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Introduction

Over time, the tourism sector has continuously grown and diversified to become one of the fastest growing economic sectors in the world. Unfortunately, along with this progression comes the negative effects on the environment and those living in popular tourist destinations. This topic drew my attention because I have been fortunate enough to do a fair amount of traveling in my lifetime. In this sense, I am representative of the global transnational elite because I am part of a relatively small and privileged group that has the financial ability to go into a country and enjoy time of leisure. I took a trip to Vietnam with my family during the winter break of 2017. During my time there, I started to notice that precious land was being transformed for new developments, especially resorts. I have always thought about traveling as an incredible opportunity; however, like most other things in life, there has to be a downside as well. While I do believe that being able to travel and experience new parts of the world is something that everyone should attempt to do, it is important to be aware of the negative aspects too.

This issue is of global significance because the environment is something that impacts every human being living on Earth, regardless of where they call home. If we continue to abuse our environment, one day there won't be a planet to travel on, let alone live in. In addition, the cultural imperialism that takes place further exemplifies the inequality in power and wealth, indicating little change from colonial times. This is not to say that tourism is entirely detrimental, but it is crucial to be aware of its negatives consequences.

The research question formulating the basis of this capstone project is what effects does tourism have on the environment and those living in Vietnam? The project will begin by briefly talking about the tourism sector and providing statistical evidence. Seeing how coastal locations are usually preferred by tourists, coastal tourism will be touched on. Moving forward, it is important to examine the environmental impacts that tourism has on a global level. There are

various elements to this such as: increased pollution, shortage of water resources, discharges into the sea, and natural habitat loss just to name a few. Tourism also impacts the local communities; it can force them to compete with tourists for the use of critical resources. The local culture is viewed as a commodity, which as a result can reduce and distort it. Next, tourism development will be examined: what it is, what are some benefits and disadvantages of it, and relevant examples. Then, southeast Asia's tourism sector and the state of the environment and its people will be explored. Adding to this, cultural imperialism and neoliberalism will be explained and analyzed. To conclude, methods that can be applied to reduce tourism's impact on the environment and local population will be introduced.

As the tourism industry has flourished over the past decades, it is evident that the environment has taken a toll. The amount of pollution, water resource shortages, and land degradation have only increased as the number of international tourists has too. Not only is the environment affected by tourism, but also those residing in the sought-after destinations.

Literature Review

Modern tourism is "linked to development and encompasses a growing number of new destinations" (United Nations World Tourism Organization, 2017). The tourism sector is equal to and even surpasses the exports of oil, food products, and cars. It has become one of the key players in the international trade market and is often times the main source of income for developing nations. As tourism has expanded globally, so has the production of economic and employment benefits in fields such as construction and agriculture. Tourism accounts for 10% of the globe's GDP and one in ten jobs are related to the tourism sector. Tourism alone generated 1.4 trillion USD in exports, which equates to 7% of the world's exports and makes up 30% of services exported (World Travel and Tourism Council, 2017). In 2016, there were 1.235

billion international tourist arrivals. The top five spenders in tourism are China, USA, Germany, U.K., and France. On the contrary, the top tourism earners are USA, Spain, Thailand, China, and France.

Using an extensive global dataset at the country level, coastal tourist destinations were examined. Data was gathered from various sources; the majority came from the World Tourism Organization database. The data contains a systematic profile of the countries' coastlines looking at the economic and natural environments. There are two different types of demand that can be determined by a formula. The first is for international tourists, since they tend to select a coastal location because they feel strongly about the cultural and natural environment. This depends on the costal habitat and marine biodiversity in the country of choice. On the other hand, domestic tourists prefer destinations that suit their desires of a beach, usually characterized by having a long coastline (Onofri & Nunes, p. 49). This is dependent on the environment and climatic variables. This information can be useful for identifying where hot spots for coastal tourism may be, as well as providing a backing for policies with the objective of conserving the environment and cultural practices in coastal communities.

