any other segment of the tourism industry, may generate several economic, social, and cultural benefits and costs for all ports involved on a cruise trip" (p.4). More specifically, McKee (1988) found that cruise tourism requires less infrastructure compared to stopover tourism at a tourist destination since no large tourist facilities are required, such as hotels that sit idle in the off-season. In addition, Ritter and Schafer (1998) have claimed that because of the nature of the tourists and since comparatively little time is spent in port, cruise passengers do not tend to indulge in the seamier activities which may lead to sex offences, they tend not to violate the privacy of native households and they do not tend to affect rare animals (p.68).

Moreover, Ward (2001) argued that cruise activities are both cost-effective and high in value. In addition, modern cruise types have expanded and created opportunities for many types of passengers that include single tourists, groups of tourists or families. Furthermore, previous research of Dwyer and Forsyth (1998) stated that there are several potential benefits of cruise tourism to an economy. As part of an export-based development, cruise tourism can benefit countries by increasing or improving foreign

exchange earnings, profits and taxes, employment, externalities, terms of trade, and economies of scale (p.413).

Meanwhile, however, McKee (1998) has also made a strong argument in relation to the negative impacts caused by cruise activities for the nations involved including the problems of high fees in the industry that include docking facilities and wharfs, which may create further costs by displacing or replacing shipping and cargo handling facilities. In addition, dredging or enlargement of harbours or filling in of harbours to have more parking for cruise ships may be a problem. Moreover, retail stores and service establishments for cruise ship passengers can cause an expensive relocation of the commercial district involved. Furthermore, McKee (1998) also notes that cruise tourists often do not use the same facilities as stopover tourists so they are not complementary with each other. Smaller settings may have fewer land-based tourist facilities and the impact of cruise ships will be more easily noted. Overall, the costs associated with developing facilities for cruise tourists may limit resources available for other programmes.

Moreover, de Sousa (2001) argued that the development of cruise ferry terminals, in particular, can lead to the creation of considerable wealth, with clear economic advantages for the cities and regions involved, including the generation of new service industries in the wider port area.

Along with the growth of research on the impacts of cruise tourism, there are numerous studies which only concentrate on the specific types of impact for destinations which have received the most attention. For instance, Chase and Alon (2011) evaluated the economic impact of cruise tourism on a destination and tested the model on the economy of Barbados; Brida and Zapata (2010b) explored the economic impacts of cruise tourism for Costa Rica; Chang *et al.* (2016) explored the economic impacts of the cruise industry in Incheon port (South Korea). In addition, the environmental impacts of cruise tourism were explored by several studies such as Johnson (2002) who considered the environmental impacts of cruise tourism can be explored by both cruise line operators and destinations; Butt (2007) investigated waste management and disposal option for cruise ship-generated waste and the associated impacts of this waste for ports in Southampton; Eijgelaar *et al.* (2010) focused on the emissions in the Antarctic by the action of cruise tourism. However, the socio-cultural impact of cruise tourism has been

paid less attention whilst the economic impact of cruise tourism has been addressed by a number of researchers (e.g. Brida and Zapata, 2008; Brida and Zapata, 2010a; Klein, 2011, de Groibois, 2016). Considering the existing literature on cruise tourism, it seems that the literature on the impacts of cruise tourism for nation/region has highlighted three different areas as follows: the economic impact, the environmental impact, and the socio-cultural impacts.

3.4.1. The economic impacts of cruise tourism

As noted above, the economic impacts of cruise tourism have received most attention, with numerous papers (e.g. Mescon and Vozikis, 1985; Hall and Braithwaite, 1990; Dwyer and Forysth, 1998; Dowling, 2006a; Brida and Zapata, 2010a; Castillo-Manzano *et al.*, 2015; Demir *et al.*, 2016; de Grosbois, 2016; Lopes and Dredge, 2018). To explore how cruise tourism influences a city's economy the researcher was aware that the role of the port needs to be investigated. Hall and Braithwaite (1990) claimed that "Transnational cruise ship companies and destination countries are joint suppliers of cruise ships and destination facilities - cruise ships, for the most part, need ports to dock so that the experience offered to customers can be enhanced" (p.344). In addition, Brida and Zapata (2010a) argued that the "economic contribution of the cruise industry depends on the category of the port" (p.215). Moreover, according to the research of Sun *et al.*, especially for emerging cruise areas such as Vietnam, "In the emerging cruise regions, cruise ports and cruise terminals play an important role in attracting visits from cruise ships especially as the industry is evolving" (Sun *et al.*, 2014: 72). It is thus also needed to understand the difference between a homeport and a port of call. According to Brida and Zapata (2010a), "A homeport is a destination from which ships begin and end. While a port of call is just an intermediate stop" (p.215). In other words, Brida *et al.* (2012b) have clearly explained that a port of call is used by cruise lines as a ship calling point, on the other hand, a homeport is where the cruise trip starts and finishes (p.136). Whereas, according to Lekakou *et al.* (2009), there are three types of cruise ports including homeports, ports of call, and hybrid ports. Within this formulation, the former is the starting or/and ending port for a cruise, the second is the ports visited by a cruise ship and a combination of the previous two classes, and the latter is used for both the starting and ending point for some cruises and intermediate points for others (p.1).

This therefore also leads to the notion that the benefits of cruise tourism which relate to these two types of ports will also differ and that the homeport provides more benefits than the port of call. For instance, Gibson and Bentley (2007) emphasised that the total impact for a homeport is generally regarded as higher than that of a port of call, as cruise lines tend to purchase higher levels of goods and services from port suppliers, and passengers potentially stay overnight at local hotels (p.74).

In addition, other research of Satta *et al.* (2015) has also reported that the economic impact for an embarkation port (home port) is frequently higher than that for ports of call, as the cruise lines tend to purchase more goods and services and the cruise passengers generally overnight in the home port (embarkation port) (p.67).

Moreover, there are still two different types of cruise ports, as could be found in a report of CLIA (2017b), which notes that this includes transit ports of call and turnaround ports of call, in which, the former applies to all ships that have the arrival and departure scheduled on the same day with the same passenger load arriving and departing. The latter occurs when the vessel arrives under one cruise number and departs with a different cruise number. This would generally involve all passengers on board disembarking and a new passenger load embarking (p.44).

Similarly, furthermore, the work of McCarthy in 2017 has also debated the difference between transit ports and turnaround ports:

“‘transit’ ports or ‘ports of call’ are simply stopping-off points on a cruise itinerary. Conversely, ‘turnaround’ ports are where ships begin or end a cruise journey by disembarking/embarking passengers, and where as a consequence ship may be provisioned for a cruise” (p.4).

Thus “‘turnaround’ ports provide a greater opportunity than transit ports for visitor spending and economic development, since passengers may spend more time in the city, staying in local accommodation before or after a new cruise journey” (McCarthy, 2017: 4). On the other hand, the research of Rodrigue and Notteboom (2013: 40) has suggested that cruise ports “come into three main categories depending on the role they serve within their regions”, which includes destination cruise ports, gateway cruise ports,

and balanced cruise ports. For more details, based on their functions they divided cruise ports into three main ports, as noted in Figure 3.3 (see below)

Figure 3.3. Functional typology of cruise ports

(adapted from Rodrigue and Notteboom, 2013: 41)

| Type of port | Destination cruise port | Gateway cruise port | Balanced cruise port |
|-----------------|--|--|--|
| Function | <ul style="list-style-type: none"> • The cruise port is the sole destination. Limited, if any, excursions outside the port area • High quality cultural or physical amenities • No other significant amenities in proximity • Security and safety issues | <ul style="list-style-type: none"> • The cruise port is not a destination, but a point of embarkation (turn port). Excursions outside the port area. • No significant cultural or physical amenities • Port servicing major touristic destination | <ul style="list-style-type: none"> • The cruise port is a destination and a point of transit for excursions. • Various balances between the amenities offered at the port and in the regions |

To promote cruise tourism development and make profits for local communities, many ports and cities have been used as cruise terminals as shown in the research of McCarthy (2018), who notes that the cruise terminals have been used by many port authorities and local government as “a central means of encouraging cruise ship tourism, in part because these can incorporate a wide variety of supporting uses such as restaurants which can benefit local communities” (p.3).

In addition, to measure the economic impact of cruise tourism for the destination, the researcher was aware that the effects of the direct, indirect, and deduced impact have also been mentioned. As CLIA (2016c) emphasised: “the total economic impacts are the sum of the direct, indirect and induced impacts”. More especially, this organisation has also explained that the direct economic impacts include the production, employment and employee compensation; the indirect impacts resulting from the spending by the directly impacted businesses for those goods and services they require to support the cruise industry; and the induced impacts result from the spending by the impacted employees for household goods and services (CLIA, 2016c).

Furthermore, according to a report by CLIA, the economic effects of cruise ships' activities on the visited destination communities are concentrated into three fields, which are the direct expenditures generated by cruise tourism were analysed for three segments that include cruise lines purchased, cruise passengers purchased, and crew members purchased; the indirect contribution results from the subsequent demand for goods and services generated by the directly impacted businesses; and the induced contribution is generated by the spending of the employees of the cruise lines and their suppliers (CLIA, 2014c).

In previous research, Mescon and Vozikis (1985) argued that, as is similar with any economic impact analysis, the impact of the cruise industry on the local economic includes direct impacts, indirect and induced impacts (p.521). Moreover, the research of Brida and Zapata (2010a) has also illustrated that cruise tourism expenditures have direct, indirect and induced effects on the economy of a destination, in which the direct effect is on a supplier, the indirect effects result from the purchases of direct suppliers, and the induced effects from expenditures of direct and indirect recipients produced from their increased incomes (p.214).

To confirm the importance of cruise tourism for the destination economy, Dwyer and Forsyth (1998) emphasised that:

“The foreign exchange earnings and the economic impact on the host economy will depend on the visitors' direct and indirect expenditure, and on the extent to which the associated expenditure relates to goods and services sourced from within the region or sourced from elsewhere” (p.395).

In addition, Dowling and Vasudavan (2000) suggested that “The industry also impacts on local government revenues and expenditures” and they conclude that “sales taxes, transient room taxes, revenue fees and docking fees, littering fees and charges, garbage disposal fees and charges for water sales, passenger fees, tax payments, etc.” (p.25). Moreover, the strong growth of cruise tourism as well as cruise travellers' numbers in the existing cruise destinations and the emergence of new destinations in recent years, according to Lopes and Dredgeb (2018), can be attributed to the development of cruise products and the expansion of ports (p.1).

From the point of view of Hoogkamer, it was stated that the cruise tourism industry has created benefits for visited destinations by the activities of ships, passengers and crews such as disembarkation fees, docking fees, and taxes (Hoogkamer, 2013). In addition, in a recent study of McCarthy, writing in 2018, it was pointed out that with the economic profit from cruise activities, its industry not only contributes to diversifying the economics of the destination but also plays a role in employment (p.4).

In more detail, we may note a project undertaken by Kowalczyk *et al.*, in 2017, designed to explore common standards in measurement of economic effects by cruise tourism, which claimed that:

- The indirect economic benefits derived from the cruise industry result in part from the additional spending by the suppliers to the cruise industry;
- The induced economic benefits are derived from the spending activities of those directly and indirectly employed as a result of the European cruise industry; and
- Cruise related tourist (direct) expenditures are classified into four principal categories: passenger, crew, vessel, and supporting expenditures (p.32).

Similarly, in another study, Jones *et al.* (2016) noted that the economic profit from cruise ships activities include “port expenses and the purchase of fuel, water, food and beverage supplies as well as passenger expenditure in cafes, restaurants, excursions and souvenirs” (p.276).

The economic impacts of cruise tourism have been recognised as both positive and negative by several researchers (e.g. Dowling, 2006; de Grosbois, 2016; Gouveia and Eusébio, 2018). In these reports, the economic advantages of cruise activities are noted as “job creation, revenue generation from spending by passengers, crew and cruise operators, capital expenditures for port terminals and office facilities, government revenues, and development of attractions and facilities in destinations” (de Grosbois, 2016: 247).

In addition, Dwyer and Forsyth (1998) stated that cruise tourism can benefit countries by increasing or improving foreign exchange earnings, profit and taxes, employment, externalities, terms of trade, and economies of scale (p.394-395). Moreover, Braun *et al.* (2002) said that “The analysis performed measures the economic impact in terms of ‘value-added’, wages paid, employment created, and tax revenues collected” (p.282).

Furthermore, according to Papathanassis (2017), “cruise operations and investments in the cruise-ship building have significant economic impacts (direct and indirect) on national economies” (p.4), although “economic benefits related to passenger and crew spending were relatively smaller but still significant” (p.4-5). In other words, Castillo-Manzano *et al.* (2015: 701) mentioned that “The economic benefits that cruise port cities gain from the cruise industry are mainly determined by the amount that cruise passengers and crews spend in the cities that receive this kind of tourism”. Similarly, Demir *et al.* (2016) state that “The arrivals of cruise ships and their passengers are expected to alert economic activity. Some of them can be direct; purchase of fuel, water, payment for berthing, port fees, etc.” (p.5614). It has also been found in the study of Lopes and Dredge (2018) that “the benefits a destination receives from cruise tourism are mostly derived from the expenditure of tourists and cruise workers, and that different types of stakeholders perceive these economic benefits differently” (p.2). In addition, another piece of research by Gouveia and Eusébio (2018) has also explored similar results from cruise ships’ activities for the visited destination communities. They summarised that “Cruise tourism may influence the economic development of a port of call positively by, for example, contributing to generating employment, income, and tax revenues and stimulating local commerce and also producing positive externalities” (p.5).

For specificity, the statistics in several reports of CLIA (2014a, 2016a, 2016c) have also shown the economic impacts of cruise tourism through the growth of jobs and revenue for destinations, as mentioned above. We may especially note that the economics of cruise tourism for destinations have also created other industries such as goods production and services. Dwyer and Forsyth (1998) emphasised that “Increased spending associated with cruises has a direct effect on the economy and this is concentrated in the region where the spending occurs. This spending creates additional economic activity” (p.396). In addition, cruise tourism activities have also created many jobs for the visited destinations. For instance, the research of Kowalczyk *et al.* (2017) stated that the “Cruise sector has substantial employment impact related to the port activity through direct employment impact, induced employment impact, indirect jobs, related user employment impact as well as through related user employment impact and personal earning impact” (p.48).

Nevertheless, there is a scientific understanding of the negative economic impacts of cruise tourism, for example, de Grosbois (2016) argued that “initial capital investments in port infrastructure and maintenance costs, necessary to accommodate large cruise ship, can lead to stagnation/decline in GDP” (p.247). Moreover, because of the convenience of cruise ships, it is therefore notable that cruise travellers usually do not use the service at the destination since, Clancy (2008) argues, “cruise ships become larger and more luxurious, with more and more shipboard offerings, there are fewer reasons for passengers to go ashore at all” (p.416). Although cruise tourism has been expanding and growing in recent years, it still has some issues. For example, the research of Braun *et al.* (2002) mentioned two problems in measuring economic impact that were “it had to be decided exactly what encompassed the impact of the cruise industry at the port. It was obvious that this could not be taken merely as the direct spending of the cruise lines” and it “had to be dealt with was the fact that cruise passengers generally spend more in the region than the amounts directly reflected in the financial records of the cruise lines” (p.282 – 283). In addition, in other words, McCarthy (2003: 343 – 344) emphasised there are two main issues: (1) the economic impact of cruise terminals is very difficult to estimate, being largely dependent on the number of passengers visiting the port; (2) cruise terminals can lead to problems of inadequate infrastructure, because of increased passenger flows. Other authors such as Dwyer *et al.*, writing in 2004, have also agreed with these statements and they emphasised that “Measuring the economic impact of a cruise ship’s visits is a challenging task. Consideration must be given to whether it is a port of embarkation/disembarkation or a port of call only and the facilities and infrastructure available for both ship operations and passenger needs” (p.2).

Moreover, according to Weeden *et al.* (2011):

“While developments of this nature signify an extremely successful business model, the cruise sector also faces several significant challenges, such as an exceptionally competitive commercial environment, concerns about over-capacity and destination ability to cater for larger ships” (p.260).

3.4.2. The environmental impacts of cruise tourism

There are also concerns about more significant environmental impacts from the larger ships themselves (e.g. Dowling and Vasudavan, 2000; Kriwoken and Rootes, 2000; Dowling, 2006a; Brida and Zapata, 2008; Brida and Zapata, 2010a; Baker and Stockton, 2013; Carić and Mackelworth, 2014; Korbee *et al.*, 2015; Winkel *et al.*, 2015; Han *et al.*, 2016; de Grosbois, 2016; Papaefthimiou *et al.*, 2016; Ehtiyar, 2016; Paoli *et al.*, 2018). Almost all critics have shown the impacts of cruise tourism on the environment in the visited destination in the negative direction such as some authors (e.g. Dowling and Vasudavan, 2000: 23; Dowling, 2006a: 14) stated that “environmental issues facing the cruise industry are many and complex. This is especially true given the frequency with which cruises now visit major conservation areas of the world”. In addition, there was a statement that the emission from ships’ activities is smaller than aircraft activities, however, the energy and fuel for ships is high. Indeed, a study of Winkel *et al.* (2015) argued that “When at berth, ships typically use their auxiliary engines to generate electrical power” and a ship’s engine “augments greenhouse emissions and air pollution” (p.584). One crucial thing that was found in the research of Papaefthimiou *et al.* (2016) was that “One important factor that contributes to this is that cruise ships act simultaneously as passenger movers and hotels with luxurious amenities, and this function is mainly responsible for the excessive energy demand of cruise ships” (p.986). Other writers such as Brida and Zapata (2008) mentioned that a number of waste streams were made by cruise ships which can cause damage to the marine environment and air (p.2). In other words, Paoli *et al.* (2018) claimed that cruise ships “constitute one of the most energy-intensive forms of tourist activities, generating a huge quantity of emissions and waste” (p.1463).

In addition, it was argued that “A cruise ship produces a number of waste-streams. Some, such as oily bilge water, ballast water, and air emissions from fuel are common to most ocean-going vessels. Other waste-streams are specific to cruise ships, such as the volume of human waste and grey-water, solid waste, and incinerator emissions and ash” (Baker and Stockton, 2013: 82). Moreover, The United Nations Environment Programme (UNEP) has identified tourist ships “as one of the principal pollution sources of marine ecosystems” (Carić and Mackelworth, 2014: 352). Furthermore, they emphasised that “cruise emissions cover a multitude of organic and inorganic wastes in gaseous, liquid

and solid forms. These emissions exert different levels of risk and hazard for the environment” (Carić and Mackelworth, 2014: 352). In other words, Han *et al.* (2016) illustrated that “it has recently become apparent that the cruise industry causes various environmental harms (e.g. ocean pollution, climate change, excessive use of natural resources) (p.94). Other researchers, such as de Grosbois, also stated that “The impacts on the environment contribute to climate change, water pollution, waste generation, and impacts on biodiversity” and “two ecological impacts from large vessels that are carbon emissions and liquid waste discharge” (de Grosbois, 2016: 248).

In other research, writing in 2016, Jones *et al.* suggested that the impacts of cruise activities are “the emission of greenhouse gases, which contribute to climate change, waste from ships, which causes pollution and reduces the resilience of marine ecosystems and damage to fragile coastal and marine environments” (p.276). Moreover, the environmental impact of cruise tourism is usually related to the cruise terminal as Korbee *et al.* (2015) stated that cruise ship terminals can “cause several problems, such as pollution from water run-offs during the use phase of the infrastructure and damage of the coastal and marine ecosystem during construction” (p.23).

Furthermore, the treatment systems on water-based tourism are not as well developed as those for land-based tourism. Baker and Stockton (2013) stated that: “While land-based tourism also produces grey-water and sewage, treatment systems on board cruise ships are often less effective given the limited space available for the full suite of treatment systems commonly found on land” (p. 82). Although the treatment systems on cruise ships are not especially good, they are accepted by international law as Baker and Stockton (2013: 82 – 83) asserted that “Grey-water; i.e. water from sinks, showers, galleys, etc. have typically been discharged overboard untreated, which by international regulation is legal”.

Another factor related to cruise passengers which can influence the visited destination communities is related to their own personal waste streams and the diseases they may carry. Indeed, according to Jones *et al.* (2016), “Cruise ships create disproportionate impacts because they carry thousands of passengers who produce their own personal waste streams” and “Cruise ships which carry thousands of people in close proximity to each other can provide an environment for the rapid spread of contagious diseases” (p. 276).

Moreover, Ehtiyar (2016: 344) mentioned that the negative impact of cruise tourism activities to the visited destination communities “are listed as blackwater, greywater, solid waste, hazardous wastes, bilge water, and ballast water”. They also described in detail each waste and the consequent damage for a large ship with more than 3,000 cruise travellers, as noted in Figure 3.4 (see below)

Figure 3.4. Type of waste and damage produced

(adapted from Brida and Zapata, 2010a: 219)

| Type of waste | Description | Damage for a large ship with 3,000 passengers |
|-------------------------|---|---|
| Blackwater | Is sewage, wastewater from toilets and medical facilities, which can contain harmful bacteria, pathogens, diseases, viruses, etc. | 15,000 to 30,000 gallons per day |
| Graywater | Is wastewater from the sinks, showers, galleys, laundry and plastics | 90,000 to 225,000 gallons per day |
| Solid waste | Includes glass, paper, cardboard, aluminium and steel cans, and plastics | 24% vessel worldwide (by weight) comes from cruise ships |
| Hazardous wastes | Includes discarded and expired chemicals, medical waste, batteries, fluorescent lights, and spent paints and thinners, among others | Quantities are small, their toxicity to sensitive marine organisms can be significant |
| Bilgewater | Contains solid wastes and pollutants containing high amounts of oxygen-demanding material, oil and other chemicals | An average of 8 metric tons of oily bilge water for every 24 hours of operation |
| Ballast water | Often contains non-native, nuisance, exotic species that can cause extensive ecological and economic damage to aquatic ecosystems | Little cruise-industry specific data on the issue |
| Air pollution | Generated by diesel engines that burn high sulphur content fuel, producing sulphur dioxide, nitrogen oxide and particulate, in addition to carbon monoxide, carbon dioxide and hydrocarbons | Little cruise-industry specific data on the issue |

Therefore, to measure the impact of cruise tourism on the environment is difficult as the research of Kriwoken and Rootes (2000) has stated that “Shipborne tourism does

not usually require a permanent land-based facility as passengers are accommodated on board for the duration of the expedition. Environmental impacts are generally transient” (p.140). In addition, according to Brida and Zapata (2008), “The environmental costs of the sector are incalculable given that the cruise ship industry is unregulated and difficult to gauge widely its impacts, despite enforcing environmental standards for the industry” (p.2). Moreover, research of Johnson (2002) noted that there are numerous environmental issues related to cruise tourism, however, “with marine activities it is difficult to allocate impacts to specific sources” (p.263). Furthermore, other authors such as Tichavska and Tovar have also noted that “There has been extremely limited research on calculating air emissions and creating relevant inventories for individual sectors of the maritime transport industry, such as cruise ships” (Tichavska and Tovar, 2015: 126 – 127).

Based on European research, Johnson (2002) identified various problems, including, for example, relating to waste, pollution, water resources, and destruction of the marine environment. As socio-cultural and economic activity concerns for the impacts of tourism and its sustainability are not unusual, as Johnson (2002) attested given that “cruise tourism is a major international growth area. In terms of achieving sustainable tourism it is, therefore, a subsector within which socio-economic, cultural and environmental considerations need to be continually analysed, addressed and monitored” (p.261). More specifically, there is a significant need to decrease the impact of cruise tourism on the environment by using novel technology (e.g. iron-cold) as the research of Wang *et al.* (2016) confirmed that “Cold-ironing is a developed technology that enables cruise ships to use shore power when berthed at cruise ports and turn off their auxiliary engines for electricity generation” (p. 137). The previous work of Rodrigue and Notteboom (2013) has also illustrated that: “Cold ironing or shoreside power facilities are being installed in a number of urban cruise terminals in view of reducing the environmental impact of docked ships” (p.36). Therefore, “the reduction of emissions in harbours is of particular importance due to the proximity to human habitation” (Sciberras *et al.*, 2015: 31). In addition, in spite of the fact that it seems that there have been some efforts to adopt new technologies for marine environment cleaning, cruise ships are usually large vessels that create pollution for the visited destination. This is shown in the research of Pino and Peluso (2018), who mentioned

that “Although cruise ships are continuously researching and installing new “clean” technologies, the largest ones, carrying thousands of passengers, may cause severe alterations of maritime ecosystems due to water discharges, air-polluting emissions, etc.” (p.18).

Nonetheless, measuring the impact of cruise tourism on the environment is difficult, as many researchers have mentioned above. We do know, however, that in comparison with other forms of tourism, the carbon emission from travellers from cruise ships is higher as shown in the research of Howitt *et al.* (2010) that it has been evaluated that the carbon emissions per cruise passenger are twelve times larger than the average energy use for a land-based hotel, per visitor night (p.2552). In addition, CO₂ emissions are considered the main pollutant from cruise ship activities. For instance, Rodrigue and Notteboom (2013) noted that “The largest ships show the lowest CO₂ output partly because of the high occupancy rate in a number of beds per surface unit and their relatively young age” (p.36). More specifically, based on the report of the U.S. Environmental Protection Agency, research was written by Moscovici in 2017 which stated that the sewage, garbage, wastewater and other segments of cruise tourists’ waste on board are large with “21,000 gallons of sewage, one ton of garbage, 170,000 gallons of wastewater” (p.367). In addition, the smog created by incinerating the garbage of cruise ships has also influenced the environment (Moscovici, 2017: 368).

3.4.3. The socio-cultural impacts of cruise tourism

It is evident from the literature reviewed that whilst the economic impact and the environmental impact of cruise tourism have been paid more attention by cruise researchers, it seems that there are limitations in exploring the socio-cultural impact of cruise tourism in several studies (e.g. Dowling, 2006a; Gibson and Bentley, 2007; Brida and Zapata, 2008; Brida and Zapata, 2010a; de Grosbois, 2016; Ehtiyar, 2016; Jones *et al.*, 2016; McCarthy, 2018). The research of Hall and Lew (2009: 57) noted that “The social impacts are effects that influence the values of the community, their behaviour patterns, the structure of the community, the overall lifestyle and their quality of life” and “The perception of socio-cultural impacts can be linked to realistic and symbolic threats involving the competition for limited resources of a community, for example through overcrowding” (Ward and Berno, 2011: 1559). In addition, the work of Ehtiyar,

writing in 2016, mentioned that cruise tourism activities bring both positive and negative effects on the visited destination communities. Moreover, Jones *et al.* (2016) argued that “Cruise ships can also contribute to changes in traditional value systems, lifestyles and behaviours at destinations” (p.276).

To measure the impact of cruise tourism on social-cultural issues, Dowling (2006a) illustrated that “because passengers on-board cruise ship interact with local communities, there is much scope for both beneficial and adverse impacts” (p.14). In addition, Brida and Zapata (2008) emphasised that “Interactions between residents and cruise passengers can have positive effects offering residents the possibility of learning about the world and explore new life perspectives” (p.3). Other authors emphasised that “crowding and congestion were identified as the main social factors influencing the community” (Karreman, 2013: 66).

The first negative impact of cruise tourism is on the quality of life of local residents, as the research of Klein (2008) illustrated that “Crowds disrupt usual routines and the activities associated with cruise tourism can themselves be a problem with impacts on quality of life” (p.99-100). In addition, in other words, Klein (2011) argued that the crowd concentrated in port “leads to overcrowding with a large daily influx of passengers, possibly exacerbated by ‘pack behaviour’ or even irresponsible behaviour, which can impact on local quality of life” (p.112).

In addition, Ehtiyar (2016) noted that the overcrowding at ports caused by the number of ships “affects not only the experience of cruisers but also the local people and may generate negative attitudes towards tourists” (p.343).

Moreover, the volume of visitors directly impacts the quality of life (Baker and Stockton, 2013: 87). Moreover, Johnson (2002) suggested that “quality of life is directly impacted by the volume of visitors”, in which, “cost of living increases along with overcrowding, traffic congestion, and noise pollution” (p.113).

The second negative impact is the crime that was found in the research of Baker and Stockton (2013) which has also noted the reason to explain why crime has increased, firstly, tourists usually carry a lot of money or valuable items; secondly, tourists love going to night clubs, bars, or unsafe places. This then means that, concomitantly, tourists can be the target of criminals (p.88). Moreover, de Grosbois (2016: 248) stated that “Increased exposure to large intermittent tourist numbers may bring tensions and

alienation among locals who may resent the loss of social identity and privacy". Furthermore, Ćosić and Favro (2016) emphasised that with the increasing numbers of cruise passengers, the involvement of police in both traffic and security of passengers is required for destinations "as the great number of passengers attracts crime" (p.15).

The third negative impact to social-cultural was emphasised in the research of Ćosić and Favro (2016: 15) as "The local residents are a barometer of behaviour for passengers from cruisers. What will be the relationship between passengers and the local residents depends on their numerical proportion and different sociological characteristics".

Other negative effects were found by Ehtiyar, such as the impact of cruise tourism activities on cultural heritage. He considered that "The impact of cruise tourism to the cultural heritage of a destination results from too many cruise passengers visiting a place in finite periods. This would cause wear and tear on the site" (Ehtiyar, 2016: 343).

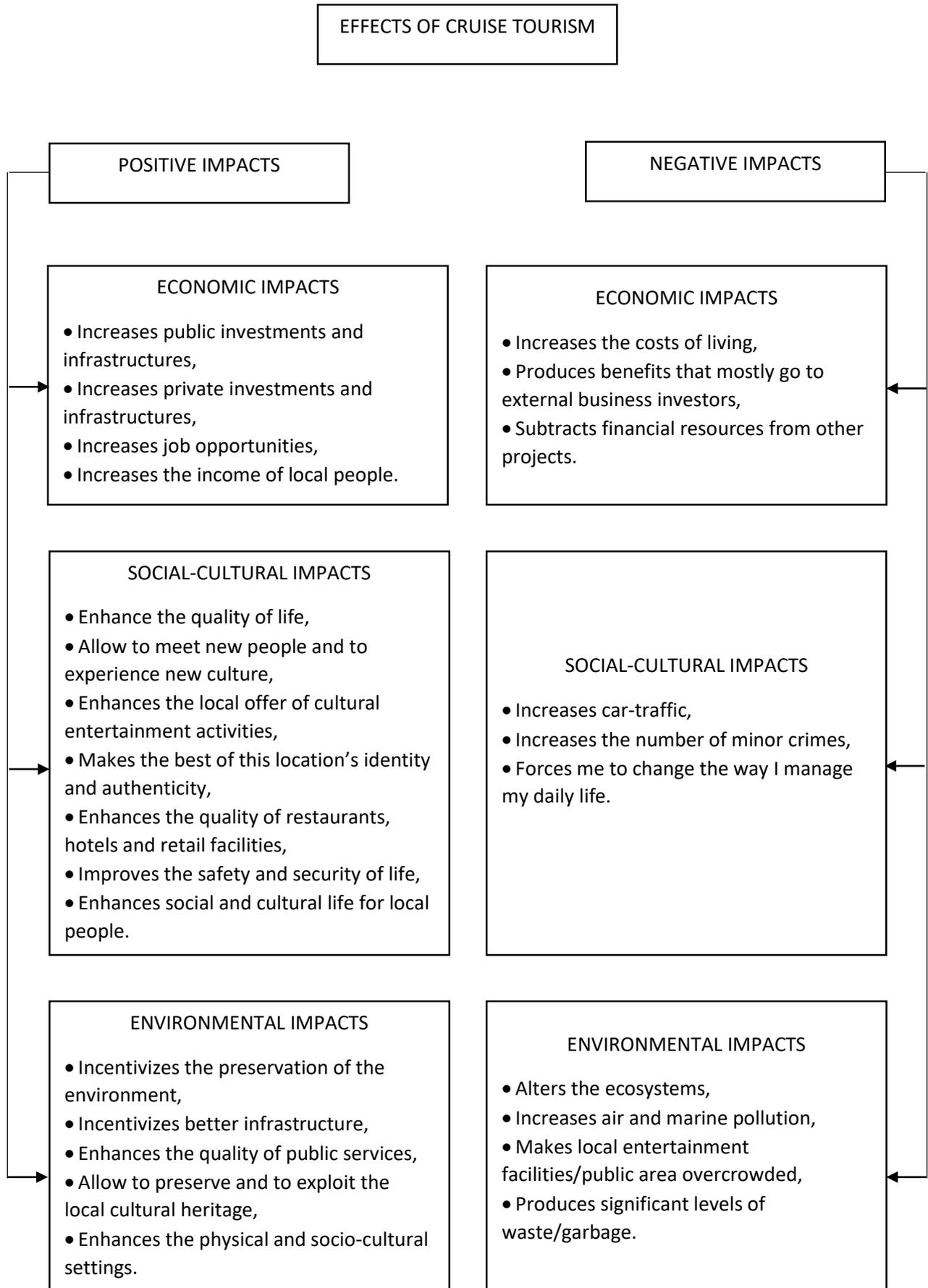
Another negative impact is "labour issues" (Ehtiyar, 2016: 345) because the fact that most of the cruise personnel are working for long hours, on low pay, and subject to racism and other forms of discrimination as Najafipour *et al.* (2014) claimed that "cruise crews have poor working conditions with little leisure time and are accommodated in unsatisfactory conditions" (p.220).

