

BESSH -15**Methodology to Study Sustainable Competitive Advantages for Ecotourism Development of Phu Quoc Island**

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Abstract

Phu Quoc is Vietnam's biggest island with a total area of 574 sq.km. This is one of the most famous and attractive destinations for those coming to Vietnam for ecotourism purpose. Despite various researches have been carried out on ecotourism development but only small quantities of studies were conducted in Phu Quoc Island. Therefore, appropriate methodology on this topic is still insufficient while comprehending resources contributing for competitive advantage for Phu Quoc is more and more necessary in order to explore its dynamic capabilities. This research fills the gap by studying Methodology to study sustainable competitive advantages for ecotourism development of Phu Quoc Island includes Conceptual Framework, Hypothesis, Research Design, Sampling, Instrument. Quantitative and qualitative methods were picked out in order to answer all research-related questions. The research also makes detailed explanation about variables, population and sample, measurements and instruments, data collection, source of data as well as data analysis. This study finds out 5 hypotheses and makes research design to develop the sustainable competitive advantage for ecotourism development of Phu Quoc Island. Research design is used to denote the logical relations between all the collected data, and drawing conclusions, answering related questions from that data (Smith & Hongge, 2006). The sample size is 427 include 98 foreign tourists and 329 domestic visitors with cluster sampling method. The study also applies two basic types of questions to use in attitude research include open-ended and closed-ended questions.

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Keywords— Ecotourism, Tourism, Phu Quoc Island; Sustainable Development; Methodology; Conceptual Framework; Conceptual Framework; Hypothesis; Research Design; Sampling; Instrument; Variables; Population; Sampling; Measurements; Instruments, Data Collection.

Introduction

This writing is to study the research methodology and the detailed implementation includes Conceptual Framework, Hypothesis, Research Design, Sampling, Instrument. Quantitative and qualitative methods was picked out in order to answer all research-related questions. The research also makes detailed explanation about variables, conceptual framework, research hypothesis, research design, population and sample, measurements and instruments, data collection, source of data as well as data analysis.

Variables*Independent Variables*

AS RBV, it suggested diversified constructs, including resources, capabilities, competencies, skills, factors and assets, to refer to various objects. The term 'resources' is used in the present article as a generic construct involving all these realities. So, independent variables are as bellow:

The present article uses the term 'resources' as a generic construct involving all these realities. So, independent variables are as bellow:

- Tangible resource: Physical Resource (V1), Human Resource (V2)
- Intangible resource: Financial Resource (V3), Government Support Resource (V4)

Dependent Variable

As Rosenthal & Rosnow (1991), the Dependent Variable implies the status of the "effect" (or result) getting interest of the researcher while the independent variable implies the status of the presumed 'cause' and changes driving changes in the status of the Dependent Variable.

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The majority of contributions within the Resource-Based View (Barney, 1991) use the individual resource as the pertinent unit of analysis to research competitive advantage as (Foss, 1998). Therefore, in the study Sustainable competitive advantage of ecotourism development of Phu Quoc Island is considered as Dependent Variable.

Mediating Variable

As Baron & Kenny (1986), Moderating Variables makes a difference regarding to how and when Independent Variables have an influence on Dependent Variables. A moderating variable is one changing the strength and/or direction of a direct relationship. As Echtner and Ritchie (1993), Baloglu and McCleary (1999) and Beerli and Martin (2004), demographic is one of those affect the attractiveness of a destination. Consequently, Demographic Profile is chosen as Moderating Variable in this study.

Conceptual Framework

Conceptual Framework is the suggested framework integrating resources to make sustainable competitive advantage and it can be summarized as follow:

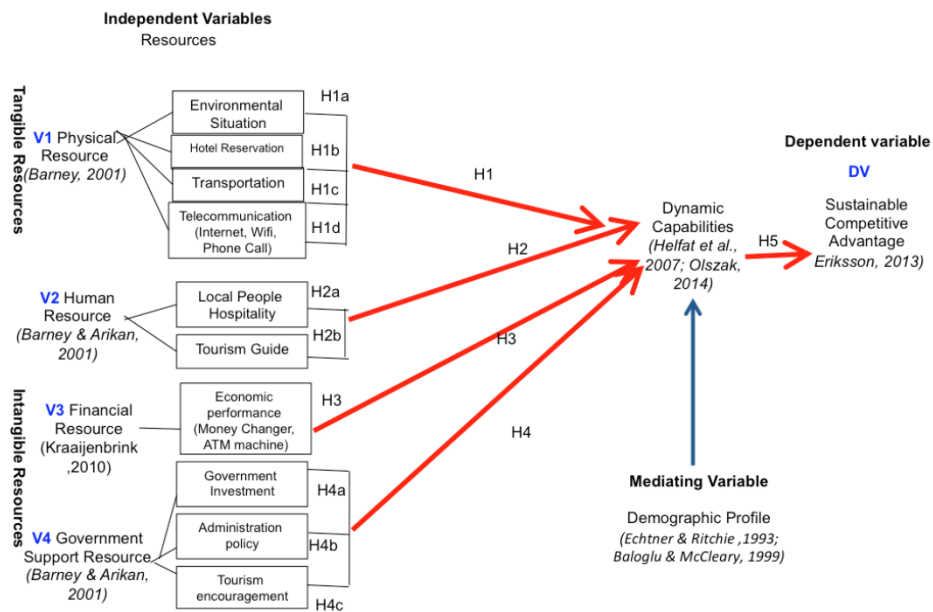


Figure 1: Conceptual framework to research sustainable competitive advantage of Phu Quoc’s ecotourism.

Research Hypothesis

Based on the conceptual framework as above, Hypothesis is made as follow:

H1	There is a relationship between physical resources such as Environmental Situation, Hotel Reservation, Transportation and Telecommunication and Dynamic Capabilities of Phu Quoc Island.
H1a	There is a relationship between physical resources of Environmental Situation and Dynamic Capabilities of Phu Quoc Island.
H1b	There is a relationship between physical resources of Hotel Reservation and Dynamic Capabilities of Phu Quoc Island.
H1c	There is a relationship between physical resources of Transportation and Dynamic Capabilities of Phu Quoc Island.
H1d	There is a relationship between physical resources of Telecommunication and Dynamic Capabilities of Phu Quoc Island.
H2	There is a relationship between Human Resource such as Local people hospitality & tourist guide and Dynamic Capabilities of Phu Quoc Island
H2a	There is a relationship between Human Resource of Local People hospitality and Dynamic Capabilities of Phu Quoc Island
H2b	There is a relationship between Human Resource of tourist guide and Dynamic Capabilities of Phu Quoc Island
H3	There is a relationship between Financial resource such as Economic performance and Dynamic Capabilities of Phu Quoc Island.
H4	There is a relationship between Government Support Resource such as Administration policy, Tourism encouragement and Government Investment and Dynamic Capabilities of Phu Quoc

	Island
H4a	There is a relationship between Government Support Resource of Administration policy and Dynamic Capabilities of Phu Quoc Island
H4b	There is a relationship between Government Support Resource of Tourism encouragement and Dynamic Capabilities of Phu Quoc Island
H4c	There is a relationship between Government Support Resource of Government Investment and Dynamic Capabilities of Phu Quoc Island
H5	Demographic Profile moderates the progress of creating Sustainable competitive advantages of ecotourism of Phu Quoc Island from Dynamic capabilities

Research Design

Research design is used to denote the logical relations between all the collected data, and drawing conclusions, answering related questions from that data (Smith & Hongge, 2006). Moreover, all the obstruct that can affect the authenticity of the research will be controlled by this research design also.

	Activities	Description
1	Research problem identification	Identifying study gaps by observation
2	Theory and practice research	Using RBV approach to do research on Resource-Based view theory, ecotourism and advantages of sustainably competing
3	Questionnaires design	Format: open-end, closed questions Including: Leading Questions, Importance Questions; 5-Likert Questions, Dichotomous Questions (Yes/No questions), Rating Scale Questions, Buying Propensity Questions, etc.
4	Interview	Interviewing professionals in tourism industry
5	Data collection	Using primary and secondary sources
6	Data analysis	Using Microsoft Excel and SPSS 22
7	Findings and Recommendation	Base on data analysis to figure out some findings about current situation of Phu Quoc in terms of sustainable competitive advantage for ecotourism development. Based on these findings, the study suggests recommendation to maximize Phu Quoc competitiveness in highest efficiency.

The research design follow is applied in this research:

Sampling

Population

According to Phu Quoc News (2014), there are 416,350 visitors coming to Phu Quoc include 94,000 foreigners. Although visitors are expected to increase annually, because of starting time at late 2014, therefore the real number of Phu Quoc visitor number haven't been calculated yet, the research applies 400,000 as the population.

Sample size

To achieve a objectives of the study, the researcher collects data representative of a population mentioned above. This study uses information gathered from the survey to figure out findings from a drawn sample back to a population, within random error limit of the research. Within a survey design in quantitative method, it is necessary to determine sample size and solve nonresponse bias (Bartlett et al, 2001).

Alpha Level (α)

The alpha level accepted in educational research are: .05 or .01. (Ary, Jacobs, Razavien, 1996) In Cochran's formula, α level is selected according to t-value. For example, if the sample sizes are more than 120, α -level is .05 then t-value is 1.96. In general α level of .05 is the most acceptable in researches. So α -level of .05 is chosen to be applied in this study.

Acceptable Margin of Error (Confidence level)

The general rule related to acceptable margins of error in social research is that: for categorical data, 5% margin of error is acceptable (Krejcie & Morgan, 1970). A 5% margin of error would result in the researcher being confident

that the proportion of respondents was within $\pm 5\%$ of the proportion calculated from the sample (Bartlett et al, 2001). Therefore, the confidence level of this study is 95%.