Environmental impacts of tourism

Climate change is one of the most serious threats to our society. The Inter-Governmental Panel on Climate Change (IPCC) has stated that it is "very likely" that human made greenhouse gases have been one of the most influential factors in the rise of global temperature since the mid 20th century. The climate has a key role in defining the length and quality of tourist seasons, in turn affecting tourism operations. The environmental conditions that attract or repel tourists are highly dependent on the climate. Southeast Asia is among one of the most at risk tourist regions in the world, along with the Caribbean, small developing countries, and Africa.

Tourism and travel account for about 5% of global carbon dioxide emissions (United Nations World Trade Organization, 2009), a number that has only risen to this day. It is estimated that by 2035, if no changes are made the carbon dioxide emissions from global tourism will increase 130%. Air travel is the main cause of the increase; however, the tourism sector has agreed to attempt to significantly reduce emissions. Working to reduce the impact of tourism on the environment will only continue to benefit the tourism sector in the long run.

Direct climate impact can be seen as changes in the length and quality of "climate dependent tourism seasons" (UNWTO, 2009). Indirect environmental change impacts the availability of water, loss of biodiversity, reduced landscape aesthetic, and altered agriculture production among many others. If no progress is made in attempting to make tourism more eco-friendly, it could potentially result in a decrease of the tourism sector's GDP.

The various components of tourism require different environmental management tools. There are distinctions between transport and accommodation versus rural and urban development. Hotels in cities are connected to municipal utilities like power, water, and sewage treatment systems. Resorts on the coast or in the mountainous areas generally have their own water supply, generators, and waste management systems. When looking at tourism in towns, local governments are usually involved in environmental regulations and development planning. Large-scale tourism resorts in non-urban areas result in loss of wildlife habitat, air and water pollution, in addition to noise and light disturbance to the nearby ecosystems (Buckley, p. 401).

Sabrina Perch-Nielsen's study in 2009 looked at 51 countries in the beach tourism sector and attempted to assess their vulnerability. Sets of weighted indicators have been analyzed to provide a summary of information in an understandable manner. Different aspects of climate change have been examined, such as sea level rising, the climate itself, extreme natural events,

and biodiversity. Large, developing countries are among the most vulnerable due to high exposure and low adaptive capacity (Perch-Nielsen, p. 602). Small island states are also prone to be impacted because of their high sensitivity to climate change.

Tourism in some instances has caused a loss of biological diversity, threatening food supply and natural resources. It weakens ecosystems and their ability to defend themselves from natural disasters and human-caused events, such as pollution and climate change. Ozone depleting substances (ODS's) have contributed to the destruction of the ozone layer (United Nations Environment Program). Aerosol spray cans, refrigerators, and air conditioning are also part of the problem. It was predicted in 2015 that jet and airplane emissions would cause half of the annual depletion of the ozone layer. Tourism alone accounts for 50% of traffic movements, while air traffic generates 2.5% of carbon dioxide production (UNEP). The number of international travelers is estimated to grow from 594 million people in 1996 to 1.6 billion by 2020.

The global environmental impacts affect tourism because of an increase in natural disasters and climate change. Floods, earthquakes, and wildfires have occurred more frequently and can turn potential visitors away from an impacted area. Tourism doesn't only contribute to climate change, but it is also affected by it. It can increase weather events such as droughts and heat waves and reduce the amount of snowfall, impacting the length of skiing seasons. Coral reefs are bleached because of temperature increases, levels of salinity have risen, and there is lower water quality (UNEP). Rising sea levels threaten coastal and marine areas with flooding and the loss of land.

Tourism development

There are many advantages, as well as disadvantages to tourism development. Some advantages are the creation of jobs, development of infrastructure, and introduction to foreign exchange. One would hope that tourism development would lead to cultural preservation, environmental protection, and development of health care systems. The downside of this development is that it can destroy cultures, the environment, and local communities. There is marginal employment that occurs, low benefits for workers, seasonal work at times, outside decision making, and unrealistic expectations.