In addition, with the activities of cruise ships at the visited destination, there are some critical issues between cruise ports and local destination communities. Kowalczyk *et al.* (2017: 48) claimed that "the benefits of cruise ports for local economies can be controversial, particularly in light of the revenue capture strategies pursued by cruise lines that may leave less than expected impacts and infrastructural and environmental burdens".

Although almost all previous critics have concentrated on the negative impacts of cruise tourism activities, the cruise tourism industry has also brought many positive impacts as de Grosbois (2016) illustrated that "Interactions between residents and cruise passengers can offer both parties the possibility of learning about the world's cultures, and new opportunities for local business communities" (p.248). In addition, other work of Ehtiyar (2016) stated that "Cruise tourism enables cultural exchange, revitalization of culture, encouragement of social involvement which are listed among its positive impacts. It contributes to increasing the vitality of the destination" (p.343).

In summary, it can be seen that cruise tourism activities have an influence on the local destination in three areas, the economy, social-culture, and environment, as noted in Figure 3.5 (see on page 96). The purpose of this study is to explore how cruise tourism works and its impact on Ho Chi Minh City, Vietnam – an emerging cruise destination in South East Asia – as the researcher mentioned in section 3.3 of this chapter. Therefore, in comparison with much previous research about the impact of cruise tourism on the destination, the researcher thought that the effects from the cruise industry will be concentrated in three main areas, economic, social-cultural, and environmental. Thus, it will be directed to the analysis of data collected from this study.

Figure 3.5. Effects of cruise tourism (adapted from Kowalczyk *et al.*, 2017: 33)



3.5. Summary of this chapter

This chapter has explored the impacts of cruise tourism for the destinations that are visited. Based on the existing literature, the researcher was aware that there are three main impacts of cruise tourism for the nation/region that are the economic, the environmental, and the socio-cultural impacts. Much of the academic research on cruise tourism has focused on tourism and business opportunities; in other words, they are paying much attention to the economic impact of cruise tourism. The reason which may explain this is that tourism is a service industry and the purpose of tourism is to serve tourists, thus, statistics became the main data collection method for research. In addition, it seems that there has been much research that focuses on the environmental impact of cruise tourism. We may also note that the number of studies for the socio-cultural impact of cruise tourism for destinations are very limited. Here, with the existing literature about cruise tourism, the researcher was aware that it is not easy to measure the impact of environmental impact and social-cultural impact of cruise tourism for nation/region because Ho Chi Minh City is the port of call, thus, the cruise visitors have only had an economic impact in this city for a short time. Recently, however, much research paid more attention to the economic impact than other factors and examination of the social-cultural impact of cruise tourism has, thus far, been very limited.

Chapter 4. Methodology

In this chapter, the following provides an overview of concepts related to qualitative and quantitative research and the nature of the research methodology and the research approach in this study. The researcher commences by discussing the overall philosophical principles of research. He then focuses on the methods employed in this study and the research processes employed including semi-structured interviews and questionnaires. The chapter then goes on to discuss the development of the sample for the study and issues such as ethics, trustworthiness, data collection, and data analysis. The chapter closes with an overview summary of the issues discussed.

4.1. Philosophical and theory principles

The term “research” was described by Sekaran (2007: 4), as “a systematic and organized effort to investigate a specific problem that needs a solution”. In addition, Jennings (2010: 14) stated that research “is an activity that gathers information on a phenomenon using scientific rigour and academic acumen”. Moreover, Gray (2014: 3) stated that research “maybe also concerned with clarifying validating, or building a theory”. Furthermore, Bryman (2016: 24) emphasised that “the role of research is to test theories and to provide material for the development of laws”. Therefore, research “is often about how (process) to solve real problems (content)” (Gray, 2014: 3). More importantly, according to Brunt *et al.*, “research is what we do when we have a question or a problem that needs to be answered or solved” (Brunt *et al.*, 2017: 2).

This research was designed to explore cruise tourism in Ho Chi Minh City. Therefore, the researcher was aware that he was gathering tourism research that was shown in the research of Jennings (2010) “as a student of tourism research, you have a significant role to play in advancing tourism research and ensuring that tourism research and your practices are accountable in the 21st century” (p.2). In addition, the importance of tourism has great significance for the economy. As the researcher mentioned in chapter 1 and 3, it is for this reason that tourism studies have received a lot of attention from many researchers. Indeed, according to Jennings (2010), tourism research has been of much interest to many researchers and many organisations from the 1950s and 1960s; at that time, the aims of the research were to seek out the economic benefits for nations

or regions because tourism is seen as a service industry (p.3 – 4). After that, the aims of tourism research have been not only concentrating on economic benefits but also opening up other fields such as the economic and social impact (Cleverdon, 1979), the plan for tourism (Getz, 1987; Syme, 1989), the impacts of tourism (Mathieson and Wall, 1982; Crompton and Richardson, 1986; Helber 1988), tourism development (Douglas, 1989). Tourism studies are not only of interest to researchers but have been given attention by some organisations (e.g. World Travel and Tourism Council (WTTC); United Nations World Tourism Organisation (UNWTO); World Commission on Environment and Development) whose associations have supported tourism researchers for measuring tourism economic, tourism plan, tourism policy, and environment impact for nations or regions (Jennings, 2010: 4). Tourism has shown stronger development from the late of the 20th century until now, therefore, according to Jennings (2010: 7), it is necessary to do many tourism research projects not only for national but also for international reasons.

Since this study is based on social research the researcher was aware that he needed permission from the government in order to gather the relevant information in Vietnam. Thus, some data collection may be influenced by the policy and power of the gatekeeper as Dung (2012: 38) stated that “she also understood that what she was seeking came from the broader social context of Vietnam and that it was certainly affected by the ‘politics and power relations’ within that”. The role of gatekeeper will be explained for further information in the sections 4.4-sample and 4.6-ethics, and the issues of data collection will be clearly shown in section 4.7 of this chapter.

Firstly, the ontology was considered in this study because it is about describing things and their relationships. Thus, Jennings (2010: 35) described ontology as “how is the world perceived”. In other words, Bryman (2016: 28) said that ontology is “built up from the perceptions and actions of social actors”. In addition, Neuman (2014: 94) illustrated that ontology is “an area of philosophy that deals with the nature of being, or what exists; the area of philosophy that asks what really is and what the fundamental categories of reality are”. Moreover, Gray (2014) noted that ontology “embodies understanding what is” (p.19) and “as leading to epistemological positions that are unitary and holistic” (p.20). Furthermore, “ontology is a term which is used to describe your position as a researcher on the research you are undertaking. It helps you to describe what you

perceive as being the 'social reality'" (Brunt *et al.*, 2017: 17). In other words, Denzin and Lincoln (2005) have also stated that ontology, as a paradigm component, asks questions about the nature of the world and of reality.

Secondly, the researcher noted the importance of epistemology because it is "the relationship between the researcher and the research subjects, objects, text units or participants" (Jennings, 2010: 35). In other words, Bryman (2016: 24) stated that "an epistemology issue concerns the question of what is (or should be) regarded as acceptable knowledge in a discipline". In addition, Neuman (2014: 95) mentioned that epistemology is "an area of philosophy concerned with the creation of knowledge' that 'focuses on how we know what we know or what are the most valid ways to reach the truth". Moreover, according to Killion and Fisher (2018), "epistemology refers to the fundamental question: how can I know reality? And the relationship of the knower and the known" (p.15). Especially, epistemology tends to describe the many approaches the researcher can choose to understand our world, in other words, it affects the choice of research methodology as Gray (2014: 19) stated that "methodology will be influenced by the theoretical perspectives adopted by the researcher, and, in turn, by the researcher's epistemological stance". Therefore, according to Gray (2014: 19), epistemology "provides a philosophical background for deciding what kinds of knowledge are legitimate and adequate". Moreover, Easterby-Smith *et al.* (2012) pointed out that epistemology is important because it "concerns the role of the researcher in each of the research designs" (p.38).

Objectivism and constructivism need to be mentioned in this research because they relate to ontology as Gray (2014) stated that objectivism and constructivism "are still based upon being ontology" (p.20). Objectivism, according to Bryman (2016), "asserts social phenomena and their meanings have an existence that is independent of social actors. It implies that social phenomena and the categories that we use in everyday discourse have an existence that is independent or separate from actors" (p.29). In addition, Gray (2014) determined that objectivism is a theoretical perspective "reality exists external to the researcher and must be investigated through the rigorous process of scientific inquiry" and the theoretical perspective linked to positivism (p.20). In contrast, constructivism, according to Bryman (2016), "asserts that social phenomena and their meanings are continually being accomplished by social actors. It implies that

social phenomena are not only produced through social interaction but are in a constant state of revision” (p.29). In addition, Gray (2014) stated that constructivism is a theoretical perspective “not discovery, so subjects construct their own meaning in different ways, even in relation to the same phenomenon” and linked to interpretivism (p.20).

The philosophical underpinning of this research was based on: (1) the existing literature about the impact of cruise tourism for the destination; (2) the statistics of cruise tourism in Ho Chi Minh City; (3) the experiences of the managers, heads, and staff of tourist companies, and ports; (4) and the awareness of the residents and cruise visitors in both cities. Thus, the theoretical principles of this research were based on the existing knowledge (including existing literature, statistics) and experiences and awareness. Therefore, the epistemology of this research was based on positivism and interpretivism. Positivism, according to Jennings (2010), “embraces a view of the world as being guided by scientific rules that explain the behaviour of phenomena through causal relationships” (p.36) and “is nomothetic to explain ‘reality’” (p.37). In addition, Goodson and Phillimore (2004: 35) also stated that “a positivist paradigm where the researcher believes only in the existence of the ‘real’ (observable) world”. From such considerations, the researcher was aware that his research paradigm was positivism because it provided the relationship between existing theories and his research to address the issues, and the methods for positivism used for conducting research are usually quantitative as Bryman (2016: 149) emphasised that quantitative was described “as entailing the collection of numerical data, a deductive view of the relationship between theory and research, an objectivist conception of social reality”. In addition, Jennings (2010: 37) examined that “a researcher operating from a positivist paradigm will primarily use quantitative methods”. In other words, Neuman (2014: 97) also said that positivism “prefers precise quantitative data”. Moreover, Goodson and Phillimore (2004) emphasised that “positivist and post-positivist then to be associated with the quantitative approach” (p.35).

In order to carry out positivism, the research approach was quantitative, which the researcher notes, “can be represented as a research strategy that emphasizes quantification in the collection and analysis of data” (Bryman, 2016: 32).

Interpretivism, according to Jennings (2010) “assumes a relativist ontology (there are multiple realities), a subjectivist epistemology (knower and subject concrete understandings), and a naturalistic (in the natural world)”, and is different from positivism that sees “there are multiple explanations or realities to explain a phenomenon rather than one causal relationship or one ‘theory’” (p.40). In addition, Gray (2014: 23) illustrated that “interpretivism asserts that natural reality”. From such considerations, the researcher was aware that his research paradigm was interpretivism because his research is to explain and provide the necessary in-depth analysis of the tourism context to address the issues. In order to carry out interpretivism, qualitative methods would be used as, firstly, Jennings (2010: 40) emphasised that “the interpretive social sciences researcher will need to be familiar with the tenets of qualitative methodology in order to successfully gain ‘knowledge’ from the study setting”. Secondly, qualitative, which the researcher notes, is empirical research where the data are not in the form of numbers as Jennings (2010: 22) emphasised that “qualitative research is subjective since it relies on texts and discourses of participants”. In addition, Bryman (2016: 375) also emphasised that “qualitative research tends to be concerned with words rather than numbers”. Moreover, qualitative “can be construed as a research strategy that usually emphasizes words rather than quantification in the collection and analysis of data” (Bryman, 2016: 32 – 33).

In order to investigate the issue of the impact of cruise tourism in Ho Chi Minh City, the researcher examined three themes with the project based on his main interest in the project and the literature. Then, he continued to set up five questions to examine and discuss the issues and further to recommend information to solve the issues as Bryman (2016: 7 – 8) illustrated that “research questions for you to consider the issue of what it is you want to find out about much more precisely and rigorously”.

In this way, the research questions were useful in structuring both the literature review and the discussion of the findings. The five research questions have been shown in the chapter of introduction but their main aims are outlined as follows:

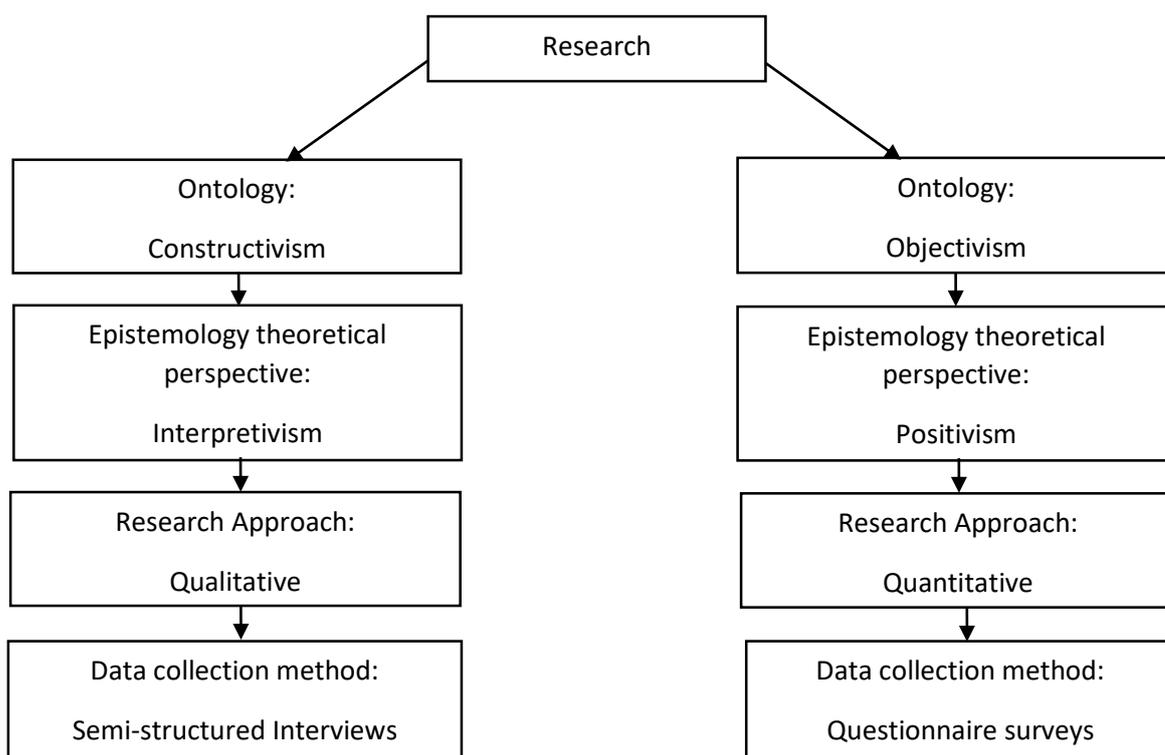
- to explore the main theories about cruise tourism in Ho Chi Minh City;
- to explore the main impact of cruise tourism for Ho Chi Minh City;
- to examine the elements of each cruise tourism impact for Ho Chi Minh City;

- to point out changes that are necessary to increase cruise tourism in Ho Chi Minh City;
- to set out strategies to improve the understanding of cruise tourism in Vietnam.

In order to address these questions, the researcher followed the process of his research, as noted in Figure 4.1. (see below).

Figure 4.1. Process of construction of the research

(adapted from Gray, 2014: 19)



4.2. Methods

Methods are seen as the tools for exploring knowledge as Bryman (2008) determined that “Methods are not simply neutral tools: they are linked with the ways in which social scientists envision the connection between different viewpoints about the nature of social reality and how it should be examined” (p.4).

A method is based on a methodology and we may note Gray (2014: 19) stated that “the choice of methods will be influenced by the research methodology chosen”. Tourism research can be conducted using many methods including qualitative, quantitative, or

mixed methods. Indeed, Xin *et al.* illustrated that “tourism research is commonly labelled as quantitative, qualitative or mixed” (Xin *et al.*, 2013: 66). Notably, the research of Walle (1997) has noted that “since World War II, scientific (quantitative) methods have dominated” (p.524). On the other hand, according to Goodson and Phillimore (2004), “qualitative research is now increasingly popular” (p.4). In this study, as mentioned above, qualitative and quantitative were used to approach this research, hence, this research method was affected by these two approaches.

As this research is concerned with understanding the ways in which cruise tourism impacts (including the advantages and disadvantages) on Ho Chi Minh City involving a number of stakeholders – cruise ship operator, the host community (including for example, local government, port authorities, as well as those who live and work around ports), and the tourists it will be necessary to collect data using a variety of different approaches. This is because statistical methods may be able to reach a large number of people, but will not necessarily be able to provide the depth of such as, for example, a semi-structured interview. It seems then that combining both qualitative and quantitative methodology is better than only one approach in this study for exploring and understanding cruise tourism impacts on Ho Chi Minh City. The researcher confirms that mixed methods were used for his study as Bryman (2012: 628) argued that “the term mixed methods research is used as a simple shorthand to stand for research that integrates quantitative and qualitative research within a single project”. Brunt *et al.* (2017) has also noted that “it is sometimes useful in research to use a mixed-method approach to develop a deeper understanding of a particular issue” (p.166). A strength of mixed methods is that it is an approach in which qualitative and quantitative forms are combined, therefore, a study that used mixed method will be better than either quantitative or qualitative research (Creswell, 2009: 4). In addition, research of Molina-Azonrín and Font, writing in 2015, has also illustrated that mixed-method “involves the combination of at least one quantitative method (designed to collect numbers) and one qualitative method (designed to collect words) into the research methodology of a single study” (p.550). Therefore, mixed methods research, according to research of Tashakkori and Creswell, can be seen as “research in which the investigator collects and analyses data, integrates the findings, and draws inferences using both qualitative and

quantitative approaches or methods in a single study or a program of inquiry” (Tashakkori and Creswell, 2007: 4).

Another author, Creswell (2009) emphasised that:

“There is more insight to be gained from the combination of both qualitative and quantitative research than either form by itself. Their combined use provides an expanded understanding of research problems” (p.203)

and

“When qualitative data are collected first, the intent is to explore the topic with participants at sites. Then the researcher expands the understanding through a second phase in which data are collected from a large number of people (typically a representative sample of a population)” (p.206).

In addition, another research by Bryman (2008) stated that:

“whereas quantitative research tends to bring out a static picture of social life, qualitative research is more processual. The term ‘static’ can easily be viewed in a rather negative light. In fact, it is very valuable on many occasions to uncover regularities, and it is often the identification of such regularities that allows a processual analysis to the process. A mixed methods research approach offers the prospect of being able to combine both elements” (p.615).

Moreover, other authors such as Creswell and Plano Clark (2007) claimed that:

“mixed methods research is a research design with philosophical assumptions as well as methods of inquiry. As a methodology, it involves philosophical assumptions that guide the direction of the collection and analysis of data and the mixture of qualitative and quantitative approaches in many phases in the research process. As a method, it focuses on collecting, analysing, and mixing

both quantitative and qualitative data in a single study or series of studies. Its central premise is that the use of quantitative and qualitative approaches in combination provides a better understanding of research problems than either approach alone” (p.5).

Furthermore, Johnson and Onwuegbuzie (2014) noted that:

“The growth in the mixed methods movement has the potential to reduce some of the problems associated with singular methods. By utilizing both quantitative and qualitative techniques within the data capture, mixed methods research can incorporate the relative strengths of both methodologies” (p.23).

To reinforce the evidence for the use of mixed methods for this study, the researcher considered that both qualitative and quantitative methods have been noted to hold some potential limitations in data collection in research on travel and tourism. For instance, the research of Molina-Azonrín and Font (2015) found that “Mixed methods research is not intrinsically superior to research that relies on a single method” and “Mixed methods studies are more expensive and time-consuming than monomethod research as the researcher has to learn and implement multiple methods” (p.551).

In addition, because this research is a tourism study, there is an argument that may be made that mixed-method should indeed be used since Kotus and Rzeszewski (2015) affirmed that “It seems that currently, tourism studies have new, promising prospects in which the application of ‘mixed method’ research will become obligatory practice” (p.65).

4.3. Research tools and processes

As the researcher mentioned above, his study has used the mixed method and he chosen semi-structured interviews and a questionnaire as the main tools for data collection.

4.3.1. Semi-structured Interviews

Semi-structured interviews were used for this study because: (1) almost all the information about cruise tourism in Ho Chi Minh City has, in the past, been measured by statistics collected by the local government and international tourism organisations (e.g. CLIA, VNAT, and DCHST); (2) there has not been any academic research about cruise tourism in the city. Thus, the information discussed in the literature review is only the current state of statistics on the cruise tourism in Ho Chi Minh City and there is no in-depth data which shows the impacts of cruise tourism (including advantages and disadvantages) for the two cities. Therefore, the use of interviews would enable the collection of data which would provide in-depth information about the impacts of cruise tourism for Ho Chi Minh City, as Kumar wrote (2011: 144), "Interviewing is a commonly used method of collection of information from people". Since the participants for this study were the people who work directly, or have responsibility in cruise tourism development, in Ho Chi Minh City, it is, therefore, the experiences of those interviewees in the cruise industry in this city that are important for this research and the researcher argues that the interview approach is the best tool to explore their beliefs and attitudes. This complies with the ideas of Brunt *et al.* (2017), who emphasised that "the in-depth interview has specific characteristics because the respondents are given the opportunity to discuss their experiences, in detail, of something which is common to them" (p.38). The key players include members of the port authority and members of the local community to ascertain their ideas about the impacts of cruise tourism in the city. Semi-structured interviews will be used in this study as Veal (2011: 239) emphasised that "an in-depth interview, sometimes referred to as semi-structured, is characterised by its length, depth and structure". Moreover, Noor (2008) argued that "The choice of semi-structured rather than structured interview was employed because it offers sufficient flexibility to approach different respondents differently while still covering the same areas of data collection" (p.1604). In carrying out the interviews, firstly, the gatekeeper information sheet, participant information sheet and consent form, were sent to participants asking for their agreement to be involved in the study; and, secondly, the places for carrying out the interviews were chosen by the participants. This latter was a very important process for the research as Brunt *et al.* (2017) affirmed that if

“respondents are comfortable and in a location that helps them, as an individual, to recall the most appropriate information, that will assist your investigation” (p.39).

4.3.2. Questionnaire surveys

As mentioned in the semi-structured interview part, there were limitations to this data collection method that arose due to unforeseen circumstances. The limitations are that the information about the impacts of cruise tourism to the visited destination may not be sufficient, or the interviewees only show the impacts of cruise tourism by the way they think or understand as Robson (2002) argues “Interviewing is time-consuming ... [and can make] unreasonable demands on busy interviewees, and could have the effect of reducing the number of persons willing to participate, which may, in turn, lead to biases in the sample” (p.273). In order to address these limitations, it is, therefore, necessary to examine the other way of thinking, understanding of other people, here, they are cruise tourists who were asked to complete a questionnaire based on questions about their experience and practices in Ho Chi Minh City as a cruise tourism destination. According to Brunt *et al.* (2017), the questionnaire surveys for THE (Tourism, Hospitality, and events management) tend to include “closed (structured) or open (free-response)” (p.108), in which “a closed question is one in which the respondent is offered a choice of replies” (p.108) and “open questions are not usually followed by any kind of choice” (p.110). In the case of this study, the participants were the cruise passengers and, therefore, the research needed to use both types of questionnaire surveys to explore more fully the potential information from respondents.

In fact, questionnaire surveys are often used for many types of research that relate to the tourism industry as the work of Brunt *et al.* (2017) illustrated that:

“the most commonly used methodology in the THE (tourism, hospitality and events management) industry is the questionnaire survey. Questionnaire surveys are used to gain information from respondents (i.e. people) who answer questions about themselves, their knowledge of a particular subject and their opinions” (p.31).

According to Veal (2011), “questionnaire surveys are used when a specified range of information is required from an individual or organisation” and “questionnaire-based surveys are used to collect responses to questions which have a limited number of possible answers” (p.256). In addition, Kumar (2011: 145) stated that “A questionnaire is a written list of questions, the answer to which is recorded by respondents. In a questionnaire, respondents read the question, interpret what is expected and then write down the answer”. There are seven types of questionnaire for leisure and tourism, Veal (2011) argues that these are “household surveys; street surveys; telephone surveys; mail surveys; e-surveys; user/on-site/visitor surveys; and captive group surveys” (p.261). Whereas, Brunt *et al.* (2017) noted that there are two principal types of questionnaire surveys for tourism research as shown in their research. They note that:

“in general, there are two principal types of questionnaire surveys found within THE (tourism, hospitality and events management), relating to the methods of data collection process itself: (1) Personal interviews (sometimes referred to as a face-to-face questionnaire); and (2) Self-completion questionnaires” (p.31).

For this study, based on some works (e.g. Veal, 2011; Brunt *et al.*, 2017), user/on-site/visitor surveys will be used because the objects of surveys are tourists, members of the local community, and cruise tour operators. Veal (2011) stated that:

“On-site and site survey tend to be used in the context of outdoor recreation studies, user survey in the context of indoor recreation facilities, and visitor survey when tourists or day-trippers are involved or the types of facility where visits are relatively infrequent, such as museums or zoos” (p.247).

Similarly, in other words, Brunt *et al.* (2017) claimed that “if you foresee yourself in situ at the location of your enquiry, then you are conducting an on-site survey” (p.33) and they have also emphasised the advantages of on-site questionnaires such as “the

interviewer will gain direct access to the site users” and “rapport can be built with the respondent” (p.33).

To collect data from these surveys, closed-ended and open-ended questions will be used in which closed-ended questions will be used for general questions about the overview of respondents (e.g. age, gender, country, past experience, length of stay, decision time to travel etc.) because “closed-ended questions restrict responses to a limited range of pre-coded categories” (Mason, 2014: 108). In contrast, open-ended questions will be used when “respondents are being asked to give answers entirely in their own words” (Mason, 2014: 109) and “such questions are to be used if you do not really know what categories you can put – in other words you do not know the range of possible answers” (Mason, 2014: 110).

4.4. Sample

According to Sarankatos (2005: 152), “A sample is a selection of subjects or units from the overall population”. Thus, a sample is “a set of objects, occurrences or individuals selected from a parent population for a research study” (Gray, 2009: 581). The sample is very important for any research since an appropriate sample will enable the research to be more robust and the consequent findings will be more persuasive (Brunt *et al.*, 2017: 94) Sampling is also ‘...a cost-effective way of gaining information on a section of the public that can be used to draw conclusions about the larger population” (Ibid). Moreover, the number of samples is very important, it can meet some issues as Francis *et al.* (2010) illustrated that:

“The use of samples that are larger than needed is an ethical issue (because they waste research funds and participants’ time) and the use of samples that are smaller than needed is both an ethical and a scientific issue (because it may not be informative to use samples so small that results reflect idiosyncratic data and are thus not transferable, and may, therefore, be a waste of research funds and participant time)” (p.1230).

It is, therefore, important that the researcher built the sample very carefully based on the aims of the research in this study. There are many units of sampling, which can relate to people, destinations, events, type of holiday and so on. Brunt *et al.* (2017) illustrated that “your sampling unit could be defined as people of a particular age and socio-economic group” and “a sampling unit may not always be a person. Sampling units can be drawn from destinations, events, types of holiday, and so on” (p.77). Because the study is concentrated on exploring the impacts of cruise tourism for local tourist destinations, the type of sampling employed here involves people who have a responsibility in the cruise tourism area.

The sample size will be presented in section 4.4.1 and 4.4.2, in which the researcher will explain why he chose the sizes for each data collection tool. The sample size is also very important because it will help the researcher to avoid errors in the process of carrying out the study. Indeed, Brunt *et al.* (2017) affirmed that “selecting the size of the sample is clearly an important question in the design of any survey. All surveys where a sample of the population is used will involve a level of ‘sampling error’” (p.92).

4.4.1. The sample size for a semi-structured interview

The samples size for the semi-structured interviews was twenty-eight respondents in Ho Chi Minh City and Phu My area; each interview lasted for approximately one hour. This confirms the advice by Mason (2014: 169), who noted that “only a small number of respondents are usually involved”. In addition, Mason (2010: 13) has stated that “the most common sample sizes were 20 and 30, whilst, with regard to the length of time such interviews such take, Veal (2011: 169) notes that “from 20 minutes to just over an hour is common”.

The interviews were conducted in a number of locations including:

- Ho Chi Minh City itself;
- The port of Ho Chi Minh City, which is known as Sai Gon;
- The port in Phu My, which serves Ho Chi Minh City and is known as Tan Cang; and,
- The port in Phu My, which also serves Ho Chi Minh City and is known as Baria Serece.

In these locations the sample consisted of:

1. Managers and staff at two tourist companies (Sai Gon and Ben Thanh);
2. Managers and employees at the three ports, noted above (Baria Serece, Tan Cang, and Sai Gon);
3. Local residents in their homes.

The interviewees mostly have responsibility and involvement in the city's cruise tourism activities and with their understanding of cruise tourism, they will show the impacts (including the advantages and disadvantages) in two different cities. The precise numbers of respondents in each location are shown below in Figure 4.2 (see below).

Figure 4.2. Sample for interviews

| Where | Name | Number of managers | Number of staff | Number of local residents |
|-----------------------------------|--|--------------------|-----------------|---------------------------|
| Ho Chi Minh City (Vietnam) | Port in Ho Chi Minh City (named Sai Gon) | 1 | 2 | 0 |
| | Sai Gon Tourist Company | 1 | 9 | 0 |
| | Ben Thanh Tourist Company | 1 | 9 | 0 |
| | Local resident | 0 | 0 | 2 |
| Phu My area (Vietnam) | Port in Phu My (named Tan Cang) | 1 | 0 | 0 |
| | Port in Phu My (named Baria Serece) | 1 | 1 | 0 |
| Total | | 28 | | |

To contact the participants for interviews, the researcher sent a letter showing general information about the researcher, title, and purposes of the research, to email addresses of tourism companies that are available on their websites. In addition, the participation information sheet and consent form were also attached to this letter to ask the general manager/head of tourist companies for their involvement in this study. If they accepted to be involved to this research, they need to sign the participant information sheet and consent form before an interview is to take place. Moreover, in this letter, the gatekeeper information sheet and consent form had also included asking their approval for doing other interviews with their staff. After that, with the permission

of the general manager/head of tourist companies, their staff received the participant information sheets and consent forms to sign before an interview was to take place.

The interviews consisted of 8 questions designed to explore how cruise tourism works and its impact on the development of tourism in each city. In conducting and analysing the interviews, the researcher conducted four steps as follows:

- Designing interview questions (see Appendix 1),
- Contacting participants in two cities including Ho Chi Minh City,
- Data collection, and
- Data analysis by using thematic analysis.

The sample of twenty-eight respondents was carefully selected to be purposive in nature in order to explore the aims of the study fully. The nature of the sample used for the interviews undertaken in Ho Chi Minh City and Phu My area are shown below in Figure 4.3 (see below) and the gender of interview participants is shown below in Figure 4.4 (see on next page).

