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Research on Factors Affecting the Competitiveness of Local Tourism

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ABSTRACT

This research explores the primary factors that influence the competitiveness of local tourism using a comprehensive mixed-methods approach. Grounded in competitiveness theories relevant to both domestic and international tourism, the study initially proposed 14 components. These were later tested, refined, and integrated into a final model comprising 12 core factors and 32 sub-elements. Analytical methods included Cronbach's Alpha, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM), conducted through SPSS and AMOS software. The findings reveal that local tourism competitiveness results from the interplay of various interconnected elements. Among these, Tourism Resources (52%), Tourism Support (26%), and Tourism Awareness (22%) were identified as the most influential contributors. These components serve as critical intermediaries in enhancing regional tourism performance. The study not only deepens theoretical understanding but also provides practical implications for policymakers, tourism planners, and academics aiming to strengthen local tourism sectors effectively and sustainably.

Keywords: Local tourism competitiveness model, Total impact of tourism resources, Total impact of tourism support, Total impact of tourism awareness.

Introduction

The World Economic Forum's 2001 Travel and Tourism Competitiveness Report emphasized competition as vital for tourism development, sparking widespread academic and policy focus on tourism competitiveness. Despite diverse research (Crouch, 2011; Dwyer & Kim, 2003), no unified framework exists to measure or enhance competitiveness, especially at the local level where contextual factors are key (Pike & Page, 2014). In Vietnam, reliance on adapted international theories, without locally tailored frameworks, and a lack of empirical studies testing practical models highlight the need for research. The study "Investigating Factors Influencing Local Tourism Competitiveness" addresses this gap by exploring local determinants to inform context-sensitive strategies.

Literature Review

Tourism Resources

Buhalis (2000) identified six key components shaping tourism resource competitiveness: Attractions (natural, cultural, or man-made assets), Accessibility (transportation and ease of entry), Awareness and Image (destination reputation and marketing), Amenities (accommodation and dining facilities), Ancillary Services (banking, medical support), and Activities (recreational and cultural offerings). These elements interact to enhance a destination's appeal and competitive position in the global tourism market.

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Tourism Technical Facilities

Crouch and Ritchie (1994) emphasized the role of technical facilities in strengthening competitiveness through four components: Sanitary Conditions (hygiene and cleanliness standards), Safety and Security (protection for visitors), Convenience and Functionality (user-friendly infrastructure), and Aesthetic/Cosmetological Quality (visual and sensory appeal). These facilities improve the tourist experience, supporting a destination's ability to attract and retain visitors.

Tourism Labor

Three components make up the competitive feature of tourist labor that affects the overall impact of tourism resources, according to James Stoner and Charles Wankel (1998): Emp1: Attitude; Emp2: Ability; Emp3: Information.

Total impact on Tourism Resources

Buhalis (2000), Crouch and Ritchie (1994), and Stoner and Wankel (1998) underscored the interconnectedness of tourism resources, technical facilities, and labor. Three competitive elements emerge: a systematic approach to developing tourism materials and infrastructure, the indispensable role of labor in exploiting resources and facilities, and the interrelation of these factors, which collectively drive destination competitiveness.

Quality of Tourism Service

Parasuraman, Berry, and Zeithaml (1985–1994) developed the SERVQUAL model, a framework for assessing service quality through five dimensions: Reliability (delivering promised services accurately), Responsiveness (prompt assistance to customers), Assurance (employee knowledge and trustworthiness), Empathy (individualized care for tourists), and Tangibles (appearance of physical facilities and staff). These dimensions are critical for enhancing tourist satisfaction and strengthening a destination's competitive advantage.

Tourism Marketing

Doyle (2008) outlined seven components of tourism marketing based on the extended marketing mix: Product (core tourism offerings), Price (cost-value balance for tourists), Place (distribution and accessibility of services), Promotion (branding and communication strategies), People (staff interactions with visitors), Process (efficient service delivery mechanisms), and Physical Environment (tangible elements shaping the customer experience). These components collectively influence tourist perceptions and destination competitiveness.

Tourism Business Capacity

Ross *et al*. (2003), Ryckman *et al*. (1997), Homburg *et al*. (2007), and Cai and Obara (2008) identified three components of business capacity that enhance competitiveness: Quality of Relationships (trustworthy stakeholder and visitor connections), Corporate Reputation (perceived reliability and brand image), and Competitive Orientation (proactive adaptation to market trends). These intangible assets form a foundation for sustained tourism competitiveness.

Total Impact in Supporting Tourism

Parasuraman (1985, 1991, 1993, 1994, 1998), Doyle (2008), Homburg *et al.* (2007), Cai and Obara (2008), Ross, Rausch, and Canada (2003), and Ryckman *et al*. (1997) collectively underscore the critical role of competitive tourism support in strengthening local tourism competitiveness, particularly through effective governance and strategic integration. This influence can be encapsulated in three key components:

- GSI1 – Public Sector Service Effectiveness: Efficient delivery of public services, including infrastructure, safety, and health, underpins local tourism competitiveness.
- GSI2 – Collaborative Governance and Balanced Stakeholder Engagement: Coordination among local authorities, businesses, and communities enhances destination attractiveness and sustainability.
- GSI3 – Strategic Resource Utilization and Destination Identity: Leveraging distinctive local resources and cultural assets promotes economic, social, and environmental development, contributing to long-term competitiveness.

