

**Hungarian University of Agriculture and Life Sciences**

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**Exploring Eco tourists' pro-environmental behaviors, experience  
satisfaction and willingness to pay for nature conservation in  
Tram Chim National Park, Vietnam**

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## SUMMARY

Ecotourism, in general, is a type of tourism that involves visiting natural areas while promoting conservation and supporting local communities. In recent years, Ecotourism has become increasingly popular, as more people become conscious of the importance of preserving natural areas and reducing negative environmental impacts.

Over the past few years, Vietnam's tourism industry has experienced significant growth and consistently ranks among the countries with the fastest growth worldwide (Tung, 2019). Vietnam's tourism industry has been recognized as an emerging tourism market and is considered a fast-growing example in the Asia-Pacific region. With a wide variety of cultural experiences and natural attractions, Vietnam is a well-known ecotourism destination.

Tram Chim National Park is an important ecotourism destination in Vietnam, known for its rich biodiversity and wetland ecosystem. Tram Chim National Park (TCNP), which covers an area of 7,600 hectares (SER, 2020), was formed in 1998 and is located in Tam Nong District, Dong Thap Province, in the Mekong Delta region of southern Vietnam. The park was established to protect various endangered birds, including the sarus crane (*Grus antigone sharpii*), which is included on the IUCN Red List. It is also a Ramsar Convention-designated wetland of international importance (Ramsar, 2012). TCNP is one of the few remaining vestiges of the Plain of Reeds wetland habitat (Kiet, 1993), which formerly encompassed 700,000 ha of the Mekong Delta in southern Vietnam (T. Tran & Barzen, 2016). The location is one of the few in the region where the Brownbeard may be found.

The thesis "Exploring Eco Tourists' Pro-Environmental Behaviors, Experience Satisfaction, and Willingness to Pay for Nature Conservation in Tram Chim National Park, Vietnam" aimed to investigate the attitudes and behaviors of tourists towards pro-environmental activities. The primary research approach used in this study is a quantitative research method, which involved collecting numerical data through a structured questionnaire. This study's respondents were chosen using a convenience sample approach. Respondents were chosen based on their availability and willingness to complete the online survey. The study's sample size was 104 people who had visited Tram Chim National Park.

The study found that tourists generally had a positive attitude towards nature conservation and were willing to provide financial support for environmental protection activities at the park. However, their willingness to pay was influenced by their perceived effectiveness of the conservation efforts and their level of environmental awareness and the ecotourism satisfaction. The study revealed that tourists who were more satisfied with their experience at the park were more likely to participate in pro-environmental behaviors and to support conservation efforts. Based on the results, the study recommended that efforts should be made to increase tourists' awareness of environmental issues and to improve the effectiveness of conservation measures. Additionally, providing more educational opportunities for tourists and promoting eco-friendly practices could help encourage pro-environmental behaviors and support for conservation efforts.