Figure 4.3. Sample used for interviews in Ho Chi Minh City and Phu My area

| Where | Who | Quantity | Why |
|--|------------------------------|-----------|--|
| Tourist company (Sai Gon, Ben Thanh) | Managers | 2 | Their responsibility, involvement and understanding about cruise tourism will explore the impacts of cruise tourism for the city |
| | Staff | 18 | |
| Ports (Baria Serece, Tan Cang, Sai Gon) | Manager | 3 | |
| | Staff | 3 | |
| Local residents' houses | People who live nearby ports | 2 | They are living near the places that cruise tourists disembark or stay in their journey. The perceptions from local residents will reveal the local impact |
| Total | | 28 | |

Figure 4.4. Gender of interview participants

| Name | Number of participants | Male | Female |
|---------------------------|------------------------|-----------|----------|
| Sai Gon Tourist Company | 10 | 7 | 3 |
| Ben Thanh Tourist Company | 10 | 6 | 4 |
| Sai Gon port | 3 | 2 | 1 |
| Baria Serece | 2 | 2 | 0 |
| Tan Cang | 1 | 1 | 0 |
| Local residents | 2 | 2 | 0 |
| Total | 28 | 20 | 8 |

4.4.2. The sample size for the questionnaire

The sample size for the questionnaires was one hundred participants in Vietnam since Mason (2014: 149 – 150) has emphasised that “your sample size should be at least fifty and preferably nearer one hundred if you have the time and resources to achieve this”. Therefore, a survey was used and distributed to participants (n = 100) to explore the background of visitors, and the impact of cruise tourism for Ho Chi Minh City. The places for conducting questionnaire surveys in Ho Chi Minh City were at four ports including Phu My, Tan Cang, Navy Oil, and Sai Gon. The participants were selected through convenience sampling that is often used when statistical data gathered from a specific group of people is desired. The questionnaire was distributed to tourists and, once completed, collected by hand. The precise numbers of respondents in each location are shown below in Figure 4.5 (see on next page) and the gender of questionnaire participants is shown in Figure 4.6 (see on next page).

Figure 4.5. Sample for questionnaire surveys

| Name | Number of questionnaire surveys |
|--|---------------------------------|
| Port in Ho Chi Minh City (named Sai Gon) | 50 |
| Port in Phu My (named Tan Cang) | 50 |
| Total | 100 |

Figure 4.6. A Gender breakdown of participants in the questionnaires

| | | Frequency | Per cent | Valid Percent |
|--------------|--------|------------|--------------|---------------|
| Valid | Male | 54 | 52.9 | 54.0 |
| | Female | 46 | 45.1 | 46.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

In total 100 questionnaire surveys were conducted in two main areas where cruise activities, the male participants constituted 54% of the total.

The data consisted of 12 questions that were compiled into two sections including questions on the background of tourists, and the perception of cruise tourism for Ho Chi Minh City. In the background section, tourists were asked multiple-choice questions in order to investigate their opinions and their cruise tourism background. In order to implement the questionnaires, the researcher conducted four steps as follows: designing the questionnaire survey (see Appendix 3), contacting participants at four ports in Ho Chi Minh City and Ba Ria – Vung Tau province, data collection, and data analysis by SPSS programme.

4.5. Trustworthiness

As the researcher mentioned in the earlier in this chapter, this study fell under the umbrella of social research, and it is, therefore, necessary to evaluate the process of data collection and analysis. To evaluate the collected data, the researcher realised that trustworthiness needs to be considered. Erlandson *et al.* (1993: 23) noted that:

“Trustworthiness refers to scientific inquiry that is able to ‘demonstrate truth value, provide the basis for applying it, and allow for external judgement to be made about the consistency of its procedures and the neutrality of its findings or decision”.

In addition, according to Decrop, “addressing the trustworthiness issue is important in helping to make qualitative and interpretive tourism studies more rigorous and more acceptable to quantitative and positivist researchers” (Decrop, 2004: 157). In the process of exploring trustworthiness, the related concept of validity has been referred to as analogous by some authors such as Gray (2004) and Silverman (2010). For instance, according to Gary, “Validity means that an instrument must measure what it was intended to measure” (Gray, 2004: 219). In other words, Silverman noted that “Validity is another word for truth” (Silverman, 2010: 275).

4.6. Ethics

According to Jennings (2010), “Ethics is the systematic study of value concepts – ‘good’, ‘bad’, ‘right’, ‘wrong’ – and the general principles that justify applying these concepts” (p.97). The researcher was aware that his research collected data from participants who are working at tourist companies and ports in Ho Chi Minh City, thus he had to protect their individual details as Jennings (2010: 101) emphasised that “every researcher has a responsibility to ensure that they protect the rights of individuals participating in their research”. In addition, local residents in the Phu My area and cruise tourists in Ho Chi Minh City and the Phu My area were the other participants in this research, therefore, “the researcher needs to ensure that the research does not adversely affect the everyday experiences of participants and other members of society. This is an important issue, especially for the tourism researcher who is trying to gather data/empirical materials from people involved in an activity, the very nature of which is to get away from the intrusions of everyday life” (Jennings, 2010: 101).

In addition, the researcher was also aware of the important role of gatekeeper in his research. Because the participants in this research were the staff at tourist companies,

and cruise tourists, this research, therefore, needed the permission from the managers of tourist companies in Vietnam, and the managers of ports in Vietnam to conduct semi-structured interviews and questionnaires. The role of gatekeeper was determined by Jennings (2010) as “national researchers also have to gain the approval of government to undertake research” and “the gatekeeper may or may not allow the researcher access to their clients or constituents depending on the research aims and methods and the potential use of the findings” (p.102).

In order to address this responsibility, the researcher followed the ethics process of Liverpool John Moores University. All the research tools were submitted to the Research Committee and the researcher gained Ethical Approval in November 2016. The participants, according to Jennings (2010), “had not experienced any harm” (p.104) and “be informed of purposes of the research and maintain the right to withdraw at any stage of the research” (p.106). Moreover, research of Burton *et al.* (2008) has also illustrated that all the participants had a “full understanding of the research purpose, the activities in which they were involved, any potential risk involved and what will happen to the data with regard to publication” (p.52). Before conducting semi-structured interviews and questionnaires, the researcher had sent out gatekeeper information sheets, gatekeeper consent forms, participant information sheets, and participant consent forms to two tourist companies (including Sai Gon and Ben Thanh) and three ports (including Baria Serece, Tan Cang, Sai Gon) in Ho Chi Minh City and Baria – Vung Tau province. Therefore, all the participants were aware of their rights and they entirely volunteered for participation (Burton *et al.*, 2008: 52). The names of respondents were protected and not showed in this research, the data collection was stored in a computer at Liverpool John Moores University with a protection password and there was only the researcher who could access the data. Furthermore, “it is also ensured that knowledge is advanced based on findings that have been ethically determined and, as a consequence, these findings should assist the further development or enhancement of society” (Jennings, 2010: 116), therefore, the Harvard referencing was also used by the researcher.

4.7. Data collection

Because the mixed methods were used to approach this research, thus, the data collection for this research was conducted by both qualitative data and quantitative methods as Dredge and Hales (2012) emphasised that “the choice of philosophical tradition is an important part of the research decision-making process and guides the type of data collection techniques employed” (p.426)

To collect data for this research, the researcher was aware of exploring the qualitative data and quantitative data. Then, as the researcher mentioned in the section on research tools and processes, he concentrated on conducting semi-structured interviews for qualitative data, and gather questionnaires for quantitative data.

Firstly, qualitative data and quantitative data was mentioned as quantitative data, according to Jennings (2010: 37), “include questionnaires, observations, documentary analysis and experiments and quasi-experiments”. In addition, Creswell and Plano Clark (2007) emphasised that quantitative data:

“includes closed-ended questions such as that found on attitude, behaviour, or performance instruments. The collection of this kind of data might also involve using a closed-ended checklist, on which the researcher checks the behaviour seen. Sometimes quantitative information is found in documents such as census records or attendance records” (p.6).

In contrast, qualitative data was stated by Creswell and Plano Clark (2007) to consist of:

“open-ended information that the researcher gathers through interviews with participants. The general, open-ended questions asked during these interviews allow the participants to supply answers in their own words. Also, qualitative data may be collected by observation of participants or sites of research, gathering documents from a private (e.g. diary) or public (e.g. minutes of meetings) source, or collecting audio-visual materials such as videotapes or artefacts” (p.6).

Secondly, for data collection, objective one and two of this research were met by conducting semi-structured interviews with key players in the cruise tourism sector in Ho Chi Minh City, Vietnam. In this city, the researcher contacted leading tourist companies in the city, here they are Sai Gon and Ben Thanh, in order to speak to staff with responsibility and involvement in the city's cruise tourism activities.

In addition, objective one and two of this research were also carried out by questionnaire surveys with the cruise visitors who came directly to Ho Chi Minh City by cruise ship at Sai Gon port (belongs to Ho Chi Minh City), Baria Serece port and Tan Cang port (belongs to Ba Ria – Vung Tau province) in Vietnam. The researcher firstly asked for permission to meet the visitors at both places. Then, the researcher chose randomly guests who agreed to take part in this research. Then, the survey was collected from them by hand after being completed.

The interviews took place over a period of approximately two months for two places including Ho Chi Minh City and the Phu My area. All responses were documented by note-taking or tape-recording, as agreed with the respondents, in which voice recorder was the main way to collect data as the research of Robson mentioned that “whenever feasible, interviews should be audio-taped” (Robson, 2002: 289 – 290). Data collection did not commence until ethical approval had been obtained. The next section provides a time plan for the completion of the research project.

4.8. Data analysis

The approach to quantitative data analysis was illustrated by Creswell and Plano Clark (2007: 6), who stated that “the analysis consists of statistically analysing scores collected on instruments, checklists, or public documents to answer research questions or to test hypotheses”. In contrast, “the analysis of the qualitative data (words or text or images) typically follows the path of aggregating the words or images into categories of information and presenting the diversity of ideas gathered during data collection” (Creswell and Plano Clark, 2007: 6).

There are three objectives of this research in which objective one and two were both analysed by thematic analysis and SPSS computer programme. Whereas, objective three was met once the analysis of the respective data sets had been achieved, using

appropriate statistical tests for the quantitative data and a themed coding system for the qualitative data.

4.8.1. Semi-structured interviews data analysis

After completing the interviews, data were analysed by using thematic analysis as outlined by King and Horrocks (2010), who noted that “thematic analysis is concerned with saying something about the group of participants as a whole” (p.150) and “a major part of developing a thematic structure for your analysis is to help you explain your thinking about the data to other people” (p.151).

Since all interviews in Ho Chi Minh City were in the Vietnamese language, therefore, before using thematic analysis, the researcher translated interviews from Vietnamese to English. This posed challenges because of the volume of material and because of linguistic issues. For instance, some Vietnamese words could not be translated into English with exactly the Vietnamese meaning. This key material was then transcribed, which is an important step for the study because “a transcript is the written version of the interview with as many annotations and commentaries as you see fit” (Wengraf, 2001: 212). In addition, King and Horrocks (2010: 142) illustrated that “transcription is the process of converting recorded material into text and, as such, is usually a necessary precursor to commencing the analysis of your interview data”. In the transcription process, the transcribing is very necessary as Wengraf (2001: 221) emphasised that “transcribing is an instrumentation practice, examining sound-data from an audio-tape to create visual-data for printing out on paper”. In addition, King and Horrocks (2010: 143) suggested that “before you begin transcribing there are key decisions you have to make that will have a major impact on what you produce from your analysis”. Moreover, a golden rule in the transcription process is considered by King and Horrocks (2010: 143) who emphasised that “the golden rule to avoid becoming swamped by the transcription process is to think carefully about what needs to be transcribed, and what level of detail, from the very start of planning your research project”. Therefore, the researcher only chose to transcribe materials related to the impact of cruise tourism for Ho Chi Minh City for data analysis.

After finishing the translation and transcription, based on a basic system of process recommended by King and Horrocks (2010: 153), the thematic analysis was conducted

including examining: description coding, interpretive coding, and overarching themes. More specifically, the interview data collection was analysed as follows:

- Firstly, for descriptive coding, the researcher read through all transcripts, then highlighted the data information related to the impacts of cruise tourism for Ho Chi Minh City. Then used the researcher’s preliminary comments to define descriptive codes.
- Secondly, for interpretative coding, the researcher grouped together descriptive codes into three groups as follows: the economic impact, the socio-cultural impact, and the environmental impact.
- Finally, for defining overarching themes, a number of overarching themes were built upon the interpretative codes. The researcher explored themes and sub-themes for this study as outlined in Figure 4.7, see below.

Figure 4.7. Themes and sub-themes

| Themes | Sub-themes |
|----------------------------------|---|
| The economic impact | <ul style="list-style-type: none"> • Benefit for tourist companies/ports • Jobs creation • Investment for tourist companies (for tourist companies) • Investments and infrastructure development (for ports) • Benefit for local tourist destination • Local transportation development |
| The socio-cultural impact | <ul style="list-style-type: none"> • Tourist/port staff knowledge improvement • Crowding in the city centre • Change of normal activities of the port • The increase in crime |
| The environmental impact | <ul style="list-style-type: none"> • Ships emission • Noise Pollution |

4.8.2. Questionnaire data analysis

After completing the distribution and collection of the questionnaires, the questionnaire data were analysed by use of a computer programme (IBM SPSS version 25) since Sarantakos (2005: 363) emphasised that “easy access to computers and the many advantages of electronic processing have made this a standard procedure of

quantitative analysis". In addition, Bryman (2008: 314) illustrated that "the ways for analysing quantitative data can be implemented using sophisticated computer software". Based on the research of Sarantakos (2005: 363 – 364), the researcher conducted three steps as follows: preparing data, entering data into a computer, and processing and analysing data.

In preparing the data for computer entry, firstly, the researcher checked and edited questionnaires for clarity, and legibility, and to ensure that the material was relevant and appropriate to the research purposes. Then, the researcher commenced coding data by converting verbal responses to two types of codes including numeric and string.

In entering the data into the computer, the researcher conducted two steps as follows: defining the variables and entering the data. For closed questions, depending on the options for answering, the type of code would be numeric. A five-point Likert scale was used for all questions in part B where the value would be (1 = I completely disagree; 2 = I agree; 3 = Not sure; 4 = I agree, and 5 = I completely agree). Meanwhile, the value for all questions in part A depends on each answer for each question. For instance, the values for question 1 and 4 are 1 to 3, on the other hand, the values for question 2, 3, 5, and 6 are 1 to 4. For a missing answer, the value would be 9.

4.9. Inductive and deductive approaches

In chapter 5 and 6, the results of this research showed that some findings that were confirmatory of other previous research that can be found in chapter 3. In addition, it is notable that two new subthemes have been identified that have never been explored in any previous studies. Moreover, this research used thematic analysis as the main tool for analysing collection data to explore themes and subthemes for this study. Therefore, it can be seen that both the inductive and deductive approaches were employed in this research since the themes reported were based on both pre-defined themes relating to the findings in previous studies and emergent themes that were derived from the process of analysis. Further, according to the research of Braun and Clarke, written in 2006, "themes or patterns within data can be identified in two primary ways in thematic analysis: in an inductive of 'bottom-up' way or in a theoretical or deductive or 'top-down' way" (p.83) and this dual approach is precisely the manner in which the reported themes were identified in this study.

Although in the process of using thematic analysis, both inductive and deductive approaches were used to explore themes or patterns, it is important to note that these approaches, whilst compatible, are different. In the deductive approach, the researcher begins the process by considering past and present theories concerning the topic of the research. This helps the researcher to develop relevant hypotheses. The new hypotheses will then be tested by the researcher in the process of conducting a new study and the collected data will either confirm or reject the hypotheses. On the other hand, relevant theories are not considered at the beginning of inductive research. In this approach, clusters of data or patterns start emerging from the observations or measures conducted by the researcher. From these patterns, the researcher begins to generate new themes.

More specifically, an inductive approach means “the themes identified are strongly linked to the data themselves. In this approach, if the data have been collected specifically for the research, the themes identified may bear little relation to the specific questions that were asked of the participants” (Braun and Clarke, 2006: 83). In addition, Hayes (2000) noted that inductive research “does not begin with a theory and the construction of testable hypotheses. Instead, it begins with the collection of data, so that the research has a set of observations to interpret” (p.5). Moreover, Gratton and Jones (2004) stated that “inductive research is more often associated with interpretative, qualitative studies. Here, the pattern is to collect data, and analyse that data to develop a theory, model or explanation” (p.27). Furthermore, Swain (2018) stated that “Researchers using deductive methodologies tend to draw on more positive epistemologies, which regard data as ‘pre-existing’ or ‘ready-made’ forms of evidence in external reality, and so use the term ‘collecting data’”. For more details, Frith and Gleeson (2004: 42) illustrated that responses were analysed using the inductive thematic analysis procedure, and described that:

- First, the data were read carefully to identify meaningful units of text relevant to the research topic.
- Second, units of text dealing with the same issue were grouped together in analytic categories and given provisional definitions. The same unit of text could be included in more than one category.

- Third, the data were systematically reviewed to ensure that a name, definition, and exhaustive set of data to support each category were identified.

Therefore, it can be seen that, in an inductive approach to research, the researcher begins by collecting data that is relevant to the topic without preconceived ideas. When the data collection process is completed, the researcher will then examine this material carefully and the researcher will look for patterns in the data and work to develop a theory that could explain those patterns. Therefore, when the researcher takes an inductive approach, the researcher starts with a set of observations and then he moves from those particular experiences to a more general set of propositions about those experiences. In other words, the researcher moves from data to theory, or from the specific to the general. Confirmation of this can be found in the work of Braun and Clarke, written in 2006, who note that “Inductive analysis is, therefore, a process of coding the data without trying to fit into a pre-existing coding frame or the researcher’s analytic preconceptions. In this form of thematic analysis is data-driven” (p.83). Moreover, other researchers, such as Hayes, have claimed that “The process of inductive research, then, begins with data collection and uses the information derived from the data to formulate a theory” (Hayes, 2000: 5). In the research reported in this study, such an approach was taken with the two new subthemes outlined earlier, which can be seen as a result of the inductive approach.

On the other hand, in relation to the deductive approach, “a ‘theoretical’ thematic analysis would tend to be driven by the researcher’s theoretical or analytic interest in the area, and is thus more explicitly analyst-driven” (Braun and Clarke, 2006: 84). In addition, the deductive approach can also be called hypothetic-deductive as; Hayes emphasised that “The approach which is most commonly accepted as typical of ‘the scientific method’ is also known as the hypothetico-deductive approach. It involves testing hypotheses – predictions about what will or won’t happen if a particular theory is true – and making deductions from the results of those tests” (Hayes, 2000: 4). Moreover, Gratton and Jones (2004) noted that “deductive research involves the development of an idea, or hypothesis, for an existing theory which can then be tested through the collection data” (p. 26). Furthermore, a new study by Swain emphasised that the researcher who is “working with inductive methodologies use social constructivist and interpretive epistemologies that emphasize the emergent properties

of the researcher working in a social setting where data have 'yet to be discovered,' and therefore say they are 'generating data' or 'developing' them from new" (Swain, 2018). Therefore, we may note that a deductive approach to research is the one that people typically associate with scientific investigation. In such an approach, the researcher studies what others have done, reads existing theories of whatever phenomenon he or she is studying, and then tests hypotheses that emerge from those theories. Hayes (2000) goes on to state that:

"The first stage in hypothetico-deductive research, then, is the formulation of a theory. A theory is an explanation for a set of observations, which have usually been obtained from other research, but might also have been picked up informally. If it is a scientific explanation, it will be possible to use that theory to make a number of predictions about what will or won't happen in a given situation, if the theory is true. A prediction of this kind is known as a hypothesis. The hypothetico-deductive approach involves setting up a research process which allows a researcher to test a hypothesis – that is, to see whether the prediction really does come true when it is checked out in reality" (p.4).

In light of the above, it can be seen that in the research outlined in this thesis some of the findings when using interviews and other findings from questionnaire surveys can be seen as a result of a deductive approach where they relate to the testing out of previously defined theories based on both the experience of the researcher and an analysis of the literature.

4.10. Summary of this chapter

This research is related to social research in general and tourism research in particular, therefore, the researcher was aware that to gather mixed methods including the qualitative and quantitative approach was better than only one. The mixed-methods have used both tools, semi-structured interviews and questionnaires to collect data for this research. The participants for this study included managers, heads, and staff of

tourist companies and cruise terminals, and local residents and cruise visitors. The main research approaches for analysis were thematic analysis and the use of the SPSS programme. Moreover, Ethical Approval for this research was agreed with Liverpool John Moores University and the researcher followed the ethics processes of the university carefully.

Chapter 5. Data presentation

In this chapter, the researcher will present material from the data collected in Ho Chi Minh City, Vietnam, in 2016 and 2017 in relation to the research for this study. This section is separated into two sections that are related to the area studied in Vietnam.

The first data collection was the data collected from individual interviews with twenty participants who work at two tourist companies in Ho Chi Minh City, Vietnam, including two tourist managers and eighteen tourist staff. The second set of data relates to face-to-face interviews that were carried out with three port managers and three port staff at three ports in Ho Chi Minh City and Phu My area (belong to Ba Ria – Vung Tau province), Vietnam. In addition, the material is derived from interviews with two local residents who live near to these ports who also agreed to participate in the research.

The results from data collection have shown that, in Ho Chi Minh City, three main impacts of cruise tourism can be discerned, the economic impact, the social-cultural impact, and the environmental impact. It can be seen that, despite some commonalities, the collected data from each impact varied between tourist companies and ports, and was also different between each participant. Consequent to the data collection, the researcher explored how cruise tourism was impacting on Ho Chi Minh City and what the city could learn for cruise tourism development in the future. For instance, it will be discussed that it is essential that Ho Chi Minh City must have a direct terminal, that local transportation should be improved by upgrading the existing road, or the building of a new dual carriageway and highway.

The identities of all respondents have been anonymised by using aliases and the researcher developed codes that were used to indicate the respondents' role which can be cross-checked against the table in the appendix.

5.1. Data from respondents at two tourist companies in Ho Chi Minh City, Vietnam

The data was collected from two tourist managers and eighteen tourist staff at two tourist companies in Ho Chi Minh City and the analysis is outlined according to three main themes which are closely related to the research questions. They were:

- The economic impacts of cruise tourism,

- The social-cultural impacts of cruise tourism, and
- The environmental impacts of cruise tourism.

These three themes emerged from questions in the interview schedules and also relate clearly to themes identified in the literature, as outlined in the last chapter. The position of each of the respondents in the tourist companies is different and they hold varying roles in the hierarchy of the organisation, thus they have different perceptions relating to each theme. Consequently, the researcher has also divided the respondents from the two tourist companies into two groups including group A, who are the two tourist managers, and on the other hand, group B, who are the eighteen tourist staff. They were separated into two groups because the researcher realised that the respondents have different viewpoints based on the role of each group in their companies. For instance, those in group A are leaders of tourist companies, thus their thinking, understanding, and analysis about the benefits from cruise tourism operates at a more strategic level not only for their companies but also for Ho Chi Minh City. Group B, on the other hand, included eighteen tourist staff who were also further divided by the researcher into three different groups including those highly experienced in cruise tourism with five staff, those with moderate experience in cruise tourism with nine employees, and those with less (or comparatively little) experience in cruise tourism with four staff. For each group participant, the researcher explored what their understandings were about the impact of cruise tourism for Ho Chi Minh City.

5.1.1. The economic impacts of cruise tourism

There were five sub-themes that emerged from the responses of the interviewees when they were asked questions related to their experience of cruise tourism. These sub-themes will be presented here including:

- Benefit for tourist companies,
- Jobs creation,
- Investments for tourist companies,
- Benefit for the local tourist destination, and
- Local transportation development.

5.1.1.1. Benefit for tourist companies

The first sub-theme was about the benefits for the two tourist companies who accepted the invitation to participate in this research. This sub-theme was considered important since it sought to explain how cruise tourism has affected not only the business of tourist companies but also the development of the economy in Ho Chi Minh City.

There were some benefits that showed up in the interviews with respondents who have been working directly with the two tourist companies including two managers and eighteen staff. All respondents agreed that cruise tourism has brought a lot of benefits for their companies.

If we explore what benefits come from cruise tourism for tourist companies, firstly, two the tourist managers considered that cruise tourism is a new type of tourism in Ho Chi Minh City and that it has brought some benefits not only for their companies but also for Ho Chi Minh City. The benefits for tourist companies mentioned here include the financial benefits for the fees for picking up cruise passengers, the fees for hiring coaches or cars, and revenues from selling souvenirs, food and water. All of this revenue was part of the economic impact of cruise tourism to the city, which could be direct, indirect or induced. For more details, one tourist manager stated that:

“Cruise tourism is a new type of tourism in Vietnam, it has only come to Ho Chi Minh City in recent years. It is bringing some benefits for both Ho Chi Minh City and my company. These benefits for my company here are shown by the income from the fee for picking up visitors, the revenue from selling souvenirs, food and water for cruise travellers. In addition, the passengers have also paid money for hiring a coach with a large group of twenty to fifty people, or car with the small group less than sixteen people” (MTC-A).

Another tourist manager has also agreed that cruise tourism is bringing a lot of profits for his company. He stated that cruise passengers are from large ships and that such tourists are wealthy by local standards of income, thus such tourists have usually required the high levels of service in their travel. The respondent noted that:

“Although cruise tourism came to Vietnam no more than ten years ago and Ho Chi Minh City even more recently, it has become an important type of tourism for the city. Cruise tourism is bringing many opportunities for Ho Chi Minh City because it is significantly bringing a source of rich tourists. As you know, cruise ships are usually five star ships, therefore cruise tourists from cruise ships are usually rich. Basically, cruise passengers have usually paid more than other guests from another kind of transportation such as flights or dual carriageway” (MTC-B).

Secondly, further confirmation about the benefits from cruise ships for tourist companies came from the fourteen participants including five highly experienced tourist staff and nine middle experienced tourist employees who have also believed that their companies have received a lot of profits from cruise ships. They also agreed that cruise ships come to Ho Chi Minh City with many rich people, thus those tourists have usually spent a great deal of money with their companies including tourist fees, money for souvenirs, food and for water. One highly experienced member of the tourist staff mentioned that:

“Cruise passengers are usually rich people, thus they have normally hired a coach for just twenty to thirty people, as you know a coach can carry fifty people. I think, maybe, their body is bigger than Vietnamese people thus they need a big distance between seats. Or maybe, they have just wanted to hire a comfortable coach for their journey” (HESTC-A1).

Moreover, another highly experienced member of the tourist staff emphasised that:

“Serving cruise travellers like them is not like other guests because they are rich. Hence, they have always required the best service including coach or car with good air conditioning, fresh food, clean water, and so on. As a result, when my company served them with the best quality, they have usually paid a lot of money for us including buying souvenirs, food, and drink” (HESTC-B2).

To explain more about the benefits of cruise tourism for two tourist companies, both tourist managers of these companies claimed that “the business of my company has been developing every year and it has also contributed to the economic development of Ho Chi Minh City” (MTC-B) and “the profits from cruise tourism not only help my company to increase our business but also have a hand in development of the economy of Ho Chi Minh City” (MTC-A). Hence, it seemed that cruise tourism not only brings benefits for tourist companies but also plays a part in the economic development of Ho Chi Minh City.

One of the benefits of cruise tourism for the two tourist companies that was mentioned here is the improvement of the image of tourist companies. Thence, the image of Ho Chi Minh City has also increased through the number of foreign people sightseeing. All participants including the two tourist managers and eighteen tourist staff agreed that the image of the tourist company has been developed positively. According to one highly experienced member of the tourist staff:

“As you know, the image of my company is very important in business, especially cruise passengers are usually rich people. After they went back to their home from their journey that was served by my company, they could introduce my company to their family, relatives and friends. That also meant my company had a free advertisement without paying money” (HESTC-A3).

In addition, the service of tourist companies is improving after each tour; as one tourist manager stated:

“After every tour for cruise passengers, we have usually received feedback from cruise passengers for our tour. Based on their feedback, all managers and staff in my company will sit together and evaluate our service. From then its evaluation will help us to improve our service” (MTC-B).

In the process of exploring the benefits for tourist companies, there was a sub-theme that emerged that revealed the benefits of this activity to the tourist staff themselves.

This is, of course, through the profits that were made from the passengers after every tour not only in the form of traditional remuneration but also in 'tips' (gratuities) from cruise passengers. Almost all participants, including five highly experienced tourist staff, nine middle experienced tourist employees, and four less experienced tourist staff in the two tourist companies claimed that the money in the form of tips from cruise tourists are usually higher than those received from other type of guests from flights and motorway services. For example, one middle experienced tourist staff member noted that:

"As you know, besides the salary from my company, we have also received money tips from passengers, and we realised that the money tips from cruise travellers have always been higher than from other travellers" (MESTC-A2).

Another middle experienced tourist staff member claimed that:

"Although money from tips is not much, it has shown in my income. I thought because almost all passengers from cruise ships are usually rich so they have usually given much more tip to us more than other guests" (MESTC-B2).

On the other hand, four less experienced tourist employees did not define clearly the remuneration after serving cruise passengers. For instance, one of them said that:

"I do not know exactly the benefit from cruise tourism for my company is, because although cruise passengers come to Phu My by large ships, they have usually divided into many groups with around fifty to a hundred travellers for each group in which some groups choose Ho Chi Minh City for visiting and the others will spend time travelling to Vung Tau City. In addition, my company do not pick up all groups, some groups choose another tourist company" (LESTC-B2).

Another less experienced tourist staff member stated that:

“Actually, I do not recognise what the benefit of cruise passengers is for my company. Sometimes I have seen that cruise tourists are very wasteful with expenditure. For example, one group of tourists with only ten people said they required a coach for thirty people. From then, there would be twenty places with not many guests in this coach. In addition, instead of my company selling many souvenirs, food, or drinks for thirty travellers, we only sold for ten passengers. It means the benefit of cruise tourism is not much” (LESTC-A1).

We must also note that in comparison with other types of tourism in Ho Chi Minh City, a tourist manager said that profits from cruise tourism overall remain less than those from other sources:

“Although the profits from cruise tourists for my company are remarkable, however, in comparison with other passenger sources, it has still been low because the fee for picking up guests or selling souvenirs, food, and water is small” (MTC-B).

In addition, a highly experienced member of tourist staff claimed that:

“In spite of cruise ships having a large number of passengers and almost all cruise tourists are usually rich, there is only a small number of travellers who choose our service. Normally, we have only picked up around fifty to one hundred guests per cruise ship. It has never been all the guests from cruise ships who choose us” (HESTC-A2).

To explain why tourist companies have not gained many profits from cruise ships when compared to other types of visitors who use aeroplanes or motorway services all of the

participants claimed that limited time is an issue for their tourist companies. For example, a tourist manager demonstrated that:

“The time for cruise passengers travelling to Ho Chi Minh City is not much, it is just around eight to ten hours while the time for moving from Ba Ria – Vung Tau province to Ho Chi Minh City is around four hours for two ways return in good condition with no traffic jams. Therefore, they have not much time for exploring all of the areas in Ho Chi Minh City, and then cruise visitors also pay not as much as other guests who travel by aeroplanes or motorway services with usually two or three days in Ho Chi Minh City” (MTC-A).

To sum up, the overall viewpoints from the two tourist managers and eighteen staff emphasised that cruise tourism not only brings benefits for tourist companies but also for all staff. However, the viewpoints about the profit from cruise tourism were often dissimilar between managers and staff and are also different between the highly experienced staff and other staff. In addition, some of the participants also claimed that the benefit from the cruise ship is not as much as for other types of tourism in Ho Chi Minh City because of the comparatively small numbers of cruise tourists and the limited time they spend in the destination.

5.1.1.2. Jobs creation

The second sub-theme to present here is that of jobs creation. According to two tourist managers, “it has not much affected the business of my company” (MTC-A, MTC-B). However, the tourist managers from the two tourist companies have also offered some information that is more supportive of the role of cruise tourism in this area because they think that cruise tourism has created new jobs for the wider community of Ho Chi Minh City. One tourist manager stated that:

“Honestly, although cruise tourism is a new kind of tourism in Vietnam, , the employment prospects for this type of tourism are also similar to other types of tourism. In my company, we have usually transferred some existing staff to

serve the industry. In addition, we have also recruited some new tourist employees but the number of new tourist staff is very small. For instance, in the last two years, we only selected twenty new employees for cruise tourism” (MTC-B).

In addition, another tourist manager noted that:

“In general, my company has not recruited new staff for cruise tourism every year. Generally, my company have usually transferred our existing staff to serve in cruise tourism. Sometimes, I mean not very often, we recruited new employees, for instance, there were ten new staff for cruise tourism last year” (MTC-A).

Moreover, both tourist managers claimed that the staff have always changed their position based on the experience in their companies. One tourist manager stated that:

“To say that cruise tourism helps to create new jobs is not correctly true because, in fact, every employee of my company including tour guides or servants can serve all passengers including cruise tourists. Therefore, we usually transfer staff who we think have a good knowledge of cruise tourism from another service to the cruise tourism service” (MTC-A).

To sum up, job creation does not have much effected on the two tourist companies. This sub-theme was only found to be relevant by the two tourist managers who offered some evidence to explore the impact of cruise tourism on the two tourist companies involved. These two managers also summarised that, based on the statistics for their companies, cruise tourism does not very often create new jobs, that the most common impact is the transfer of already existing staff to cruise tourism activities, and that the number of new employees is small. Nonetheless, there is some anecdotal evidence of improvement in wider employment prospects.