The increasing demand for resorts has brought about substantial changes in the spatial and structural patterns of coastal tourism development in southeast Asia. Unplanned resort development has and will continue to have negative impacts on the coastal environment. Because islands are typically ideal locations for resorts, they are more vulnerable because of the limited resources and size. Coastal tourism development has frequently failed to understand the coastal environment. The ASEAN/United States Coastal Resources Management Project establishes guidelines in three areas: environmental, zoning, and local involvement. Tourism development should focus on managing sewage discharge, shoreline erosion, maintenance of beaches, coral reefs, and other ecosystems suitable for tourism (Wong, p. 106). Local governments and communities need to be involved in implementation so that the amount of cultural altering is reduced.

Southeast Asian tourism sector

In 1976, the United Nation's agency, the World Tourism Organization (UNWTO), estimated that there were 25.3 million tourist arrivals and 2.1 billion USD generated worldwide in 1950 compared to 213 million people and 31.9 billion USD in 1976. Tourist arrivals in southeast Asia rose 13.1% between 1974 and 1975. The UNWTO estimates that foreign arrivals increased 8%

in the ten southeast Asian markets in 2016. This means more than 116 million people visited the region, with almost half coming from within it. The top four tourist destinations in the region are Thailand, Malaysia, Singapore, and Indonesia. Thailand received 32.6 million foreign tourists and earned 50.4 billion USD, or 12% of its GDP in 2016. Malaysia welcomed 26.7 million foreign arrivals, who contributed 18.4 billion USD. Singapore recorded 16.4 million arrivals and 24.8 billion USD in revenue. Indonesia saw a 10.7% increase in its arrivals from the year before (Oxford Analytica, 2017). All of these numbers are only continuing to rise over the years and we can expect them to progress. This can be attributed to rising incomings and a growing middle class in Asia, as well as cheaper flights through discount airlines.

According to the Vietnamese National Administration of Tourism, there were a little over 10 million tourist arrivals in 2016. There was a considerable increase, 26%, from the year before. The tourism industry accounted for 9.3 billion USD in 2016, which is 4.6% of the country's GDP (World Travel and Tourism Council, p. 1). There were an estimated 1,430,242 international arrivals in January of 2018. This number is a 12.1% increase from the month before and amounts to an incredible 42% rise from just one year prior. The amount of people traveling to Vietnam has significantly increased over the years. The total number of tourist arrivals in 2017 was 12,922,151, compared to just 3,583,486 in 2006 (Vietnam National Administration of Tourism, 2018).

Southeast Asia has experienced a rapid growth in international tourists from 21.2 million in 1990 to 96.7 million in 2014, according to a 2012 UNWTO report. Over the years, tourism has been used a tool for development and reduction of poverty in the less developed countries of the world. In the past, the main focus was on economic growth, that has now shifted to social and environmental aspects. There was an alternative development pattern in the 1980s that greatly

focused on local participation, its people, and bottom-up development. It led to the emergence of new forms of tourism such as ecotourism, sustainable tourism, and community-based tourism just to name a few. Although alternative tourism will never replace mass tourism, in southeast Asia there is a growing interest in making tourism the most sustainable it can be. For example, in Thailand, Malaysia, and Indonesia, community-based tourism is used as an alternate form of tourism. It allows for local ownership and fosters sustainability and cross-cultural understanding (Dolezal & Trupp, p. 118).

In Indonesia, environmental activism has evolved slowly with development policy. The environment has become a political issue because of its connection to cultural identity and social security (Warren, 2000). In the late 1980's and early 1990's, the development of Bali and its relationship with the central government began to increase. A lot of money, both foreign and domestic, was invested into major projects on the island between 1987 and 1988. Just 3 years later, over 1.5 billion USD was invested. In 1990, environmental problems surfaced and received coverage from regional media. Unregulated mining of limestone and coral for hotels and airport runways were present, beaches were eroding, and the levels of plastic, sewage and air pollution were increasing. For decades, the government-controlled visa entry and gateway policies in order to reduce the growth rate of the tourism industry. The effect on land and water resources is one of the most serious physical impacts brought about by the expansion of the tourist economy (Warren, 2000).