Variance Estimation

To estimate the variance of a proportional variable, Krejcie and Morgan (1970) suggested that researchers should apply .50 as an estimation of the population proportion. This proportion can result in the maximization of variance, that also make the maximum sample size (Bartlett et al, 2001). Hence, this proportion can be used to estimate variance in the population of this study.

Sample Size calculation

$$N = \frac{t^2 * (p)(q)}{d^2} = \frac{1.96^2 * (.5)(.5)}{0.05^2} = 384$$

Where t = value for selected alpha level of .025 in each tail = 1.96.

Where (p)(q) = estimate of variance = 0.25.

Assuming a response rate of 90%, a minimum drawn sample size of 427 should be applied in this study.

Sample structure

According to structure of visitor coming to Phu Quoc in 2014, there are 416,350 visitors coming to Phu Quoc include 94,000 foreign tourists counted about 23% of general visitors (Phu Quoc internal report, 2013). Therefore, for the sample size of 427, there are 98 foreign visitors and 329 domestic tourists.

Sampling Method

The study applies Probability sampling technique. The sampling will be made as bellow:

- Respondents: 427 tourists coming to Phu Quoc for ecotourism purpose including 98 foreign and 329 domestic visitors.
- Time: the interview is estimated to take in around 1 month, it is expected that 15 visitors response for the interview per day.
- Place: the interview is taken place online and offline. In terms of offline interview, the survey will be taken in Phu Quoc Island, specifically, it will be made in 3 main places include: Painting springs (the most famous springs of Phu Quoc, whose streams longer than 15 km, winding on the rocks, at the time hiding under the green canopy of the forest), and National forest of Phu Quoc and Phu Quoc Eco Beach Resort. In terms of online, the survey will be made by Google Form and sending to visitors that came to Phu Quoc for ecotourism recorded in data of some hotel and resort in Phu Quoc.

Instruments

Two basic types of question mentioned above (open-ended & closed-ended) are used in the research. In which, open-ended question will make broaden choice in people's answers, provide deeper data but limits the ability of overviewing. Closed-ended question give less choices and valid image of people attitude (Schuman & Presser, 1996).

There are other kinds of measurement tools such as: interview and self-administered questionnaire which are considered the best tools (Lemon, 1973). These two tools are both applied in this study. In interviews, opened-ended questions are mainly used, whereas the questionnaire includes closed-ended question. '5-Likert method' was used to measure how respondents agree with the questions although the 5-likert scale has both positivity and negativity (Oppenheim, 1998).

The questionnaire design will base on Sarantakos's rules for questionnaire construction, layout and content (2005), in which, attitude questions are based on Edwards attitude statements criteria (1957).

Oskamp (1997) suggested some issues that affect the authenticity of the questionnaire that are: respondents' carelessness, people desirableness, response and agreement limits.

The construction of the questionnaire includes an introduction, 5 sections and a request for follow-up as below:

Section	Questions and Rationale	Measure-ment Scale	Hypo-thesis
Introduction	Short explanation the topic, target group and ensuring the confidentiality and anonymity		
Section 1	Respondents' information		H4
Section 2	Gathering Phu Quoc data for ecotourism	Indicates	H1

Review Phu Quoc resource for ecotourism	resources: beach, water, mountain, hotel, transporting, resident, governmental supports, etc. (based on RBV approach)	respondent's agreement on a 5-linkert scale	
Section 3 Potential capabilities than other competitors	Gathering comparison between Phu Quoc and other places in term of ecotourism and its services. Attitude statements were derived from a detailed literature review about dynamic capability as RBV.	Yes/No question & closed question with multiple choice	H2
Section 4 Idea for potential of resources and capabilities to make competitive advantages	Statements specific about respondents' attitudes towards rent-generating potential of resources and capabilities to make competitive advantages	Open-ended questions	H3
Section 5 Recommendation for sustainable tourism development	Statements specific about respondents' attitudes towards possible strategy to strengthen sustainable competitive advantage of Phu Quoc ecotourism development that can harmonize between resources, dynamic capability and environment dynamism to create sustainable competitive advantage.	Open-ended questions	H5
Request for follow-up	Making questions to know whether the respondents want to join a follow-up interview and receive the results of this study.		

Conclusion

In summary, this study makes conceptual framework based on analysis four independent variables include: Physical recourse, Human resource, Financial resource and Government support resource. This study finds out 5 hypothesis and make research design to develop the sustainable competitive advantage for ecotourism development of Phu Quoc Island. The sample size is 427 include 98 foreign tourists and 329 domestic visitors with cluster sampling method. Lastly, the study also applies two basic types of questions to use in attitude research include open-ended and closed-ended questions.

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