

## FP 58 TOWARD SUSTAINABLE CULTURAL TOURISM IN AN EMERGING WORLD CULTURAL HERITAGE TOURIST DESTINATION: EXPLORING LOCAL RESIDENTS' ATTITUDES

Thuy Dieu Thi, Hoang, University of South Australia, Australia

Graham Brown, University of South Australia, Australia

Aise KyoungJin Kim, University of South Australia, Australia

### ABSTRACT

World Heritage sites attract a considerable number of visitors. However, the growth of tourism can influence heritage conservation. Sustainable tourism, an effective approach to balance these issues, can be achieved by enhancing community involvement. Few studies have explored the sustainable cultural tourism and community attitudes toward it in a World Heritage site. To address this gap, an exploratory study was conducted with thirty-eight interviewees living in Hoi An, a World Cultural Heritage site in Vietnam. Using a thematic analysis approach, the study reveals that cultural conservation should be a distinctive focus of sustainable cultural tourism. Local residents perceived that they have the main responsibility for participating in cultural conservation and environmental protection activities. Moreover, stakeholder collaboration was expected, and they desired to act as implementers and consulting partners to support local government. The findings suggest the need for education and training, and the creation of consulting activities for local residents.

**Keywords:** *sustainable cultural tourism; world cultural heritage site; residents' attitudes*

### INTRODUCTION

Currently, more than one thousand places that have exceptional physical and cultural values in the world have been inscribed in the World Heritage list by the United Nations Organization for Education, Science and Culture (UNESCO). Accordingly, these sites are