People's Awareness of Tourism Development

Yoon (1998) and Yoon *et al*. (2000) emphasized that residents' perceptions of tourism development are crucial to understanding its broader competitive impact. These perceptions, reflecting both positive and negative effects, play a vital role in shaping community support, sustainability, and the destination's image. Their research outlines nine core components that define tourism awareness:

- ATD1 – Employment Generation: Tourism has created numerous job opportunities for residents.
- ATD2 – Investment Attraction: Tourism development has brought increased investment into local economies.
- ATD3 – Living Standards: Residents perceive a significant improvement in their standard of living due to tourism.
- ATD4 – Economic Benefits: Tourism is recognized for generating tangible economic gains for both individuals and businesses.
- ATD5 – Negative Spending Influence: High tourist spending has, in some cases, adversely affected local lifestyles and consumption patterns.
- ATD6 – Cultural Disruption: Tourism is seen as contributing to the erosion of traditional cultural values and practices.
- ATD7 – Residential Migration: There is a tendency for locals to relocate closer to tourist areas, influenced by opportunities and lifestyle changes.
- ATD8 – Cultural Revitalization: Tourism stimulates the revival and promotion of local cultural activities.
- ATD9 – Cultural Exchange: Residents gain meaningful opportunities to engage and exchange culture with visitors.

These dimensions not only capture the socio-economic and cultural impact of tourism but also highlight the importance of community perceptions in shaping a destination's long-term competitive positioning.

People's Awareness of The Tourism Environment

Jurowski *et al*. (1997) explored how residents' perceptions of the competitive environmental context influence their overall awareness and support for tourism development. These perceptions are closely tied to sustainability concerns and environmental ethics, which shape both community attitudes and the long-term competitiveness of tourist destinations. Their study identified nine key components related to environmental awareness and concern:

- ATE1 – Population Concern: A belief that humanity should reduce global population growth to protect resources.
- ATE2 – Environmental Modification: The view that humans have a right to alter the environment to meet their needs.
- ATE3 – Interference Consequences: The belief that human interference in nature often leads to catastrophic results.
- ATE4 – Resource Optimism: Confidence that natural resources will not be depleted due to responsible human use.
- ATE5 – Environmental Exploitation: Concern that humanity is currently overexploiting environmental resources.
- ATE6 – Development Potential: The belief that the earth has abundant resources that can be developed wisely.
- ATE7 – Rights of Nature: The ethical stance that trees and animals deserve the same rights to exist as humans.
- ATE8 – Ecological Fragility: Recognition that nature's balance is too delicate to withstand modern industrial impacts.
- ATE9 – Nature's Authority: The belief that despite their power, humans must still live within the laws of nature.

These components are crucial in shaping **tourism awareness**, particularly in contexts where sustainable development and environmental sensitivity are integral to a destination's appeal and long-term competitiveness.

Community Awareness of The Tourist Destination Residential Community

Moore and Graefe (1994), Williams *et al*. (1995), and Warzecha and Lime (2001) investigated how residents' sense of place and community attachment impacts perceptions of a tourism destination's competitiveness. This emotional and psychological bond influences local support for tourism and shapes destination awareness and identity. Their research identifies nine key components of community perception and attachment that contribute to total tourism awareness:

- ATC1 – Time Preference: Residents express a strong desire to spend as much time as possible in their local area.

- ATC2 – Emotional Bond: The community feels a deep emotional attachment to the destination.
- ATC3 – Place Identity: There is a strong sense of identity and belonging tied to the location.
- ATC4 – Symbolic Meaning: The destination holds significant personal and cultural meaning for residents.
- ATC5 – Uniqueness: The community perceives the destination as unique and irreplaceable.
- ATC6 – Incomparability: Residents believe that no other destination compares to their own.
- ATC7 – Relative Commitment: The community is more inclined to spend time in this location than elsewhere.
- ATC8 – Visitor Satisfaction: Residents feel positive about the tourists who visit their destination.
- ATC9 – Activity Fulfillment: The destination fully satisfies the needs and desires of the community regarding recreational and social activities.

These components reflect the place attachment dimension of tourism competitiveness and emphasize the importance of local community perspectives in sustainable destination development and branding.

Total Tourism Awareness Impact

Murphy (1985), Gunn (1988), Gee *et al*. (1989), and McIntosh and Goeldner (1990) underscored the critical role of residents' tourism awareness in enhancing the competitiveness and sustainability of tourism destinations. Their studies show that community perceptions and involvement in tourism influence social harmony and the effectiveness of tourism strategies. This awareness impacts destination success through three fundamental components:

- GPI1 – Community Perception and Environmental Influence: Residents' attitudes shape tourism development and environmental outcomes.
- GPI2 – Perceived Net Benefits: Belief that tourism's benefits outweigh costs encourages community support.
- GPI3 – Civic Responsibility: Shared responsibility for environmental protection and tourism development enhances sustainability.

These dimensions underscore the importance of community engagement and collective stewardship in enhancing the long-term competitive advantage of local tourism destinations.