5.1.1.3. Investments for tourist companies

The third sub-theme to be addressed here is the investment for two tourist companies created by cruise tourism. It was found that all participants considered this to be an important feature of the opportunities created by this new and expanding form of activity. It was clear that respondents felt that cruise passengers are usually more wealthy people, and thus they require high levels of service as the researcher explored in the first sub-theme. Consequently, investment for tourist companies is necessary in order to meet the more discerning requirements of this new clientele.

All participants noted that the income from cruise guests, in spite of being a comparatively small element of the overall tourist business, has become a key part of the investment into their companies. For instance, one tourist manager said that:

“We usually make an investment return to our companies. Every year, we have a strategy for development next year. This strategy will be based on previous years’ revenue to make a reinvestment. The revenue from guests including cruise passengers will be used for improving our services such as improving the quality of our transportation or buying a new one” (MTC-A).

In addition, another investment area for tourist companies is the improvement of internal investment as another tourist manager claimed that:

“We also improve the quality of our services through exchanging our experiences between managers and staff. In addition, we also invite foreign specialist, university lecturers to come to teach or exchange new information related to cruise tourism” (MTC-B).

Moreover, fourteen highly experienced tourist staff and middle experienced tourist employees also emphasised that every year, their companies organise one to two seminars for improving their skills in cruise tourism.

To sum up, the level of investment for tourist companies has been found to be an important issue in relation to their companies. Moreover, it was revealed that the

revenue from all tourists including cruise passengers is often used to reinvest in companies in order to improve both company infrastructure and staff skills.

5.1.1.4. Benefit for local tourist destination

The fourth sub-theme to be presented here relates to the benefits for the local tourist destination that may be gained by cruise tourism. The benefits to the city's attractions are worth mentioning here according to all participants and this seems to be very important for Ho Chi Minh City tourism development more widely. However, because of the limited time of cruise passengers in their destination ports the benefits for the local destination are concentrated in the most famous tourist attractions and are not similar for all tourist places in the city. As one tourist manager explained:

“Cruise passengers only have some hours travelling to Ho Chi Minh City, usually eight hours for exploring the city after their ships docked at Phu My port. Consequently, they have often chosen some popular tourist destination for visiting. Thus, the benefits for local tourist places is quite often concentrated into some famous destination such as Independence Palace, War Remnants Museum, Notre-dame Cathedral Basilica of Saigon, Cu Chi Tunnels” (MTC-A).

In another quote, a highly experienced member of tourist staff also explained why the benefits for local destination have only concentrated into some of the more famous tourist destinations in Ho Chi Minh City:

“In fact, even though there are a lot of attractive tourist places for cruise passengers in Ho Chi Minh City, with the limitation of time of cruise ships at port, my company have to choose where the cruise passengers should go. Therefore, the result is that a large number of visitors will concentrate on one tourist destination while fewer at the other places. Thus, the benefits will also not be similar for all tourist destinations in Ho Chi Minh City” (HESTC-A1).

In addition, another tourist manager emphasised that:

“As you know, cruise tourists usually travel to many places in the world. Therefore, when they come to Ho Chi Minh City, they will want to explore a place with the new image that they have never seen before. That is the reason why we usually choose some places which are the symbol of Ho Chi Minh City such as War Remnants Museum, Independence Palace, Cu Chi Tunnels. The result is that the benefits for local tourist destinations is measured but it is not for all tourist places in Ho Chi Minh City” (MTC-B).

To sum up, it can be said that cruise tourism has provided significant benefits to the local tourist destinations, however, these profits are only concentrated into some of the more famous sites of Ho Chi Minh City and this is explained by respondents as related to the comparatively limited time that cruise passengers have to explore the locale.

5.1.1.5. Local transportation development

The final sub-theme to be addressed is local transportation development. This is also an emerging issue for Ho Chi Minh City tourism development. Ho Chi Minh City is one of the biggest cities in Vietnam and the biggest city in the South of Vietnam, however, the transportation has always been a significant issue for not only tourism development but also the city's economic development with the increasing numbers of tourist passengers who choose Ho Chi Minh City as the destination on their travel. The city not only develops its transportation but also co-operates with neighbouring provinces, including Dong Nai province and Ba Ria – Vung Tau province, in building highways for economic development. All participants emphasised that travellers in general and cruise passengers in particular help local transportation development. For instance, one tourist manager identified that:

“The local transportation development, on one hand, does not only come from cruise tourism in particular and tourism in general but also from the economic development of three areas, Ho Chi Minh City, Dong Nai province, and Ba Ria

– Vung Tau province. In recent years, a lot of highways were built in Vietnam and one of them is to connect Ho Chi Minh City and Ba Ria – Vung Tau province where Phu My port located. It can be realised that cruise tourism is also a reason for local transportation development” (MTC-B).

In addition, another tourist manager provided more detail about local transportation development. He mentioned that:

“In the last three years, the time for moving from Phu My port in Ba Ria – Vung Tau province to Ho Chi Minh City has taken at least two hours. Thus, the travellers will lose four hours of going and returning to two cities including Ho Chi Minh City and Ba Ria – Vung Tau province. Consequently, the government recognised that it would reduce the economic benefits as well as decrease the attractiveness for foreign tourists, especially guests from large ships. From then, they considered to build a highway for connecting Ho Chi Minh City and Ba Ria – Vung Tau province and this highway finally has been opened since 2015 with the name Ho Chi Minh City – Long Thanh – Dau Giay highway. With this highway, the time for commuting is now only one hour and a half. Therefore, it can be said that tourism in general and cruise tourism in particular help local transportation develop” (MTC-A).

Moreover, according to a highly experienced member tourist staff, “Ho Chi Minh City has always been considered as the most important driver in the development of Vietnam’s economy” and “Ho Chi Minh City and Hanoi are the first two cities that have metro systems” (HESTC-A3). Furthermore, another highly experienced member of tourist staff noted that:

“In order to meet the easier movement of people in the whole city in general and tourist travellers in particular, Ho Chi Minh City has agreed to build a metro system. Accordingly, the subway system in Ho Chi Minh City has been approved by the Vietnam government and will have 8 metro lines that connect

to all districts in Ho Chi Minh City. As expected, all people in Ho Chi Minh City including tourists will travel by this metro” (HESTC-B2).

To sum up, all participants agreed that cruise tourism has also become a reason to explain why local transportation development has moved forward with great vigour in recent years. Cited examples of this include a highway through Ho Chi Minh City – Dong Nai – Ba Ria - Vung Tau which has been used since 2015, and in 2020 there is the expectation that a first new metro system will be put into use for travelling within Ho Chi Minh City itself.

5.1.1.6. Summary

Overall, the economic impact of cruise tourism was explored in some detail by the respondents from tourist companies. From their perspective, such benefits included the benefit for tourist companies themselves, job creation, investment for tourist companies and the wider economy, the benefit for the local tourist destination, and local transportation development. In addition, a new sub-theme that emerged was the benefit for tourist staff which was also found in the interviews. Cruise tourism development has also brought many benefits for Ho Chi Minh City as was stated by one highly experienced tourism member of staff:

“Through cruise tourism development, the economy has been increased by creating more jobs, greater business co-operation and investment, and enhanced local transport development such as a better city train” (HESTC-A2).

Almost all participants, including sixteen respondents, agreed that cruise tourism was offering benefits for their companies. On the other hand, however, four less experienced tourist staff did not recognise such advantages to this new industry. Nonetheless, many respondents claimed that with the development of cruise tourism in particular and tourism in general, the local transportation has created the conditions to develop new infrastructure, the most prominent of which is a new highway from Ba Ria – Vung Tau province to Ho Chi Minh City to connect the beginning and end of cruise passenger

travelling. In addition, some tourist companies' staff emphasised that cruise tourism has also brought benefit for themselves in terms of enhanced job prospects, greater job security and the potential for higher salaries.

5.1.2. The social-cultural impacts of cruise tourism

Three sub-themes emerged from the responses of interviewees when they were asked questions that related to the reality of cruise tourism. These sub-themes will be presented here including the tourist staff's knowledge improvement, the challenges of crowding in the city centre, and the perception of an increase in crime.

5.1.2.1. Tourist staff knowledge improvement

The first sub-theme here was tourist staff's knowledge improvement. All respondents held the same viewpoints that cruise tourism in particular and tourism, in general, had helped them to develop their business skills and knowledge. For instance, one highly experienced member of tourist staff stated that:

“Servicing cruise tourists helped me to improve my English, especially my conversation with foreign people is better than before. As you know, in the conversation with many foreign people, I must listen to many accents from many countries in the world, therefore I have understood more easily what they have said” (HESTC-A1).

In addition, another senior member of the tourist staff emphasised that:

“As you know, in spite of the fact that we are trained by many universities in Vietnam there are some skills we did not know and, in particular, my English is too “general”. For example, some people speak with accents that are not like normal English and we cannot understand the conversation with them. We can now learn new words that we have never known and some new accents. That is very good for us to improve ourselves.” (HESTC-B2).

Eighteen tourist staff have also claimed that knowledge about Vietnam and Ho Chi Minh City is very important to their work and that this knowledge was improving. According to one middle experienced tourist staff, “it makes me feel confident in every tour especially in the introduction with foreign people” (MESTC-A4).

In addition, another middle experienced tourist member of staff illustrated that:

“After every tour, we also learn some new knowledge around the world. This knowledge has been gained by the conversation between the cruise passenger and me. Therefore, it can be said that cruise tourism helps us to improve our skills” (MESTC-B3).

Moreover, all participants also agreed that besides improving their knowledge about the world or their skills in tourism, they also learned how to communicate politely with foreign travellers. In addition, all staff also learned how tourists focus on listening to the tour guides, especially about the protection of the tourism landscape.

To sum up, it seemed clear that there was a consensus that cruise tourism helped tourist staff to improve their knowledge not only through English improvement but also opening their understanding of the world.

5.1.2.2. Crowding in the city centre

The second sub-theme here was the crowding in the city centre in Ho Chi Minh City. All participants claimed that traffic jams have always been a big issue militating against economic development in Ho Chi Minh City for many years. One tourist manager said that:

“The number of the population in Ho Chi Minh City is very large and is around ten million people. In addition, Ho Chi Minh City is also a popular place for tourism in the whole country, therefore there is a large number of tourists

coming to the city every day. Thus, it is always crowded in the city centre” (MTC-A).

In addition, another tourist manager illustrated that:

“Because almost all famous tourist destinations are located in the city centre there are a lot of people, including Ho Chi Minh citizens and travellers, who will concentrate on them. Such places as Independence Palace and Notre-dame Cathedral Basilica of Saigon are very close together. Moreover, the population of the city is very big, as you know, Ho Chi Minh City has the biggest population in Vietnam. Therefore, the crowding in the city centre has always happened every day” (MTC-B).

Moreover, another reason that was reported by all staff of the two tourist companies is the use of individual vehicles. One highly experienced tourist staff member noted that:

“Compared to other cities in Vietnam, Ho Chi Minh City has the biggest population and is the most popular tourist destination in the country. In addition, the main individual transportation is the motorcycle, thus people who live in or travel to Ho Chi Minh City are all too familiar with traffic jams. Nevertheless, cruise tourists are much like other passengers who are Ho Chi Minh City citizens, and it also becomes a source of crowding in the city centre” (HESTC-A3).

To sum up, it can be seen that the crowding in the Ho Chi Minh City centre is happening every day, all participants claimed that cruise tourism is also a source which has made the city centre is more populous and more difficult to navigate with concomitant issues of pollution that are of growing concern.

5.1.2.3. The increase in crime

In general, crime is not a major issue for Ho Chi Minh City. However, the participants claimed that almost cruise passengers are 'rich', and thus they are becoming the target for the criminal element in the city. In addition, it was noted in the previous sub-theme that the city centre is crowded and that the most popular individual vehicle in Ho Chi Minh City people is the motorcycle, thus criminals find it easy to escape. For example, one middle experienced tourist staff noted that:

“The criminality in Ho Chi Minh City is not too much, but with a large of number guests coming to Ho Chi Minh City for travelling every day, they can become the target for the criminal. Especially, since criminals would tend to choose passengers who are wearing jewellery or using smartphones to rob” (MESTC-B4).

All participants agreed that with the large numbers of foreign travellers coming into the city centre, the incidence of crime has also increased. As one middle experienced member of tourist staff claimed that “Cruise passengers have also made crime increase because almost all cruise travellers are rich people” (MESTC-A2).

To sum up, cruise tourism is not the main reason for crime increasing in Ho Chi Minh City, but with the greater number of passengers from cruise ships in particular and tourists from other types of tourism in general, the crime is perceived to have increased considerably because such tourists are seen as offering 'rich pickings' to the criminal elements in a city where escape is facilitated by speedy use of the main mode of transport in crowded streets.

5.1.2.4. Summary

In general, based on the data collected from two tourist managers and eighteen tourist staff of two tourist companies, the social-cultural impact of cruise tourism was explored. Its impact included tourist staff knowledge improvement, the crowding in the centre, and the increasing incidence of crime. All participants agreed that cruise tourism has made some changes for the social-cultural landscape in Ho Chi Minh City, however, this

change does not appear to be such a great influence or impact as the economic impact of cruise tourism for the city. The biggest social-cultural impact of cruise tourism for the city is tourist staff knowledge improvement that was mentioned in the previous paragraph. On the other hand, with a small number of the passengers from cruise ships coming to Ho Chi Minh City, the remaining impacts included challenges associated with crowding in the city centre, and although crime is perceived to be increasing it remains negligible when compared to many other world cities.

5.1.3. The environmental impacts of cruise tourism

Generally, the questions related to the environmental impact of cruise tourism for Ho Chi Minh City has not produced much evidence. For example, when the researcher asked the participants what is the impact of cruise tourism for Ho Chi Minh City, one tourist manager said that:

“The environmental impact of cruise tourism for Ho Chi Minh City is often difficult to evaluate. In practical terms, almost all economic activities including tourism have affected the environment” (MTC-A).

However, there were diverging levels of understanding in relation to the evidence that shows how cruise tourism influences the environment of Ho Chi Minh City. One highly experienced tourist staff member noted that:

“In fact, we only do business in tourism, thus we do not know how to evaluate the impact of cruise tourism on the environment of Ho Chi Minh City. We think that, with large ships, maybe, there are some impacts such as waste or pollution. However, we are not sure” (HESTC-B1).

Therefore, the researcher could not explore the environmental impact with the respondents. In hindsight, this was perhaps not entirely unexpected since the issue was one which was wider than the specific work of the respondents. Nonetheless, as shown in the Literature Review section of this study, this is an important topic in the field.

5.2. Data from respondents at three ports in Ho Chi Minh City and Ba Ria – Vung Tau province, Vietnam

Data collection was carried out with three port managers, three port staff, and two local residents at three ports in Ho Chi Minh City and Ba Ria – Vung Tau province. The responses are outlined according to three main themes, which are related closely to research questions including:

- The economic impacts of cruise tourism,
- The social-cultural impacts of cruise tourism, and
- The environmental impacts of cruise tourism.

These three themes emerged from the questions in the interview schedules. Based on the position of the respondents including port managers, port staff, and local residents. Therefore, they have different viewpoints on each theme. Consequently, the researcher has also separated all respondents from the two tourist companies into two groups including group A, which would be three port managers of three ports, on the other hand, group B, which would be three port staff members at these three ports, and finally two local residents would be arranged to group C. For each group participant, the researcher explored their understanding of the impact of cruise tourism on Ho Chi Minh City.

5.2.1. The economic impacts of cruise tourism

There are four sub-themes that emerged from the responses of interviewees when they were asked questions that related to the experience of cruise tourism. These sub-themes are presented here including the benefits for the port, jobs creation, the investment in infrastructure development, and local transportation development.

5.2.1.1. Benefit for ports

The first sub-theme here was the benefits for the three ports in both Ho Chi Minh City and Ba Ria- Vung Tau province, on which the research focused. This sub-theme was considered an important issue that explained how cruise tourism has influenced the business of ports in particular and Ho Chi Minh City economy in general.

Firstly, there are two ways for cruise tourists to visit Ho Chi Minh City and this depends on the type of tourist ships. For large ships, until recently the direct cruise port in Ho Chi Minh City did not exist, therefore the cruise ships were forced to dock at ports in Phu My that was located in Ba Ria – Vung Tau province. Whereas, for some time the small and mid-sized ships could come and dock directly in Ho Chi Minh City.

Secondly, there were some benefits that showed up in the respondents' interviews for those who had been working directly at the three ports including three managers and three staff. All respondents agreed that cruise tourism has brought a great many benefits for their companies. However, their viewpoints about the profits from cruise tourism for their ports and Ho Chi Minh City were not entirely similar. For example, both port managers in Phu My claimed that the benefit from cruise tourism for their port is not very great. One port manager in Phu My stated that:

“Generally, the main function of my port is as a cargo port, thus the number of tourism ships coming to my port is very small. However, sometimes, we must keep the relationship with Ba Ria – Vung Tau province, therefore we accept cruise ships to dock at my port” (MP-B).

In addition, another port manager in Phu My claimed that:

“The number of ports in Vietnam for tourism is not great. In general, almost all ports are cargo ports and my port is one of them. However, with the competition between ports in Phu My area, sometimes we have not enough goods for business activity. That why we must welcome tourism ships” (MP-A).

Moreover, both port managers in Phu My emphasised that the benefit from cruise ships is very small and that it takes a great deal of time to prepare to welcome a tourist ship. One port manager in Phu My demonstrated that:

“Because my port is a cargo port, thus it is much polluted. Therefore, with one tourist ship coming to my port, we have usually taken one day to clean all wharfs of the port. In addition, we have only collected some fees including docking fees, ship cleaning fees. In comparison with goods, the revenue for my port from tourist ship is very small” (MP-B).

Using other, but similar, words, another port manager in Phu My has stated that:

“As I said before, almost all ports in the Phu My area are dealing in cargo activities, therefore, all quays of the port are much polluted. Our staff have to be paid at least one day for cleaning all piers. We have also not wanted to accept tourist ships because the revenue from them is very small with only the fee for docking” (MP-C).

Furthermore, both port managers at Phu My also noted that the time limit of cruise ships has also posed an issue for the port. For instance, one port manager in Phu My stated that:

“Basically, cruise ships are only docked for a short time and it has usually been no more than 10 hours. Because we have to stop all activities for welcoming them, thus cruise ships could not make more profits for my port” (MP-B).

For supplying other evidence for less benefit from cruise ships, two port managers have also claimed that the revenue from cruise ships is very small. One port manager in Phu My said that “For every cruise ship docked in my port, the revenue that my port received was only the fees for docking, the revenue from selling fuel, water and food for cruise ships and crews. However, this revenue is very small” (MP-B).

Another port manager in Phu My held the same opinions about the profits of a cruise ship, however, he also added one beneficial thing from cruise ships when he stated that:

“Despite the revenue from cruise ships being less than cargo ships, my port has also received the docking fees, the fees for selling food, water and fuel for cruise ships. In addition, sometimes, we also have the fee for cleaning cruise ships” (MP-C).

On the other hand, a port manager in Ho Chi Minh City discussed the topic in very different ways from two port managers in Ba Ria – Vung Tau. In his point of view, cruise tourism can bring considerable profits for his port and thus will contribute to the economic development of Ho Chi Minh City. He said that:

“Cruise tourism is becoming a new type of our business, normally my port will welcome cargo ships but now Phu My bridge has been used, the number of cargo ships coming to my port has decreased” (MP-A),

and

“In spite of cruise ships coming to my port it is usually mid-sized ships, but we contribute everything that these ships need including fuel, food and water. Therefore, the revenue from cruise ships becomes one of the important revenues for economic activities of my port with the revenue from welcoming all ships including cruise ships, my port has also donated a lot of money for the development of the economy of Ho Chi Minh City” (MP-A).

Another benefit from cruise ships that was evident was the popularity of the port image after welcoming many cruise ships. All participants including three port managers and three staff all mentioned that the port image is improving because of this new form of enterprise. Moreover, the image of Ho Chi Minh City has also grown through the sightseeing activities of visitors. Since the two ports at Phu My are located in Ba Ria – Vung Tau activity there has also assisted in the development of the image of the city. According to one port manager in Ho Chi Minh City:

“The image of my port is very important for our business activities. With the best service for all cruise ships, cruise crews, and cruise passengers who choose my port to stay. My port is becoming more and more famous and known for all ships in the world. Thence, the image of Ho Chi Minh City has also improved” (MP-A).

Generally, from the three viewpoints of the port managers, it can be seen that cruise tourism can bring considerable benefits not only for ports but also for the wider environs of Ho Chi Minh City. However, the revenue from cruise ships for every port is different. While the two port managers Phu My illustrated that it the benefit is very small, the port manager in Ho Chi Minh City claimed that the revenue from the cruise ships is emerging as the most important source of revenue for the business activities.

5.2.1.2. Jobs creation

The second sub-theme here was that of jobs creation. This issue was mentioned by three port managers who claimed that for every service they have a specific group of employees. However, the situation is not the same between the three ports. One port manager in Phu My stated that:

“The main service of my port is as a cargo port, thus to welcome cruise ships we have to establish new group staff. Its group staff are only from the existing staff of my companies” (MP-C).

In addition, another port manager in Phu My noted that:

“Since my company was established, our main goal has been as a cargo port, therefore basically we have no employees for cruise ships service. However, there is always competition between ports in Phu My, sometimes we do not have goods and we have used this time for welcoming cruise ships. To prepare for accepting cruise ships, we must create a new group in which all staff of this group is will be the existing staff of my port” (MP-B).

On the other hand, a statement from the port manager in Ho Chi Minh City claimed that “cruise ship business has become more important nowadays and to do good business on the new area, a lot of jobs were created” (MP-A).

For more details, the port manager in Ho Chi Minh City, firstly, explained why cruise tourism service became one of the most important activities for his port and the establishment of the new port. He stated that:

“Previously, there were two ports that welcomed cruise ships, one is my port and the other is located in the north of this river. However, until now it has been only my port that is welcoming cruise ships because the other one has changed their business target” (MP-A),

and

“As I told you since Phu My Bridge was first used in September 2009, our revenue has fallen dramatically, thus we are forced to change our business goal. With the appearance of Phu My Bridge and cruise ships becoming a new key business target, my port has decided to establish a new port for welcoming cruise ships with free activities from the port of call” (MP-A).

Secondly, the issue of job creation for cruise ships’ business was emphasised and it was stated that:

“Until now, my port has been doing business as both a cruise port and cargo port in which cargo ships are still a key business objective. Previously, my port did not have any staff who can serve the cruise ship, the existing staff will be mobilised to welcome cruise passengers. Four years ago, with the establishment of the new port that only caters for cruise ships, a lot of jobs were created” (MP-A).

To sum up, there were two opinions on job creation from the activities of cruise tourism in which one port manager in Phu My said that “there are not any new jobs in my port to serve cruise ships” (MP-B), on the other hand another port manager in Phu My claimed that “there are two sources of workers for cruise ships, one from the existing staff and the other from selecting new” (MP-C). In addition, with the new port for cruise activities, the port manager in Ho Chi Minh City emphasised that “cruise tourism has created more new jobs” (MP-A). Clearly, at the time of research, there was variance in the impact on jobs with the ports that focused more strongly on cruise tourism recruiting new workers with a specific role of focusing on this new form of business.

5.2.1.3. Investments and infrastructure development

The third sub-theme was investment and infrastructure development. In the three ports who accepted to participate in this research, there was only the port in Ho Chi Minh City which has invested in and developed infrastructure. The manager of this port illustrated that:

“Because cruise ships have usually been five star ships, therefore we have to create a new port to welcome them. The new passenger port is now located next to the cargo port and both of them also use the same pier. However, the local government and my company have a strategy for the next ten years in which my port will move to the North of this river. Thence, my port will be divided into two ports, one for cargo and the other for cruise ships” (MP-A).

He also claimed that “When my port moves to the North of this river, the new wharf will be created to welcome not only small and mid-sized ships as of the present time but also large ships that can only dock at Phu My at the present time” (MP-A).

In addition, the vision of local government about cruise tourism has also been pointed out. The port manager in Ho Chi Minh City said that:

“The Ho Chi Minh City governors considered that cruise tourism is one of the focused missions and cruise tourism will become one of the crucial industries

in the economic development of the city. Therefore, they have a plan to set up a Cruise Terminal that will be named 'The Red Light Cape' that will be located at District 7" (MP-A).

On the other hand, two ports in Phu My area did not note any investment and infrastructure development. One port manager in Phu My stated that:

"The main business of my port until now is still as a cargo port, we have only concentrated on goods. Therefore, cruise tourism does not help my port for investment and infrastructure development. This is only about cruise business, on the other hand, my company has still invested in developing infrastructure but its purpose is for improving cargo services" (MP-C).

In addition, to claim it does not need to invest in infrastructure, another port manager in Phu My demonstrated that:

"When we compared the benefits of goods and tourists, we recognised that goods are more important because the revenue from cruise tourism from my port is very small. Hence, if my port needs to invest in infrastructure, we only invest in infrastructure that is related to goods development" (MP-B).

In general, investment and infrastructure have only developed at the port in Ho Chi Minh City. In addition, the local government and port manager realised the importance of cruise tourism for Ho Chi Minh City economic development, therefore some plans have been created with a new cruise port and a direct cruise terminal.

5.2.1.4. Local transportation development

The fourth sub-theme here was local transportation development. All participants including three port managers and three port staff agreed that with the cruise tourism development, the local transportation has the condition to develop. The data collection

showed that the large cruise ships will dock at Phu My, on the other hand, small and mid-size ships can come directly to Ho Chi Minh City. Therefore, cruise passengers have to use other transportation vehicles for going to Ho Chi Minh City.

In addition, to develop the economy, transportation is one of the most important factors. One port manager in Phu My claimed:

“The government has always set economic development as the most important target for Ba Ria – Vung Tau. To do it, on one hand, the province will concentrate on the use of natural resources, and on the other hand, tourism is also the other important element. Therefore, local transportation has also developed.” (MP-B).

Whereas, one member of the port staff in Phu My illustrated that:

“For welcoming travellers including cruise passengers, it is necessary to have a transportation system in good condition. Therefore, local transportation is developing with the upgrading of existing roads in the province. In addition, a new highway that connects Ba Ria – Vung Tau province and Ho Chi Minh City has also been put to use” (PS-B).

Moreover, another port manager in Phu My stated that:

“Generally, cruise ships are usually large ships, thus they cannot dock at Ho Chi Minh City. Therefore, tourists from not only cruise ships but also other vehicles will have to use other transportation vehicles to go to Ho Chi Minh City. Since then, local transportation has a good condition to develop” (MP-C).

Furthermore, the highway was also mentioned in the statement of the port manager in Ho Chi Minh City. He pointed out that:

“If the cruise ship is a large ship, they cannot dock at my port, thus they have to dock at Phu My in Ba Ria – Vung Tau province and then the passengers from this ship are usually picked up by tourist companies. After that, they will spend at least two hours to move from Phu My port to Ho Chi Minh City. After the highway Long Thanh – Dau Giay – Ho Chi Minh City was opened in 2015, the time went down to one hour and a half. Hence, it can be said the tourism in general and cruise tourism, in particular, helped local transportation improvement and development” (MP-A).

In addition, two port staff from Ho Chi Minh City also demonstrated that with the development of tourism in general and cruise tourism in particular, the local transportation is developing. One port staff member in Ho Chi Minh City noted that:

“Ho Chi Minh City is the most important city in Vietnam, the city is seen as ahead of economic development in the whole country. Tourism is one of the most important factors that has been contributed to developing the Ho Chi Minh City economy. Therefore, the local transportation has always received the attention from Vietnam government” (PS-A1).

Another port staff member in Ho Chi Minh City pointed out that:

“Because of the importance of Ho Chi Minh City in the economic development in Vietnam, thus the government decided that Ho Chi Minh City is one of two cities that will have the first metro in Vietnam, and the metro system has been built from two years ago and hopefully can be used in 2020. Thence, it can be seen that cruise tourism is one of the factors that help local transportation in Ho Chi Minh City improve and develop” (PS-A2).

To sum up, tourism in general and cruise tourism, in particular, has helped local transportation development. All participants including three port managers and three staff made statements that proved this to be the case. However, the enhanced local

transportation development in Ho Chi Minh City is clearly much greater as was evidenced by the statements of the port manager and two port staff in the port at the city. Since the city is a metropolitan area this is, perhaps, to be expected and the new highway and building of the metro system featured in the responses of those interviewed.

5.2.1.5. Summary

In summary, the economic impact of cruise tourism was explored with three port managers and three port staff, this included the benefit for ports, job creation, investment and infrastructure development, and local transportation development. Almost all participants' responses agreed that cruise tourism was making considerable profits for their ports, however, the benefits are not similar in the three ports since the two ports in Phu My received less profit than the port in Ho Chi Minh City. In addition, the port managers in Ho Chi Minh City claimed that cruise tourism has also created more jobs while both managers in Phu My said that although cruise tourism has also created some jobs this has been comparatively marginal. All respondents claimed that cruise tourism is one of the factors that have helped local transportation development.

5.2.2. The social-cultural impacts of cruise tourism

There are three sub-themes that emerged from the responses of interviewees when they were asked questions that related to the reality of cruise tourism. These sub-themes will be presented here including the benefit for port staff knowledge improvement, changing the normal activities of the port, and crime increasing.

5.2.2.1. Port staff knowledge improvement

The first sub-theme here was port staff knowledge improvement. This is also similar to the participants of tourist companies. All port participants claimed that cruise tourism helps them to improve. They illustrated that there are two things, one is the improvement of their skills and the other is their knowledge development.

While two port managers and one port staff member of the two ports in Phu My stated that the conversation with foreign people helped them to improve their English, all

participants including a port manager and two port staff of the port in Ho Chi Minh City claimed that they have received many advantages from cruise passengers. For instance, one member of the port staff in Ho Chi Minh City illustrated that:

“From all cruise passengers, we have received a lot of benefits in which the two most popular are our foreign language and our skills. Firstly, our English is improving every day because we have to speak to a lot of foreign people from many countries in the world. Secondly, our skills have been developed in the way in which the foreign people do things, which is important” (SP-A1).

In addition, the manager of the port in Ho Chi Minh stated that the appearance of cruise passengers helps not only himself but also his staff. He claimed that:

“Every day working with cruise passengers helps us to improve ourselves in which our foreign languages, especially English, is getting better because we have to communicate with many English accents. In addition, we have also learnt how cruise travellers are patient in staying in line without jostling” (MP-A).

To sum up, cruise tourism has brought many new advantages for all port participants including three port managers and three port staff. They claimed that there are two main things from cruise tourists that are: foreign languages improvement and participants’ skills development.

5.2.2.2. Change of the normal activities of the port

The second sub-theme here was changing the normal activities of the port. This is a very important issue that all ports claimed, especially the two ports in Phu My. However, there were two differing opinions from them about cruise ships. All participants of the two ports in Phu My mentioned that cruise ships have made changing their business. One port manager in Phu My stated that:

“The main business of my port is cargo ships especially the main goods are related to fertilizer, cattle fodder, and poultry feed, thus the area at the pier is very dirty. This is much polluted at the wharf. Therefore, when the cruise ships come to my port, all staff will stop their daily work to clean the quay area and the time for cleaning is about one day. On this day, the activities business of port will stop and my port does not have any revenue” (MP-B).

In addition, another manager in Phu My claimed that when cruise ships docked at the port, almost all staff will stay at home. He demonstrated that:

“On the day the cruise ship comes, our business will stop, thus almost all staff do not need to come to my port for working. It is also good for them because they will have a rest and it is likes a sort of holiday for most employees” (MP-C).

On the other hand, the activities of the port in Ho Chi Minh City are different from both ports in Phu My. The port manager in Ho Chi Minh City identified that:

“Previously, when the port for passenger ships was not established, my port will serve both types of ships including cargo ship and tourist ships, thus cruise ship and cargo ship have shared the pier and most port staff have also worked for both. Hence, the work of my staff is very great. However, it changed when the passenger port was created, my staff do not have experience of both types of ships. Now the port employees have divided and some of them will move to the passenger port” (MP-A).

To sum up, many participants agreed that cruise ships have affected the activities of their ports. They claimed that cruise ships have influenced the revenue because their ports have to stop doing business on the days that cruise ships arrive. On the other hand, the port staff in Phu My identified that “Sometimes, we would like to welcome cruise

ships because on those days we do not pay so much attention to our work and have more time to relax with our family, our friends” (SP-B).

