

# THE INTERPLAY OF SUSTAINABILITY PRISM, RESIDENT SATISFACTION, AND QUALITY OF LIFE ON RESIDENTS' SUPPORT FOR SUSTAINABLE TOURISM DEVELOPMENT: A STUDY OF DA NANG, VIETNAM

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**Abstract** - This study proposes a conceptual model to explore the relationship between the sustainability prism, resident satisfaction, quality of life, and residents' support for sustainable tourism development (STD). Data were collected through direct surveys using paper questionnaires from residents currently living, working, or operating tourism-related businesses in Da Nang city. A total of 1,220 valid questionnaires were included in the analysis to test the model and research hypotheses using SEM. The results confirm 10 out of 12 proposed hypotheses. Based on these findings, the study provides both theoretical and practical implications for policymakers and destination managers in implementing tourism initiatives that are supported by local residents.

**Key words** – Sustainability prism; resident satisfaction; quality of life; residents' support for sustainable tourism development; Vietnam

## 1. Introduction

The development of sustainable tourism destinations has attracted considerable attention from both academic researchers and policymakers over the years, particularly regarding the impacts of tourism on local communities [1]. In fact, tourism has long been regarded as a key strategy for promoting economic development in both developed and developing countries. However, tourism development strategies initiated by governments do not always receive consensus from local communities - a key factor in ensuring the sustainability of tourism development [2, 3]. The perspectives of local residents are especially important, as their attitudes and level of support directly influence the long-term success of sustainable tourism initiatives [4]. Community support in the tourism context is the result of deliberate or unintentional decisions made by residents, formed after they evaluate the extent to which tourism development aligns with their personal expectations [5]. This is a fundamental component of tourism and hospitality products and services, influencing costs, tourist satisfaction, and revisit intentions [6]. Local support plays a key role in sustainable tourism development (STD). Community perceptions and support for STD are shaped by various factors, such as perceived tourism impacts [1] and satisfaction [1, 7, 8]. Moreover, the higher the quality of life (QOL) and satisfaction level of residents, the greater their likelihood of supporting STD [9, 10, 11].

However, a review of the existing literature reveals several notable gaps. Firstly, the majority of studies focus on the context of developed countries, while research in

developing countries is relatively limited [12]. This imbalance is concerning, as developing countries often exhibit distinctive characteristics such as livelihood-dependent economies, vulnerable ecosystems, limited governance capacity, and higher poverty rates. These factors can significantly influence how local communities perceive and respond to STD [13]. Therefore, conclusions drawn from developed country contexts may not be directly applicable.

Secondly, prior research has predominantly explained local community support for STD through Social Exchange Theory (SET). According to this approach, residents are assumed to support or oppose tourism development based on a cost-benefit evaluation [14]. However, SET tends to oversimplify the relationship between communities and tourism from an economic perspective, whereas in reality, residents' attitudes and behaviors are also significantly influenced by emotional factors, social relationships, and specific living contexts [15]. Consequently, an increasing number of scholars advocate for interdisciplinary approaches that incorporate psychological, emotional, and social contextual perspectives to more comprehensively explain the mechanisms underlying community support for STD [12].

Thirdly, within the sustainability discourse, the concept of sustainability pillars refers to three core dimensions: economic, environmental, and socio-cultural [16]. Previous studies have paid limited attention to examining STD in relation to residents' attitudes toward tourism and the political aspects of governance [1, 17]. This study contributes to addressing this gap while enhancing understanding of the institutional influences surrounding the implementation of sustainable tourism.

Based on these gaps, a crucial research question arises: how do sustainability, resident satisfaction, and QOL contribute to explaining residents' support for STD in the context of developing countries? To address this question, the present study extends SET by integrating institutional dimensions into the sustainability prism, tourism satisfaction, and QOL to develop a comprehensive research model explaining residents' support for STD in Vietnam. By addressing the aforementioned gaps, this study contributes to expanding the theoretical foundation by combining SET with the sustainability prism to explain residents' attitudes toward STD in developing country contexts. It also provides

empirical evidence on the critical role of resident satisfaction and QOL in shaping their support for tourism. Furthermore, the study offers important practical implications for policymakers and destination managers in designing strategies to promote STD through enhancing active participation from local communities.

## 2. Theoretical Background

### 2.1. Residents' Support for STD in Developing Countries

In the tourism context, community support emerges from residents' deliberate or spontaneous decisions, developed through their evaluation of how well tourism development corresponds with their personal expectations and interests [5]. This notion underscores the pivotal role of residents as active evaluators of tourism development processes rather than passive recipients of their impacts. The support of local communities is regarded as a fundamental determinant of the success or failure of STD strategies [18], as their attitudes, cultural values, and hospitality contribute to enhancing the attractiveness of destinations [8]. In this study, residents' support for STD is defined as the degree of their willingness and active participation in activities, policies, and initiatives aimed at promoting sustainable tourism development across environmental, social, and economic dimensions within the local community (adapted from [19]).