Tourism Barriers

The Vietnam Chamber of Commerce and Industry's (VCCI) Provincial Competitiveness Index (PCI) reports (2005–2024) identify institutional and administrative barriers as key factors impacting local tourism competitiveness. These barriers, rooted in structural inefficiencies and business environment challenges, hinder effective operations for tourism organizations and stakeholders. Three primary components are:

- BAR1 – Regulatory Burden: Complex and time-consuming state regulations reduce operational efficiency for tourism-related entities.
- BAR2 – Informal Payments: Under-the-table costs demanded by some authorities increase business costs and undermine transparency.
- BAR3 – High Entry Costs: Excessive procedural and financial requirements deter new businesses, limiting competition and investment.

These constraints weaken destination attractiveness and viability, and addressing them is crucial for enhancing competitiveness and fostering sustainable tourism growth.

Local Tourism Competitiveness

The Vietnam Tourism Development Strategy 2011–2024, with a vision to 2030, emphasizes enhancing local tourism competitiveness as a key policy goal, requiring a holistic and strategic approach. It underscores the critical role of local governments in promoting sustainable tourism growth and regional competitive advantage from 2011 to 2025 and beyond to 2030, evaluated through three core components:

- CLT1 – Governmental Competitive Advantage: Unique institutional capabilities and resources.

- CLT2 – Strategic Tourism Development Solutions: Context-specific policies, infrastructure investment, and partnerships.
- CLT3 – Economic Prioritization of Tourism: Positioning tourism as a key economic sector in planning and budget allocations.

These components underscore the importance of governance capacity, strategic orientation, and economic prioritization in shaping a destination's long-term tourism competitiveness within the national development framework.

Original Set of Local Tourism Competitiveness Theoretical Criteria

This study builds on prior tourism competitiveness research, refining and synthesizing earlier analyses to develop a preliminary theoretical model for local tourism competitiveness. It identifies 70 component factors that form a comprehensive framework for further study and application. These factors are organized into 14 key variables, categorized into three main levels:

- 9 Exogenous Factors (55 indicators): External influences and foundational conditions.
- 4 Intermediate Endogenous Factors (12 indicators): Mediating variables within the local tourism system.
- 1 Target Endogenous Factor (3 indicators): The ultimate objective of local tourism competitiveness.

This theoretical structure is presented in **Table 1**, which outlines the distribution and hierarchical relationships among the factors and provides the foundation for further empirical validation and model testing.

Table 1. An initial set of local tourism competitiveness theoretical criteria

Σ	Component	Ingredient	Source
9	**Exogenous**	**55**	**19**
RES	Tourism resources	6	Buhalis (2000).
FAC	Tourism technical facilities	4	Crouch and Ritchie (1994).
EMP	Tourism labor	3	James and Charles (1998).
SER	Quality of tourism service	5	Parasuraman *et al.* (1985); (1998); (1991); (1993); (1994).
MAR	Tourism marketing	7	Doyle (2008).
DCE	Tourism business capacity	3	Homburg *et al*. (2007); Cai and Obara (2008); Ross *et al*. (2003); Ryckman *et al.* (1997).
ATD	People's awareness of tourism development	9	Yoon (1998); Yoon *et al.* (2000).
ATE	People's awareness of the tourism environment	9	Jurowski *et al*. (1997).
ATC	Community awareness of the tourist destination residential community	9	Moore and Graefe (1994); Williams *et al*. (1995); Warzecha and Lime (2001).
5	**Endogenous**	**15**	**19**
GRI	Total impact on tourism resources	3	Crouch and Ritchie (1994); James and Charles (1998); Buhalis (2000).
GSI	Total impact in supporting tourism	3	Parasuraman *et al*. (1985); (1998); (1991); (1993); (1994); Doyle (2008); Homburg *et al*. (2007); Cai and Obara (2008); Ross *et al*. (2003); Ryckman *et al.* (1997).
GPI	Total tourism awareness impact	3	Gunn (1988); Gee *et al*. (1989); McIntosh and Goeldner (1990); Murphy (1985).
BAR	Tourism barriers	3	VN Provincial Competitiveness Index - PCI (2005-2020).
GTL	Local tourism competitiveness	3	Vietnam Tourism Development Strategy (2011-2030).
14	Σ	**70**	**38**