Cultural imperialism and neoliberalism

UNESCO and the World Bank sponsored the Seminar on Social and Cultural Impacts for Tourism, which adopted a set of policy recommendations on culture. They focused on how the local culture should be presented to tourists and how tourists can be trained to be better

mannered. During the 1977 convention in Hong Kong, the Pacific Area Travel Association

chose the slogan, "the consumer - the only person who matters" (Wood, 563). The 21st UN

General Assembly designated 1967 as International Tourist Year and said that "tourism is a basic

and most desirable human activity deserving the praise and encouragement of all peoples and

governments" (Wood, 564). This goes to show how local people are expected to fulfill the needs

of incoming tourists.

Jacques Bugnicourt claims that tourism is demeaning and distorts culture because it

encourages the intimidation of foreigners and downgrading of local inhabitants (Wood, 564). It

destroys artwork and historical artifacts and can lead to the degeneration of classical and popular

dancing. It profanes places of worship and distorts religious ceremonies. All of this can create a

sense of inferiority and cultural demoralization. In order to best understand the relationship

between tourism and culture, we need to recognize that culture is internally differentiated, active,

and changing (Wood, 565).

In some places, tourism has expanded the role of state. They need to cooperate with tourist

development, in terms of visa policy, foreign exchange requirements, and import regulations.

Governments have the ability to open areas to mass tourism and provide funding for roads,

airports, electricity, etc. Isolated groups have begun to be integrated economically, however it

represents a loss of autonomy and local control (Wood, 569). For tourists to experience the

culture of a foreign society, it has to be produced or marketed in some way. It seems as though

culture is a commodity for sale, rather than an experience human beings should share. This is

present in Vietnam as the municipal government in Hoi An began staging cultural performances

for local residents and tourists in 1995 (UNESCO Bangkok, 2008). They claim that even though

it is staged, participation by both tourists and residents carry on historical traditions that otherwise would be lost.

Building off the ideas of David Harvey, neoliberal agendas see private enterprise and entrepreneurial initiative as keys to success for the creation of wealth (Harvey, 2009). However, the continuous increase in productivity creates a higher standard of living, which does not benefit everyone. The theory of neoliberal claims that poverty can be alleviated best by implementing free markets and trade, unfortunately this is not always the case. Competition is a key factor and every individual is accountable for their own actions and well-being.

When some social scientists have talked about international tourism there is evidence of imperialist imagery. Bugnicourt writes that tourism fulfills the demands of consumers who have ruined their own environment and need to take over another (Crick, 324). MacCannell describes the affluent middle class as scavengers of the Earth in search of new experiences. Biddlecomb asks, "if from colonialism and tourism the same implicit models and thought patterns are perpetuated, then what if anything has actually changed in the West's way of relating to the third world?" (Crick, 324). It is evident that many living in the Global South view tourism as the wealthy being in control and pampered by the working class. This imperialist imagery does not only apply to the relations between the West and the Global South. It is also present in Thailand and the Philippines, as Japanese sex tourists' actions are closely related to Japanese military aggression of the past, in that they show no respect for the local population. A Filipino protestor compared Japanese military imperialism and military uniforms to business men with suits in the present day. These people dominate Asia by forms of socio-cultural imperialism which ignores the Asian peoples' rights to human dignity (Crick, 325). While it is not very present or

widespread, there are local activists attempting to bring issues to light in hopes of sparking change.

A Vietnamese lawyer co-founded a pro-democracy group with the intent of bringing a new approach to activism. He hoped its members would unite and fight for human rights, while also advocating for a "democratic, progressive, civilized, and just society for Vietnam" (Washington Post, 2018). Nguyen Van Dai and the vice president of the group, Nguyen Van Tuc, were sentenced to 13 and 15 years in prison for allegedly participating in activities intended to overthrow the people's administration. Another innocent person, an environmental activist and blogger, was sentenced to 14 years in prison for writing about a chemical spill that ravaged marine life and left countless fisherman and tourism industry workers jobless. In the same situation, an activist was also jailed for live streaming the event which showcased Vietnamese fishermen marching to file a lawsuit. These people were claimed to have spread propaganda and infringed on the interests of the state.