Previous studies have emphasized the critical role of cooperation, support, and participation of residents in ensuring the success of sustainable tourism development initiatives [20]. Within this stream of research, SET has emerged as the dominant theoretical lens to explain residents' attitudes and behavioral intentions toward tourism development. According to this perspective, residents tend to support tourism development when they perceive benefits and oppose it when they anticipate negative impacts [21]. This perspective has been reinforced by substantial empirical evidence in the literature [22, 23].

However, despite its widespread application, SET has been criticized for its predominantly rational-economic orientation, which may oversimplify the complex relationship between residents and tourism development. While SET provides a useful foundation, it does not fully capture the influence of emotional, psychological, and contextual factors that shape residents' attitudes and behaviors. As a result, recent studies have increasingly called for more comprehensive and interdisciplinary approaches to better explain residents' support for STD.

In response to these limitations, recent research has begun to highlight the role of non-economic determinants. At the community level, scholars have identified key psychological drivers such as community empowerment, place attachment, and the level of resident participation [22, 24]. At the individual level, emerging evidence points to the importance of emotional bonds between residents and tourists [10, 25] as well as perceived QOL [10]. However, although these factors provide valuable insights, they have largely been examined in isolation and still lack systematic empirical validation within an integrated framework.

Beyond theoretical limitations, another critical issue concerns the geographical focus of existing research. Although research on residents' support for STD has made significant progress, most existing studies continue to focus on developed country contexts [12]. A review of studies conducted in developing countries (see Table 1) indicates that the majority still rely on SET, a predominantly rational-choice approach, as the primary theoretical foundation. This imbalance is problematic, as developing countries often exhibit distinct socio-economic and institutional characteristics that may shape residents' perceptions and responses to tourism development in fundamentally different ways.

*Table 1. Existing studies on residents' support for STD in developing countries*

Author(s) (Year)	Context	Theory	Overall
Viana-Lora et al. [26]	Puerto Plata, Dominican Republic	SET	Examining residents' STD and measuring the influence of the level of education of residents
Wani et al. [27]	India	Not mentioned	Examining the role of community empowerment and local support on STD
Gautam [10]	Himachal Pradesh, Northern India	SET, theories of emotional solidarity, bottom-up spillover theory	Examining the links between residents' psychological well-being and their support for STD
Phuc and Nguyen [25]	Ho Chi Minh, Vietnam	Not mentioned	Examining residents' views and support for STD in urban destinations
Nugroho and Numata [22]	Gunung Ciremai National Park (GCNP), Indonesia	Extended SET	Examining residents' mechanism of cost and benefit perception for community-based tourism development (CBT) support
Eslami et al. [24]	Langkawi Island, Malaysia	SET and bottom-up spillover theory	Examining the formation of residents' support for STD
Huynh [28]	Tra Vinh, Vietnam	SET	Examining local residents' satisfaction and support for STD
Cevirgen et al. [29]	Alanya, Turkey	Not mentioned	Examining the residents' perceptions towards STD
Matarrita-Cascante et al. [30]	La Fortuna, Costa Rica	The theoretical notion of the community field	Examining local social interactional elements necessary for the achievement of sustainable tourism practices
Kitnuntawit and Tang [3]	Bangkok, Thailand	SET	Exploring residents' attitudes towards tourism developments and the extent residents' interface with destination sustainability strategies

A review of the studies summarized in Table 1 reveals two primary limitations. First, there is a lack of integrative models that simultaneously incorporate psychological, emotional, and socio-contextual factors in explaining residents' support for STD. Second, there remains a limited focus on developing country contexts, where local communities simultaneously act as beneficiaries of tourism development and vulnerable groups affected by its negative externalities. Addressing these gaps requires a more holistic and context-sensitive approach to better understand the mechanisms underlying residents' support for STD.

## 2.2. Social Exchange Theory

SET has been widely applied as a foundational theoretical framework for analyzing residents' attitudes toward tourism development, particularly in explaining how their perceptions of tourism's positive and negative impacts influence their level of support for tourism-related activities [28, 29, 30]. According to Emerson [34], social exchange refers to a process of interaction between individuals or groups in which participants both provide and depend on benefits derived from one another. Similarly, Homans [35] posits that social behavior is the result of exchanges involving both tangible and intangible resources, where individuals tend to choose actions that maximize benefits while minimizing costs. When perceived benefits outweigh perceived costs, individuals are more likely to maintain and repeat such behaviors or relationships over time [36].