Source: Author 2020

Original Theoretical Model of Local Tourism Competitiveness

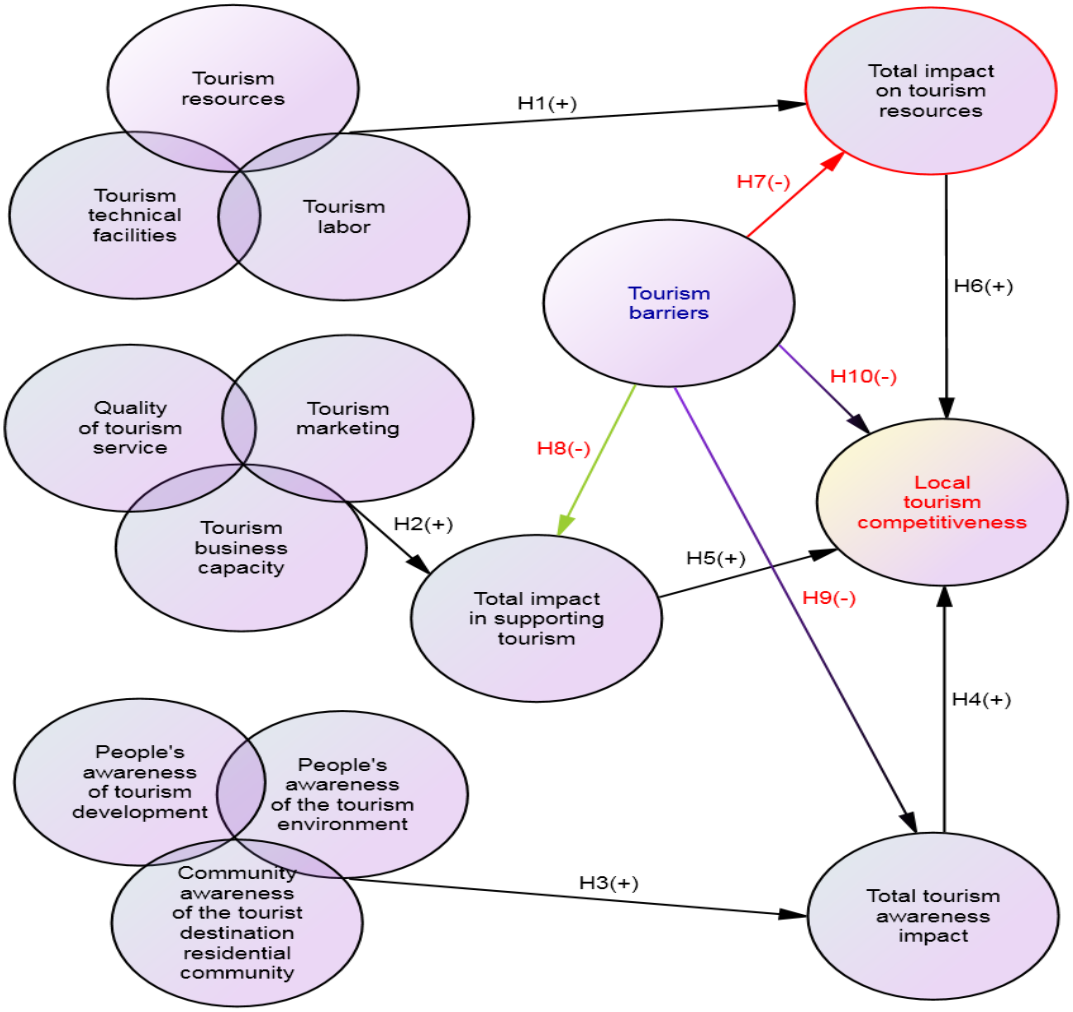

Figure 1. Theoretical model of local tourism competitiveness. Source: Author 2020

Building on the initial theoretical criteria for local tourism competitiveness, the author expanded the framework by incorporating insights from leading global models. These include Mill and Morrison's Tourism System Theory (1992, 2007), Crouch's (2007) Destination Competitiveness Model, Porter's (2008) Local Competitive Advantage Theory, Choe and Roberts' (2011) Urban Economic Competitiveness (CCED Sector Cluster), Dupeyras and MacCallum's (2015) Tourism Competitiveness Framework, and Blanke and Chiesa's (2016) Travel and Tourism Competitiveness Index.

Drawing from these foundations, the author synthesized 70 component variables grouped under 14 key competitiveness factors. These are connected through 10 theoretical hypotheses outlining causal relationships among variables, culminating in an initial model of local tourism competitiveness. **Figure 1** illustrates the dynamic interaction between exogenous, endogenous, and target factors.

Hypotheses

Tourism resources, technical facilities, and labor are interrelated and jointly influence total tourism resources.

Tourism service quality, marketing, and business capacity are interconnected and collectively impact tourism support.

Residents' perceptions of tourism development, environmental awareness, and community identity jointly influence tourism awareness.

Total tourism resources positively affect local tourism competitiveness.
Tourism support positively contributes to local tourism competitiveness.
Tourism awareness has a positive impact on local tourism competitiveness.
Tourism barriers negatively affect tourism resources.
Tourism barriers negatively influence tourism support.
Tourism barriers negatively impact tourism awareness.
Tourism barriers directly reduce local tourism competitiveness.

Materials and Methods

According to Ehrenberg (1994), scientific research typically follows two main paradigms: qualitative and quantitative. Qualitative methods focus on theory development through inductive reasoning—deriving frameworks from observations and empirical data. In contrast, quantitative methods emphasize theory testing via deductive reasoning—evaluating existing propositions using statistical analysis.

To leverage the strengths of both, this study adopts a mixed-methods approach. It begins with qualitative research to build the theoretical foundation, followed by quantitative research to test and validate the model:

- Phase 1 – Qualitative Research: Involves analyzing and synthesizing prior literature to identify key factors influencing local tourism competitiveness and to formulate hypotheses.
- Phase 2 – Quantitative Research: Uses structured data collection and statistical analysis (via SPSS and AMOS) to empirically assess the impact of selected factors on tourism competitiveness.

This dual-phase methodology ensures both theoretical depth and empirical rigor, aligning with best practices in contemporary research (Ingle *et al*., 2023; Kulkarni *et al*., 2023; Marconcini *et al*., 2023; Shaheen *et al*., 2023).

