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Green Tourism as a Form of Environmental Conservation: Determinants of Green Tourism Destination

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ABSTRACT

The objective of the article is to identify and evaluate the level of factors that influence international tourists' decisions to choose green tourism destinations and suggest some management implications to assist local government organizations and travel agencies in developing suitable policies and plans to raise the standard of green tourism. Green tourism is responsible travel to natural areas and environmental conservation; it sustains the lives of local people and involves education. Therefore, the author studies the factors determining the choice of green tourism destinations. Based on 268 samples, the author performed data analysis using SPSS 27.0. This included using Cronbach's Alpha test to evaluate the scales' reliability, the Bartlett and KMO tests for EFA, and the F test and the significance levels for regression analysis of the factors influencing the choice of a green tourism destination. According to research findings, the choice of a green tourism destination is influenced by five criteria, ranging from high to low impact: green environmental characteristics, novelty, green tourism motivation, promotional information, and costs.

Keywords: *Green tourism, Environmental conservation, Green environment, Sustainable tourism*

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INTRODUCTION

Green tourism has emerged as an important approach to sustainable tourism development by integrating environmental conservation, responsible resource utilization, and the socioeconomic well-being of local communities. According to the International Ecotourism Society (2015), ecotourism emphasizes responsible travel to natural areas that conserves the environment, sustains local communities, and incorporates interpretation and education. Although green tourism and ecotourism share common environmental objectives, green tourism encompasses a broader range of tourism practices aimed at minimizing environmental impacts while promoting sustainable destination development.

In Vietnam, the Mekong Delta, commonly referred to as the Southwest region, represents a distinctive geographical and ecological setting for green tourism development. Located in southern Vietnam, the region is characterized by extensive river networks, wetlands, mangrove forests, agricultural landscapes, and rich cultural heritage. Its diverse natural resources and river-based cultural identity provide considerable opportunities for developing environmentally responsible tourism products and experiences. Destinations such as Can Tho, Vinh Long, Dong Thap, An Giang, and Ca Mau offer a combination of natural attractions, traditional lifestyles, and community-based tourism activities that may appeal to environmentally conscious travelers.

Tourism has become an increasingly important contributor to the regional economy. According to tourism statistics reported by the Can Tho City People's Committee (2024), the Mekong Delta welcomed nearly 45 million visitors in 2023, representing an increase of approximately 20.4% compared with the previous year. International tourist arrivals exceeded 1.8 million, while total tourism revenue was estimated at more than VND 45.7 trillion. These figures reflect reported tourism performance in 2023, as published in February 2024, rather than forecasts for 2024. The recovery in visitor arrivals and tourism revenue highlights the region's tourism potential and the importance of integrating environmental sustainability into destination development strategies.

Despite these opportunities, the development of green tourism in the Mekong Delta faces challenges associated with environmental conservation, destination management, tourism promotion, and the provision of environmentally responsible tourism services. Furthermore, increasing tourism activities may place additional pressure on fragile ecosystems if destination development is not accompanied by appropriate environmental management practices. Understanding tourists' destination choices is therefore essential for balancing tourism competitiveness with environmental protection and local community benefits.

Against this background, the present study investigates the factors associated with international tourists' decisions to

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choose green tourism destinations in the Mekong Delta, focusing on green environmental characteristics, travel costs, green tourism motivation, promotional information, and novelty. By examining these factors within a region characterized by distinctive ecological and cultural resources, the study seeks to provide context-specific empirical evidence and practical insights for destination managers, tourism enterprises, and local policymakers seeking to promote environmentally responsible tourism development.

Literature review

Travel destination

According to the World Tourism Organization (UNWTO, 2019), a tourism destination refers to a geographical space, with or without formally defined administrative or analytical boundaries, where visitors can stay overnight. It encompasses an interconnected system of tourism products, services, activities, and experiences that collectively contribute to the tourism value chain. Furthermore, a tourism destination involves multiple stakeholders whose interactions and collaborative networks may extend beyond individual geographical boundaries. Beyond its physical attributes, a destination also possesses intangible characteristics, particularly its image and identity, which can influence its attractiveness and competitiveness in the tourism market. In the context of green tourism, this multidimensional perspective highlights the importance of environmental quality, sustainable tourism services, and destination-specific experiences in shaping tourists' destination choices.