However, silencing the voice of activists and the marginalized is not something prevalent solely in Vietnam, but is a problem plaguing Southeast Asia as a whole. Environmental activists have not only been silenced but have even faced violence in certain countries. In 2012, protestors against copper mining in Myanmar were firebombed, two anti-logging campaigners were killed in Cambodia, and there were six reported land activists killed in the Philippines. The Laotian government put an end to journalists critical of major hydropower projects. There are countless other cases, but all of these examples demonstrate the inability of activists to practice their free speech and advocate for change. In many of these countries there is a concentration of economic power that influences policy makers and government officials to favor corporate

interests, making it incredibly challenging for local grassroots movements to gain any

momentum (Wade, 2012).

Reducing tourism's impact

In recent years, the awareness of sustainable development and green practices have been

rising. People have slowly begun to see the importance of the quality of the environment as a

factor in ensuring the existence of the destination. Institutions such as the Asia-Pacific

Economic Cooperation (APEC) and Pacific Asia Travel Association (PATA), in addition to the

Green Globe initiative adopted of the Code for Sustainable Tourism in 2001. Its aim is to initiate

tourism growth to all types of related organizations who are responsible for the natural

environment, social needs, and cultural sensitivities (Hieu & Rasovska, p. 76). Environmental

protection means to reduce pollution; the green industry focuses on recycling, low pollution, and

energy conservation throughout all aspects of tourism, ranging from marketing, packaging, and

waste management to transportation.

There are multiple ways to reduce travel's impact on the globe. One place to start is to

reduce energy use. This can be achieved through a shift in transport use or changing

management practices. The next step would be to improve energy efficiency. Developments in

technology will greatly help to reduce emissions (UNWTO, 2009). It would be very beneficial

to increase the use of renewable energy. If invested in properly, solar panels, water recycling

and other useful resources could be obtained and implemented.

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Theoretical Framework

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Cultural imperialism will be used to analyze how tourism effects the local population within a

tourist destination. Most academics define cultural imperialism as certain cultural products such

as ideologies and entertainment commodities that have obtained a position of dominance in a

foreign culture through ties to economic and political power (Dunch, 302). The key issue is the effect it has on another culture and the forceful nature of the process. A process in which a society is pressured or even forced to shape its social institutions to correspond with or even promote the values of the dominant society. Discussions of cultural imperialism call into play the connection between knowledge and power, which connects it to questions of post-colonialism and orientalism. Edward Said argued that 19th century scholars' writing about the "Orient" comprised a discourse that combined distinct societies and attributed them to negative characteristics. On the opposite end of the spectrum, the West was correspondent to positive qualities. This discourse constructed "self" and "other" in a way that made the West's political dominance seem natural (Dunch, 303).

Cultural imperialism refers to the process of a politically and economically powerful nation imposing and promoting their culture over a less powerful country. Essentially, this means that the imperialist country determines the dominant cultural values and norms of the neocolonial society. It can alter cultures and reduce the significance of certain practices that have been carried out for many generations.

In this sense, imperialism can be regarded as creating and maintaining an unequal relationship between certain countries or groups of people. It usually favors the more developed nations and individuals with more financial stability and power. In terms of tourism, we can equate the more powerful nation to a tourist who is financially stable traveling to a less developed and economically stable region of the world (Jobanputra, n.d.). As the number of tourists increase over the years, so does the exposure to cultures that were once not very visible to the rest of the world.

Cultural imperialism is reinforced through events like the Seminar on Social and Cultural Impacts for Tourism, which was sponsored by UNESCO and the World Bank. The seminar focused on how local cultures should be presented to tourists and how tourists can be trained to be better mannered. Adding to this, the Pacific Area Travel Association chose the slogan "the consumer - the only person who matters" in 1977. Even when the UN General Assembly designated the International Tourist Year in 1967, they spoke about tourism in a way that local people were expected to fulfill the needs of tourists coming to their countries.