5.2.2.3. Crime

The third sub-theme that emerged that can be mentioned here is the issue of crime increasing. This sub-theme was only mentioned by three participants in the port in Ho Chi Minh City. They claimed that with the concentration of tourists, ideal conditions have been created for criminals to come. According to one member of port staff in Ho Chi Minh City:

“On the days that cruise ships come, the area around the passenger port has become more crowded. Therefore, it made the port look messier with a lot of tourists and tourist companies. Thus, it is time for criminals” (SP-A1).

To protect cruise passengers, according to another member of port staff, “We always remind travellers that they should be protecting their jewellery and phones” (SP-A2). In addition, “We also check all people who want to come to my port” (SP-A1).

To sum up, the views here had many similarities with those expressed by the staff of the tourist businesses in that they felt that the specific nature of cruise passengers is a factor in what they see as the increase in crime since such tourists have many expensive items. Thus, all participants in Ho Chi Minh City noted that cruise ships could be very attractive for the criminal.

5.2.2.4. Summary

Generally, the social-cultural impact of cruise tourism for Ho Chi Minh City was explored through data collection through interviews with three port managers and three ports staff of three ports in both Ho Chi Minh City and Phu My. Based on this data, there were four factors including port staff knowledge improvement, change of the normal activities of the port, and the increase in crime. While all participants in the three ports agreed, they have improved their knowledge, and their port activities have to change when cruise ships come.

5.2.3. The environmental impacts of cruise tourism

This impact emerged from the responses of interviewees when they were asked questions that related to their experience of cruise tourism. Almost all participants, including three port managers and three staff, think that ships have always been associated with pollution. However, according to the port manager in Ho Chi Minh City, “it is not easy to measure because we do not have any device to do it” (MP-A). In addition, one port manager in Phu My claimed that:

“In general, our business is related to ships, of course, it will be polluted. However, the pollution from cruise ships in comparison with cargo ship is extremely much lower because they do not emit a lot of smoke” (MP-C).

On the other hand, the local residents who are living nearby the port have different viewpoints. Those who took part in the research claimed that their normal life has been changed when a cruise ship comes to the port. For more details, one local resident claimed that:

“Our life has been changed since many large ships come to the port. They are big, thus the sound volume from these ships has usually been too loud. It is too dangerous for us” (LC-A).

In addition, the pollution from smoke by ships is also another issue that local residents noted. Another local resident stated that “They are large ships; thus those ships have also discharged a lot of smoke. We also feel uncomfortable when they come. Especially since there are many houses around the port” (LC-B).

To sum up, all participants agreed that cruise ships affected the environment and there were a number of concerns. While most participants in the port noted that cruise ships make pollution it is not easy to measure how great this effect is. Nonetheless, the impact on the lives of local residents should not be minimised.

To summarise the data presentation from participants who are working directly at three ports, see table 5.1 (see on next page)

**Table 5.1. The similarities and differences of the impacts
of the cruise industry on ports**

| Name of port (location) | The main function of the port | Size of ships | Economic Impacts | | Social – Cultural Impacts | | Environment Impacts | |
|---|-------------------------------|---------------------------|---|---|--|--|---|-------------|
| | | | Similarities | Differences | Similarities | Differences | Similarities | Differences |
| Sai Gon Port (in Ho Chi Minh City) | Cargo and cruise port | Small and mid-sized ships | Benefits for the port in increased income | This is a small port but has an increased significance in recent years | Port staff knowledge improvement, especially in foreign language acquisition and associated ability to communicate with tourists | | Cruise activities may bring some environmental effects but there is currently no empirical evidence for this (which may relate to lack of monitoring facilities and procedures) | |
| | | | The port image is improving | | Change to the normal activities of port raising challenges for staff | Some minor cultural impacts but limited by the fact that there is a new port for cruise ships | | |
| | | | Job creation | A lot of jobs were created because a new port for the cruise was built | Crime | There may be challenges because cruise passengers are usually seen as 'rich' visitors giving rise to security concerns | | |
| | | | Investment and infrastructure development has taken place | A new port was built in the same area with the existing cargo port The city has a plan to build a direct cruise port in District 7 which is named 'The Red Light Cape' | | | | |
| Tan Cang Port (in Phu My Area – Ba | Cargo port | Large ships can dock | Benefit for the port in terms of revenue | This is currently a very small facility | Port staff knowledge improvement, especially in | | Cruise activities may bring some environmental effects but | |

| | | | | | | | | |
|--|------------|--------------|---|--|--|--|--|--|
| Ria Vung Tau province) | | at this port | | | foreign language acquisition | | there is currently little empirical evidence show (possibly because of lack of monitoring) | |
| | | | The port image has improved | | The main business is cargo ships, therefore, cruise tourism changes of the normal activities of the port | Very large changes because of the level of investment and development of facilities. | | |
| | | | Job creation | No new jobs created since the cruise area was worked by the existing staff | | | | |
| | | | Significant investment and infrastructure development | Not applicable | | | | |
| Baria Serece Port (in Phu My Area – Ba Ria Vung Tau province) | Cargo port | Large ships | Financial benefits for the port in terms of income from additional shipping | Very small | Port staff knowledge improvement, especially in foreign language acquisition | | Cruise activities may bring some environment effects but there is no empirical evidence (possibly because of lack of monitoring) | |
| | | | The image of the port has improved | | The main business is cargo ship, therefore, cruise activity changes of the normal activities of the port | Major changes based on investment and development of facilities | | |
| | | | Job creation | No new jobs have been created since the cruise area was worked by the existing workers | | | | |
| | | | Investment and | Not applicable | | | | |

| | | | | | | | | |
|--|--|--|-------------------------------|--|--|--|--|--|
| | | | infrastructure development | | | | | |
|--|--|--|-------------------------------|--|--|--|--|--|

5.3. Data from questionnaires in Vietnam

Data collection was carried out with a hundred respondents at three ports in Ho Chi Minh City and Ba Ria – Vung Tau province in Vietnam. The responses are outlined according to three main themes, which related closely to research questions including:

- The economic impacts of cruise tourism,
- The social-cultural impacts of cruise tourism, and
- The environmental impacts of cruise tourism.

These three themes emerged from the questions in the questionnaire schedules. Based on their understanding of cruise ships activities, the researcher explored their understanding of the impact of cruise tourism for Ho Chi Minh City.

5.3.1. The economic impacts of cruise tourism

There are four sub-themes that emerged from the responses to questionnaires when respondents were asked for choosing answers that related to the experience on cruise tourism. These sub-themes are presented here including the investment in infrastructure development, jobs creation, the benefits for the city, and local residents. In general, the cruise industry is perceived to have helped in the development of the city not only in both public and private areas but also through the additional income. For more details, according to Table 5.2 and 5.3 (see on next page), it was shown that all participants respondents felt that cruise activities helped the city to increase investments and infrastructure in both public and private areas. For more details, in public investments and infrastructures, there were 65% respondents who stated that they “agree” and 35% stated that they “completely agree”. Meanwhile, in private investments and infrastructures, there were 69% respondents who stated that they “agree” and 31% “completely agree”

Table 5.2. Increases public investment and infrastructures

| | | Frequency | Per cent | Valid Percent |
|---------|--------------------|-----------|----------|---------------|
| Valid | I agree | 65 | 63.7 | 65.0 |
| | I completely agree | 35 | 34.3 | 35.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

Table 5.3. Increases private investment and infrastructures

| | | Frequency | Per cent | Valid Percent |
|---------|-----------------------|-----------|----------|---------------|
| Valid | I agree | 69 | 67.6 | 69.0 |
| | I completely disagree | 31 | 30.4 | 31.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

Similarly, the respondents also think that jobs creation is the next positive impact of cruise ships at the visited destination. This can be found in Table 5.4 (see below), which shows that all participants agree that cruise activities help to create more jobs. For instance, there was 69% of participants who answered “agree” and 31% “completely agree”.

Table 5.4. Increases jobs opportunities

| | | Frequency | Per cent | Valid Percent |
|---------|--------------------|-----------|----------|---------------|
| Valid | I agree | 69 | 67.6 | 69.0 |
| | I completely agree | 31 | 30.4 | 31.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

In addition, all participants also illustrated that the activities of cruise ships have generated the income for the local economy and local people with 69% people “agree”

and 31% people “completely agree”. This finding is shown in Table 5.5 and 5.6 (see below).

Table 5.5. Increases the income for the local economy

| | | Frequency | Per cent | Valid Percent |
|---------|--------------------|-----------|----------|---------------|
| Valid | I agree | 69 | 67.6 | 69.0 |
| | I completely agree | 31 | 30.4 | 31.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

Table 5.6. Increases the income for local people

| | | Frequency | Per cent | Valid Percent |
|---------|--------------------|-----------|----------|---------------|
| Valid | I agree | 69 | 67.6 | 69.0 |
| | I completely agree | 31 | 30.4 | 31.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

On the other hand, the negative impacts on the economy of visited destinations cannot be found by all participants.

5.3.2. The social-cultural impacts of cruise tourism

Four sub-themes emerged from the responses to questionnaires when they were asked to choose answers that related to the experience of cruise tourism. These sub-themes are presented here including social and cultural life for the local destination, quality of life, transportation, and tourist facilities.

In general, the cruise industry has assisted the city by the enhancement of the social and cultural life at the visited destination. This finding can be found in Table 5.7 and 5.8 (see on next page), in which all participants agree that cruise activities enhance the social and cultural life of the city.

Table 5.7. Enhances the social and cultural life for the local population

| | | Frequency | Per cent | Valid Percent |
|---------|--------------------|-----------|----------|---------------|
| Valid | I agree | 69 | 67.6 | 69.0 |
| | I completely agree | 31 | 30.4 | 31.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

Table 5.8. Enhances the local offer of cultural entertainment activities and attractions

| | | Frequency | Per cent | Valid Percent |
|---------|--------------------|-----------|----------|---------------|
| Valid | I agree | 69 | 67.6 | 69.0 |
| | I completely agree | 31 | 30.4 | 31.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

In addition, the other positive outcome of cruise activities that was mentioned here is the enhancement to the quality of life. For more details, all respondents thought that cruise tourism helped to increase the quality of life for local residents. Indeed, 69% of participants stated “agree” and 31% respondents stated, “completely agree”. This can be seen in Table 5.9 (see below).

Table 5.9. Enhances the quality of life for the local population

| | | Frequency | Per cent | Valid Percent |
|---------|--------------------|-----------|----------|---------------|
| Valid | I agree | 69 | 67.6 | 69.0 |
| | I completely agree | 31 | 30.4 | 31.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

The next positive impact of the cruise industry was for social-cultural life of the city, as can be found by cruise passengers in Table 5.10 (see below) is the increase of local transportation. All participants thought that cruise tourism activities could help the city to improve the local transportation system. For more details, there were 69% who stated “agree” and 31% said, “completely agree”.

Table 5.10. Enhances the quality of the local transportation system

| | | Frequency | Per cent | Valid Percent |
|---------|--------------------|-----------|----------|---------------|
| Valid | I agree | 69 | 67.6 | 69.0 |
| | I completely agree | 31 | 30.4 | 31.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

One of the other positive impacts that were found by the cruise tourists was the enhancement of the quality of tourist companies including services, management, staff skills and knowledge. It was very surprising that all respondents thought that cruise tourism activities can help tourist companies improve their quality and, for more details, according to Table 5.11 (see below), 69% of cruise tourists agreed that cruise tourism enhances the quality of tourist companies and 31% of cruise passengers completely agreed.

Table 5.11. Enhances the quality of tourist companies

| | | Frequency | Per cent | Valid Percent |
|---------|--------------------|-----------|----------|---------------|
| Valid | I agree | 69 | 67.6 | 69.0 |
| | I completely agree | 31 | 30.4 | 31.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

However, in the process of exploring the impacts of the cruise industry on the social-cultural of the visited destination, the researcher found that all participants thought that cruise tourism activities have also brought some negatives impacts including traffic jams and changes to the normal daily life of local residents. For more details, the first negative

impact is traffic jams, as can be seen in Table 5.12 (see below), which showed that 51% stated “agree” and 49% “completely agree”.

Table 5.12. Increases traffic jams

| | | Frequency | Per cent | Valid Percent |
|---------|--------------------|-----------|----------|---------------|
| Valid | I agree | 51 | 50.0 | 51.0 |
| | I completely agree | 49 | 48.0 | 49.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

The other negative that was mentioned here is the change of daily life of local residents. However, this was dissimilar between cruise passengers, in which there was 73% who thought that cruise tourism activities do not change local resident daily life. On the other hand, there were 27% of participants said they do not know. The finding can be seen in Table 5.13 (see below).

Table 5.13. Forces local residents to change the way they manage their life

| | | Frequency | Per cent | Valid Percent |
|---------|-----------------------|-----------|----------|---------------|
| Valid | I completely disagree | 28 | 27.5 | 28.0 |
| | I disagree | 45 | 44.1 | 45.0 |
| | Not sure | 27 | 26.5 | 27.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

In addition, all participants who were asked for their thinking about the crime increasing said that they “not sure”. This is exemplified in Table 5.14 (see below)

Table 5.14. Increases the number of minor crimes

| | | Frequency | Per cent | Valid Percent |
|---------|----------|-----------|----------|---------------|
| Valid | Not sure | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

5.3.3. The environmental impacts of cruise tourism

There are two main sub-themes that emerged from the responses to questionnaires when they were asked to choose answers that related to the experience of cruise tourism. These sub-themes are presented here including ships' emissions and pollution. In general, based on the answers of cruise passengers, the researcher found that the cruise industry has affected the city by increasing some negative impacts to the environment relating to matters such as ships' emissions, air pollution, water pollution, noise pollution, and waste. This finding can be seen in Table 5.15, 5.16 (see below), 5.17, 5.18 (see on page 170), 5.19 (see on page 171).

Table 5.15. Increases ship emissions

| | | Frequency | Per cent | Valid Percent |
|---------|-----------------------|-----------|----------|---------------|
| Valid | I completely disagree | 18 | 17.6 | 18.0 |
| | I disagree | 23 | 22.5 | 23.0 |
| | Not sure | 22 | 21.6 | 22.0 |
| | I agree | 19 | 18.6 | 19.0 |
| | I completely agree | 18 | 17.6 | 18.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

Table 5.15 shows that there were 41% of participants who disagreed that cruise ships can make emissions worse for the cruise destination, on the other hand, 37% agreed. In addition, there were 22% of respondents who did not consider the impacts of cruise ships on the environment.

Table 5.16. Increases air pollution

| | | Frequency | Per cent | Valid Percent |
|---------|-----------------------|-----------|----------|---------------|
| Valid | I completely disagree | 20 | 19.6 | 20.0 |
| | I disagree | 32 | 31.4 | 32.0 |
| | Not sure | 15 | 14.7 | 15.0 |
| | I agree | 14 | 13.7 | 14.0 |
| | I completely agree | 19 | 18.6 | 19.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

Table 5.16 explores the impacts of the cruise industry on the air of the city, in which almost participants (52%) disagreed that cruise ships create air pollution. In contrast, 33% of respondents think that cruise activities make pollution into the air. In addition, there were 15% of people whose response indicated that they were not sure.

Table 5.17. Increases water pollution

| | | Frequency | Per cent | Valid Percent |
|---------|-----------------------|-----------|----------|---------------|
| Valid | I completely disagree | 18 | 17.6 | 18.0 |
| | I disagree | 32 | 31.4 | 32.0 |
| | Not sure | 17 | 16.7 | 17.0 |
| | I agree | 14 | 13.7 | 14.0 |
| | I completely agree | 19 | 18.6 | 19.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

Table 5.17 helps the researcher to exemplify the impacts of the cruise industry on the water environment at the visited destination, in which 50% respondents thought that cruise tourism activities did not make any impact on the water environment. Meanwhile, 33% of respondents agreed that cruise ships cause water pollution. Similarly, with the issue of air pollution, this table reveals that there were 17% of people who responded that they were not sure.

Table 5.18. Increases noise pollution

| | | Frequency | Per cent | Valid Percent |
|---------|-----------------------|-----------|----------|---------------|
| Valid | I completely disagree | 17 | 16.7 | 17.0 |
| | I disagree | 31 | 30.4 | 31.0 |
| | Not sure | 18 | 17.6 | 18.0 |
| | I agree | 16 | 15.7 | 16.0 |
| | I completely agree | 18 | 17.6 | 18.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

Table 5.18 explores the noise pollution made by cruise tourism activities. It was shown that there were 48% of participants who disagreed that the cruise industry made noise

pollution, on the other hand, 34% agree that its industry makes pollution. In addition, there were 18% of respondents who did not recognise this as an issue.

Table 5.19. Produces significant levels of waste/garbage

| | | Frequency | Per cent | Valid Percent |
|---------|-----------------------|-----------|----------|---------------|
| Valid | I completely disagree | 17 | 16.7 | 17.0 |
| | I disagree | 33 | 32.4 | 33.0 |
| | Not sure | 18 | 17.6 | 18.0 |
| | I agree | 15 | 14.7 | 15.0 |
| | I completely agree | 17 | 16.7 | 17.0 |
| | Total | 100 | 98.0 | 100.0 |
| Missing | System | 2 | 2.0 | |
| Total | | 102 | 100.0 | |

Table 5.19 addresses the last negative of cruise ships to the visited destination. For instance, there were 32% of respondents who agreed that the cruise industry produced significant levels of waste/garbage. On the contrary, half of the participants said that cruise tourism activities did not create much waste/garbage. Meanwhile, 18% of participants did perceive this as an issue.

5.4. Summary of this chapter

Data collection in Vietnam from tourist companies and that collected data from ports revealed that there are similar issues that related to key topics identified in the Literature Reviews: the economic impacts of cruise tourism for Ho Chi Minh City, the social-cultural impacts for Ho Chi Minh City, and the environmental impacts of cruise tourism for Ho Chi Minh City. However, there was some variance in viewpoints between the participants in both sites including tourist companies and ports. Almost all participants claimed that cruise tourism has economic impacts not only for their companies but also for Ho Chi Minh City. Nevertheless, the economic impacts were different between tourist companies and ports involved with the city experiencing considerable benefits in many areas whilst other ports were more uncertain about the benefits related to cruise tourism.

Participants noted that the social-cultural impacts of cruise tourism for Ho Chi Minh City differ according to the viewpoints of participants. The participants in tourist companies

and ports in Ho Chi Minh City noted considerable benefits, but on the contrary, the participants in two ports in Phu My stated that their companies have received few additional profits. Almost all participants working in ports or the tourist industry illustrated that there was no evidence of the negative impact of cruise ships on the environment whilst local residents, on the contrary, noted some worrying issues.

Finally, in the discussion about the impact of cruise tourism for Ho Chi Minh City, many respondents stated that cruise tourism has impacted on many aspects of the city in which the economic impacts were most prominent, whilst the social-cultural impacts were not much and the environmental impacts were not significant.

Chapter 6. Data analysis

In this chapter, the researcher will use the data that has been presented in the data presentation chapter to provide an analysis of the impact of cruise tourism for Ho Chi Minh City in Vietnam. The researcher will then go on to compare and contrast the data with previous research findings, as outlined in the literature review chapter.

It was striking that the material derived from data collection supported the work of Brida and Zapata (2008, 2010a), Klein (2011), Del Chiappa and Abbate (2016) that were already outlined earlier in this study. In their research on the impacts of cruise tourism, Brida and Zapata (2008) describe and evaluate the impacts of the cruise industry in a formulation that included the economic, social, environmental, cultural and political effects of this growing industry. Brida and Zapata (2010a) evaluated the development of modern cruise tourism from its initial period until recent years and describe the impacts generated by cruise ship activities in three areas, the economic, environmental, and socio-cultural. Meanwhile, Klein (2011) emphasised the responsibility of cruise tour operators and associated government agencies in relation to the impact of cruise tourism in coastal and marine environments, local economies, and socio-cultural nature of port communities. Equally relevant is the work of Del Chiappa and Abbate (2016), who explored the economic, environmental and socio-cultural impacts of cruise tourism. As has been stated in the Methodology chapter, the data in this study was analysed according to three main themes, which are relevant to the themes that can be discerned in the research questions. The sub-structure of this chapter addresses the following issues:

- The economic impacts of cruise tourism,
- The social-cultural impacts of cruise tourism, and
- The environmental impacts of cruise tourism.

For each impact, the findings from the interviews and questionnaires conducted thus far for this study give some initial insights into the three objectives of this research, and thence the understanding of the impact of cruise tourism. Within the limited space that was available in the chapter, the researcher will describe and analyse three main areas or themes in each impact including: (1) Each impact of cruise tourism for Ho Chi Minh

City; (2) What are the advantages and disadvantages of each impact for the city; and (3) What needs to be done to improve the quality of the cruise tourist experience. A final summary has also accommodated to draw together some of these interconnected themes.

6.1. Economic impacts of cruise tourism

6.1.1. The economic impacts of cruise tourism for Ho Chi Minh City

The data collection that was carried out with the participants in Ho Chi Minh City and Ba Ria – Vung Tau province showed that cruise tourism has affected the economics of the two cities. However, the economic impact of cruise tourism on Ho Chi Minh City was dissimilar because this city is a port of call and the other is a homeport. For instance, the findings from participants in Ho Chi Minh City and Phu My area showed that in spite of the fact that there were impacts of cruise tourism on the city's economy, the economic benefit from cruise tourism to Ho Chi Minh City was low. The findings supported the work of a significant number of previous researchers including Mescon and Vozikis (1985), Hall and Braithwaite (1990), Dwyer and Forysth (1998), Dowling (2006a), Brida and Zapata (2010a), Castillo-Manzano *et al.* (2015), Demir *et al.* (2016), de Grosbois (2016), and CLIA (2016c); all of which have already been outlined in the literature review chapter. We may reiterate, however, that they noted that the total economic impacts of cruise tourism to the destination are the sum of the direct, indirect and induced impacts (CLIA, 2016c).

In the observations from the questionnaires data presentation, it was shown that all cruise passengers (100%) said that cruise tourism activities had brought great potential to increase the economy in Ho Chi Minh City, not only for the public areas but also private development. For more details, almost all respondents (69%) said “agree” and 31% “completely agree”. In addition, in the other observations from the interviews data presentation, it was suggested that twenty-two participants out of a total of twenty-eight interviewees (approximately 79%) including five managers of two tourist companies and three ports, five highly experienced staff and nine middle experienced staff of two tourist companies, three port staff in Ho Chi Minh City, Vietnam, reported that cruise tourism has brought significant new profits to their companies. On the other hand, however, it must be noted that there were six participants (approximately 21%)

including four less experienced tourist employees of two tourist companies and two local residents in Ho Chi Minh City, Vietnam, who did not note any economic benefits from this new activity.

More specifically, from the point of view of two tourist companies' managers and three ports managers in Vietnam, it was revealed that the economic impact of cruise tourism could be measured but it was not similar in each place. The results showed that while two tourist company managers and one port manager in Ho Chi Minh City claimed that their companies in particular and Ho Chi Minh City, in general, have received more benefits from cruise tourism, meanwhile, on the contrary, the two port managers at Phu My noted that their companies have made profits from cruise tourism, but its benefits from cruise ships, crews, and cruise passengers were small in comparison with doing goods from cargo ships.

The economic benefits from cruise tourism were found by the participants to be benefits for tourist companies/ports, job creation, investment for tourist companies/investment and infrastructure development for ports, benefits for the tourist destination, local transportation development. However, for each benefit, the level of impact has also been different between two tourist companies and the ports involved in the study. All participants from two tourist companies, and three ports in Phu My and Ho Chi Minh City in Vietnam claimed that the benefits from cruise tourism were the fees for picking up passengers, the revenue from selling souvenirs, food and water for cruise travellers (tourist companies)/the fees for cruise ships docking, the revenue by selling fuel, food and water for cruise ships and crews (ports). Whereas, the participants, including two tourist managers, five highly experienced tourism staff, nine middle experienced tourist staff, one port manager, and two port staff demonstrated that their companies, in general, received a lot of benefits. In contrast, four less experienced tourist staff said their tourist companies did not receive any benefits.

Moreover, the revenue from cruise ships in Phu My area and Ho Chi Minh City, Vietnam was small. These findings reveal the variability, and to some extent, uncertainty, inherent in defining the economic benefits of cruise tourism both locally in Vietnam and more globally. Some of this is explicable since this finding supports and reaffirms the work of Brida and Zapata, in 2010, who stated that "Economic contribution of the cruise industry depends on the category of the port: homeport or port of call. A home port is

a destination from which ships begin and end. While a port of call is just an intermediate stop. Normally, a cruise passenger spends less than ten hours in a port of call” (Brida and Zapata, 2010a: 215). Nonetheless, we must note that not all respondents indicated that they considered that there were economic benefits to cruise activity in either of the ports in Vietnam, which indicates that whatever benefit may be derived from cruise activity are not necessarily evenly or equitably dispersed amongst the community. This is an important finding since improved economic activity and greater wealth production are frequently posited as reasons for the development of cruise activity in any given location.

6.1.2. What are the advantages and disadvantages of economic impacts of cruise tourism for Ho Chi Minh City

The advantages and disadvantages of economic impacts of cruise tourism can be seen in both the positive and negative impacts that this form of activity brings and we may see this in the previous work of both Dowling (2006a) and de Grosbois (2016). However, the findings of the research in this study revealed that cruise tourism preponderantly only brings benefits for the city under scrutiny since there was little if any information that showed a negative impact.

The positive economic impacts in the data collection have been explored in the research including job creation, the enhanced revenue from cruise ships to tourist companies/ports/cruise terminals, and the additional benefit of developments to local transportation.

Firstly, job creation was explored by the participants and it was shown that there was some change in the number of staff for cruise tourism services. More specifically, two tourist managers stated that cruise tourism helps to create jobs. We must, however, note that the number of jobs created was not great with only ten new members of staff at Tourist Company A in 2017 and ten new employees at Tourist Company B two in 2016. Furthermore, although there were some new jobs in the two tourist companies in Ho Chi Minh City, on the other hand, the two port managers in Phu My stated that no new staff were employed for servicing cruise tourism and the staff for cruise ships were made up solely of the existing staff at the two ports. Indeed, in the process of exploring how cruise tourism affected jobs creation, there was only one place in the study, the port in

Ho Chi Minh City, which demonstrated that cruise tourism had helped to create significantly more jobs. The participants also explained why cruise tourism did not create new jobs or created only a small number of jobs. For instance, as has been noted, in the Phu My area, the two port managers claimed that the main business of their ports was to serve cargo ships because of their plethora of goods, rather than to service tourist ships, and thus there was little if any, job creation. Meanwhile, in two tourist companies in Ho Chi Minh City, where there was some comparatively modest job creation, it was explained that, in fact, they were general tourist companies and hence the existing employees could be deployed to welcome many of the tourists who were cruise passengers, but since sometimes there was a lack of staff for the cruise tourism service they recruited at least some new employees. Whereas, where there was a lot of work created, in the port of Ho Chi Minh City, its port manager illustrated that the reason for job creation from cruise activity was the changing of the main business of his port from servicing cargo ships to welcoming both passenger ships and cargo ships. We must note, however, that, although almost all participants agreed that cruise tourism has created more jobs, they did not supply exact statistics about the development of jobs in their companies because all participants in Vietnam stated that this is a confidential matter and thus any analysis of this topic is inevitably inexact.

Secondly, the findings showed the revenue from cruise tourism to the two tourist companies and three ports. Almost all participants said that the wider benefits from cruise tourism to the destination including tourist companies were significant and had been realised. This included the fees and other revenues from cruise ships, crews and passengers. This supported the previous findings in the economic analysis outlined in the literature chapter by commentators such as Dwyer and Forsyth (1996), who posited that "Cruise tourism expenditure has direct, indirect and induced effects on the economy and regions within" (p.37). In this study, the direct effects were the revenues for tourist companies and ports who sell food, water and services directly to cruise passengers and cruise ships. In addition, the indirect effects were related to the effects for tourist companies and ports, and here we may note the revenue, and investment in their companies. Moreover, the induced effects were found to be the revenue for tourist companies and ports and their staff, who had received additional incomes. The study has explored that although the tourist companies and ports have all received the

incomes from cruise ships, it also revealed that the incomes were not similar when comparisons were made between these companies. While two tourist companies and a port in Ho Chi Minh City demonstrated that they have gained considerable income, on the other hand, the two ports in Phu My said the income was not large, especially when compared with that from cargo ships.

Moreover, in the progress of exploring the advantages of cruise tourism in Ho Chi Minh City, the researcher found one new and additional advantage that was not evident in the literature review chapter about the economic impact of cruise tourism for destinations involved. This new advantage was in the benefits of the image of the destination. It has been noted that one of the benefits of cruise tourism suggested by the respondents is the positive development of the image of destinations in Vietnam since, in their view, the image of Ho Chi Minh City has been transformed significantly by the number of foreign people visiting what remains a comparatively new destination. There was notable ubiquity about these issues since all respondents stated that the image of Vietnam has improved and, as a corollary, the image of the tourist companies involved had also developed positively. This process was viewed as being one of what we might term a 'virtuous circle' whereby the increased number of visitors meant that the destinations were involved as a whole, and the tourist companies, in particular, had a greater opportunity to show their worth and such visitors, if satisfied, could act as 'ambassadors' by spreading positive messages through word of mouth that would, in turn, attract even more visitors in the form of relatives and friends who might be influenced by their recommendation.

Such benefits extended to the perceptions of the ports involved, whose staff felt that the image was enhanced after welcoming many cruise ships. All participants including three port managers and three tourist company managers said the image of their facilities had improved substantially because of this new set of activities since they were no longer perceived as merely servicing cargo ships. This shift was from being viewed as being purely employed in industrial activity to a much-enhanced concept of also addressing the needs of smart tourist vessels containing a wealthy clientele.

Furthermore, as noted elsewhere, the image of Ho Chi Minh City and the surrounding region, which has suffered from perceptions associated with years of conflict, has been hugely improved by the arrival of foreign tourists who have had the opportunity to visit

a wide variety of destinations and so come to understand more of the rich, and ancient, cultural history of Vietnam. Once again, this has enabled the development of a reciprocal cycle of improvement since the arrival of visitors with money to spend and a desire to visit notable cultural destinations has encouraged and facilitated government authorities to make significant investment in the local environment, including the preservation and development of ancient monuments and the safeguarding of the natural environment, which has, in turn, attracted more tourists who bring with them wealth and who will, no doubt, represent their positive experiences to others.

No doubt this desirable set of outcomes associated with the development of the image is one which can be seen in many tourist destinations but it is one that has been under-researched in the area of cruise tourism and little reference to it is made in the literature. Perhaps such benefits are of especial importance in the context of Vietnam which has suffered many decades of negative stereotyping because of its unfortunate recent history which has meant that it has been characterised as an underdeveloped country suffering from the ravages of war. The advent of cruise tourism has given the opportunity for the region under scrutiny, and the country as a whole, to challenge such views.

The findings in the data presentation chapter showed that the tourist companies noted that the image of the ports had improved significantly after welcoming cruise travellers. Indeed, all the participants from the two tourist companies and three ports claimed that cruise tourism had brought many benefits for them, one of which was the image of their port and region. Notably, cities often suffer from negative stereotyping and any such improvement is clearly beneficial and significant and should, in turn, lead to enhanced economic benefits as more visitors are attracted to the destinations.

Finally, local transportation has been increased and enhanced by the development of tourism generally and cruise tourism more specifically. All participants in Ho Chi Minh City and Ba Ria – Vung Tau province claimed that tourism (including cruise tourism) has become one of the most important factors that help in the drive towards the development of local transportation. For instance, they gave evidence that the major new highway from Ba Ria – Vung Tau province to Ho Chi Minh City and the metro system in Ho Chi Minh City which is under construction, were envisaged, at least in part, because of the development of cruise tourism in the region.

6.1.3. What needs to be done to improve the quality of the cruise tourist experience

In the process of the research, the researcher received a great deal of data from the interviewees in Ho Chi Minh City about ways to improve the quality of cruise tourism for Ho Chi Minh City.

Almost all participants from the two tourist companies and one port in Ho Chi Minh City said that the main the reason, to explain why cruise tourism was still comparatively a small activity in comparison with other types of tourism despite the many attractions of the area, related to two issues. These were the fact that the city did not have a direct terminal for cruise ships and the problems associated with the severe traffic jams in the city. Nonetheless, it seemed clear that the success of cruise tourism in the Vietnamese locations under scrutiny was more important to the region.