Building on this theoretical foundation, SET provides a coherent explanation for residents' support for STD by framing their attitudes as the outcome of a cost-benefit evaluation process. When residents perceive that tourism development generates substantial benefits - such as improvements in QOL - they are more likely to exhibit positive attitudes and support sustainable tourism policies. Conversely, when perceived costs, including environmental degradation, social disruption, or declines in QOL, outweigh the benefits, residents are more likely to develop negative attitudes and withdraw their support for tourism development.

## 2.3. Sustainability Prism and Resident Satisfaction with Tourism

The sustainable development paradigm is traditionally grounded in three core pillars - economic, socio-cultural, and environmental [37], commonly referred to as the "triple bottom line". However, this tripartite framework has been criticized for its limited capacity to ensure balance among these dimensions in the absence of a coordinating mechanism that governs their interactions [38]. To address this limitation, Spangenberg and Valentin [39] introduced the "sustainability prism," which extends the traditional model by incorporating an institutional dimension. This framework provides a more comprehensive analytical lens for evaluating sustainability through four interrelated

components: (1) environmental (natural resources and ecosystems), (2) economic (financial and manufactured capital), (3) socio-cultural (human capital, labor, and well-

being), and (4) institutional (governance structures, policies, and social capital) [38, 40]. In the tourism context, the political impact reflects the extent of coordination and cooperation among diverse actors in developing and implementing tourism policies and governance mechanisms [1]. The integration of these four dimensions has led to the widespread adoption of the sustainability prism in sustainable tourism research as a holistic tool for assessing development outcomes [41].

From a theoretical perspective, the sustainability prism implies a system of interdependent relationships in which institutional factors play a central role in shaping and coordinating economic, socio-cultural, and environmental outcomes. In particular, effective institutional arrangements - through governance quality, regulatory frameworks, and stakeholder coordination - facilitate the alignment of development objectives across the three traditional pillars. This integrative mechanism is especially critical in tourism contexts, where competing interests and resource constraints necessitate balanced and well-coordinated development strategies [42].

Building on this perspective, prior empirical studies have consistently demonstrated a positive relationship between the sustainability prism and residents' satisfaction in tourism development contexts [40, 41, 43, 44]. These findings suggest that residents are more likely to report higher levels of satisfaction when tourism development achieves a balanced integration of economic benefits, socio-cultural well-being, environmental protection, and effective institutional governance [44]. Consequently, adopting a multidimensional approach that simultaneously considers these four aspects is essential for both planning and evaluating STD.

Conceptually, the sustainability prism also implies a causal structure in which institutional factors influence economic, socio-cultural, and environmental conditions, which in turn shape residents' subjective evaluations such as tourism satisfaction and QOL. In this regard, economic sustainability contributes to the equitable distribution of tourism benefits and supports local business development; environmental sustainability ensures the preservation of ecosystem quality and services; and socio-cultural sustainability enhances residents' well-being through the integration of cultural values and community interests into tourism development processes. Together, these dimensions form the immediate determinants of residents' satisfaction, while institutional sustainability functions as an enabling condition that governs their effectiveness. Moreover, it plays an important role in mitigating tourism overcrowding, inequality in resource access, and conflicts of interest among stakeholders.

Despite these theoretical and empirical advancements, the applicability of the sustainability prism in tourism research remains uneven across contexts, with limited evidence from developing countries. This gap is particularly important given the distinct socio-economic and institutional characteristics of these contexts, which may influence how sustainability dimensions are perceived and how they affect residents' satisfaction. Therefore,

further empirical investigation is required to validate the proposed relationships within developing country settings. Based on the above arguments, the following hypotheses are proposed:

*H1a,b,c: Perceived institutional impacts influence perceived economic, socio-cultural, and environmental impacts.*

*H2a,b: Perceived economic impacts influence tourism satisfaction and QOL.*

*H3a,b: Perceived socio-cultural impacts influence tourism satisfaction and QOL.*

*H4a,b: Perceived environmental impacts influence tourism satisfaction and QOL.*

#### **2.4. Tourism Satisfaction as a Driver of QOL and Support for STD**

Residents' perceptions of tourism development are not static but evolve across different stages of destination development. In the early stages, residents tend to prioritize the economic and environmental impacts of tourism, whereas in more advanced stages, their attention increasingly shifts toward socio-cultural well-being and overall community welfare [41]. As destinations mature, rising population density and intensified tourism activities often lead to more critical or even negative perceptions among residents [45, 46]. Within this dynamic context, residents' satisfaction emerges as a central evaluative mechanism through which tourism impacts are interpreted and translated into behavioral responses. Consequently, the long-term viability of tourism development largely depends on the extent to which residents remain satisfied with the presence and impacts of tourism [47, 48].