Tourism in many aspects distorts and is demeaning towards cultures because it encourages the intimidation of foreigners and downgrading of local inhabitants (Wood, 564). It can destroy historical artifacts, alter traditional dances and rituals, and violate the sacredness of a religious site. This is a result of the commodification of culture by means of marketing it to the rest of the world. Isolated communities have become incorporated into the economy, but it also means that there is a loss of autonomy (Wood, 569). Cultural experiences should be shared between human beings, not turned into a product for sale.

Colonialism is a form of imperialism; both focus on acquiring control and suppressing the inferior group. Imperialism is more focused on asserting dominance in politics and the economy. In the case of tourism, this is present when people in the lower class of an Indonesian fisherman town were asked to sell their land to build a resort on it. By selling their land, these people lost their livelihood; their lives would now be changed drastically and controlled by the tourist sector.

In terms of the environment, tourism itself is detrimental in many ways. It increases pollution, destroys ecosystems, creates a struggle over water and other local resources, among other factors. While the theory of cultural imperialism focuses more on the impacts that tourism

has on the local people, it is clear that the simple act of engaging in tourism can negatively

impact the environment as well.

David Harvey and his theory of neoliberalism can also be applied. At first glance, it is a

political and economic practice that introduces the idea that human's well-being can be

progressed by "liberating individual entrepreneurial freedoms and skills" (Harvey, 2) within an

institutional framework classified by free markets, free trade, and strong private property rights.

Essentially, this means that there is deregulation and privatization taking place. The state

practices a laissez-faire economic policy, seen through minimal government spending in order to

increase the private sector in society and the economy. The state's job is to ensure that this can

happen. It can be achieved through establishing defense, in the form of police and military, in

addition to having legal structures in place to secure private property rights and the functionality

of the markets. According to the theory, the state should not intervene in the markets once they

are created because they do not have the necessary information needed to speculate price

fluctuations. Far too often, neoliberal policies sole focus is on benefitting the economy, which

disregards the consequential effects on the environment.

Methodology

For my method of research, I predominantly used qualitative data; however, I also used some

quantitative data. The qualitative data that gathered helps to understand the impact that tourism

has on the people within the local communities; it also assists in detailing the negative effects on

the environment. Quantitative data is extremely beneficial in supporting the claim that tourism

does impact the environment in a negative way. It uses statistical evidence to highlight the

amount of pollution, devastation of ecosystems, water and local resources, among other

environmental impacts. The qualitative data reflects the experiences of the local people in tourist destinations and how their lives have consequently suffered from the tourism industry.

Qualitative research is used to gain an understanding of the underlying reasons behind a certain issue. It can provide insight into the problem and uncover trends in opinions and perspectives. Quantitative research is used to quantify the problem by generating numerical data and statistics. It allows for variables to be quantified, which generalizes results from a specific population. Qualitative research typically collects data through interviews and observations, while quantitative research consists of field research, surveys, among other methods. The data that I have collected will be used to examine and analyze my research question. My method of analysis is diachronic, in that it focuses on a specific country in one region of the world throughout a set time frame.

I performed bibliographic research because a majority of the sources that I retrieved came from scholarly, peer-reviewed journal articles. I also obtained some of my information from online newspaper articles, the World Travel and Tourism Council, and intergovernmental organizations such as the United Nations Environmental Program and the U.N. World Travel Organization. Most of my sources are secondary, but the intergovernmental sources are primary.

Findings

Vietnam is among the top ten countries in the world with the most polluted air; it is a health risk for millions of citizens and tourists in the country. According to Environmental Performance Index, Vietnam ranked 79th out of 132 countries in terms of overall environmental assessment. Additionally, the air pollution index placed Vietnam 123rd (Hoang et al., p. 249). Transportation is the major source of air pollution and accounts for approximately 70% of it. Just in terms of carbon dioxide, there were 270ppm in pre-industrial times, while there are now

390ppm. Nitrogen oxides are another issue of concern and they have risen from 0.28ppm in the pre-industrial times to 0.4ppm now. This increase in nitrogen oxides, especially nitrogen protoxide (a series of oxides having the smallest proportion of oxygen) can risk the destruction of the ozone layer on the upper atmosphere. This can be extremely detrimental as the ozone is what protects of from the sun's harmful ultraviolet rays. Toxic gases such as nitrogen dioxide and sulfur dioxide are oxidized into nitric and sulfuric acid which are then dissolved into rain or fog, resulting in a destruction of vegetation and corrosion of structures (Hoang et al., p. 250).