It was, however, clear that the time spent in Vietnam by tourists on cruises was comparatively limited. For instance, the findings of the study revealed that cruise travellers took a great deal of time in travelling to locations and the participants in Vietnam claimed that the cruise tourists took at least three hours merely for the relatively short return journey from Phu My port in Ba Ria – Vung Tau and Ho Chi Minh City. Whereas, according to three port managers in Phu My and Ho Chi Minh City, cruise ships have usually docked at the port from four to eight hours. Thus, cruise passengers have only had one to five hours to visit tourist destinations. This finding can be found in the previous research of Penco and Di Vaio (2014: 508), who claimed that “cruise passengers spent an average of 5 – 6 h visiting the investigated city, and results showed that ‘time affects the overall spending behaviour’ of cruise passengers”. To provide more evidence, other research by Brida *et al.* has also noted that the lengths of stay between cruise passengers and other tourists has been dissimilar, which showed that “the typical stay lasted for 5 – 6h, while other tourists stay for a few days” (Larsen and Wolff, 2016: 45). This seems at least one logical explanation of why the revenue for the economy to Ho Chi Minh City cannot be high. This confirms previous findings in the research literature where VNAT (2011) has also claimed that the “cruise port is shared with cargo port with no place to rest, no ship maintenance and refuelling, no supplies for ships, piers”.

Secondly, the local transportation in Ho Chi Minh City is not good, all participants in Ho Chi Minh City illustrated that the public transportation is overloaded, therefore, it still

has traffic jams in the city. For instance, a middle experienced tourist member of staff said that:

“The public transportation, now, in Ho Chi Minh City is overloaded. Almost all transportation is too old. There has not yet been any modern transportation in the city such as the underground train” (MESTC-B4).

Meanwhile, another middle experienced tourist staff member has also emphasised that:

“The issue for local transportation in Ho Chi Minh City is that it is too old and overloaded. It is not like some cities in developed countries, the city now has still not any modern local transportation such as underground train system” (MESTC-A3).

Therefore, to improve cruise tourism in Ho Chi Minh City, it is notable that all respondents suggested that the city needed to resolve two crucial issues in that it is: necessary to build a direct cruise port in the city; and, the public transportation needs to be subject to further significant development.

6.2. Social-cultural impacts of cruise tourism

6.2.1. The social-cultural impacts of cruise tourism for Ho Chi Minh City

The data collection that was conducted with the participants in two locations including Ho Chi Minh City and Ba Ria – Vung Tau province explored the ways in which cruise tourism has impacted to the social-cultural life of the two places. The findings confirmed the work of a significant number of previous cruise critics including Dowling (2006a), Gibson and Bentley (2007), Brida and Zapata (2008), Brida and Zapata (2010a), de Grosbois (2016); all of which findings have already been outlined in the literature review chapter. This previous key research on the topic showed that cruise tourism has some impact on the social-cultural life of the visited destination communities. For instance,

Hall and Lew (2009: 57) stated that the social impacts of cruise tourism include effects upon “the values of community, their behaviour patterns, the structure of the community, the overall lifestyle of their quality of life”. In addition, the research of Ward and Berno (2011) has illustrated that cruise tourism affects the visited destination by increasing the problems of overcrowding for the host community. The researcher has already argued that cruise tourism brings significant benefits but such evidence reveals that the appearance of cruise ships has brought both positive and negative impact on the social-cultural activity of destinations.

In the observations from the interview data presentation, it was noted that twenty-six interviewees out of a total twenty-nine participants (approximately 93%), including two managers and eighteen employees of two tourist companies, one port manager and two port workers in Ho Chi Minh City, and two port managers and one staff member in Phu My, Vietnam, claimed that cruise tourism has influenced the social-cultural life of Ho Chi Minh City. In addition, the observations from the questionnaires data presentation showed that 100% of participants suggested that cruise tourism activities have impacted the social-cultural life in Ho Chi Minh City. On the contrary, however, the two participants in the total twenty-eight interviewees (approximately 7%) who are local residents in Ho Chi Minh City, did not give any information about this impact. Consequently, it was suggested that almost all participants reported that cruise ships had effects at the visited destination but we must be wary about the fact that local residents did not comment on this issue.

More specifically, from the point of view of two tourist managers and eighteen members of staff of two tourist companies in Ho Chi Minh City, the results showed that the social-cultural impact of cruise tourism to this city includes tourist staff knowledge improvement, crowding in the city centre, and the increase in crime. Furthermore, six participants, including one port manager and two staff in Ho Chi Minh City, and two port managers and one employee in Phu My, Vietnam, claimed that the social-cultural impact of cruise tourism had led to enhanced port staff knowledge, changes to the normal activities of the port, and an increase in crime.

Overall, the researcher would suggest that the social-cultural impacts of cruise tourism would concentrate into four main areas that include: the potential for improvements in knowledge and skills; changes to normal activities; changes to normal life; these latter

two being associated with issues such as increased traffic and the associated problems of lengthened journeys, difficulties in accessing shops and other facilities, etc.; and, the potential for an increase in crime. It is clear, however, that the existence and severity of these issues are related to the context in which cruise tourism is operating. We should also note that not all participants referred to such impacts from cruise activities even in the context of Vietnam. This is an important finding and suggests a need to explore further why the perceptions of the participants varied between countries and between participants within Vietnam.

6.2.2. What are the advantages and disadvantages of social-cultural impacts of cruise tourism for Ho Chi Minh City

As has already been noted, the social-cultural impact of cruise tourism for the visited destination has had both negative and positive aspects and we may find this in the previous of research of Brida and Zapata (2008). More specifically, the findings from the data presentation chapter of this research revealed that cruise tourism has both positive and negative impacts on the social-cultural in Ho Chi Minh City.

The first negative impact that was mentioned here is the overcrowding in the city centre that was explored by the participants in Ho Chi Minh City. It was shown that the increase in cruise passengers is one of the reasons for traffic jams. More specifically, there were twenty participants of two tourist companies in Ho Chi Minh City in total twenty-eight participants (approximately 71%) agreed that tourism in general and cruise tourism, in particular, is one of the reasons that makes the overcrowding in the city centre. For more details, one tourist manager illustrated that the population of Ho Chi Minh City is large with more than ten million people and the city has many tourist attractions, and that explained why the city has felt so crowded (MTC-A). In addition, another tourist manager emphasised that there has always been crowding in the centre of the city because almost all the famous popular tourist destinations are located in the city centre (MTC-B). Moreover, according to the tourist staff, another reason is that the main individual transportation for local people in Ho Chi Minh City is the motorcycle rather than the car, bus or rail (HESCTC-A3). This reliance on personal transport may well be the main reason to explain the traffic jams that have always happened every day in Ho Chi Minh City, even prior to the arrival of cruise tourism. Furthermore, 100% of cruise passengers in

Ho Chi Minh City and Phu My have also illustrated that traffic jams can be caused by cruise tourism activities. The crowding of the city centre supported the previous work in the literature review chapter of the author such as Karreman (2013: 66), who emphasised that “crowding and congestion were identified as main social factors influencing the community”. In addition, the challenges of crowding have been found in other previous research of Klein (2008: 99 – 100), who claimed that “Crowds disrupt usual routines and the activities associated with cruise tourism can themselves be a problem with impacts on the quality of life”

Moreover, in the process of discovering the disadvantages of cruise tourism in both cities, the researcher has found one additional disadvantage that has not been mentioned in any previous research in the literature in relation to this issue, which is the change to what might be described as ‘normal activities’ that were referred to by the participants in Ho Chi Minh City. More specifically, there were six interviewees in Vietnam from a total twenty-eight participants for this study (approximately 21%) in Ho Chi Minh City, who emphasised that such an impact was an important issue for their ports. Equally, all three participants in Phu My from a total of twenty-eight participants (approximately 11%) referred to the fact that they had been forced to make changes to their business activities. As was outlined earlier, these respondents stated that the main business of their ports relates to cargo ships and that the arrival of cruise ships causes all normal activities to cease in order to serve the requirements of cruise tourism. More clearly, one port manager stated that the main goods that they handle include such bulk products as fertilizer, cattle fodder, and poultry feed. Thus when cruise ships arrive in port, all staff are, of necessity, forced to stop their normal daily activities in order to clean the quay area and normal activities of the port will be stopped (MP-B). By contrast, in the port located in Ho Chi Minh City, according to the evidence of the port manager, the nature of the port facilities and the role which it fulfils, means that staff do not need to stop daily working because their port staff can serve both cargo ships and tourist ships in same day (MP-A).

The finding that the arrival of cruise tourism has benefited the image of the ports involved in the study has been noted in relation to the previous sub-theme of overall benefits to the image. A second sub-theme was the change to the normal activities of the port. Notably, respondents from all the ports involved but, especially those

respondents from the two ports in Phu My, spoke about the effects of the arrival of cruise tourism in their facilities, which they viewed as both positive and negative. The participants from Phu My outlined the significant changes that had occurred to the core business of their ports which has previously focused on comparatively 'dirty' industrial or agricultural imports such as fertilizer, cattle fodder, and poultry feed meant that their facilities tended to be untidy and messy places to work. Moreover, such activity meant that pollution of the wharf and surrounding waterways was inevitable. The arrival of cruise ships brought with it a requirement for a facility that was clean, tidy and perceived as wholesome and suitable for highly selective tourists who would not wish to view, far less disembark in, an area of pollution. This required and enabled the port to undertake cleaning activities that took up to one day prior to each arrival of a cruise ship and meant that the port was cleansed and the environment improved. At the same time, however, this brought economic challenges since the port could not continue with its normally, financially lucrative, activities during such periods of cleansing. Overall, though, the activities were beneficial and, as noted such benefits extended to the staff of the facility, many of whom could partake of a rest day during the time when the cruise ship was due. The effects of such changes in 'normal activities' at port facilities have not been explored in previous research and this appears to be a new finding in relation to the field.

The final negative impact that was identified in this study was the increase in crime that was explored by all participants in two tourist companies in Ho Chi Minh City and three ports in Ho Chi Minh City and Phu My. Whereas, however, there was not any relevant information from the other participants including two local residents in Ho Chi Minh City to explore the crime increase at the time of cruise ships' arrival. Twenty-six interviewees out of a total twenty-eight participants (approximately 93%) in Vietnam illustrated that cruise tourism can be seen as one of the main reasons for the increase in crime that was evident in local police statistics and a major concern for local residents and tourists alike. The researcher has noted that many respondents articulated the view that almost cruise passengers are 'rich' and, thus, those travellers could be a target for criminals. For example, one member of the tourist staff said that "cruise passengers have also made crime increase because almost all cruise travellers are rich people" (MESTC-A2). In addition, another participant, who was working for the port authorities emphasised that cruise passengers tended to congregate in 'crowds' in the port at one time which led to

rich pickings for the criminal element (SP-A1). On the contrary, 100% of cruise travellers did not suggest that there were criminality issues. Nonetheless, overall, these findings related to crime, confirmed the previous findings in the social-cultural analysis outlined in the literature review chapter by researchers such as de Grosbois (2016: 248), who illustrated that “cruise tourism may lead to crime”. Moreover, it was also found in the previous research of Baker and Stockton, who noted that the results explain why crime has increased: firstly, tourists usually carry a great deal of money or valuable items; secondly, tourists tend to frequent night clubs, bars, or other places that may be unsafe. This then means that, concomitantly, tourists can be the target for criminals (Baker and Stockton, 2013: 88). It is worth noting that, once again, this effect is culturally nuanced since the perception that tourists are ‘rich’ undoubtedly relates to the stage of economic development current in Vietnam. Ho Chi Minh City is a comparatively law-abiding location and both social disturbance and major and minor crime is not usually considered to be an issue in a society which places a strong emphasis on social cohesion. It has been noted, however, that the participants in the study claimed that cruise passengers are ‘rich’ and are becoming the target for the criminal activity in the city. In addition, it has been observed that the city centre suffers from severe congestion and some respondents suggested that this overcrowding and the ubiquity of the motorcycle as a mode of transport made it easy for a criminal element to blend in with a crowd, target tourists who were viewed as having many expensive items such as jewellery and smartphones, and subsequently escape on two-wheeled transport.

The actual extent of this problem is difficult to assess since no reliable official statistics are available that can corroborate or contradict the comments of the respondents. No doubt, their perceptions are, however, based on reports made to them by visitors since the employees of tourist firms would undoubtedly be one of the first to be informed of such unfortunate incidents after the relevant authorities.

Notably, respondents suggested that areas around ports were particular ‘hotspots’ for such criminal activity, which has the ring of veracity since they would inevitably be the places where tourists would congregate at the start and finish of their visit to the region. The commonality of responses from respondents (and we may note again that 90 per cent of respondents referred to this issue) would also suggest that there does, indeed, exist a problem relating to the security of visitors to the area. Whether or not this is

significant in statistical terms such as criminality and the loss of treasured possessions, on whatever scale, it is unfortunate and undoubtedly distressing and will leave very negative memories for those tourists involved. Such incidents will also bring negative publicity and undermine some of the good work being done in the area which has, as noted earlier, enhanced the image of Vietnam as a tourist destination and had a concomitant positive impact on local economic development.

Nonetheless, the extent of this problem should not be overemphasized since none of the actual cruise travellers who responded to the survey referred to issues of criminality. On the other hand, the positive impacts of cruise tourism for the visited destination that were explored in this research by the interviewees were language and knowledge improvement. More specifically, there were twenty-six participants out of a total of twenty-eight participants (approximately 93%) in Vietnam who claimed that their skills and their knowledge had been improved by the arrival of this new industry. Nonetheless, the evidence seems overwhelming that there is a clear view that tourism facilitates (indeed may require) enhancements in linguistic skills and general knowledge in new and developing destinations.

If we explore these issues further, the first positive impact that was mentioned here was language improvement that was explored by all interviewees in Vietnam. More specifically, those participants illustrated that their foreign language skills in English had improved day by day as one member of tourist staff illustrated that “servicing cruise tourists helped me to improve my English, especially my conversation with foreign people, is better than before” (HESTC-A1). In addition, another tourist employee emphasised that “we can now learn new words that we have never known and some new accents. That is very good for us to improve ourselves” (HESTC-B2). Moreover, one member of the port staff noted that “our English is improving every day because we have to speak with a lot of foreign people from many countries in the world”. Equally, another member of port staff noted that “Every day with cruise passengers helps us to improve ourselves in which our foreign languages, especially English, is getting better because we have to communicate with many English accents”. This finding can also be found in previous work in the literature review chapter by some researchers such as Ćosić and Favro (2016). However, we must note that the previous work found that foreign language was a negative impact of cruise tourism to the visited destination since

those researchers illustrated that “There is also an impact on the language of local residents because passengers mostly speak English” (Ćosić and Favro, 2016: 15). For these researchers, the concern seems to be the potentially deleterious effect of English culture on local culture. At this stage, this does not appear to be a concern in Vietnam. Hence, this finding is important for this research since, once again, it reveals the specificity of the impact in relation to the prevailing conditions in Vietnam. At this stage, the enhancement of English language capability seems to be considered entirely positive and we can only speculate as to whether this attitude might change if tourism becomes more ubiquitous in Vietnam and begins to impact on local language and attitudes.

The second positive impact that was found in the data findings was the knowledge improvement that was discovered by many participants in Vietnam. As noted earlier, the large majority of respondents stated that this development is very important to their work and that their knowledge was improving. In more detail, one member of tourist staff emphasised that not only their English had improved but also their knowledge about the world had also grown because of the conversation between cruise passengers and the interviewees in the process of travelling (MESTC-B3). In addition, by these conversations, participants could learn other knowledge from ‘foreign’ people such as knowledge about their lifestyle, skills in communication, such as how to communicate politely with people from other cultures, or how people from other cultures focus on speakers and their emphasis on the protection of the landscape and environment. Such knowledge even extended to the norms of shopping and, for instance, one participant stated that “we have also learnt how cruise travellers are patient in staying in line without jostling” (MP-A). This finding is evidence that is related with the social-cultural theory in the literature review chapter as outlined by Brida and Zapata (2008), who found that “the interactions between cruise passengers with the people of the visited destination can have positive effects such as learning about the world and exploring new life perspectives” (p.3). Equally, de Grosbois (2016) also outlined similar findings with the previous work of Brida and Zapata, when he noted that “interactions between residents and passengers can offer both parties the possibility of learning about the world’s culture” (p.248).

6.2.3. What needs to be done to improve the quality of the cruise tourist experience

As was the case in the exploration of the economic impact of cruise tourism for Ho Chi Minh City, the research also revealed a great deal of information about how to improve the quality of cruise tourism for social-cultural life of tourist destinations, especially in relation to Vietnam.

Almost all participants for this research in Vietnam claimed that the impacts of cruise tourism on social-cultural issues were significant and worthy of recognition.

Consequently, to improve cruise tourism in Ho Chi Minh City, the findings from the data presentation chapter of this research revealed that there is a considerable need to resolve four crucial issues, as outlined below:

- Firstly, foreign language skills need to improve, especially English, because sometimes the tourist staff are not easy to understand for cruise tourists. For instance, according to a tourist company employee “in spite of the fact that we are trained by many universities in Vietnam there are some skills we did not know and, in particular, my English is too ‘general’” (HESTC-B2). Therefore, foreign languages improvement will help tourist staff speak fluently with tourists;
- Secondly, the knowledge that is not only around Vietnam and Ho Chi Minh City but also the world needs to be improved because this will make the conversation between tourist staff and cruise travellers more comfortable; as one staff member of a tourism company in Ho Chi Minh City noted that “it makes me feel confident in every tour especially in the introduction to foreign people” (MESTC-A4);
- Thirdly, the next crucial issue that needs to be resolved is traffic jams since the current problems with traffic flow could decrease the development of cruise tourism in Ho Chi Minh City as one tourist manager claimed that “the crowding in the city centre has always happened every day” (MTC-B). Consequently, the government has agreed to build a modern local transportation system for the city in order to make travel better within the city centre. One member of tourist staff illustrated that “the subway in Ho Chi Minh City has been approved by the Vietnam government and will have eight metro lines that connect to all districts in Ho Chi Minh City” (HESTC-B2);

- Finally, although all participants in two tourist companies stated that in spite of the fact that crime is not currently a major issue for Ho Chi Minh City, cruise passengers could become a target for criminals because of their perceived wealth. Thus, to resolve this issue, the city needs to provide more police to ensure that tourists feel safe in the destination. This finding aligns with the previous research by Ćosić and Favro (2016) who claimed that an increasing number of tourists into a city centre will require greater involvement of the police in both traffic disentanglement and security of passengers (p.15).

6.3. Environmental impacts of cruise tourism

6.3.1. The environmental impacts of cruise tourism for Ho Chi Minh City

The material collection that was conducted with the participants in the two areas including Ho Chi Minh City and Ba Ria – Vung Tau province, explored how cruise tourism has influenced the environment of the two cities. However, unlike the economic impacts of cruise tourism, outlined in section 6.1, and the social-cultural impacts of cruise tourism in section 6.2, the results from the data presentation chapter showed that the environmental impacts of cruise tourism elicited less information from the participants in this research. The findings from the data presentation chapter provided further evidence to support some of the previous works of many authors such as Dowling and Vasudavan (2000); Kriwoken and Rootes (2000); Dowling (2006a); Brida and Zapata (2008); Brida and Zapata (2010a); Baker and Stockton (2013); Carić and Mackelworth (2014); Korbee *et al.* (2015); Han *et al.* (2016); de Grosbois (2016); all of which have already been mentioned in the literature review chapter. We may remind ourselves, however, that they have almost all concluded that cruise ships have only brought negative impacts for the visited destination. For instance, cruise researchers such as Dowling and Vasudavan (2000); Dowling (2006a) noted that the impacts of cruise tourism to the environment in the visited destination are complex but these impacts are negative.

In the observations from the data presentation chapter, it was suggested that all interviewees in Ho Chi Minh City and Phu My noted that cruise tourism has impacted the environment in Ho Chi Minh City. In addition, the analysis of questionnaires showed that there were more than 80% of participants who suggested that cruise tourism

activities had impacted on the environment in Ho Chi Minh City. In contrast, there were around 20% of cruise tourists who did not consider this an issue. Nonetheless, few participants seemed able to give a clear articulation of what these impacts might be. The one topic on which there was specific evidence in both places was the concern about ships' emissions (including waste pollution) and noise pollution. In itself, this is a significant concern and, of course, increasing visits by tourist ships would inevitably lead to an equivalent increase in such pollution. Unlike the other issues discussed in this chapter, this is not a topic that is culturally specific since the impact of cruise ships is, potentially, similar in all locations since the ships are themselves 'international' in nature and any amelioration in such problems tends to relate to developments in ship design.

6.3.2. What are the advantages and disadvantages of the impacts of cruise tourism for Ho Chi Minh City

As the researcher mentioned above, the findings from the data presentation chapter were only explored in the negative direction of cruise tourism for Ho Chi Minh City. Therefore, in this section, the disadvantages of environmental impacts of cruise tourism could only be seen in the negative impacts. On the other hand, however, the advantages of environmental impacts of cruise tourism were not found. We may find similar conclusions in the previous work of Dowling and Vasudavan (2000); Kriwoken and Rooters (2000); Dowling (2006a); Brida and Zapata (2008); Han *et al.* (2016). We may also reiterate that all this research emphasised that cruise tourism has impacted on the environment of visited destinations in only the negative direction.

The impacts of cruise tourism in the material collected for this study are several and are discussed below.

Firstly, ships' emissions (including waste pollution) was explored by the participants in both Ho Chi Minh City and Ba Ria – Vung Tau province, but it was noted that this assertion was supported by little evidence from the respondents. More specifically, all respondents noted that cruise tourism may bring with it pollution for the visited destination. This finding supported the previous findings in the environmental analysis outlined in the literature review chapter by authors such as Brida and Zapata (2008: 2), who noted that "cruise ships generate a number of waste streams that can result in discharge to the marine environment, including sewage, grey water, hazardous wastes,

oily bilge, ballast water, and solid waste". In addition, the research of Baker and Stockton (2013), has also argued that:

"A cruise ship produces a number of waste-streams. Some, such as oily bilge water, ballast water, and air emissions from fuel are common to most ocean-going vessels. Other waste-streams are specific to cruise ships, such as the volume of human waste and grey-water, solid waste, and incinerator emissions and ash" (p.82).

Moreover, other previous research by Carić and Mackelworth (2014) emphasised that:

"Cruise emissions cover a multitude of organic and inorganic wastes in gaseous, liquid and solid forms. These emissions exert different levels of risk and hazard for the environment" (p.352).

Furthermore, Han *et al.* (2016) illustrated that:

"It has recently become apparent that the cruise industry causes various environmental harms (e.g. ocean pollution, climate change, excessive use of natural resources)" (p.94).

One highly experienced tourist employee in Ho Chi Minh City considered that waste pollution was, maybe, one of the negative impacts of cruise tourism to the environment of Ho Chi Minh City and he said that "We think that, with large ships, maybe, there are some impacts such as waste pollution" (HESTC-B1). In addition, one port manager claimed that tourism activities (including cruise tourism) have always related to pollution as he claimed that "in general, our business is related to ships, of course, it will be polluting" (MP-C). On the other hand, there was dissimilarity in the understanding of ships' emissions from the cruise industry on Ho Chi Minh City, in which there were 41% of cruise tourists who thought that cruise tourism activities did not create any emissions.

Meanwhile, 37% of people said that the industry did make emissions. Moreover, the normal life of local residents in Ho Chi Minh City has been changed by cruise activities. For example, one local resident said that “they are large ships, thus those ships have also discharged a lot of smoke. We also feel uncomfortable when they come”. In addition, in the questionnaires, 73% affirmed that cruise tourism activities will change the normal daily life of local residents in Ho Chi Minh City. Once again, we may note that it is interesting that this finding is transnational and appeared to be considered an issue in Vietnam under scrutiny.

Secondly, noise pollution has also been discovered by the participants in both Ho Chi Minh City and the Phu My area. More specifically, there were two participants out of the total of twenty-eight participants (approximately 7%) including two local residents in Ho Chi Minh City who mentioned this. On the other hand, however, these figures show that twenty-six participants (approximately 93%) amongst the respondents did not note this as an issue. Nonetheless, we should not dismiss the concerns of this minority of respondents. For more details, in Ho Chi Minh City, the appearance of cruise ships has caused a change in normal life. For instance, one local resident said that “our life has been changed since many large ships come to the port. They are big, thus the sound volume from these ships has usually been too loud. It is too dangerous for us”. In addition, from the questionnaires data presentation, there was a difference in the thinking about noise pollution from cruise tourism activities in Ho Chi Minh City, in which it was shown that 34% of cruise tourists think that cruise tourism activities create noise pollution. On the other hand, 48% of people said that the industry did not make pollution. The researcher realised that, in the process of data presentation and analysis, this finding was not supported by any previous findings in the environmental analysis outlined in the literature review chapter. Therefore, this finding becomes of particular interest in this research.

Generally, we may note that, however, the impact from cruise tourism to the environment in Ho Chi Minh City has not been supported by much evidence and there is currently little statistical evidence to support the contentions of the respondents who did refer to this issue. The single port manager in Ho Chi Minh City illustrated that “it is not easy to measure because we do not have any evidence to do it” (MP-A). In addition, the other participant who was the tourist manager in Ho Chi Minh City, stated that “the

environment impact of cruise tourism for Ho Chi Minh City is often difficult to evaluate” (MTC-A). Therefore, it is very difficult to calculate the real impact of cruise tourism in either city. Nonetheless, this finding was found in previous literature outlined in the literature review chapter by Kriwoken and Rootes (2000), who illustrated that “Shipborne tourism does not usually require a permanent land-based facility as passengers are accommodated on-board for the duration of exploration. Environment impacts are generally transient” (p.140). In addition, other researchers such as Johnson (2002: 263) also stated that “with marine activities, it is difficult to allocate impacts to specific sources”. Moreover, the issue of the difficulty of evaluating the impact of cruise tourism on the environment at the visited destination has also been found in other research of Brida and Zapata (2008), who stated that “The environmental costs of the sector are incalculable given that the cruise ship industry is unregulated and difficult to gauge widely its impacts, despite enforcing environmental standards for the industry” (Brida and Zapata, 2008: 2).

6.3.3. What needs to be done to improve the quality of the cruise tourist experience

In the process of data collection analysis, the researcher received a lot of information from participants in Ho Chi Minh City and the Phu My area about how to improve tourism. Almost all participants for this study considered that the environmental impacts of cruise tourism on both places were of little significance. It is, however, clear that cruise tourism in both areas has a few things to do for improvement.

Consequently, to improve cruise tourism in the two visited destinations it is clear that the two cities need to resolve two crucial issues of ships’ emissions and noise pollution.

6.4. Summary

This chapter has analysed the data collection in two different locations, Ho Chi Minh City and Ba Ria – Vung Tau province, Vietnam. The results of this analysis showed how cruise tourism impacts on both areas. In addition, the research has also explored the advantages and disadvantages of cruise tourism in two places. Moreover, the study has also provided some suggested solutions that might improve the quality of cruise tourism, especially in Ho Chi Minh City, which was the focus of this work.

We may remind ourselves that in the literature review chapter, it was identified that the evidence of many key researchers concentrated on the economic impacts and the environmental impacts of cruise tourism, but, on the other hand, that the social-cultural impacts had received less attention. These were explored from the viewpoint of all participants and it was noted that respondents felt more confident to speak about economic and social-cultural impacts and thus provided more data on these topics than on the environmental impacts of cruise tourism.

In the process of analysis and in the consequent findings from data collection the researcher has noted that many of the issues raised by respondents in this study reflect those identified in previous research, as outlined in the literature review chapter. It has also been explained that the researcher also identified some new issues that were never found in the previous research which thus supports the claim for the originality of this research.

One key overall finding is the importance of the social, economic and cultural specificity of the location on the impacts of cruise tourism since it was notable that such impacts varied not only between the practical issue of cruise tourism in Vietnam and the previous research but that the issues were granular even within the two main locations of data gathering in Vietnam itself.

Chapter 7. Conclusion

In this chapter, the researcher will present the conclusions to the study and the associated recommendations for the Vietnamese government, the Ho Chi Minh City local government, the port in Ho Chi Minh City, and the port in Phu My in the light of the research findings.

As has been explained earlier in this submission, the study was conducted at two different locations in Vietnam, Ho Chi Minh City and the associated port of Phu My (Ba Ria – Vung Tau province). The researcher chose Ho Chi Minh City to investigate in the research because this city is important not only for tourism development in general but also for cruise tourism in particular. It is also important to reiterate that Ho Chi Minh City and Phu My form the main locations for the study but its importance lies in the fact that it offers a further perspective on the development of cruise tourism in Vietnam since it has operated. Indeed, it was made clear in the process of research that cruise tourism is a new type of activity in Ho Chi Minh City.

The research carried out for this thesis set out to examine both previous studies and the material collected from two different places, noted above, in order to explore the impact of cruise tourism for Ho Chi Minh City. Overall, the findings from the study showed both positive and negative impacts of the cruise industry in both Ho Chi Minh City and the Phu My area. As will be revealed in detail in this chapter, the research showed that much can be learned by the government authorities from this type of research. Moreover, the study has also shown some interesting and, the researcher would argue, important new findings that have not appeared in any previous cruise research. However, in the process of carrying out the study, limitations that related to the challenges of data collection and data handling became apparent and these will also be outlined in this final chapter of the study.

The methodology for this research was a mixed-method approach with a strong element of semi-structured interviews supported by a questionnaire that was employed in two locations relating to Ho Chi Minh City and Phu My area. In order to collect data for this study, the researcher undertook two phases of data collection with the participants in Ho Chi Minh City with one taking place in 2016 and the other in 2017.

Finally, in this chapter, some important suggestions will be offered that, it is hoped, may, if acted upon, improve the functioning of cruise tourism in Vietnam and assist in the development of the economy in that country.

7.1. The key findings of the study

Based on the material from the data presentation chapter and the data analysis chapter, the researcher would like to posit a series of key findings from the research, which relate to:

- The perceptions of the participants in Vietnam about the impact of cruise tourism on the economic, social-cultural, and the environment of Ho Chi Minh City.
- The similarities and differences between the practical impact of cruise tourism on Ho Chi Minh City, Vietnam, with the theory of cruise tourism impact on communities from the previous studies, which was discussed in the literature review chapter.
- The significance of a lack of devices for measuring the environmental impact of cruise tourism on two cities including Ho Chi Minh City.
- The appearance of some new findings in the economic impact and social-cultural impact areas.
- The influence of cruise tourism on the development of the economy in general and the development of tourism in particular of Ho Chi Minh City, Vietnam.
- The perception of local government in creating good conditions for cruise tourism development in Ho Chi Minh City.

The collected data revealed that the respondents in two different places including Ho Chi Minh City and Phu My areas held similar perceptions about the impact of cruise tourism to the visited destination communities. This commonality of perspectives included such areas as:

- An acknowledgement of the role of cruise tourism in the development of tourism in particular and the economic development in general of these two places.
- A belief that cruise tourism has impacted on the two areas in both positive and negative ways.

- An awareness of what was perceived to be similar and different in comparison to the processes of cruise tourism development between these two places.

It was clear that cruise tourism was impacting on communities in three main areas including the economy, the social-cultural sphere, and the environment. More specifically, almost all respondents in the Ho Chi Minh City and Phu My areas perceived that the economic and social-cultural activities of each city have received considerable positive impacts whilst, on the other hand, a small negative impact on the environment of each area was indicated. Thus, participants in these two places revealed that cruise tourism is impacting on their areas in both positive and negative directions. There were, however, notable differences in the perceptions between participants. For instance, almost all respondents in the two tourist companies and three ports emphasised that cruise ships have positive impacts on the areas of economic and social-cultural life but, in contrast, they considered that the cruise industry may impact on the environmental area in a negative way. Strikingly, the two Vietnamese local residents who lived near cruise ports revealed that cruise tourism had brought considerable negative impacts to their lives.

The data that was presented and analysed showed that cruise tourism has positive impacts in the economic area. Indeed, overall, the impact on Ho Chi Minh City was clear despite the fact that Ho Chi Minh City is a port of call rather than a home port. However, to explore specifically how the cruise industry impacts on the economy of this city it was revealed that the economic areas which were impacted by cruise ships in Ho Chi Minh City were the benefits for tourist companies/ports, job creation, investment for tourist companies/investment and infrastructure development for ports, the benefits for the local tourist destinations, and local transportation development. However, not all participants perceived the positive impact of cruise tourism to the economy in Vietnam and there were six participants, including four tourist company staff and two local residents, who did not confirm such a desirable outcome.

It is also notable, that there were a number of variations in the perceptions of participants in Vietnam.

Furthermore, in the process of presentation and analysis data for this study, it is important to note that the researcher explored one new economic impact of the cruise industry to Vietnam, which is the benefit to the image of the destination. Indeed, such

an impact has never been explored in any previous findings discovered in the process of the literature review.