Green tourism

Green tourism refers to tourism practices that emphasize environmental responsibility, resource conservation, and the reduction of adverse ecological impacts while supporting the socioeconomic well-being of host communities. Although green tourism is closely related to ecotourism and sustainable tourism, these concepts should not be treated as entirely interchangeable. The International Ecotourism Society (TIES, 2015) defines ecotourism as responsible travel to natural areas that promotes environmental conservation, supports local communities, and incorporates interpretation and education. In contrast, sustainable tourism encompasses the broader integration of environmental, economic, and sociocultural considerations across different forms of tourism (United Nations Environment Programme [UNEP] & World Tourism Organization [UNWTO], 2005).

Building on these perspectives, green tourism can be understood as an environmentally oriented approach to tourism that encourages responsible resource consumption, minimizes pollution and ecological degradation, and promotes the preservation of natural and cultural heritage. Sanjaya *et al*. (2023) highlighted the growing academic interest in green tourism and tourists' intentions to visit or revisit environmentally responsible destinations. In the present study, green tourism is conceptualized in terms of destination characteristics and tourism experiences associated with environmental quality, conservation-oriented practices, and responsible tourism development. Accordingly, the choice of green tourism destination refers to tourists' decisions to select destinations perceived as offering environmentally responsible tourism experiences while contributing to the long-term sustainability of local destinations.

Purchasing decision

The process of making a purchase decision enables a person or a group of people to choose, acquire, utilize, or discard a good, service, idea, experience, or accumulation to meet a need. Their requirements or preferences (Yusuf & Matiin, 2022). According to Prasad and Jha (2014), a customer's decision-making process may involve obtaining and analyzing information, assessing, selecting the best solution to a problem, or deciding what to purchase.

Hypotheses and research model

Green environmental characteristics (GEC)

The environment is all factors that exist in nature and are not created by humans. According to Beerli and Martin (2004), green environment in the tourism industry includes different factors such as landscape, minerals, land, animals, rivers and lakes, weather, etc; according to Mihalič (2000); Seyidov & Adomaitiene (2016), the green environment of tourist destinations includes fresh air, clean water, beautiful landscapes, land and animals; according to Kontogeorgopoulos *et al*. (2015); Yusendra and Paramitasari (2018), green environmental characteristics are expressed through preserving and monitoring tourist destinations associated with nature, reducing environmental pollution and reducing the impact of tourism on the natural environment.

H1. Green environmental characteristics have a positive impact on the decision to choose a green tourism destination.

Cost (COS)

Cost is the amount of a product or service and the total value that users exchange for the benefits of using or obtaining that product or service (Kotler *et al*., 2008). The cost of a trip affects the attitude of tourists. Trip costs that are suitable for tourists' ability to pay will be chosen, and willing to pay (Buhalis & Spada, 2000; Mutinda & Mayaka, 2012). In the field of tourism, the basis for determining the price of a tourist destination will include customer transportation fees from the starting point to the travel destination, accommodation fees, sightseeing fees, and other costs is also included in the price of the tour (UNWTO, 2015). Many studies agree that low prices and costs positively affect demand and destination choice decisions (Nicolau & Mas, 2006; Chi & Qu, 2008).

H2. Cost has a positive impact on the decision to choose a green tourism destination destination.

Green tourism motivation (GTM)

Motivation has a direct influence on tourists' decision to choose a destination (Jamaludin *et al*., 2018; Madden, 2021). Tourists decide to choose a certain location because they want to express themselves, or just relax and unwind, make friends, or explore and find somewhere with new value (Decrop, 2006); according to Mutinda and Mayaka (2012), tourists' green tourism motivations include: knowledge and discovery, relaxation and entertainment, family and friends, pride in the trip. Tourists' green tourism knowledge not only influences green tourism

behavior but can also help them change their attitudes toward green tourism products (Han *et al*., 2009; Mato & Mosoma, 2022).

H3. Green tourism motivation has a positive impact on the decision to choose a green tourism destination.

Promotional information (PIN)

Promotion and introduction of green tourism models of products or services and traditional cultural values of people to tourists is very important (Thanvisitthpon, 2021). For domestic and foreign tourists to know the local tourism model, tourist areas need to come up with clear strategies and communication and promotion plans and provide full destination information, images of tourism activities, resources, services, and unique features of green tourism on social networking sites such as newspapers, television, websites, Facebook, etc and other media. Different for tourists to search for because it has an impact on psychology and customer attitudes (Goossens, 2000; Mutinda & Mayaka, 2012; Kontogeorgopoulos *et al*., 2015). Along with the above viewpoint (Thanvisitthpon, 2021), the communication and promotion plan needs to be multi-faceted, and it needs to incorporate all parties involved in this model, such as local communities, local government associations, organizations, green tourism area businesses, and even the participation of tourists; according to Išoraité (2016), promotion is disseminating information and encouraging people to buy, influencing the user's purchasing decision-making process.

