

FACTORS AFFECTING GREEN TOURISM CHOICE IN VIETNAM AND POLICY IMPLICATIONS

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ABSTRACT

Tourism plays a key role in globalization. Serious environmental problems caused by tourism have received great attention from the public. Green tourism was defined as responsibility to natural areas, especially to environmental conservation and maintaining the prosperity of the local people. This research focus on the theoretical basis of green tourism and its characteristics. The proposed research model consists of 8 factors affecting green tourism: tourism products, accommodation facilities, human resources for tourism, green marketing, experiencing based travel, destination administration, destination transportation, green tourism supporting policies. The study gathered 581 interview results, using regression analysis to conclude 5 influencing factors including: tourism products, destination transportation, accommodation facilities, human resources and green tourism supporting policies, and among these, green tourism supporting policies are considered to have the strongest impact on tourists' green tourism choice.

KEYWORDS: *Tourism Products, Accommodation Facilities, Human Resources for Tourism, Green Marketing, Experiencing Based Travel, Destination Administration, Destination Transportation, Green Tourism Supporting Policies*

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