Whilst the impacts of cruise tourism to the economy of Vietnam gained a lot of relevant data information, the environmental impacts received less attention from respondents. Indeed, and more specifically, the perceptions of all participants in this country was such that there was not really sufficient evidence to verify the impact in this area. Nonetheless, we must note that all of the participants considered that cruise ships have brought only negative impacts on the environment of the two locations. What was noted by the participants in Vietnam was that they perceived that the environmental impacts of the cruise industry to Vietnam may be ship emissions (including waste pollution) and noise pollution.

The literature review chapter showed that previous findings have paid attention to the economic impacts and the environmental impacts of cruise tourism to the visited destination, whereas in this study, the social-cultural impact of the cruise industry has been highlighted. The responses from almost all participants in Vietnam revealed that the cruise industry has a great social-cultural impact in both Ho Chi Minh City and Phu My areas. However, there were not all participants who perceived the impacts of cruise tourism on the social-cultural life of each city and indeed two local citizens in Vietnam did not perceive such issues. And, the situation was also similar in relation to the perception about the impact of the cruise industry on the economy since the participants from Ho Chi Minh City and Phu My area also perceived issues dissimilarly. In addition, in the process of analysis, it was fascinating when the researcher explored one new social-cultural impact of cruise tourism to Vietnam, which was the change of normal activities of ports. It was clear that this has never been shown in any previous findings in the literature review.

In Ho Chi Minh City, local government have perceived the importance of cruise tourism in the development of the economy and they have introduced policies to further promote the process of cruise tourism development. It is, however, clear that Ho Chi Minh City local government has to plan to build a direct terminal in future if this situation is to be rectified.

To summarise, there were both similarities and differences in the issues related to the impact of cruise tourism on the visited destination communities. In addition, it was

especially noticeable that some new findings emerged that were not evident in any previous studies. In Vietnam, the process of development of the cruise industry is new, especially in Ho Chi Minh City where the industry is no more than ten years old. In addition, we can reiterate that the distance from the dock for cruise ships to Ho Chi Minh City is too great and, therefore, the passengers have been forced to travel for three to four hours to visit tourist destinations. Moreover, Vietnam is a developing country, thus, there is a lack of factors that support cruise tourism development such as a direct terminal and a local system of mass communication (although the latter situation is improving).

With the findings that have been explored in this research, there would be some recommendations for promoting the development of cruise tourism in Ho Chi Minh City, which will be presented in section 7.3.

7.2. Research limitations

In the process of exploring the aims of this study, the researcher recognised that there were a considerable number of challenges that influenced the research. They were as follows:

- **Access and reconceptualisation:** it was noted at the very start of this submission that the original aim of this study was to carry out a comparative study of the development of cruise tourism in Ho Chi Minh City and Liverpool but that problems of access in Liverpool meant that it was not possible to develop a suitable sample of respondents in the latter location which meant that the research focus had to be adjusted to focus solely on Vietnam. The problems of gaining access to respondents are very familiar to many researchers and in this case, they were exacerbated by linguistic challenges and the lack of a professional or social network in the United Kingdom. The resulting requirement to reconceptualise the research and to gather additional data in Vietnam was the most demanding of the issues faced by the researcher in his journey towards the completion of this submission but, as argued earlier, it is felt that this process was very worthwhile in that it eventually produced the interesting and original findings reported in this thesis.

- Language: during the process of doing PhD research in the United Kingdom, the researcher struggles to understand the English of academic papers, journals, articles, research, and books. The researcher believes that it was the biggest challenge for not only him but also other foreign researchers. In addition, he perceived the difference between English and Vietnamese in translation, especially when he converted interviews from Vietnamese to English. Indeed, sometimes, the researcher realised that it was difficult to translate from Vietnamese to English with exact meaning. Moreover, the transcription process took from five to eight hours per interview.
- The process of connecting with participants: this was challenging since most of the participants who have the responsibility of cruise tourism were working at companies that were related directly to the cruise industry.
- Participants: during the process of data collection, the researcher was required to work with twenty eight interviewees including five managers, twenty one staff, and two local residents at two different locations in Vietnam (including Ho Chi Minh City and Baria – Vung Tau province). With the multiplicity of different positions in their companies, the data information collected became very large. The researcher realised that some of the material collected from the staff was quite similar and also that, at times, the participants seemed reticent. Thus, he considered that there may have been some form of influence in the power relationship with the manager that may have exerted control over the answers. Such reticence may, however, be related to other phenomena, such as the concern of respondents about revealing too much that they consider delicate or personal.
- Data gathering: it should be noted that data gathering, whether in the form of a questionnaire or interview-based research, is challenging in the context of Vietnam. This is because, as noted earlier in this text, Vietnam is a society which has undergone many strains in its history and was, therefore, a comparatively ‘closed’ society until recent years whenever greater economic and social engagement has taken place. This has meant that Vietnamese residents are often unfamiliar with the concept of taking part in research activity. Thus many potential or actual respondents feel constrained in their responses and lack confidence in

stating their personal views. This was particularly noticeable in the interviews that were undertaken as part of this study and the researcher swiftly realised that there were some difficulties because of some interviewees' concern about being interviewed. If we explore this further, we may note that it appeared that some respondents felt that their responses should reflect the views of their managers. This may have been exacerbated by the fact that the only facilities available to undertake interviews often meant that managers were still within earshot of the respondents, thus making respondents wary about responding with candour. It is probably for this reason that some similar answers were provided by respondents in the same companies.

- The process of conducting research in two different places in Vietnam: A further challenge was created by the fact that the interviews were conducted at two different locations Ho Chi Minh City and Ba Ria – Vung Tau province. This was, therefore, costlier and involved significant amounts of travel and difficulties in managing the logistics in terms of finding locations for interviews to take place. In addition, the desire to gain the perspectives of participants from different positions in the hierarchy of their companies caused the interviewer to take greater time in ensuring that the appropriate sample had been obtained. Added to this was the common issue associated with qualitative research of the very large amounts of data generated causing the considerable effort to be required in data management and analysis.
- The process of data analysis: the researcher met difficulties associated with the fact that some Vietnamese words cannot translate to English with any exactitude, meaning that the process of translation took up great amounts of time, as did transcription.
- Funds: although this research was conducted in the United Kingdom the main data collection was in Vietnam. Therefore, there was a requirement to move between the two countries for long periods of time occasioning considerable and challenging expense.

7.3. Recommendations

This section will present some recommendations that can be used not only for Ho Chi Minh City local government but also for other cities in Vietnam to promote the process of the development of the cruise industry. Based on the material in this study from the findings of cruise tourism development in Ho Chi Minh City, Vietnam until now and the previous findings from the literature review chapter, the researcher perceived that it will take a long period for cruise industry development in Ho Chi Minh City to reach maturity. This process will require attention to many elements, such as funding, strategy, the appointment of key staff, and the development of infrastructure because the current cruise industry is not commensurate with the potential for tourism in the city. Therefore, the researcher considers that the following recommendations would help in promoting cruise tourism development in Ho Chi Minh City, Vietnam.

7.3.1. Recommendations in the economic field

As could be observed in the data presentation chapter and analysis chapter, it is clear that the findings of this study revealed the perceptions of the impact of cruise tourism in Ho Chi Minh City in three main areas including the economy, the social-cultural, and the environmental aspects in both positive and negative directions. However, to this point, there has been a lack of policy and strategy in local government. In fact, the strategy for promoting the cruise industry in Ho Chi Minh City is not clear and is the reason for some of the negative impacts of cruise passengers in the city noted in this research. For instance, traffic jams have continued to happen in the city centre because the local transportation system has been inadequate for both local residents and travellers. Therefore, it is recommended that the local government of the city needs to develop a local metro system for local citizens and tourists alike. In addition, investment in marketing is needed through which the local government and other stakeholder associations, such as tourist companies and ports, should invest in marketing for their main target markets such as Europe, the USA, Japan, and China in order to create a unique cruise destination image that is differentiated from other competitors. Moreover, a joint effort from all stakeholders is needed, both in the public and private sector.

In addition, one of the big issues for promoting cruise tourism in Ho Chi Minh City is the lack of a cruise direct port. In spite of the fact that the city has a plan to build a direct

port, this has so far not been deployed in practice. Therefore, the city should conduct feasibility studies regarding the potential of cruise tourism and potential cruise terminal locations or alternative docking options to decide on the best suitable solution for cruise tourism development. For existing ports, there is a need to continue building new piers and terminals to both attract cruise ships and to keep them coming back. Therefore, the city needs to have a strong strategy for building cruise terminals because the accommodation of cruise ships into ports requires a great deal of initial capital investment in infrastructure as well as maintenance costs.

Moreover, although there are some famous local tourist companies in Ho Chi Minh City working on cruise tourism, it does not seem that they are adequate to handle the capacity demanded by cruise lines. It is, therefore, recommended to approach the cruise tourism market together with other stakeholders in the region. For instance, tourist companies can inform the Vietnamese government and Ho Chi Minh City local government about the advantages and disadvantages of cruise tourism, assist in the development of cruise tourism policies and look at the possibilities for capacity-building training. In addition, the focus should be concentrated on key training areas related to awareness of cruise tourism and cruise tourists, communication and hospitality, tourist safety and security, organisational management, language skills and environmental aspects of the industry.

7.3.2. Recommendations in the social-cultural field

To develop cruise tourism, the city has to make sure that it maintains the core natural and cultural values of the region. The city must develop policies that safeguard the natural and cultural phenomena and limit potential negative impacts. In addition, one of the issues associated with tourism in Ho Chi Minh City is the safety of cruise passengers. We must reiterate that cruise travellers are usually perceived as being rich, thus, they can be a target for criminals and this may change the face of the city. Therefore, the city needs to support more solutions to protect tourists such as greater resources for more police in the city centre.

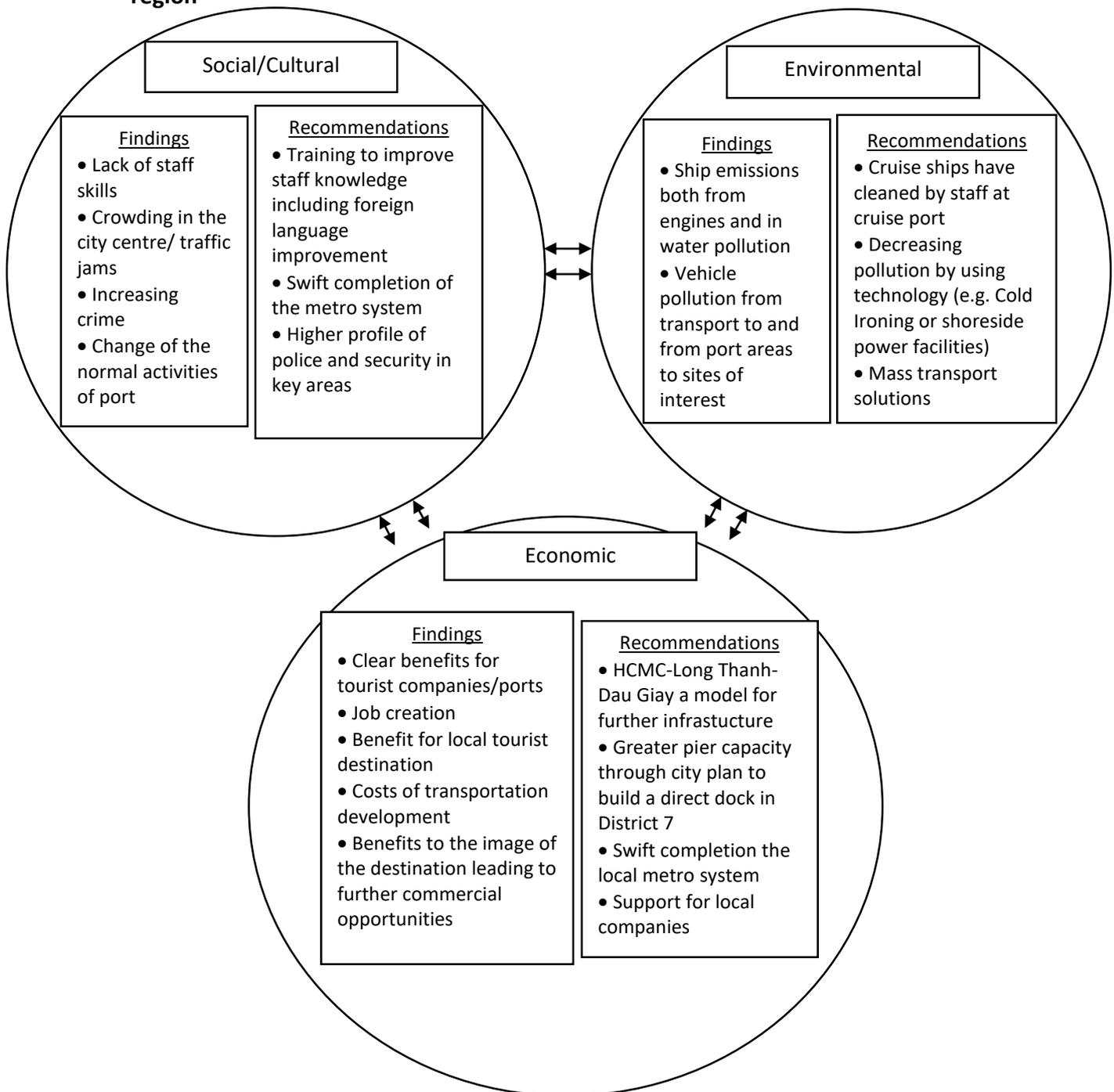
7.3.3. Recommendations in the environmental field

The findings of this study have shown that all participants perceived that cruise ships may bring some pollution for the visited destination communities, including noise pollution and ships' emissions (including waste pollution). However, there was still not any policy in the local governments to control the impacts of cruise tourism. However, it was noted that specialist monitoring devices are not available in sufficient quantities in order to monitor the impacts of cruise activities on Ho Chi Minh City. Thus, it is hard to evaluate how the cruise industry affects the environment of the visited destination communities. Therefore, the local government needs to set up laws to control pollution that may be made by cruise activities and invest in greater and more accurate monitoring procedures.

7.3.4. A Triple Bottom Line analysis of cruise tourism development in Ho Chi Minh City and region

It was noted in the Introduction to this submission that the conceptual framework for the underpinning research for this study aligned closely with the concept of the Triple Bottom Line originally conceived by Spreckley (1981) and articulated more fully by Elkington (1994) which has, more recently, begun to be employed in relation to tourism. Figure 7.1 (see on next page) offers a model representing an analysis of cruise tourism development in Ho Chi Minh City and region based on the findings and recommendations articulated in this chapter.

Figure 7.1. A Triple Bottom Line analysis of cruise tourism in Ho Chi Minh City and region



The Triple Bottom Line Framework is shown here to explain the relationship between the final section of the Literature Review chapter with the findings of this study. It can be seen that there are three areas, Social/Cultural, Environmental, and Economic of cruise ships activities that are influencing in both cities included in the research, in which they are clearer in Ho Chi Minh City and its region, in which the main research took place. It is argued that there are some findings represented here that have never been shown before such as the issues related to the challenges of the change in the normal activities of the port that are currently required for tourism activity, and the benefits to the image of a destination. Moreover, it is also clear that some findings, such as concerns about an increase in crime and the environmental impacts of cruise tourism activities, also need intervention by local and national authorities. For the former finding, there was no statistical evidence data to support this contention. For the latter finding, it was shown that both cities do not have any measurement tools to measure the environmental impacts of cruise tourism. Moreover, the researcher has also suggested some actions to solve the issues of the Cruise Industry in Ho Chi Minh City.

Overall, if one adopts a Triple Bottom Line Analysis it is clear that cruise tourism has brought considerable financial benefits and has the potential to offer greater future benefits for Ho Chi Minh City but there remain a number of social and environmental challenges that need to be addressed which will, themselves, have costs to be considered.

7.3.5. Recommendations for further research

Based on the limitations of the research that was shown in section 7.2, the researcher recommends that further research be carried out that adopts the more extensive quantitative analysis of the views of tourists, tourism staff, local residents and other stakeholders. In addition, more detailed comparative research both within Vietnam and between Vietnam and other more developed cruise locations could bear fruit in terms of lessons for the development of the cruise industry.

7.4. Concluding remarks

The first main reason for undertaking this research was to explore the impact of the cruise industry on Ho Chi Minh City, Vietnam. Secondly, the next main purpose of this study was to assist in the promotion of the development of cruise tourism in Ho Chi Minh City in particular and Vietnam more widely. To reach those goals, this research has investigated the process of cruise tourism development in two different locations. In Vietnam, the study was conducted with two tourist companies and three ports in Ho Chi Minh City and Phu My area.

To ensure that the results of this study were explored in depth, the research used a mixed-method approach with clear purposes, the data collection was conducted using semi-structured interview and a questionnaire and thematic analysis and the SPSS programme were used for the process of analysis. The findings of the study have been explored and summarised in this chapter.

Overall, we should note that cruise tourism has had a significant impact on the development of Ho Chi Minh City in recent years and these impacts have been explored in three main areas, those of the economy, social-cultural aspects, and the environment. Through this work, the researcher has perceived the importance of cruise tourism in the process of economic development as well as the advantages and disadvantages of this burgeoning industry for Ho Chi Minh City. Finally, recommendations to promote the cruise industry further in Ho Chi Minh City have been introduced which may, it is hoped, assist in the future enhancement of this fascinating and important field.

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Appendices

Appendix 1 – Codes relating to the respondents in the research

| Codes | Explanations |
|----------|--|
| MTC-A | The manager of tourist company A at Ho Chi Minh City, Vietnam |
| MTC-B | The manager of tourist company B at Ho Chi Minh City, Vietnam |
| MP-A | The manager of port A at Ho Chi Minh City, Vietnam |
| MP-B | The manager of port B at Ba Ria – Vung Tau province, Vietnam |
| MP-C | The manager of port C at Ba Ria – Vung Tau province, Vietnam |
| HESTC-A1 | The highly experienced tourist staff one who has more than 6 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| HESTC-A2 | The highly experienced tourist staff two who has more than 6 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| HESTC-A3 | The highly experienced tourist staff three who has more than 6 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| MESTC-A1 | The middle experienced tourist staff one who has 2 to 5 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| MESTC-A2 | The middle experienced tourist staff two who has 2 to 5 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| MESTC-A3 | The middle experienced tourist staff three who has 2 to 5 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| MESTC-A4 | The middle experienced tourist staff four who has 2 to 5 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| LESTC-A1 | The less experienced tourist staff one who has less than 2 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| LESTC-A2 | The less experienced tourist staff two who has less than 2 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| HESTC-B1 | The highly experienced tourist staff one who has more than 6 years' experience of tourist company B at Ho Chi Minh City, Vietnam |
| HESTC-B2 | The highly experienced tourist staff two who has more than 6 years' experience of tourist company B at Ho Chi Minh City, Vietnam |
| MESTC-B1 | The middle experienced tourist staff one who has 2 to 5 years' experience of tourist company B at Ho Chi Minh City, Vietnam |
| MESTC-B2 | The middle experienced tourist staff two who has 2 to 5 years' experience of tourist company B at Ho Chi Minh City, Vietnam |

| | |
|----------|--|
| MESTC-B3 | The middle experienced tourist staff three who has 2 to 5 years' experience of tourist company B at Ho Chi Minh City, Vietnam |
| MESTC-B4 | The middle experienced tourist staff four who has 2 to 5 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| MESTC-B5 | The middle experienced tourist staff five who has 2 to 5 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| LESTC-B1 | The less experienced tourist staff one who has less than 2 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| LESTC-B2 | The less experienced tourist staff two who has less than 2 years' experience of tourist company A at Ho Chi Minh City, Vietnam |
| PS-A1 | The staff of port A one at Ho Chi Minh City, Vietnam |
| PS-A2 | The staff of port A two at Ho Chi Minh City, Vietnam |
| PS-B | The staff of port B at Ba Ria – Vung Tau province, Vietnam |
| LR-A | The local resident one |
| LR-B | The local resident two |

Appendix 2 – Lists of interview questions for tourist company and port respondents

1. Could you please give me an overview of your company in terms of its development, size, and method of operation?

Probes/ prompts:

- Tell me about the history and the development of your company.
- When did your company start operating cruise tourism business? Why?
- What has the revenue of your company been within the last 5 years (2012 - 2017).
- How many employees do you have, especially employees working in cruise tourism? Does this number fluctuate? If so, why?

2. Based on your experience and perceptions of cruise tourism, could you please tell me what impact you think cruise tourism is having for Ho Chi Minh City in general in terms of the local economy, culture and environment? How do these areas of impact reveal themselves?

Probes/ prompts:

- What are the economic impacts?
- What are the socio-cultural impacts?
- What are the environmental impacts?

3. Assuming that you do believe that cruise tourism has impacted on the city, where in particular does this impact show itself?

Probes/ prompts:

- What is the impact on local investments and infrastructure?
- What is the impact on local tourist companies?
- What is the impact on local tourist destinations?
- What is the impact on the local transportation system?
- What is the impact on local residents?

4. For these impacts, what does your company have to do? Why?

Appendix 3 – Lists of interview questions for local resident respondents

1. Could you please give me some overview of yourself and your place where you live?

Probes/ prompts:

- How long have you lived here?
- Have you seen any changes where you live that are connected to tourism?
- How is the local area changing?

2. Please explain what benefits or problems do you think you, personally, get from cruise tourism activities if any?

Probes/ prompts:

- Are there any benefits in terms of your work and income or your standard of living?
- Do you feel the city is overcrowded or struggling to cope with the influx of tourists? If so, in what ways?

3. Cruise tourism may have offer benefits to the city and local residents but it may also pose challenges. How do you think cruise tourism impacts on the city both positively and negatively?

Probes/ prompts:

- What is the impact on the local investments and infrastructure?
- What is the impact on the local tourist companies?
- What is the impact on the local tourism destinations?
- What is the impact on the local transportation system?
- What is the impact on the local residents?

4. If you do feel that tourism in general and cruise tourism, in particular, is having an impact on the city or on you personally. If so, how have these things affected you or your family?

Probes/ prompts:

- Has your income or standard of living or that of your family risen or declined in recent years? If so, why do you think this is?

- Do you feel that your way of life has been affected either positively or negatively in some way by the number of visitors? If so in what ways have you or your family been affected?

Appendix 4 – List of questionnaires

Title of Research Project: The development of cruise tourism in Ho Chi Minh City:
Impacts and Opportunities

Part A: About yourself and cruise tourism background

1. Are you?
 - Male
 - Female
 - Others

2. What is your age?
 - Under 18
 - From 18 to 29
 - From 29 to 65
 - Over 65

3. How many times have you chosen cruise tourism for travel or holiday purposes?
 - 1
 - 2
 - 3
 - 4 (or more)

4. When did you decide to make this journey?
 - Less than a month ago
 - 1 to 3 months ago
 - More than 3 months ago

5. How long will this cruise vacation last?
 - Under 5 days
 - 6 to 8 days
 - 9 to 15 days
 - 16 days and more

6. How much money did you pay per day for this journey?
 - Less than US \$100
 - From US \$100 to US \$150
 - From US \$150 to US \$200
 - More than US \$200

Part B. The impacts of cruise tourism for the city:

1. Below are listed some possible positive economic impacts of cruise tourism for the city you revisiting. For each statement, please indicate to what extent you agree or disagree: (1) means you completely disagree and (5) that you completely agree with the statement.

| Statements Cruise tourism: | I completely disagree | | | I completely agree | |
|---|-----------------------|---|---|--------------------|---|
| | 1 | 2 | 3 | 4 | 5 |
| increases public investments and infrastructures | | | | | |
| increases private investments and infrastructures | | | | | |
| increases job opportunities | | | | | |
| increases the income for the local economy | | | | | |
| increases the income of the local people | | | | | |

2. Below are listed some possible positive socio-cultural impacts of cruise tourism statements for the city you are visiting. For each statement, please indicate to what extent you agree: (1) means you completely disagree and (5) that you completely agree with the statement.

| Statements Cruise tourism: | I completely disagree | | | I completely agree | |
|--|-----------------------|---|---|--------------------|---|
| | 1 | 2 | 3 | 4 | 5 |
| enhances the social and cultural life for the local population | | | | | |
| enhances the quality of life for the local population | | | | | |
| enhances the quality of the local transportation system | | | | | |
| enhances the quality of tourist companies (services, management, staff skills and knowledge, etc.) | | | | | |

3. Below are listed some possible positive environmental impacts of cruise tourism statements for the city you are visiting. For each statement, please indicate to what extent you agree: (1) means you completely disagree and (5) that you completely agree with the statement.

| Statements Cruise tourism: | I completely disagreed | | | I completely agreed | |
|--|------------------------|---|---|---------------------|---|
| | 1 | 2 | 3 | 4 | 5 |
| enhances the quality of the environment | | | | | |
| encourages and enables better infrastructure (roads, water supply, etc.) | | | | | |

4. Below are listed some possible negative economic impacts of cruise tourism for the city you are visiting. For each statement, please indicate to what extent you agree: (1) means you completely disagree and (5) that you completely agree with the statement.

| Statements Cruise tourism: | I completely disagree | | | I completely agreed | |
|--|-----------------------|---|---|---------------------|---|
| | 1 | 2 | 3 | 4 | 5 |
| increases the cost of living for local communities | | | | | |
| decreases jobs because of the competition between tour guides of cruise ships with local tour guides | | | | | |
| reduces income for local residents | | | | | |
| reduces income for local tourist companies | | | | | |
| reduces the local economy | | | | | |

5. Below are listed some possible negative socio-cultural impacts of cruise tourism statements for the city. For each statement, please indicate to what extent you agree: (1) means you completely disagree and (5) that you completely agree with the statement.

| Statements Cruise tourism: | I completely disagreed | | | I completely agreed | |
|---|------------------------|---|---|---------------------|---|
| | 1 | 2 | 3 | 4 | 5 |
| increases traffic jams | | | | | |
| increases the number of minor crimes | | | | | |
| forces local residents to change the way they manage their daily life | | | | | |

6. Below are listed some possible negative environmental impacts of cruise tourism statements for the city. For each statement, please indicate to what extent you agree: (1) means you completely disagree and (5) that you completely agree with the statement.

| Statements Cruise tourism: | I completely disagreed | | | I completely agreed | |
|--|------------------------|---|---|---------------------|---|
| | 1 | 2 | 3 | 4 | 5 |
| increases ship emissions | | | | | |
| increases air pollution | | | | | |
| increases water pollution | | | | | |
| increases noise pollution | | | | | |
| produces significant levels of waste/garbage | | | | | |

Appendix 5 – A copy of the email letter to participants

To Whom It May Concern,

My name is Trung Quang Ta. I am currently enrolled in a research degree at Liverpool John Moores University, United Kingdom. My research title is “The development of cruise tourism in Ho Chi Minh City: Impacts and Opportunities”.

You are invited to take part in an interview regarding the development of cruise tourism in Ho Chi Minh City. The purpose of this research is to investigate how does cruise tourism work and impact on the development of tourism in the city. In which, I would like to explore the advantages and disadvantages of cruise tourism for the city. I would like to interview you because you are the Sai Gon; Ben Thanh Tourist Company; port Manager who has more experience in cruise tourism in the city. With your experience in tourism, I would like to receive your thinking about how to cruise tourism develops in the city.

The interview will be recorded by voice-recorder and it will take about one hour. The interview will concentrate on three sections including general background information about you and your company, cruise tourism in the city, and your experience in cruise tourism.

If you require any further information, please do not hesitate to contact me.

Best Regards,

Trung Quang Ta

Contact Details of Researcher:

Trung Quang Ta

Liverpool John Moores University

T.Q.Ta@2014.ljmu.ac.uk

Appendix 6 – A copy of the email letter to participants
(Vietnamese Translation)

Kính gửi quý ông (bà),

Tôi tên là Tạ Quang Trung. Hiện nay, tôi đang tham gia vào một nghiên cứu tại trường Đại học Liverpool John Moores, Vương quốc Anh. Tên đề tài của tôi là “Sự phát triển của du lịch tàu biển tại thành phố Hồ Chí Minh: Tác động và Cơ hội”.

Ông (bà) được mời để tham gia vào một phỏng vấn liên quan đến sự phát triển du lịch tàu biển tại Thành phố Hồ Chí Minh. Mục đích của nghiên cứu này là điều tra xem du lịch tàu biển đã làm được gì và tác động của nó đến sự phát triển du lịch ở thành phố như thế nào. Trong đó, tôi muốn tìm hiểu những thuận lợi và bất lợi của du lịch tàu biển đến thành phố. Tôi muốn thực hiện phỏng vấn này với ông (bà) bởi vì ông (bà) là người quản lý của công ty du lịch Sài Gòn; Bến Thành; cảng biển, người có nhiều kinh nghiệm trong du lịch tàu biển của thành phố này. Với kinh nghiệm của ông (bà) trong ngành du lịch, tôi muốn nhận được những suy nghĩ của ông (bà) về việc làm thế nào để phát triển du lịch tàu biển đến thành phố này.

Bài phỏng vấn sẽ được ghi âm và mất khoảng 1 giờ để thực hết. Phỏng vấn sẽ tập trung vào ba phần, bao gồm những thông tin khái quát về ông (bà) và công ty của ông (bà), du lịch tàu biển tại thành phố, và kinh nghiệm của ông (bà) trong du lịch tàu biển.

Nếu ông (bà) muốn biết thêm thông tin, xin vui lòng liên hệ với tôi.

Kính chào,

Tạ Quang Trung

Địa chỉ liên hệ của người nghiên cứu:

Tạ Quang Trung

Trường Đại học Liverpool John Moores

T.Q.Ta@2014.ljmu.ac.uk

Appendix 7 – Gatekeeper information sheet (Interview)

Title of Project: The development of cruise tourism in Ho Chi Minh City: Impacts and Opportunities

Name of Researcher and School/Faculty: Trung Quang Ta; School: Sport Studies, Leisure and Nutrition/ Faculty: Education, Health and Community

1. What is the reason for this letter?

Cruise tourism is becoming one of the fastest sectors in the tourism industry. Ho Chi Minh City has more opportunities for cruise tourism development. Although there is some academic research about cruise tourism in the city, most of them are based on the statistic and not enough to show the development of cruise tourism. Thus, this research will explore the impacts of cruise tourism (including advantages and disadvantages) to the city.

2. What is the purpose of the study/rationale for the project?

The purposes of this research are to investigate how does cruise tourism work and impact on the development of tourism in Ho Chi Minh City.

3. What we are asking you to do?

In order to do this research, it is necessary to conduct interviews. The role of general manager of Sai Gon/Ben Thanh Tourist Company is very important because the researcher needs your permission to access the participants.

4. Why do we need access to your staff?

The participants for this research are people who work for your company. If they do not involve participation, the data collection will be not relevant for this research.

5. If you are willing to assist in the study what happens next?

The participant sheet and the consent form will be sent to the participants to sign before an interview is to take place. And then, the communication between the researcher and the participants will perform. Finally, the interview will start with time and place where the participants choose.

6. How we will use the Information?

After finishing the interviews, the data will be transcribed in the United Kingdom for analysis of academic purposes.

7. Will the name of my organisation taking part in the study be kept confidential?

Your participation will be kept confidential. The researcher will replace your personal real name and that of your organisation with pseudonyms in all outputs (the PhD thesis, academic papers, reports, conference presentations) resulting from the data collection to which you have contributed. Your interviews will be stored and kept in a computer (M: Drive) in Liverpool John Moores University which is password protected and to which only the researcher can access. Your individual information will not show in this research.

8. What will be taking part involve? What should I do now?

Sign and return the Gatekeeper Consent Form provided

This study has received ethical approval from LJMU's Research Ethics Committee

Contact Details of Researcher:

Trung Quang Ta

Liverpool John Moores University

T.Q.Ta@2014.ljmu.ac.uk

Contact Details of Academic Supervisor:

Professor Mark Brundrett

Faculty of Education, Health and Community

Liverpool John Moores University

M.Brundrett@ljmu.ac.uk

Appendix 8 - Gatekeeper information sheet (Interview) (Vietnamese Translation)

Tên đề tài: Sự phát triển của du lịch tàu biển tại thành phố Hồ Chí Minh: Tác động và Cơ hội

Tên người nghiên cứu và Bộ môn/Khoa: Tạ Quang Trung; Bộ môn: Nghiên cứu Thể thao, Giải trí và Dinh dưỡng/Khoa: Giáo dục, Y tế và Cộng đồng

1. Lý do của lá thư này?

Du lịch tàu biển đang dần trở thành một nhân tố nhanh nhất trong ngành công nghiệp du lịch. Thành phố Hồ Chí Minh có nhiều cơ hội để phát triển du lịch tàu biển. Mặc dù đã có một vài công trình nghiên cứu về du lịch tàu biển ở thành phố, nhưng phần lớn là dựa trên các số liệu thống kê và không đủ để cho thấy sự phát triển của du lịch tàu biển. Do đó, nghiên cứu này sẽ khám phá những tác động vào của du lịch tàu biển (bao gồm thuận lợi và bất lợi) đến thành phố này.