H4. Promotional information has a positive impact on the decision to choose a green tourism destination.

Novelty (NOV)

Faison (1977) believes that novelty tourism is a trip characterized by new experiences that are different from previous life experiences. Tourists always want to find new things when choosing a destination; Research by Assaker *et al*. (2011) and Martín *et al*. (2019) shows that expected novelty has an impact on the decision to choose a tourism destination; research by Enrique Bigné *et al*. (2009) and Mahmod *et al*. (2020) shows that tourists with a tendency to seek differences are more influenced by their intention to choose a tourism destination on their next or future trip.

H5. Novelty has a positive impact on the decision to choose a green tourism destination.

Based on the aforementioned theories, the author made the decision to provide a research model that includes five elements influencing the choice of a green tourism location **(Figure 1).**

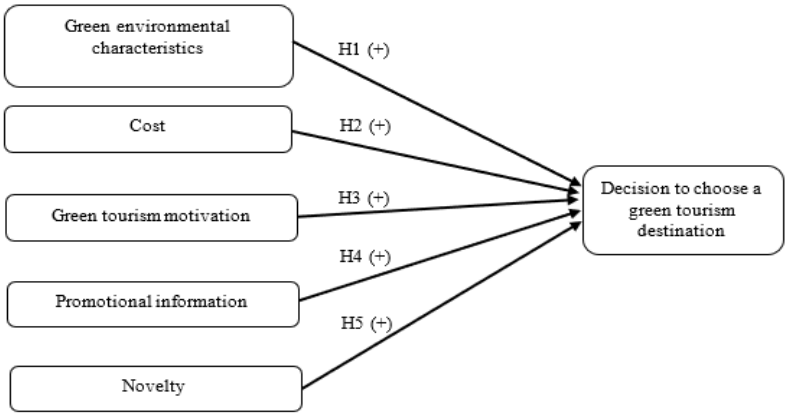


Figure 1. Proposed research model

MATERIALS AND METHODS

Research data

Ten green tourist destinations in Vietnam's southwest were surveyed for the study. Interviews took place at travel agencies, lodging facilities, dining establishments, and eco-friendly tourist destinations. The study employs a five-point Likert scale, ranging from (1) "strongly disagree", (2) "disagree", (3) "average", (4) "agree", and (5) "strongly agree", to gauge the influence of factors on foreign tourists' decisions to select green tourism sites. Thirty-one observable variables were used for the question groups. Hair *et al*. (2006) state that 5*m, where m is the number of observed variables, is the minimum number of samples required for analysis of questionnaires using the Likert scale. As a result, the study's minimal sample size was determined to be 5*22 = 110 samples. The research team interviewed 280 persons based on the features of the marine ecotourism location. The interview took place between February and March of 2026. 275 replies were obtained, accounting for 98% of the total response rate. Seven of the 275 answer sheets that were received did not match the requirements since they included a lot of blank spaces. Finally, there were 268 answer sheets that met the requirements to be used for this study, so this study has a sample size of 268, meeting the conditions for research sample size.

Research methods

SPSS 27.0 was used for data collection and processing. The author used the SPSS 27.0 program to code and analyze data after gathering 268 valid response sheets in order to assess Cronbach's Alpha reliability. The author then started conducting formal quantitative research. The author used the F test and significance level to test the hypotheses through regression analysis of influencing factors and their degree of influence on foreign tourists' decisions to choose green tourism destinations; an EFA using the Bartlett's and KMO tests; and

descriptive statistics of the survey sample, variables, and CA to evaluate the scale's reliability.