Qualitative Research

Step 1: Preliminary Qualitative Research

The first phase involved a comprehensive qualitative review of domestic and international studies on tourism competitiveness. This analysis led to the identification of 14 primary factors and 70 component indicators, forming the basis of a preliminary framework for local tourism competitiveness. This stage established the theoretical model and informed subsequent expert validation.

Step 2: Formal Qualitative Research (Expert Consultation)

In the second phase, formal qualitative research was conducted through expert consultations. This included in-depth discussions with scholars, policymakers, and practitioners from institutions such as:

- Ministry of Culture, Sports and Tourism
- Provincial Departments of Culture, Sports and Tourism
- Tourism Development Research Institute
- National Economics University
- University of Commerce
- Institute of Economics and Management, Hanoi University of Science and Technology
- Ho Chi Minh City University of Food Industry

Experts largely validated the 14-factor, 70-component model. However, some recommended removing Tourism Marketing and Tourism Barriers, citing the limited development of marketing strategies and the weak inhibitory role of barriers in the current context.

Despite these suggestions, the author retained both factors for empirical testing, prioritizing intellectual rigor and theoretical completeness. This decision aimed to assess the latent significance of these elements across varying local contexts (Zuev, 2022).

Quantitative Research

Step 1: Questionnaire Design and Survey Site Selection
Following Schuman & Presser (1981), a structured questionnaire was designed using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree), which is widely accepted for measuring attitudes and behaviors. Phu Yen province was selected as the survey site because it aligns well with all elements defined in the study's theoretical framework on local tourism competitiveness.

Step 2: Sample Size Determination
According to Tabachnick and Fidell (2007), a sample size for factor analysis should be at least five times the number of variables. With 70 variables, the minimum sample size was set at N = 350.

Step 3: Sampling Method
A non-probability convenience sampling method was used to access tourism-related stakeholders most efficiently, consistent with methods supported by recent studies (e.g., Shaiba *et al*., 2024; Varoneckaitė *et al*., 2024).

Step 4: Identification of Respondents
Following Zikmund (1997), survey participants included public officials, tourism business employees, local residents, and tourists within Phu Yen province.

Step 5: Data Collection
From June 1 to September 11, 2020, 400 questionnaires were distributed. After excluding 50 invalid responses (incomplete or duplicate), 350 valid responses were retained for analysis using SPSS version 20.

Step 6: Reliability Testing (Endogenous Factors)
Cronbach's Alpha was used to assess internal consistency. Items with a corrected item-total correlation < .300 were removed. Key results:
Tourism Resource Impact (GRI): Good quality after removing Gri3 (α = .797).
Tourism Support Impact (GSI): Gsi3 removed (α = .612).
Tourism Awareness Impact (GPI): Gpi3 removed (α = .612).
Tourism Barrier (BAR): All items failed reliability (α = .568).
Local Tourism Competitiveness (CLT): Clt3 removed (α = .815).
Out of 15 original items, 7 were removed. Eight quality items from 4 factors (GRI, GSI, GPI, CLT) were retained for SEM analysis in AMOS 20.

Step 7: Reliability Testing (Exogenous Factors)
From 55 items across 9 factors, 26 were discarded. Retained items passed reliability thresholds (α > .600 and r > .300). Accepted groupings include:
RES: Res1–Res3
FAC: Fac1–Fac4
EMP: Emp1–Emp3
SER: Ser1–Ser3
MAR: Mar1–Mar4
DCE: Dce1–Dce3
ATD: Atd1–Atd3
ATE: Ate1–Ate3
ATC: Atc1–Atc3
These 29 quality items proceeded to Exploratory Factor Analysis (EFA) in SPSS.

Step 8: Exploratory Factor Analysis (EFA)
Sampling Adequacy: KMO = .851, Bartlett's test p < .001 confirms suitability for EFA.

Explained Variance: 89% of total variance accounted for.

Factor Loadings: Items with loadings < .300 were excluded. Items loading on multiple factors were retained only if the difference between loadings was ≥ .300.

Final factor structure was validated based on convergence, discriminant validity, and alignment with theoretical expectations.

The standard threshold for factor loadings in Exploratory Factor Analysis (EFA) depends on the sample size. For sample sizes between 120 and 350, a loading of .450 to .500 is commonly used; however, for this study's sample size of N = 350, a minimum loading of .300 was adopted with a significance level of α = 5%.

During EFA customization in SPSS, the rotation matrix was configured to suppress values below .300, making the output clearer and more interpretable. In addition to satisfying convergent validity (i.e., items loading strongly on a single factor), the analysis also ensured discriminant validity—items must load more strongly on one factor than any other.

If an item loads on two or more factors, it is retained only if the difference between loadings is at least .300; otherwise, it is excluded. This approach ensures that each retained item distinctly belongs to a single factor and aligns with the study's theoretical framework.

See **Table 2**: Rotated Component Matrix for detailed exclusions and assignments based on these criteria.