From a theoretical standpoint, residents' satisfaction reflects an overall assessment of the extent to which tourism development meets their expectations and needs. Obradović et al. [49] argue that residents seek active participation in tourism development processes to ensure that their interests are adequately represented. Accordingly, satisfaction can be conceptualized as an immediate post-evaluative outcome that signals residents' acceptance of current tourism conditions and their readiness to support future development initiatives. Empirical evidence consistently demonstrates that higher levels of residents' satisfaction are associated with stronger support for STD [40, 50, 51, 52, 53]. Moreover, facilitating resident participation in tourism development processes has been shown to reduce potential conflicts and foster greater community support [54].

While satisfaction captures residents' evaluations of tourism-specific conditions, QOL represents a broader and more holistic construct encompassing overall well-being within the community. Nunkoo and Ramkissoon [31] highlight that satisfaction with local conditions and services plays a crucial role in shaping residents' support for tourism development. Extending this perspective, QOL can be viewed as a higher-order evaluative outcome that integrates both tourism-related and non-tourism-related aspects of residents' lives. Drawing on SET and bottom-up spillover theory, Eslami et al. [25] demonstrate that

residents' overall life satisfaction significantly influences their SSTD. This relationship is further supported by Gautam [10], who confirms the pivotal role of QOL in shaping residents' attitudes toward tourism development. Similarly, Han et al. [18] emphasize that residents are more likely to support tourism when its impacts are perceived holistically across both material and non-material dimensions, including environmental sustainability and long-term community benefits.

Importantly, satisfaction and QOL are not independent constructs but are theoretically linked within a causal sequence in which domain-specific satisfaction (e.g., tourism satisfaction) contributes to overall life satisfaction (QOL), which in turn influences behavioral intentions such as support for STD. This perspective is consistent with bottom-up spillover theory, which posits that satisfaction in specific life domains accumulates to shape overall life satisfaction. In this regard, residents who are satisfied with tourism development are more likely to experience enhanced QOL, which subsequently increases their willingness to support sustainable tourism initiatives.

Beyond attitudinal outcomes, residents' satisfaction and QOL also translate into observable behaviors that reinforce sustainable tourism development. Residents with higher levels of satisfaction are more likely to engage in proactive behaviors, such as maintaining public spaces, interacting positively with tourists, and preserving local cultural values, thereby enhancing the overall tourist experience [55, 56]. These voluntary, tourism-related activities not only contribute to improved local infrastructure but also support the preservation of cultural identity and the long-term sustainability of tourism development [6].

Despite the growing recognition of these relationships, empirical research integrating residents' satisfaction, QOL, and SSTD within a unified framework remains limited, particularly in the context of sustainable tourism development. This gap highlights the need for a more comprehensive approach that simultaneously examines the sequential and interrelated effects of satisfaction and QOL on residents' STD.

Based on the above arguments, the following hypotheses are proposed:

*H5a,b: Tourism satisfaction influences perceived QOL and SSTD.*

#### **2.5. QOL and Support for STD**

Building on the role of QOL discussed in the previous section, this construct is conceptualized as a key determinant of residents' support for STD. QOL reflects the extent to which tourism development contributes to residents' overall well-being, thereby shaping their attitudes toward future development initiatives.

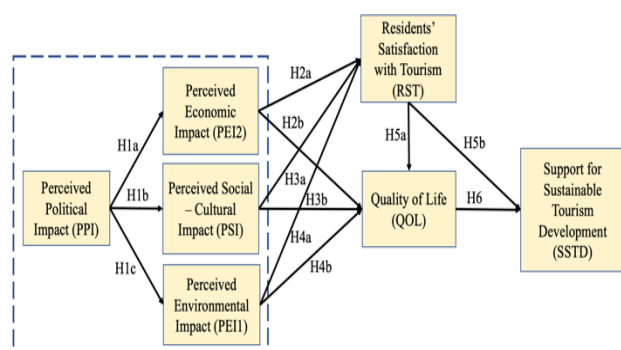
From a theoretical perspective, QOL represents a higher-order evaluative outcome integrating multiple life domains, including economic conditions, social relationships, and environmental quality [57]. In tourism research, QOL has been widely employed to examine the impact of tourism on residents' subjective well-being, as well as to analyze their attitudes toward tourism development [58].

QOL is increasingly conceptualized as a key mediating mechanism linking perceived tourism impacts to residents' behavioral responses, particularly their support for STD. Empirical studies provide strong support for this mediating role of QOL. Eslami et al. [25] find that perceived benefits from tourism enhance residents' quality of life, which in turn strengthens their support for sustainable tourism initiatives. In other words, residents are more likely to support tourism development when it contributes positively to their overall well-being, rather than when it generates stress or undermines social harmony.