RESULTS AND DISCUSSION

Descriptive statistics of the survey sample

Data from 275 response sheets were gathered by the author. There were 268 valid responses, and the general details are as follows: there were 268 valid gender-specific survey questionnaires, of which 110 were completed by males (41.0%) and 158 by women (59.0%). In terms of age, there are 108 individuals between the ages of 18 and 25 (40.3%), 96 individuals between the ages of 25 and 40 (35.8%), 48 individuals between the ages of 40 and 60 (17.9%), and 16 individuals beyond the age of 60 (6%). Regarding travel time, 128 people traveled on vacation, accounting for 47.8%; 110 people on weekends, accounting for 41.0%; and the other 30 people, accounting for 11.2%. Regarding the form of tourism, 99 people went on tours, accounting for 36.9%; and 169 people self-arranged, accounting for 63.1%. Regarding know ledge of green tourism through information sources, 82 people came from the press/media/internet, accounting for 30.6%; 60 people from travel companies, accounting for 22.4%; 117 from friends/relatives/colleagues, accounting for 43.7%; and 9 others, accounting for 3.3%.

Evaluate the reliability of the scale

Table 1's findings demonstrate that the observed variables' CA coefficient is greater than 0.6 and their total variable correlation coefficient is greater than 0.3, indicating their reliability and suitability for further testing.

Table 1. Results of reliability assessment

Variables	Cronbach's Alpha	Corrected item-total correlation
Green environmental characteristics (GEC)	0.842	0.689 – 0.753
Cost (COS)	0.886	0.686 – 0.816
Travel motivation (TMO)	0.821	0.638 – 0.705
Promotional information (PIN)	0.917	0.791 – 0.834
Novelty (NOV)	0.915	0.705 – 0.857
Decision to choose a green tourism destination (DEC)	0.827	0.649 – 0.725

Exploratory factor analysis

Table 2 demonstrates the dependability of the study's parameters (KMO = 0.851 > 0.5). When using Bartlett's test, the independent factors are statistically significant if Sig = 0.000 < 0.05. 76.929% of the variance in the survey data was explained by the independent factors, according to the total variance explained. The convergence of the five independent factors ends at the fifth factor, with Eigenvalues = 1.203 > 1. All of the observed variables that represent the five independent factors have factor loadings greater than 0.5, indicating that they are significant and accurately reflect the factor they stand for. 19 observable variables of five independent factors are kept after EFA testing.

Table 2. Results of exploratory factor analysis of independent and dependent variables

Kaiser-Meyer-Olkin (KMO) & Bartlett's test	Independent variables	Dependent variable
KMO	0.851	0.712
Bartlett's test	0.000	< 0.001
Eigenvalues	1.203	2.234
% of total variance	76.929%	74.480%

Table 2's KMO = 0.712 > 0.5 indicates that the study's factors are dependable, and the dependent factors' statistical significance is indicated by Sig = 0.000 < 0.05 in Bartlett's test. The dependent factors account for 74.480% of the variation in the survey data, as indicated by the total variance explained = 74.480. One dependent factor is convergent and stops at the first factor, according to eigenvalues = 2.234 > 1 for the first factor. All of the observed variables that characterize the dependent factor are significant and accurately depict the factor since their loadings are larger than 0.7. Following the EFA test, three of the dependent factor's observed variables were retained.

Multivariate regression analysis and hypothesis testing

The independence between the independent and dependent variables is shown in **Table 3** below. Every independent variable has a correlation with the dependent variable, and the correlation is significant at the 0.05 level (Tho, 2011).

Table 3. Correlation test between independent and dependent factors

Correlations		GEC	COS	TMO	PIN	NOV	DEC
GEC	Pearson Correlation	1	.193**	.092	.052	.455**	.593**
	Sig. (2-tailed)		.001	.133	.396	.000	.000
COS	Pearson Correlation	.193**	1	.424**	.200**	.248**	.382**
	Sig. (2-tailed)	.001		.000	.001	.000	.000
TMO	Pearson Correlation	.092	.424**	1	.338**	.332**	.434**

	Sig. (2-tailed)	.133	.000		.000	.000	.000
PIN	Pearson Correlation	.052	.200**	.338**	1	.388**	.398**
	Sig. (2-tailed)	.396	.001	.000		.000	.000
NOV	Pearson Correlation	.455**	.248**	.332**	.388**	1	.647**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
DEC	Pearson Correlation	.593**	.382**	.434**	.398**	.647**	1
	Sig. (2-tailed)	**.000**	**.000**	**.000**	**.000**	**.000**	

The correlation coefficients between the independent and dependent parameters in **Table 3** are fairly strong, ranging from 0.382 to 0.647. There is a correlation between the independent and dependent factors because all of the factors' Sig values are less than 0.05. We can conclude that the dependent factor in the study model is influenced by the five independent factors.