Table 2. Rotated Component Matrix

Varimax	Component								Deviant
Variable	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	
Res1	.921								
Res2	.909								
Res3	.920								
Fac1		.882							
Fac2		.871							
Fac3		.888							
Fac4									
Emp1			.934						
Emp2			.795	.424					.371>.300
Emp3			.937						
Ser1			.514	.864					.350>.300
Ser2				.872					
Ser3				.867	.503				.364>.300
Mar1									
Mar2									
Mar3									
Mar4									
Dce1					.915				
Dce2					.889				
Dce3					.909				
Atd1						.911			
Atd2						.924			
Atd3						.911			
Ate1							.856	.508	.348>.300
Ate2							.842	.522	.320>.300
Ate3		.457					.835		.378>.300
Atc1							.517	.839	.322>.300
Atc2	.518							.846	.328>.300
Atc3	.501							.877	.376>.300

Source: Author 2020

Thus, when adding 9 factors with 29 items to Exploratory Factor Analysis - EFA by SPSS with a factor load of .300, corresponding to N = 350 at the significance level Alpha = 5%, using varimax rotation, the result is 8 the main factors and 24 goals that meet the criteria are: RES | Res1, Res2, Res3 |; FAC | Fac1, Fac2, Fac3 |; EMP | Emp1, Emp2, Emp3 |; SER | Ser1, Ser2, Ser3 |; DEC | Dce1, Dce2, Dce3 |; ATD | Atd1, Atd2, Atd3 |; ATE | Ate1, Ate2, Ate3 |; ATC | Atc1, Atc2, Atc3 | will continue to include in factor analysis for confirming CFA by AMOS.

Step 9. Analyze the Confirmatory Factor Analysis - CFA through the saturated local tourism competitiveness model using the AMOS version 20:

Muthen and Kaplan (1985); Bagozzi and Foxell (1996), before CFA performed the test of the normal distribution of the 24 component factors of the 8 exogenous factors for kurtosis and skewness values in the range [-1; +1], ie the data is compliant standard distribution should be used Maximum Likelihood Estimation - MLE method. Putting 8 exogenous factors with 24 components: RES | Res1, Res2, Res3 |; FAC | Fac1, Fac2, Fac3 |; EMP | Emp1, Emp2, Emp3 |; SER | Ser1, Ser2, Ser3 |; DEC | Dce1, Dce2, Dce3 |; ATD | Atd1, Atd2, Atd3 |; ATE | Ate1, Ate2, Ate3 |; ATC | Atc1, Atc2, Atc3 | into CFA analysis through the saturated model by AMOS version 20.

CFA results confirmed that 8 exogenous variables were measured by 24 standard variables, specifically **(Figure 2)**:

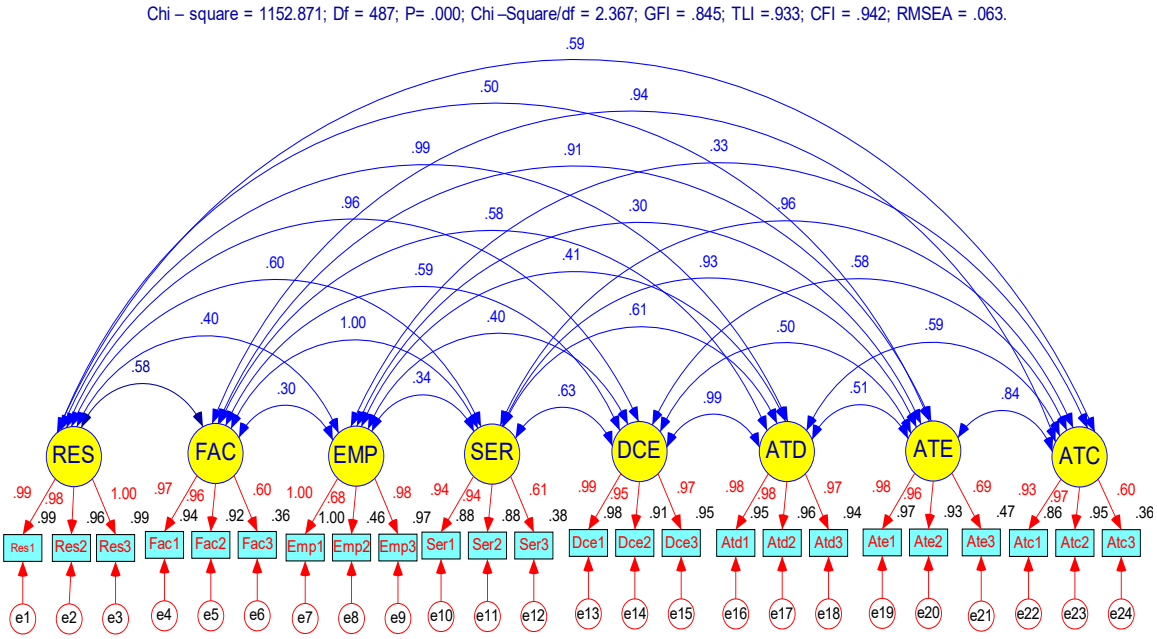

Figure 2. Saturated local tourism competitiveness model.
Source: Author 2020.