This perspective suggests a direct and positive relationship between QOL and residents' SSTD, positioning QOL as both an outcome of tourism impacts and a determinant of supportive attitudes. Accordingly, higher levels of QOL are expected to lead to stronger support for sustainable tourism. Based on the above arguments, the following hypothesis is proposed:

*H6: QOL has a direct effect on SSTD.*

## 2.6. Proposed framework



**Figure 1.** Conceptual framework

In this study, SET serves as the overarching theoretical lens that integrates the relationships among sustainability perceptions, residents' satisfaction, QOL, and support for STD. The proposed research model is presented in Figure 1.

## 3. Methodology

### 3.1. Research context

This study focuses on Da Nang City, a major tourist destination in Central Vietnam. According to Nguyen and Hoang [59], Da Nang is the fourth-largest city in the country and one of the most popular destinations for both domestic and international tourists, characterized by an increasing level of local community participation in STD. As highlighted by Tran et al. [60], STD is a top-priority goal for Da Nang in its destination planning and development strategies. Simultaneously, recent investments in sustainable tourism initiatives make this an ideal context for investigating residents' attitudes.

### 3.2. Questionnaire design

This study adopted a quantitative approach to evaluate the proposed theoretical framework, given its suitability for systematically testing complex relationships among structural variables. The Vietnamese-language questionnaire consisted of five sections: (1) perceived impacts of the

sustainability prism; (2) tourism satisfaction; (3) QOL; (4) support for sustainable tourism development (SSTD); and (5) demographic information. The questionnaire comprised 36 measurement items designed to assess the te(refer to Table 3 for detailed sources and descriptions). Each construct was evaluated using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

### 3.3. Data collection

The survey was conducted over a five-month period, from September 2023 to January 2024. Prior to formal data collection, the questionnaire was reviewed by five academic experts to establish content validity. Based on their feedback, the instrument was refined to enhance comprehensibility and the validity of the measurement scales. Subsequently, a preliminary pilot study involving 50 participants was conducted. Exploratory Factor Analysis (EFA) and Cronbach's Alpha reliability tests were performed to ensure the appropriateness of the observed variables before their inclusion in the main study. Exploratory factor analysis and Cronbach's Alpha showed high reliability ( $\alpha > 0.7$ ), with all measurement items achieving factor loadings  $> 0.5$ . The finalized scales were then deployed in the formal survey.

The target respondents for this study were residents currently living, working, or operating tourism-related businesses in Da Nang, such as restaurant managers, hotel staff, Airbnb hosts, local artisans, souvenir shop owners, and tour guides. These respondents resided across both central and coastal districts of the city, including Son Tra, Ngu Hanh Son, Hai Chau, Thanh Khe, Cam Le, Lien Chieu, and Hoa Vang.

Non-probability sampling methods were employed, with convenience sampling was conducted through paper-based surveys. Residents were approached at various tourist sites and local attractions, ensuring representation across diverse tourism sectors such as accommodation, food & beverage, transportation, and retail. A total of 1,220 valid questionnaires were retained for final analysis. The demographic profile of the sample is detailed in Table 2.

### 3.4. Data analysis

This study utilized a Covariance-Based Structural Equation Modeling (CB-SEM) to assess the fit of the proposed theoretical model and the empirical data. The analysis procedure followed a systematic sequence, including sample analysis, measurement model evaluation, and structural model assessment, executed using SPSS 23.0 and AMOS 21 software.

## 4. Results

### 4.1. Descriptive statistics

As shown in Table 2, among the 1,220 valid responses, males accounted for 29.8% of the sample, while females constituted 70.2%. Furthermore, the majority of respondents had received or were pursuing an undergraduate degree, representing a substantial proportion of 84.2%. Regarding age distribution, the sample comprised 482 respondents (39.5%) aged 18 to under 25; 370 (30.3%) aged 25 to under 35; 205 (16.8%) aged 35 to under 45; 131 (10.7%) aged 45 to under 55; and

32 (2.6%) aged 55 and above. In addition, 285 respondents (23.4%) were engaged in tourism-related businesses in the city, whereas 935 respondents (76.6%) were not affiliated with the tourism industry. Overall, the demographic information of the sample indicates a diverse and appropriate representation for this study.

**Table 2. Sociodemographic Profile**

Characteristic		n	%
Sex	Male	364	29.8
	Female	856	70.2
Age (years)	18 - 25	482	39.5
	26 - 35	370	30.3
	36 - 45	205	16.8
	46 - 55	131	10.7
	> 55	32	2.6
Education Level	High school	69	5.7
	Vocational	16	1.3
	College	44	3.6
	University	1027	84.2
	Postgraduate	64	5.2
Business in Tourism	Yes	285	23.4
	No	935	76.6

#### 4.2. Measurement model evaluation

Reliability analysis revealed that five constructs exhibited high internal consistency, with Cronbach's alpha values greater than 0.8, while the remaining two constructs demonstrated acceptable reliability with values of approximately 0.8. Furthermore, all 36 observed variables satisfied the item-total correlation coefficient, exceeding the minimum requirement of 0.3 within their respective scales.