A *New York Times* article, "A Harvest of Golf Courses From Vietnam's Farmland", detailed the destruction that golf courses create, specifically golf courses that were created because of the demand of tourists coming to the country. According to the Agriculture Ministry, Vietnam has lost over one million acres of land devoted to rice from 2000 to 2006. Land that should be used for agriculture has been lost to golf courses, resorts, factories, and other developments. The development of a single course can be equivalent to the cost of the land of hundreds of farms. The creation of Dai Lai golf course in Vinh Phuc Province displaced a few thousand Vietnamese, while only 30 or so found employment on the new course. In addition to land resources, these golf courses require a significant amount of water. Le Anh Tuan of the Can Tho University Environmental Technology Center estimated that an 18-hole course could require 177,000 cubic feet of water a day, which is enough to support 20,000 households (Mydans, 2009).

Beach and dune land that was once considered a wasteland inhabited by only poor fisherman and their families is now reserved for resort development. There have been cases in Hoi An in which local fishing communities have been moved away from their homes and source of income, without the appropriate compensation. While this is happening, the price of land has increased as a result of tourism development and the city receiving the "World Heritage site" label. This

has led to only wealthy residents being able to own land as lower-class Vietnamese can no longer afford the inflated prices.

On top of the loss of one's land, social activities that were once part of daily life are now presented as if it were a theatrical performance. An example of this is fishing along the river; it's not actually fishing to catch fish, it's merely just a show put on for tourists to earn money whenever they take pictures. Similarly, traditional rituals aren't practiced for spiritual reasons or traditional purposes, instead they are for tourists' entertainment.

Analysis

The theories of cultural imperialism and neoliberalism closely relate to one another in the examination of tourism and its impact on the environment and local population in Vietnam. Tourism is one of the most rapidly growing industries in the world and generates a large percentage of revenue in many countries. This can be associated with neoliberal economic policies that strive to increase the private sector by implementing free markets, free trade, and strong private property rights. Liberalization of trade, privatization, and tourism development are all interconnected and fuel one another. As a consequence, local populations have lost access over resources and land they once owned. Tourism itself can be seen as a form of cultural imperialism in which the tourist essentially has forced the local community to present itself in a way that is beneficial to the tourist. The state and its policies have kept power away from the locals, leading to a struggle over their own heritage, land, and resources, but most importantly the status of the environment.

Conclusion

In conclusion, there are extensive effects that tourism has in terms of the environment and the local population. First and foremost, the vehicles that facilitate tourist activities are a major

contributor of air and water pollution. There are serious repercussions because of this; air quality can be at an unhealthy level and ecosystems can be destroyed. Neoliberal economic policies have played a significant role in adding to these circumstances. Financial gain often times is favored and disregards the planet and those inhabiting it. Many tourists fall into the category of the global elite and travel at their leisure into countries like Vietnam without thinking about the impact they have. Due to local governments having all the power, they are able to organize society in a way that best suits the needs and desires of tourists. Cultural traditions and heritage are sold as a commodity to bring in revenue, which only further contributes to the theory of cultural imperialism.

   Fortunately, there are things that can be done to alleviate these effects. Over the years, there has been an increase in sustainable development and tourism. The green industry concentrates its efforts on implementing better systems of recycling, limiting pollution, and energy conservation by altering forms of transportation, marketing, packaging, and waste management. The American general manager of the Ocean Dunes Golf Club and the Dalat Palace Golf Club has been working with resorts in Vietnam to minimize their environmental impact by using a strain of grass that is more salt tolerant and requires less fresh water. There are also initiatives to give back to the community; some hotels match guests' donations to raise funds for pressing issues. There is hope to achieve change, but it must be a common goal of the state, private institutions, and citizens alike.

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