- General reliability and extraction variance: The results showed that the metrological variables met the requirements of the aggregate reliability and the total extracted variance was greater than .500. Gerbing and Anderson (1998).
- Uniqueness and unidirectional: The measurement model is compatible with market data because there is no correlation between the measurement variable errors, it achieves uniqueness. Steenkamp and Van Trijp (1991).
- Distinguishing value: All major concepts achieve discriminative value because the measurement model has correlation coefficients between components of a large concept <1. Gerbing and Anderson (1998).
- Convergence value: The regression weights are estimated to be> 0, indicating that all concepts are in the same direction and P values are <.05, meaning concepts are of systematic significance and convergence with the estimated regression weights are> .50. Hair *et al.* (2006).
- Overall relevance: The model has Chi-square = 1152.871; Df = 487; P = .000 <.05; Chi-Square/df = 2.367 < 3; GFI = .845> .800; TLI = .933> .800; CFI = .942 > .800; RMSEA = .063 < .080 should match with market information according to Bentler and Bonett (1980).

Thus, analysis of the CFA confirmation factor through the Saturated Model by AMOS, once again confirms 8 exogenous factors with 24 satisfactory items which are RES | Res1, Res2, Res3 |; FAC | Fac1, Fac2, Fac3 |; EMP | Emp1, Emp2, Emp3 |; SER | Ser1, Ser2, Ser3 |; DEC | Dce1, Dce2, Dce3 |; ATD | Atd1, Atd2, Atd3 |; ATE | Ate1, Ate2, Ate3 |; ATC | Atc1, Atc2, Atc3 | and 4 endogenous factors with 8 items of good quality: GRI | Gri1, Gri2 |; GSI | Gsi1, Gsi2 |; GPI | Gpi1, Gpi2 |; CTL | Ctl1, Ctl2 | has been tested for good quality through the above Cronbach'Alpha value by SPSS 20. A total of 12 factors with 32 items will continue to be included in SEM analysis by AMOS 20 **(Figure 3)**:

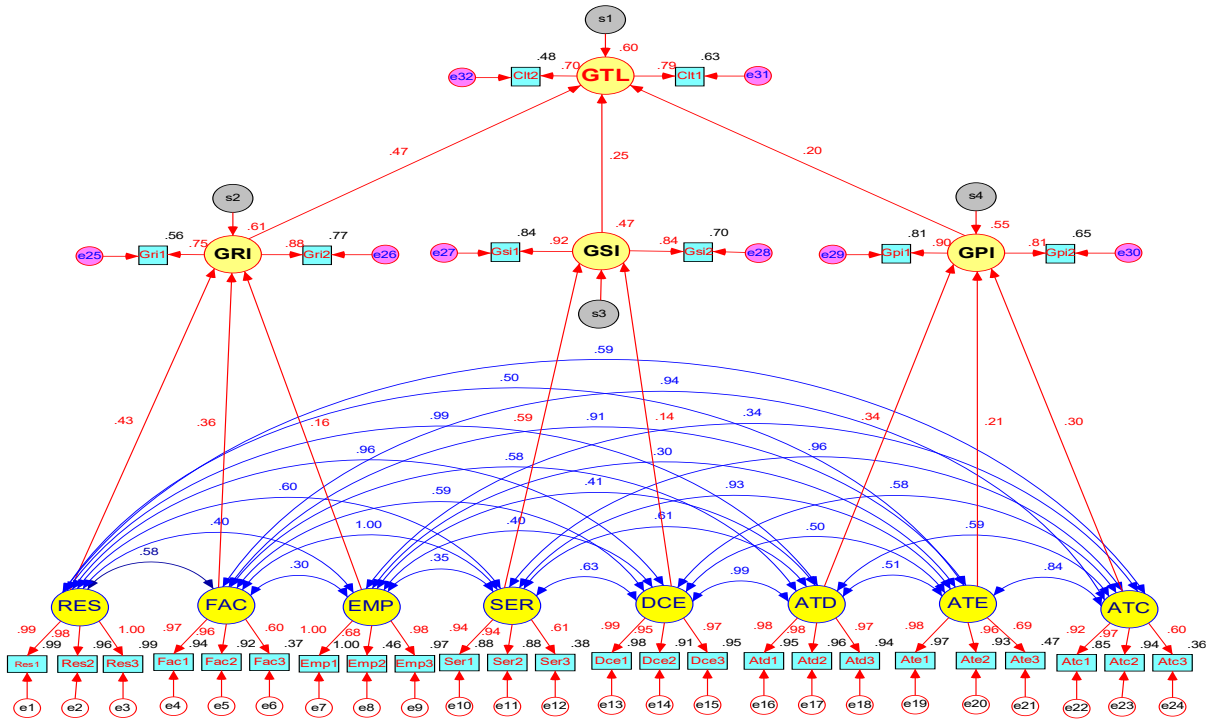

Figure 3. The local tourism competitiveness with SEM. Author 2020

With GTL: Local tourism competitiveness; GRI: Total tourism resource impact; GSI: Total tourism support impacts; GPI: Total tourism awareness impact; β1 = .48; β2 = .25; β3 = .20 are normalized regression weights, deducing the regression function:

Y_{GTL} = .47GRI + .25GSI + .20GPI

- The total impact of tourism resources GRI with the contribution of 52% has β1 = .47 > 0, ie the total impact of tourism resources is positively related to the local tourism competitiveness.
- The total impact of GSI tourism support with a contribution of 26% has β2 = .25> 0, ie the total impact of tourism support has a positive relationship with the local tourism competitiveness.
- The total tourism awareness impact GPI with the contribution of 22% has β3 = .20 > 0, ie the total tourism awareness impact has a positive relationship with the local tourism competitiveness.