A confirmatory factor analysis (CFA) was subsequently conducted to validate the scale models. The CFA results indicated an adequate model fit, with 539 degrees of freedom, a Chi-square value of 1508.034 ( $p = .000$ ), CMIN/df = 2.798 < 3. Other absolute and incremental fit indices further supported the model's adequacy: GFI = 0.935, TLI = 0.943, and CFI = 0.949 (all > 0.90), alongside a RMSEA of 0.038 < 0.08. Consequently, the measurement model demonstrated an excellent fit to the empirical data. In addition, all standardized factor loadings were all greater than 0.5 and statistically significant ( $p = 0.000$ ), establishing preliminary convergent validity. As all criteria met the proposed requirements for measurement models, the constructs were deemed acceptable and highly suitable for the collected dataset.

**Table 3. Evaluation of the measurement model**

Construct	Outer loadings	Cronbach's Alpha
<b>Perceived Political Impact (PPI) – Adopted from Kafferine Yamagishi et al. [8]; Cottrell et al. [36]</b>		
PPI1: Hospitality people at this site are well-trained	0.618	0.828
PPI1: Tourism facilities are developed in cooperation with local businesses	0.750	
PPI1: Tourism services are developed in cooperation with local businesses	0.715	
PPI1: Information distributed by Danang City accurately reflects the history of this site	0.733	
<b>Perceived Environmental Impact (PEI1) - Adopted from Mihalič et al. [1]</b>		
PEI1.1: Tourists pollute Danang City with their waste	0.689	0.776
PEI1.2: Tourism development is likely to destroy green areas in Danang City	0.713	
PEI1.3: Tourism increases air pollution in Danang City	0.707	
PEI1.4: Tourism increases the water pollution of lake Danang City	0.536	
<b>Perceived Social-Cultural Impact (PSI) - Adopted from Mihalič et al. [1]</b>		
PSI1: Tourism improves shopping, restaurant and entertainment opportunities	0.777	0.886
PSI2: Tourism is likely to provide more parks and other recreational areas for locals.	0.794	
PSI3: Tourism encourages the production and sales of local products	0.799	
PSI4: Tourism is likely to provide more business for local people and small businesses	0.713	
PSI5: The quality of public services (fire protection, police protection, public health services, welfare and social services, etc.) in Danang City is better due to more tourism	0.685	
PSI6: Tourism provides an incentive for the preservation of local culture in Danang City	0.623	
PSI7: Tourism increases the quality of education in Danang City	0.777	
<b>Perceived Economic Impact (PEI2) - Adopted from Kafferine Yamagishi et al. [8]; Cottrell et al. [36]</b>		
PEI2.1: Tourism to this site brings new income to local communities	0.604	0.861
PEI2.2: Tourism to this site diversifies the local economy	0.741	
PEI2.3: Tourism to this site creates job opportunities for local people	0.643	
PEI2.4: Products should be more available because of tourism at this site.	0.677	
PEI2.5: Tourism businesses should hire at least one-half of their employees from the local community	0.660	
PEI2.6: Tourism to this site creates new markets for local products.	0.753	
PEI2.7: Tourism to this site is a strong economic contributor	0.682	
<b>Residents' Quality of Life (QOL) - Adopted from Gautam [10]</b>		
QOL1: The quality of my life has been generally enhanced due to tourism development in the city	0.664	0.768

Construct	Outer loadings	Cronbach's Alpha
QOL2: This community has become a desirable place to live due to tourism development in the city	0.667	0.822
QOL3: The opportunities for leisure or recreation activities in this community have increased due to tourism development in the city	0.685	
QOL4: The regional economy has been given a boost due to tourism development in the city	0.664	
<b>Residents' Satisfaction with Tourism (RST) - Adopted from Mihalič et al. [1]</b>		
RST1: Because of tourism, I would like to move to Danang City	0.757	0.822
RST2: I enjoy living in Danang City	0.796	
RST3: I'm proud to live in Danang City, because it is a well-known tourism destination	0.627	
RST4: I am satisfied to live in Danang City	0.724	
<b>Support for Sustainable Tourism Development (SSTD) - Adopted from Kafferine Yamagishi et al. [8]; Gautam [10]; Nicholas et al. [61]</b>		
SSTD1: I support the development of community-based sustainable tourism initiatives	0.706	0.912
SSTD2: I participate in sustainable tourism-related plans and development	0.818	
SSTD3: I participate in cultural exchanges between local residents and visitors	0.802	
SSTD4: I cooperate with tourism planning and development initiatives	0.807	
SSTD5: I obey regulatory environmental standards to reduce the negative effects of tourism	0.791	
SSTD6: I participate in the promotion of environmental education and conservation	0.802	

Convergent validity was examined more using standardized factor loadings, composite reliability (CR), and mean extracted variance (AVE). As previously noted, all standardized loadings met the requirement for convergent validity (> 0.5). Furthermore, the CR values of all evaluated constructs exceeded the recommended level of 0.7, and their respective AVE values were greater than 0.5. These results confirm that convergent validity was achieved (Table 3). Discriminant validity was assessed using the Fornell-Lacker criterion. The results show that discriminant validity is achieved, as the square root of the AVE for each construct was greater than its inter-construct correlations with all other variables in the model (Table 3).