Table 4, the adjusted R^2 result is 0.632, showing that the five independent factors explain 63.2% of the significance of the factors influencing the choice of green tourism destinations.

Table 4. Testing the model's level of explanation

Model	R	R square	Adjusted R square	Std. error of the estimate	Durbin-Watson
1	0.795a	0.632	0.625	0.39153	2.199

Note: a. Predictors: (Constant), NOV, COS, PIN, GEC, and TMO.

Table 5, the results of the analysis of variance show that Sig = 0.000, so we can conclude that the regression model fits the research data.

Table 5. ANOVA test results

	Model	Sum of squares	Df	Mean square	F	Sig.
1	**Regression**	68.890	5	13.778	89.879	< 0.001b
	Residual	40.163	262	0.153		
	Total	109.053	267			

Note: b. Predictors: (Constant), NOV, COS, PIN, GEC, and TMO.

Table 6, the regression analysis results show how much each factor in the model influences the decision to choose a green tourism destination.

Table 6. Results of multivariate regression analysis

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
		Beta	Std. error	Beta			Tolerance	VIF
1	**(Constant)**	0.161	0.200		0.808	0.420		
	GEC	0.391	0.041	0.407	9.456	0.000	0.760	1.316
	COS	0.088	0.033	0.113	2.687	0.008	0.792	1.263
	TMO	0.139	0.032	0.189	4.303	0.000	0.725	1.379
	PIN	0.125	0.031	0.172	4.053	0.000	0.783	1.277
	NOV	0.282	0.044	0.304	6.421	0.000	0.627	1.596

Table 6, there are five factors influencing the decision to choose a green tourism destination: GEC, COS, GTM, PIN, and NOV. All these variables have a significance level of less than 0.05, meaning they are statistically significant and positively affect the dependent variable DEC. The tolerance and variance inflation factor of the variables don't exceed 10, which proves that multicollinearity doesn't happen. So, the multivariable regression model is suitable.

The "green environmental characteristics" factor affects decisions when choosing a place for green tourism; according to research (β1 = 0.407, sig = 0.000), the hypothesis is confirmed. This means that choosing a green tourism spot is positively influenced by green environmental traits. The most influential factor is the choice of a green tourism destination, which increases by 0.407 units when the green environmental characteristics increase by 1 unit. The results are comparable to those found by Beerli and Martin (2004); Mihalič (2000); Kontogeorgopoulos *et al*. (2015); Seyidov and Adomaitiene (2016); and Yusendra and Paramitasari (2018).

The decision to pick a green tourism spot is also affected by the "novelty" factor (β5 = 0.304, sig = 0.000); H5 is accepted because it shows that novelty has a positive impact on choosing a place for green tourism. The choice of a green tourism destination goes up by 0.304 units when the novelty factor rises by 1 unit, making it the second biggest influencing factor. This research aligns with the findings of Assaker *et al*. (2011); Enrique Bigné *et al*. (2009); Martín *et al*. (2019); and Mahmod *et al*. (2020).

Similarly, the "green tourism motivation" aspect affects the choice of a place for green tourism (β3 = 0.189, sig = 0.000), supporting this hypothesis, and showing a positive link between travel motivation and the decision to pick a green tourism spot. The desire to choose a place for green tourism goes up by 0.189

units for each one-unit increase in travel motivation, making it the third most influential factor. This result lines up with studies by Madden (2021); Mutinda and Mayaka (2012); Han *et al*. (2009); and Mato and Mosoma (2022).

Additionally, the "promotional information" influences the choice of green tourism destination (β4 = 0.172, sig = 0.000). Therefore, H4 was accepted. This suggests that the promotional information has a beneficial impact on the willingness to select a green tourist destination. When the promotional information factor rises by one unit, the desire to select a location for green tourism rises by 0.172 units, making it the fourth significant factor. The findings of Thanvisitthpon (2021); Kontogeorgopoulos *et al*. (2015); Mutinda and Mayaka (2012); Goossens (2000); and Išoraité (2016) are comparable to our conclusion.

Cost affects travelers' choices on where to go for green tourism (β2 = 0.113, sig = 0.008 < 0.05), back up this hypothesis, showing that cost positively influences the decision to pick a green tourism spot. The fifth factor that affects this decision is the choice of place for green tourism, which goes up by 0.113 units when cost goes up by one unit. The findings of Kotler *et al*. (2008); Buhalis and Spada (2000); Mutinda and Mayaka (2012); Nicolau and Mas (2006); and Chi and Qu (2008) are comparable to this one.