Thus, according to Bolelen (1989), all the estimated standardized regression weights are > 0, including Hypothesis 1; Hypothesis 2; Hypothesis 3; Hypothesis 4; Hypothesis 5; and Hypothesis 6 are accepted in the original theoretical model. Unaccepted hypotheses 7; hypothesis 8; hypothesis 9; hypothesis 10 for the poor quality tourism barrier were eliminated right from the valuation of Cronbach'Alpha together with the tourism marketing factor as assessed by experts and bootstrap test for value | CR | ≤ 2 very small deviations, not statistically significant at the significance level α = 5%. And from that, there is a basis to confirm that the estimates in the model can be reliable (Abdelmuhsin *et al*., 2022; Ruchin *et al*., 2022; Turlaev *et al*., 2022).

Results and Discussion

- Theoretical Standards for Local Tourism Competitiveness

A comprehensive set of theoretical standards for local tourism competitiveness was created, consisting of 12 primary components, each containing 32 parts. These include:
8 external factors, of which 24 are tourism resources, categorized as follows:
RES | Res1, Res2 |
Technical facilities for tourism (EMP) related to labor and tourism | Emp1, Emp2, Emp3 |
Quality of travel services (FAC) | Fac1, Fac2, Fac3 |
DEC | Dce1, Dce2, Dce3 |
People's awareness of tourism development and environment (ATD) | Atd1, Atd2, Atd3 |
The overall impact of tourism resources comprises 4 endogenous factors, including 3 endogenous intermediate factors:
ATE | Ate1, Ate2, Ate3 |
Community awareness of tourist destinations (ATC residents) | Atc1, Atc2, Atc3 |
Total effects on tourism support measured by:
GSI | Gsi1, Gsi2 |
GRI | Gri1, Gri2 |
GPI | Gpi1, Gpi2 |
These factors are influenced by total tourism awareness, and the competitiveness of local tourism (CTL) | CTL1, CTL2 | serves as the target endogenous factor.
The three intermediate endogenous components serve as a link between the eight exogenous variables and the local tourism competitiveness target variable.
The GRI contributes:
52% of the total impact of tourism resources, 26% of the total impact of tourism assistance, 22% of the total impact of tourism awareness**.**

- Development of the Local Tourism Competitiveness Model

Local tourism competitiveness is influenced by multiple interacting factors that support one another; a weak component often negatively impacts others.
This illustrates that communities seeking rapid and sustainable tourism growth must establish a solid competitiveness base.
Prioritizing tourism competitiveness components is both a necessary and sufficient requirement for success.
The relative significance of impacts is ranked as follows:
Total tourism resource impact,
Total tourism support impact,
Total tourism awareness impact.

- Definition and Managerial Implications

Definition:
“Local tourism competitiveness is a destination's ability to maximize its appeal to tourists, residents, and businesses seeking to increase market share both domestically and internationally, while ensuring sustainable and effective support for tourism resource exploitation.”
Although existing theories provide valuable insights into how independent variables affect dependent variables, they do not address changing millennial attitudes or strategies for retaining young workers.
This gap creates managerial challenges, such as:
Difficulty in measuring and establishing individual employee satisfaction levels,
Complexity in formulating HR policies that balance benefits for both the company and employees

Conclusion

This study establishes a theoretical framework to build a model of local tourism competitiveness with 12 main elements and 32 components, highlighting scientific and practical value:

- *Theoretical Contribution:* The research systematically generalizes, analyzes, synthesizes, and organizes global and Vietnam-specific studies on tourism competitiveness. By integrating key models (e.g., Mill & Morrison, Crouch, Porter), it creates a foundational set of criteria that expands theoretical understanding and practical insights.
- *Methodological Innovation:* The study experimentally combines qualitative methods to identify factors with quantitative methods—using SPSS and AMOS software for model testing and validation. This mixed approach strengthens the measurement and structural models' robustness and applicability.
- *Practical Application:* The findings provide a valuable reference for future research methodology, design, scaling, and data processing. Local authorities, policymakers, planners, and researchers can apply the model to better assess and improve local tourism competitiveness.

Limitations and Directions for Future Research

As with any research, this study faces certain limitations, which offer avenues for future investigation:

- *Scope of Literature Inheritance:* Due to constraints of time, space, and resources, the study mainly synthesizes existing literature without fully evaluating the strengths, weaknesses, or contextual relevance of each referenced study to specific localities in Vietnam. Future research should undertake deeper comparative analyses to assess their applicability across diverse regional contexts.
- *Selection of Variables:* Although all variables have theoretical and empirical foundations, the selection process could be enhanced by employing a more transparent comparative matrix. Providing clearer justification and evaluation criteria for each variable would improve the study's scientific rigor and clarity, and is recommended for future refinement.

Presentation and Perception: In condensing and presenting the research, especially for article-length submissions, the study may seem to some readers more like an academic exercise than a comprehensive research project. The author recognizes this concern and intends to improve the clarity and structure of future publications to better reflect the full scope and depth of the research.

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