4.3. Structural model assessment

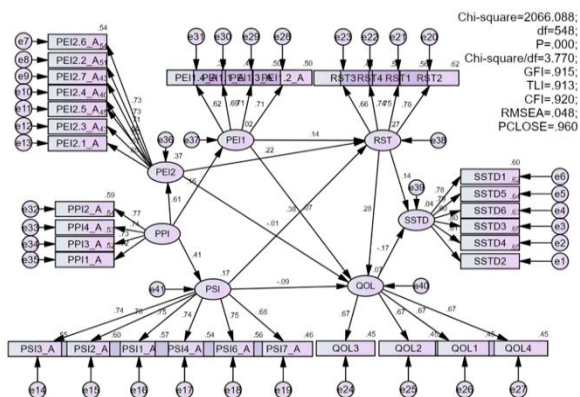


Figure 2. Result of the structural model

The SEM analysis results show that the model has a good fit between the structural model and the empirical data. Specifically, the model fit indices met the requirements: Chi-square ( $\chi^2$ ) = 206.688 ( $p = 0.000$ ), CMIN/df = 3.770 (< 5), GFI = 0.915, TLI = 0.913, CFI = 0.920 (> 0.9), and RMSEA = 0.048 (< 0.08). According to the recommendations of Hair et al. (2010), these indices indicate that the proposed theoretical model achieves an acceptable level of fit, effectively reflecting the

relational structure among the constructs within the survey data. As a result, 10 out of 12 research hypotheses were supported (Table 4).

The standardized SEM path coefficients (Figure 2) demonstrate that the majority of hypothesized relationships exhibit positive directional effects. This implies that the institutional, economic, socio-cultural, and environmental aspects collectively exert a positive and synergistic influence on residents' support for STD in Da Nang city. However, certain paths yielded weak or statistically non-significant coefficients, reflecting specific areas where the impact of current policies or community awareness remains indistinct.

The standardized regression coefficients ranged from 0.18 to 0.52. Notably, the strongest magnitude of effects was observed in the relationships between residents' support for STD and resident satisfaction, as well as between resident satisfaction and QOL. These findings underscore that enhancing resident satisfaction and positive perceptions plays a crucial mediating role in strengthening the effectiveness of sustainability policies and overall sustainable development factors.

Table 4. Direct Relationships

Hypothesis	Relation	Estimate	S.E	C.R	P	Decision
H1a	PPI → PEI2	0.552	0.036	15.504	***	Supported
H1b	PPI → PSI	0.414	0.036	11.416	***	Supported
H1c	PPI → PEI1	0.134	0.031	4.402	***	Supported
H2a	PEI2 → RST	0.269	0.040	6.696	***	Supported
H2b	PEI2 → QOL	-0.012	0.032	-0.384	0.701	Unsupported
H3a	PSI → RST	0.408	0.039	10.543	***	Supported
H3b	PSI → QOL	-0.070	0.031	-2.296	0.022	Supported
H4a	PEI1 → RST	0.177	0.042	4.201	***	Supported
H4b	PEI1 → QOL	0.063	0.034	1.860	0.063	Unsupported
H5a	RST → QOL	0.200	0.032	6.181	***	Supported
H5b	RST → SSTD	0.143	0.035	4.112	***	Supported
H6	QOL → SSTD	-0.238	0.051	-4.671	***	Supported

## 5. Conclusion

### 5.1. Theoretical implications

This study aims to address a significant theoretical gap by developing two foundational conceptual linkages. It examines the integrated relationships between the sustainability prism, resident satisfaction, and support for STD, thereby extending theoretical frameworks of sustainability in the context of community-based tourism. Furthermore, the study introduces the concept of QOL as a key mechanism to promote and reinforce residents' support for advancing sustainable tourism outcomes. An empirical investigation was conducted in Da Nang to validate the proposed model. Based on a sample of 1,220 residents living near tourist attractions, 10/12 hypotheses were supported using structural equation modeling (SEM). The specific theoretical implications are as follows:

Firstly, the study extends the application of SET and the sustainability prism theory by integrating institutional (political) factors, tourism satisfaction, and emotional considerations (residents' QOL) - important components of the cost-benefit evaluation process - to explain the residents' support for STD. This represents a significant theoretical advancement, enriching the traditional SET approach, which has predominantly focused on tangible, material costs and benefits.