2. Mục đích của đề tài?

Mục đích của nghiên cứu này là điều tra xem du lịch tàu biển đã làm được gì và tác động của nó đến sự phát triển du lịch ở thành phố Hồ Chí Minh ra sao.

3. Những điều chúng tôi đề xuất bạn làm?

Để thực hiện nghiên cứu này, đó là sự cần thiết để tiến hành các phỏng vấn. Vai trò của người quản lý của công ty du lịch Sài Gòn/Bến Thành là rất quan trọng bởi vì người nghiên cứu cần sự cho phép của ông (bà) để tiến hành với những người tham gia.

4. Tại sao chúng tôi cần phải tiến hành với nhân viên của bạn?

Những người tham gia vào nghiên cứu này là những người làm việc tại công ty của ông (bà). Nếu họ không đồng ý tham gia với tư cách là người tham gia, các dữ liệu thu thập sẽ không có giá trị cho nghiên cứu này.

5. Nếu ông (bà) sẵn sàng hỗ trợ cho nghiên cứu này, những việc gì sẽ diễn ra tiếp theo?

Phiếu thông tin người tham gia và giấy chấp thuận sẽ được gửi đến những người tham gia để họ ký trước khi buổi phỏng vấn được tiến hành. Và sau đó, người nghiên cứu sẽ

liên lạc với người tham gia. Sau cùng, buổi phỏng vấn sẽ bắt đầu với thời gian và địa điểm do người tham gia lựa chọn.

6. Chúng tôi sẽ sử dụng thông tin như thế nào?

Sau khi kết thúc những buổi phỏng vấn, dữ liệu sẽ được chuyển sang Vương quốc Anh để tiến hành phân tích các mục tiêu học thuật.

7. Tên công ty của ông (bà) tham gia vào nghiên cứu có được giữ bí mật?

Sự tham gia của ông (bà) sẽ được giữ bí mật. Người nghiên cứu sẽ thay tên các nhận thật của ông (bà) và tổ chức của ông (bà) bằng cách ẩn danh trong tất cả các kết quả đầu ra (Luận án Tiến sĩ, bài báo học thuật, báo cáo, trình bày hội thảo) được thu thập từ các dữ liệu mà ông (bà) đã đóng góp. Những phỏng vấn sẽ được lưu trữ tại một ổ cứng máy tính tại trường Đại học Liverpool John Moores với một khẩu mà chỉ có duy nhất người nghiên cứu có thể truy cập. Các thông tin cá nhân của ông (bà) sẽ không hiển thị trong nghiên cứu này.

8. Những phần nào có liên quan? Tôi sẽ làm điều gì bây giờ?

Ký tên và gửi lại Phiếu thông tin người kiểm soát đã được cung cấp

Nghiên cứu này đã nhận được sự chấp thuận của Ủy ban Đạo đức của trường Đại học Liverpool John Moores

Địa chỉ liên hệ của người nghiên cứu:

Tạ Quang Trung

Trường Đại học Liverpool John Moores

T.Q.Ta@2014.ljmu.ac.uk

Địa chỉ liên hệ của người hướng dẫn học thuật:

Giáo sư Mark Brundrett

Khoa Giáo dục, Y tế và cộng đồng

Trường Đại học Liverpool John Moores

M.Brundrett@ljmu.ac.uk

Appendix 9 - Gatekeeper information sheet (Questionnaire)

Title of Project: The development of cruise tourism in Ho Chi Minh City: Impacts and Opportunities

Name of Researcher and School/Faculty: Trung Quang Ta; School: Sport Studies, Leisure and Nutrition/Faculty: Education, Health and Community

1. What is the reason for this letter?

Cruise tourism is becoming one of the fastest sectors in the tourism industry. Ho Chi Minh City has more opportunities for cruise tourism development. Although there is some academic research about cruise tourism in the city, most of them are based on the statistic and not enough to show the development of cruise tourism. Thus, this research will explore the impacts of cruise tourism (including advantages and disadvantages) to the city.

2. What is the purpose of the study/rationale for the project?

The purposes of this research are to investigate how does cruise tourism work and impact on the development of tourism in Ho Chi Minh City.

3. What we are asking you to do?

In order to do this research, it is necessary to conduct questionnaires. The role of the general manager of the port is very important because the researcher needs your permission to access the participants.

4. Why do we need access to your tourists?

The participants for this research are people who come to port by using cruise for travelling. If they do not involve participation, the data collection will be not relevant for this research.

5. If you are willing to assist in the study what happens next?

The questionnaires will be sent directly to tourists who are available at Baria Serece/Tan Cang/Sai Gon port. They will be selected through a convenience sampling to do questionnaires. The questionnaires will be collected by hand after the participants completed.

6. How we will use the questionnaire?

After finishing questionnaires, the data will be transcribed in the United Kingdom for analysis academic purposes.

7. Will the name of my organisation taking part in the study be kept confidential?

Your participation will be kept confidential. The researcher will replace your personal real name and that of your organisation with pseudonyms in all outputs (the PhD thesis, academic papers, reports, conference presentations) resulting from the data collection to which you have contributed. Your interviews will be stored and kept in a computer (M: Drive) in Liverpool John Moores University which is password protected and to which only the researcher can access. Your individual information will not show in this research.

8. What will be taking part involve? What should I do now?

Sign and return the Gatekeeper Consent Form provided

This study has received ethical approval from LJMU's Research Ethics Committee

Contact Details of Researcher:

Trung Quang Ta

Liverpool John Moores University

T.Q.Ta@2014.ljmu.ac.uk

Contact Details of Academic Supervisor:

Professor Mark Brundrett

Faculty of Education, Health and Community

Liverpool John Moores University

M.Brundrett@ljmu.ac.uk

Appendix 10 - Gatekeeper information sheet (Questionnaire)

(Vietnamese Translation)

Tên đề tài: Sự phát triển của du lịch tàu biển tại thành phố Hồ Chí Minh: Tác động và Cơ hội

Tên người nghiên cứu và Bộ môn/Khoa: Tạ Quang Trung; Bộ môn: Nghiên cứu Thể thao, Giải trí và Dinh dưỡng/Khoa: Giáo dục, Y tế và Cộng đồng

1. Lý do của lá thư này?

Du lịch tàu biển đang dần trở thành một nhân tố nhanh nhất trong ngành công nghiệp du lịch. Thành phố Hồ Chí Minh có nhiều cơ hội để phát triển du lịch tàu biển. Mặc dù đã có một vài công trình nghiên cứu về du lịch tàu biển ở thành phố, nhưng phần lớn là dựa trên các số liệu thống kê và không đủ để cho thấy sự phát triển của du lịch tàu biển. Do đó, nghiên cứu này sẽ khám phá những tác động vào của du lịch tàu biển (bao gồm thuận lợi và bất lợi) đến thành phố này.

2. Mục đích của đề tài?

Mục đích của nghiên cứu này là điều tra xem du lịch tàu biển đã làm được gì và tác động của nó đến sự phát triển du lịch ở thành phố Hồ Chí Minh ra sao.

3. Những điều chúng tôi đề xuất bạn làm?

Để thực hiện nghiên cứu này, đó là sự cần thiết để tiến hành các bảng câu hỏi. Vai trò của người quản lý của bến cảng là rất quan trọng bởi vì người nghiên cứu cần sự cho phép của ông (bà) để tiến hành với những người tham gia.

4. Tại sao chúng tôi cần phải tiến hành với khách du lịch của bạn?

Những người tham gia vào nghiên cứu này là những khách du lịch có mặt tại cảng bằng cách du lịch bằng tàu biển. Nếu họ không đồng ý tham gia với tư cách là người tham gia, các dữ liệu thu thập sẽ không có giá trị cho nghiên cứu này.

5. Nếu ông (bà) sẵn sàng hỗ trợ cho nghiên cứu này, những việc gì sẽ diễn ra tiếp theo?

Bảng câu hỏi sẽ được gửi trực tiếp đến khách du lịch, những người hiện đang có mặt tại cảng Baria Serece/Tân Cảng/Sài Gòn. Họ được chọn thông qua bảng mẫu để tiến hành

thực bảng câu hỏi. Các bảng câu hỏi sẽ được thu lại bằng tay sau khi những người tham gia hoàn tất.

6. Chúng tôi sẽ sử dụng bảng câu hỏi như thế nào?

Sau khi kết thúc bảng câu hỏi, dữ liệu sẽ được chuyển sang Vương quốc Anh để tiến hành phân tích các mục tiêu học thuật.

7. Tên công ty của ông (bà) tham gia vào nghiên cứu có được giữ bí mật?

Sự tham gia của ông (bà) sẽ được giữ bí mật. Người nghiên cứu sẽ thay tên các nhận thật của ông (bà) và tổ chức của ông (bà) bằng cách ẩn danh trong tất cả các kết quả đầu ra (Luận án Tiến sĩ, bài báo học thuật, báo cáo, trình bày hội thảo) được thu thập từ các dữ liệu mà ông (bà) đã đóng góp. Những bài phỏng vấn sẽ được lưu trữ tại một ổ cứng máy tính tại trường Đại học Liverpool John Moores với mật khẩu mà chỉ có duy nhất người nghiên cứu có thể truy cập. Các thông tin cá nhân của ông (bà) sẽ không hiển thị trong nghiên cứu này.

8. Những phần nào có liên quan? Tôi sẽ làm điều gì bây giờ?

Ký tên và gửi lại Phiếu thông tin người kiểm soát đã được cung cấp

Nghiên cứu này đã nhận được sự chấp thuận của Ủy ban Đạo đức của trường Đại học Liverpool John Moores

Địa chỉ liên hệ của người nghiên cứu:

Tạ Quang Trung

Trường Đại học Liverpool John Moores

T.Q.Ta@2014.ljmu.ac.uk

Địa chỉ liên hệ của người hướng dẫn học thuật:

Giáo sư Mark Brundrett

Bộ môn Giáo dục

Trường Đại học Liverpool John Moores

M.Brundrett@ljmu.ac.uk

Appendix 11 - Gatekeeper consent form

Title of Project: The development of cruise tourism in Ho Chi Minh City: Impacts and Opportunities

Name of Researchers: Trung Quang Ta

Ho Chi Minh City has more opportunities for cruise tourism development however the academic research for cruise tourism in the city is not enough to show the development of this industry. Hence, with your permission for data collection, it will help the researcher has the academic source for exploring the impacts of cruise tourism to the city.

Please tick to confirm your understanding of the study and that you are happy for your organisation to take part and your facilities to be used to host parts of the project:

| | |
|---|--|
| 1. I confirm that I have read and understood the information provided for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily. | |
| 2. I understand that participation of our organisation and staffs/tourists in the research is voluntary and that they are free to withdraw at any time, without giving a reason and that this will not affect legal rights. | |
| 3. I understand that any personal information collected during the study will be anonymised and remain confidential. | |
| 4. I agree with our organisation and staffs/tourists to take part in the above study. | |
| 5. I agree to conform to the data protection act. | |

Name of Gatekeeper:

Date:

Signature:

Name of Researcher:

Date:

Signature:

Name of Person taking consent:

Date:

Signature:

Appendix 12 - Gatekeeper consent form

(Vietnamese Translation)

Tên đề tài: Sự phát triển của du lịch tàu biển tại thành phố Hồ Chí: Tác động và Cơ hội

Tên người nghiên cứu: Tạ Quang Trung

Thành phố Hồ Chí Minh có nhiều cơ hội để phát triển du lịch tàu biển tuy nhiên các nghiên cứu học thuật về du lịch tàu biển ở thành phố này là chưa đủ để thể hiện sự phát triển của ngành công nghiệp này. Do đó, với sự cho phép của ông (bà) để thu thập dữ liệu, điều này sẽ giúp cho người nghiên cứu có các thông tin mang tính học thuật để khám phá các tác động của du lịch tàu biển đến thành phố.

Vui lòng đánh dấu để xác nhận sự hiểu biết của ông (bà) về nghiên cứu này và hài lòng cho công ty/cảng của ông (bà) tham gia và các cơ sở vật chất của công ty/cảng sẽ được phép sử dụng để trở thành một phần chính của dự án:

| | |
|--|--|
| 1. Tôi xác nhận rằng tôi đã đọc và hiểu các thông tin được cung cấp cho nghiên cứu trên. Tôi đã có cơ hội để cân nhắc các thông tin, đặt các câu hỏi và đã có những trả lời thỏa đáng | |
| 2. Tôi hiểu rằng việc tham gia của công ty/cảng của tôi và các nhân viên/khách du lịch trong nghiên cứu này là tự nguyện và họ được tự do rút khỏi dự án này bất cứ lúc nào, mà không cần phải cung cấp một lý do và điều này sẽ không ảnh hưởng đến các quyền lợi hợp pháp. | |
| 3. Tôi hiểu rằng bất kỳ thông tin các nhân nào được thu thập trong nghiên cứu này sẽ được ẩn danh và giữ bí mật. | |
| 4. Tôi đồng ý cho công ty/cảng của tôi và các nhân viên/khách du lịch tham gia vào nghiên cứu trên. | |
| 5. Tôi đồng ý để tuân theo các hoạt động để bảo mật dữ liệu | |

Tên người kiểm soát:

Ngày:

Chữ ký:

Tên người nghiên cứu:

Ngày:

Chữ ký:

Tên người đồng ý tham gia:

Ngày:

Chữ ký:

Appendix 13 - Participant information sheet (Interview)

Title of Project: The development of cruise tourism in Ho Chi Minh City: Impacts and Opportunities

Name of Researcher and School/Faculty: Trung Quang Ta; School: Sport Studies, Leisure and Nutrition/Faculty: Education, Health and Community

You are being invited to take part in an interview that will explore the development of cruise tourism in Ho Chi Minh City, Vietnam. Before you decide to be a participant, it is important that you understand why the research is being done and what it involves. Please take time to read the following information. If there is anything that is not clear or if you would like more information, please do not bother to contact me. And please take the time to decide if you want to take part or not.

1. What is the purpose of the study?

Ho Chi Minh City is involved in cruise tourism, and is seen as a re-emerging cruise tourism facility. The city presents an opportunity to understand the advantages and disadvantages of cruise tourism in an established destination in a developing country. This will contribute to the broader understanding of the impacts related to cruise tourism in general as well as providing insight into this sector of the local economy for this city. Therefore, the aim of this study is to investigate and compare how cruise tourism works and impacts upon the development of tourism in Ho Chi Minh City.

2. Do I have to take part?

This is voluntary; therefore, you can decide to take part or not. If you agree, you will be given this information sheet and asked to sign a consent form. You are still free to withdraw at any time and without giving a reason. A decision to withdraw will not affect your rights/any future treatment/service you receive.

3. What will happen to me if I take part?

Your participation will be an interview regarding the development of cruise tourism in Ho Chi Minh City, Vietnam. Please, following the information with:

- *The interview will last up to one hour and it will be audio recorded by voice-recorder.*

- *The data collected through the interview is used only for academic purposes and your individual information will not use in this research. After finishing the interview, the data will be brought to the United Kingdom for analysis, and it will be stored and kept in a computer (M: Drive) in Liverpool John Moores University with password protection. The duration for storing and keeping all interviews will be 5 years in order to complete the PhD research and publish the study. After that, all data will be deleted.*

4. Are there any risks/benefits involved?

There are not any risks/benefits involved in this research. Your participation is only the data for analysis purposes to explore the development and impacts of cruise tourism to the city.

5. Will my taking part in the study be kept confidential?

Your participation will be kept confidential. The researcher will replace your personal real name and that of your organisation with pseudonyms in all outputs (the PhD thesis, academic papers, reports, conference presentations) resulting from the data collection to which you have contributed. The interviews will be recorded by voice-recorder, and then it will be transcribed before the researcher uses it for analysis. Your interviews will be stored and kept in a computer (M: Drive) in Liverpool John Moores University which is password protected and to which only the researcher can access. Your individual information will not show in this research.

This study has received ethical approval from LJMU's Research Ethics Committee

Contact Details of Researcher:

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Contact Details of Academic Supervisor:

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Appendix 14 - Participant information sheet (Interviews)

(Vietnamese Translation)

Tên đề tài: Sự phát triển của du lịch tàu biển tại thành phố Hồ Chí Minh: Tác động và Cơ hội

Tên người nghiên cứu và Bộ môn/Khoa: Tạ Quang Trung; Bộ môn: Nghiên cứu Thể thao, Giải trí và Dinh dưỡng/Khoa: Giáo dục, Y Tế và Cộng đồng

Ông (bà) được mời tham gia vào một buổi phỏng vấn về việc khám phá sự phát triển của du lịch tàu biển tại Thành phố Hồ Chí Minh. Trước khi ông (bà) quyết định tham gia, điều quan trọng là ông (bà) cần phải hiểu tại sao nghiên cứu này được thực hiện và nó liên quan đến những vấn đề nào. Xin vui lòng bớt chút thời gian để đọc các thông tin dưới đây. Nếu có bất cứ điều gì chưa rõ hoặc nếu ông (bà) muốn biết thêm thông tin, xin vui lòng đừng ngại liên hệ với tôi. Và vui lòng bớt chút thời gian để quyết định nếu ông (bà) muốn tham gia hay không.

1. Mục đích của nghiên cứu?

Thành phố Hồ Chí Minh tham gia vào du lịch tàu biển và được xem như một cơ sở du lịch mới nổi. Thành phố này giới thiệu một cơ hội để hiểu về những thuận lợi và bất lợi của du lịch tàu biển trong một điểm đến được xác định tại một nước đang phát triển. Nghiên cứu này sẽ đóng góp vào sự hiểu biết rộng lớn hơn về các tác động có liên quan đến du lịch tàu biển nói chung cũng như cung cấp một góc nhìn sâu sắc của nhân tố này vào nền kinh tế địa phương ở cả hai nơi.

Do đó, mục tiêu của nghiên cứu này là đầu tư và so sánh du lịch tàu biển hoạt động như thế nào và các tác động của nó đến sự phát triển du lịch ở Thành phố Hồ Chí Minh.

2. Ông (bà) có phải tham gia hay không?

Đây là một sự tự nguyện, do đó ông (bà) có thể quyết định tham gia hay không. Nếu ông (bà) đồng ý, ông (bà) sẽ được nhận phiếu thông tin người tham gia và được yêu cầu ký vào phiếu chấp thuận. Ông (bà) có thể thoải mái rời khỏi bất kỳ lúc nào mà không cần cung cấp lý do. Một quyết định đề rời khỏi sẽ không ảnh hưởng đến bất kỳ quyền lợi/bất kỳ cuộc điều tra nào trong tương lai/các dịch vụ mà ông (bà) được nhận.

3. Điều gì sẽ diễn ra nếu ông (bà) tham gia?

Sự tham gia của ông (bà) sẽ là một buổi phỏng vấn về sự phát triển của du lịch tàu biển tại thành phố Hồ Chí Minh. Xin vui lòng lưu ý các thông tin sau đây:

- *Buổi phỏng vấn sẽ kéo dài ít nhất một giờ đồng hồ và nó sẽ được ghi âm bằng máy thu âm.*

4. *Các dữ liệu thu thập xuyên suốt buổi phỏng vấn này chỉ được sử dụng cho mục đích học thuật và các thông tin cá nhân của ông (bà) sẽ không sử dụng trong nghiên cứu này. Sau khi buổi phỏng vấn kết thúc, dữ liệu sẽ được mang sang Vương quốc Anh để phân tích, và sẽ được lưu và cất giữ tại máy tính của trường Đại học Liverpool John Moores với một khẩu bảo vệ. Thời gian lưu và giữ tất cả các bài phỏng vấn là 5 năm để hoàn tất nghiên cứu Tiến sĩ và xuất bản nghiên cứu này. Sau đó, tất cả các dữ liệu sẽ bị xóa.*

5. Có bất kỳ rủi ro/lợi ích liên quan hay không?

Không có bất kỳ rủi ro/lợi ích liên quan trong nghiên cứu này. Sự tham gia của ông (bà) chỉ là dữ liệu để phân tích các mục tiêu nhằm khám phá sự phát triển và tác động của du lịch tàu biển đến thành phố.

6. Sự tham gia của ông (bà) có được giữ bí mật?

Sự tham gia của ông (bà) sẽ được giữ bí mật. Người nghiên cứu sẽ thay thế tên thật của ông (bà) và tên công ty của ông (bà) với việc ẩn danh trong tất cả các kết quả đầu ra (Luận văn Tiến sĩ, bài báo khoa học, báo cáo, hội thảo khoa học) từ việc thu thập các dữ liệu mà ông (bà) đã tham gia. Buổi phỏng vấn sẽ được ghi âm bằng thiết bị thu âm, và sau đó được sao chép lại trước khi người nghiên cứu dùng nó để phân tích. Bài phỏng vấn của ông (bà) sẽ được lưu và cất giữ tại máy tính với một khẩu mà chỉ có người nghiên cứu mới có thể truy cập tại trường Đại học Liverpool John Moores. Các thông tin cá nhân của ông (bà) sẽ không hiển thị trong nghiên cứu này.

Nghiên cứu này đã nhận được sự chấp thuận của Ủy ban Đạo đức của trường Đại học Liverpool John Moores

Địa chỉ liên hệ của người nghiên cứu:

Tạ Quang Trung

Trường Đại học Liverpool John Moores

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Địa chỉ liên hệ của người hướng dẫn học thuật:

Giáo sư Mark Brundrett

Bộ môn Giáo dục

Trường Đại học Liverpool John Moores

M.Brundrett@ljmu.ac.uk

Appendix 15 - Participant information sheet (Questionnaire)

Title of Project: The development of cruise tourism in Ho Chi Minh City: Impacts and Opportunities

Name of Researcher and School/Faculty: Trung Quang Ta; School: Sport Studies, Leisure and Nutrition/Faculty: Education, Health and Community

You are being invited to take part in a questionnaire that will explore the development of cruise tourism in Ho Chi Minh City, Vietnam. Before you decide to participate, it is important that you understand why the research is being done and what it involves. Please take time to read the following information. If there is anything that is not clear or if you would like more information, please do not hesitate to contact me. And please take the time to decide if you want to take part or not.

1. What is the purpose of the study?

Ho Chi Minh City is involved in cruise tourism, and be seen as a re-emerging cruise tourism facility. The city presents an opportunity to understand the advantages and disadvantages of cruise tourism in an established destination in a developing country. This will contribute to the broader understanding the impacts related to cruise tourism in general as well as providing insight into this sector of the local economy for this city. Therefore, the aim of this study is to investigate and compare how to cruise tourism works and impacts upon the development of tourism in Ho Chi Minh City.

2. Do I have to take part?

Your participation is voluntary; therefore, you can decide to take part or not. If you agree, you will be given this information sheet and asked to complete the questionnaire. You are still free to withdraw at any time and without giving a reason. A decision to withdraw will not affect your rights/any future treatment/service you receive.

3. What will happen to me if I take part?

Your participation will be a questionnaire regarding the development of cruise tourism in Ho Chi Minh City. Please, following the information with:

- *The questionnaire will take about 10 – 15 minutes to complete.*

- *The data collected through the questionnaire is used only for academic purposes and your individual information will not use in this research. After finishing the questionnaire, the data will be taken to the United Kingdom for analysis, and it will be stored and kept at the storage in my office at Liverpool John Moores University with locked. The duration for storing and keeping all questionnaires will be 5 years in order to complete the PhD research and publish the study. After that, all data will be deleted.*

4. Are there any risks/benefits involved?

There are no risks/benefits involved in this research. Your participation is only to collect data to explore the development and impacts of cruise tourism to the city.

5. Will my taking part in the study be kept confidential?

Your participation will be kept confidential. You will not be asked for your name. The completed questionnaire will be collected by hand after you finished. Your questionnaire will be kept at the storage in my office at Liverpool John Moores University with locked. Your individual information will not show in this research.

This study has received ethical approval from LJMU's Research Ethics Committee

Contact Details of Researcher:

Trung Quang Ta

Liverpool John Moores University

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Contact Details of Academic Supervisor:

Professor Mark Brundrett

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Appendix 16 - Participant information sheet (Questionnaire)

(Vietnamese Translation)

Tên đề tài: Sự phát triển của du lịch tàu biển tại thành phố Hồ Chí Minh: Tác động và Cơ hội

Tên người nghiên cứu và Bộ môn/Khoa: Tạ Quang Trung; Bộ môn: Nghiên cứu Thể thao, Giải trí và Dinh dưỡng/Khoa: Giáo dục, Y Tế và Cộng đồng

Ông (bà) được mời tham gia vào bản câu hỏi về việc khám phá sự phát triển của du lịch tàu biển tại Thành phố Hồ Chí Minh. Trước khi ông (bà) quyết định tham gia, điều quan trọng là ông (bà) cần phải hiểu tại sao nghiên cứu này được thực hiện và nó liên quan đến những vấn đề nào. Xin vui lòng bớt chút thời gian để đọc các thông tin dưới đây. Nếu có bất cứ điều gì chưa rõ hoặc nếu ông (bà) muốn biết thêm thông tin, xin vui lòng đừng ngại liên hệ với tôi. Và vui lòng bớt chút thời gian để quyết định nếu ông (bà) muốn tham gia hay không.

1. Mục đích của nghiên cứu?

Thành phố Hồ Chí Minh tham gia vào du lịch tàu biển, và được xem như một cơ sở du lịch mới nổi. Thành phố này giới thiệu một cơ hội để hiểu về những thuận lợi và bất lợi của du lịch tàu biển trong một điểm đến được xác định tại một nước đang phát triển. Nghiên cứu này sẽ đóng góp vào sự hiểu biết rộng lớn hơn về các tác động có liên quan đến du lịch tàu biển nói chung cũng như cung cấp một góc nhìn sâu sắc của nhân tố này vào nền kinh tế địa phương ở cả hai nơi.

Do đó, mục tiêu của nghiên cứu này là đầu tư và so sánh du lịch tàu biển hoạt động như thế nào và các tác động của nó đến sự phát triển du lịch ở Thành phố Hồ Chí Minh.

2. Ông (bà) có phải tham gia hay không?

Đây là một sự tự nguyện, do đó ông (bà) có thể quyết định tham gia hay không. Nếu ông (bà) đồng ý, ông (bà) sẽ được nhận phiếu thông tin người tham gia và được yêu cầu ký vào phiếu chấp thuận. Ông (bà) có thể thoải mái rời khỏi bất kỳ lúc nào mà không cần cung cấp lý do. Một quyết định để rời khỏi sẽ không ảnh hưởng đến bất kỳ quyền lợi/bất kỳ cuộc điều tra nào trong tương lai/các dịch vụ mà ông (bà) được nhận.

3. Điều gì sẽ diễn ra nếu ông (bà) tham gia?

Sự tham gia của ông (bà) sẽ là một buổi phỏng vấn về sự phát triển của du lịch tàu biển tại thành phố Hồ Chí Minh. Xin vui lòng lưu ý các thông tin sau đây:

- *Để hoàn tất bản câu hỏi, ông (bà) sẽ mất khoảng từ 10 đến 15 phút.*
- *Các dữ liệu thu thập xuyên suốt bản câu hỏi này chỉ được sử dụng cho mục đích học thuật và các thông tin cá nhân của ông (bà) sẽ không sử dụng trong nghiên cứu này. Sau khi bản câu hỏi được hoàn tất, dữ liệu sẽ được mang sang Vương quốc Anh để phân tích, và sẽ được lưu và cất giữ tại kho của người nghiên cứu tại văn phòng ở trường Đại học Liverpool John Moores với ổ khóa. Thời gian lưu và giữ tất cả các bản câu hỏi là 5 năm để hoàn tất nghiên cứu Tiến sĩ và xuất bản nghiên cứu này. Sau đó, tất cả các dữ liệu sẽ bị xóa.*

4. Có bất kỳ rủi ro/lợi ích liên quan hay không?

Không có bất kỳ rủi ro/lợi ích liên quan trong nghiên cứu này. Sự tham gia của ông (bà) chỉ là dữ liệu để phân tích các mục tiêu nhằm khám phá sự phát triển và tác động của du lịch tàu biển đến thành phố này.

5. Sự tham gia của ông (bà) có được giữ bí mật?

Sự tham gia của ông (bà) sẽ được giữ bí mật. Ông (bà) sẽ không phải cung cấp tên. Các bản câu hỏi sau khi hoàn thành sẽ được thu thập bằng tay. Các bản câu hỏi sẽ được lưu trữ tại kho của người nghiên cứu tại văn phòng với ổ khóa ở trường Đại học Liverpool John Moores. Các thông tin cá nhân của ông (bà) sẽ không hiển thị trong nghiên cứu này.

Nghiên cứu này đã nhận được sự chấp thuận của Ủy ban Đạo đức của trường Đại học Liverpool John Moores

Địa chỉ liên hệ của người nghiên cứu:

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Địa chỉ liên hệ của người hướng dẫn học thuật:

Giaso sư Mark Brundrett

Bộ môn Giáo dục

Trường Đại học Liverpool John Moores

M.Brundrett@ljmu.ac.uk

Appendix 17 - Consent form (Interview)

Title of Project: The development of cruise tourism in Ho Chi Minh City: Impacts and Opportunities

Name of Researcher and School/Faculty: Trung Quang Ta; School: Sport Studies, Leisure and Nutrition/Faculty: Education, Health and Community

| | |
|--|--|
| 1. I confirm that I have read and understood the information provided for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily | |
| 2. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving a reason and that this will not affect my legal rights. | |
| 3. I understand that any personal information collected during the study will be anonymised and remain confidential | |
| 4. I agree to take part in the above study (<i>interview</i>) | |
| <i>For studies involving the use of audio/video recording of interviews, focus groups etc or where there is a possibility that verbatim quotes from participants may be used in future publications or presentations please include the following:</i> | |
| 5. I understand that the interview will be audio-recorded and I am happy to proceed | |
| 6. I understand that parts of our conversation may be used verbatim in future publications or presentations but that such quotes will be anonymised. | |

Name of Participant: _____ Date _____ Signature _____

Name of Researcher: _____ Date _____ Signature _____

Name of Person taking consent: _____ Date _____ Signature _____

(if different from researcher)

Note: When completed 1 copy for participant and 1 copy for the researcher

Appendix 18 - Consent form (Interview) (Vietnamese Translation)

Tên đề tài: Sự phát triển của du lịch tàu biển tại thành phố Hồ Chí Minh: Tác động và Cơ hội

Tên người nghiên cứu và Bộ môn/Khoa: Tạ Quang Trung; Bộ môn: Nghiên cứu Thể thao, Giải trí và dinh dưỡng/Khoa: Giáo dục, Y tế và Cộng đồng

| | |
|---|--|
| 1. Tôi xác nhận tôi đã đọc và hiểu các thông tin được cung cấp về nghiên cứu trên. Tôi đã có cơ hội để cân nhắc các thông tin, đặt các câu hỏi và có những câu trả lời thỏa đáng | |
| 2. Tôi hiểu sự tham gia của tôi là tự nguyện và tôi được tự do rút khỏi bất cứ lúc nào, mà không cần cung cấp một lý do và điều này sẽ không ảnh hưởng đến các quyền lợi hợp pháp | |
| 3. Tôi hiểu rằng bất kỳ các thông tin cá nhân được thu thập trong nghiên cứu này sẽ được ẩn danh và giữ bí mật | |
| 4. Tôi đồng ý tham gia vào nghiên cứu trên (<i>Phỏng vấn</i>) | |
| <i>Đối với các nghiên cứu sử dụng ghi âm/ghi hình của buổi phỏng vấn, nhóm tập trung, vân vân... hoặc những nơi có khả năng trích dẫn đúng nguyên văn từ những người tham gia thì có thể được sử dụng để xuất bản trong tương lai hoặc trình bày, xin vui lòng bao gồm các mục sau đây:</i> | |
| 5. Tôi hiểu rằng buổi phỏng vấn này sẽ được ghi âm và tôi vui vẻ để tiếp tục | |
| 6. Tôi hiểu rằng những phần trong đoạn hội thoại này có thể được sử dụng đúng nguyên văn trong những ấn phẩm trong tương lai hoặc các buổi thuyết trình nhưng những trích dẫn này sẽ được ẩn danh | |

Tên người tham gia:

Ngày

Chữ ký

Tên người nghiên cứu:

Ngày

Chữ ký

Tên người chấp thuận:

Ngày

Chữ ký

(Nếu khác với người nghiên cứu)

Ghi chú: Khi hoàn tất, 1 bản sẽ được chuyển cho người tham gia và

1 bản người nghiên cứu sẽ giữ