Secondly, this study emphasizes the importance of institutional (political) factors in STD. It contributes to filling the literature gap regarding a comprehensive theoretical framework for the political dimension of the concept of sustainability, as previously identified by Ritchie and Crouch [62] and Mihalic et al. [1]. The findings confirm that institutional factors – defined through several core governance characteristics – play a decisive role in shaping residents' perceptions of the impacts of tourism across the three traditional pillars of sustainable development (economic, socio-cultural, and environmental). Therefore, support for STD can be substantially fortified when institutional frameworks are effectively established and operationalized.

Thirdly, higher levels of the “sustainability prism” - encompassing environmental, economic, socio-cultural, and institutional dimensions - are positively associated with resident satisfaction. This finding implies that maintaining a balance between the pillars of sustainable development contributes to increased levels of resident satisfaction with tourism development. As resident satisfaction increases, they tend to be more supportive of tourism development initiatives, thereby reinforcing the findings already noted in previous studies in this field. However, diverging from several previous studies [1, 8, 45], the perceived economic and environmental impacts did not have a significant direct influence on residents' QOL in this study. This reflects the empirical reality in Da Nang, where residents may not yet distinctly perceive the personal benefits derived from tourism-related economic decisions or environmental protection measures.

Fourth, unlike many previous studies that primarily focused on economic, socio-cultural, environmental, or political impacts to explain supportive behaviors, this study highlights the role of residents' QOL as a key emotional and

psychological determinant. The results are consistent with a recent study by Demirović Bajrami et al. [9], while extending the literature by measuring QOL from both hedonic and eudaimonic perspectives, including overall fulfillment and life satisfaction. This emphasizes that enhancing QOL transcends the mere generation of income or material benefits; it must equally prioritize the psychological and emotional experiences of residents (non-material benefits), which subsequently fosters their support for STD.

Fifth, regarding research on residents' support for STD, the majority of existing literature remains heavily focused on developed country contexts [12]. Therefore, this paper bridges a contextual gap by exploring the mechanism of support for STD within a developing country.

### 5.2. Practical implications

The research findings offer several practical implications for policymakers, Destination Management Organizations (DMOs), local authorities, tourism businesses, and local communities in Da Nang. Firstly, dimensions of the sustainability prism positively and directly influence residents' satisfaction with tourism. Therefore, DMOs should implement programs that enhance local pride, self-confidence, and cultural appreciation, while concurrently fostering community collaboration and improving tourism-derived income for local residents. For example, organizing skills-building training courses, supporting local economic development through tourism services, and creating favorable conditions for residents to participate and contribute to community activities are actionable steps. Community-building programs and cultural events can also help strengthen the linkages between residents and relevant stakeholders, thereby promoting consensus and a commitment to sustainable development.

Secondly, residents' QOL has a distinct positive impact on their support for STD. Therefore, DMOs must prioritize improving QOL, creating conditions that allow residents to experience life satisfaction and personal growth through tourism. At the same time, it is essential to cultivate a friendly and safe tourism environment that aligns with the community's aspirations. Furthermore, tourism development needs to balance economic benefits and the long-term spiritual and social values of the residents.

Thirdly, although perceived economic and environmental impacts from tourism do not directly and clearly affect residents' QOL, they still contribute to fostering support via their indirect effects through tourism satisfaction. Therefore, DMOs need to establish transparent mechanisms, encourage resident participation in decision-making, and concurrently raise awareness of environmental protection and green tourism development. In addition, local authorities can integrate environmental conservation and tourism economic development with individual benefits, transforming civic responsibility into a driving force for STD. Organizing community forums, town hall meetings, or utilizing online platforms to facilitate citizen feedback can enhance environmental and economic empowerment, thereby elevating satisfaction and consensus in tourism development.

### 5.3. Limitations and future research directions

This study still has some limitations. Firstly, the study primarily surveyed residents living near tourist areas and those directly involved in tourism activities in Da Nang city. Therefore, the findings may not fully capture the cultural, economic, social, and environmental diversity of other regions, either domestically or internationally. Therefore, future research could be conducted across multiple localities and regions, both within and outside Vietnam, to test the generalizability and stability of the proposed model.

Secondly, while the study extended the SET by integrating institutional factors, tourism satisfaction, and residents' QOL, the SET fundamentally remains focused on cost-benefit evaluation and attitudinal outcomes. It does not deeply consider more complex socio-cultural factors, environmental/external variables, or moderating and control mechanisms in the current model that might influence supportive behavior. Therefore, future research could integrate additional socio-cultural factors, public policy dynamics, environmental changes, and individual-level factors such as values, beliefs, risk perceptions, perceived empowerment (i.e. Tuan et al. [63]) or integrate moderating mechanisms into the model to provide a more profound explanation of residents' support for STD.

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