CONCLUSION

According to research, five factors that affect the choice of a green tourism destination, ranked from most to least important: (i) Green environmental features; (ii) Novelty; (iii) Motivation for green tourism; (iv) Promotional info; and (v) Costs.

Implications

Firstly, green environmental characteristics are the factor that most heavily affects the choice of a green tourism spot. The results show that international tourists are really happy with the green environmental features, specifically "I find the air here fresh, quiet and unpolluted" with 4.11 points. "I see that the landscape of the beautiful Southwest still retains its natural features" with 4.25 points. "The ecosystem of the region is rich and diverse" with 4.19 points. This shows that the majority of international tourists consider the green environment of the Southwest region to be fresh, unpolluted, rich, diverse, and still retaining its natural features. Therefore, tourism planning and development must take into account the landscape and environmental space, choosing types of tourism associated with environmental protection and preservation. Prioritize projects that are consistent with the sustainable tourism development strategy. Localities and businesses need to invest in wastewater and waste systems, regenerate polluted areas and locations and encourage businesses to apply environmentally friendly technologies. Coordinate with relevant parties to regularly increase awareness among people that protecting the environment is also protecting themselves. Strengthen management and supervision of environmental protection policies and sanctions for natural resource management and environmental pollution. Build the image of a garden tourist area with pure, unpolluted nature. Proximity, natural beauty, rest, and relaxation are the main reasons international tourists choose it as a green tourism destination.

The second factor that influences the decision to choose a green tourism destination is novelty. The results show that international tourists have a good awareness of novelty when deciding to choose a destination. "Green travel helps me learn new things and improve my knowledge" with 3.89 points. "Green tourism to visit cultural and historical sites" with 4.09 points. "There are many diverse and unique cultural festivals" with 4.20 points. "Attractive green tourism destination" with 4.24 points. "Green tourism has many traditional handicraft villages" with 4.21 points. This shows that the novelty factor affects the decisions of international tourists when choosing green tourism destinations in the Southwest region. Therefore, localities in the Southwest region first need to develop green tourism products and services with specific advantages combined with learning, green tourism with fruit trees, and learning how to care for them, grafting, and bending ornamental plants or handicrafts from the region's specialty fruits; develop tourism packages that combine many types such as sports, spirituality, relaxation, medical treatment and shopping; and link with localities in the region and other localities in the country to create travel packages that give tourists many choices.

Thirdly, the decision to choose a green tourism destination is heavily influenced by green tourism motivation. The results show that the majority of international tourists are well aware of their green tourism motivations when deciding to choose a destination. Specifically, "I want to find a place to rest and relax" had 3.89 points. "I travel green to have new experiences that are completely different from my previous life" with 3.85 points. "Go green to explore and find new values" with 3.82 points. This shows that the novelty factor affects the decisions of international tourists when choosing green tourism destinations. Therefore, organizations and businesses dealing in entertainment activities regularly update market trends and grasp the tastes of tourists to improve service and create attraction for each type of international tourist. Businesses often have attractive promotional policies and incentives to stimulate tourists' travel motivation, from discounts to special service packages. Always create unique and enriching travel experiences to attract tourists, from exploring local culture to experiencing nature or relaxation. In addition, organizations and businesses need to build cooperative relationships with partners in the tourism industry to provide diverse and rich travel experiences for tourists. Additionally, train staff on how to best interact with and serve visitors, from understanding visitor motivations to providing professional information and support.

Fourth, promotional information influences the decision to choose a green tourism destination. The results show that the majority of international tourists agree with the promotional information. Specifically, "Promotional information at the green tourist area is reliable and has many unique features" with 3.52 points. "Green tourism area is promoted diversely and abundantly" with 3.62 points. "There are full images of tourism activities and resources" with 3.68 points. "There is a lot of information about green tourism areas in the media such as newspapers, websites, television, social networks, etc." with 3.63 points. This shows that the element of promotional information affects the decisions of international tourists when choosing green tourism in the Southwest region as a destination. Therefore, localities and businesses operating

green tourism areas need to increase resources for more promotional work, especially paying more attention to advertising on social networking sites and local information sites. Local authorities regularly update information about green tourism on tourism websites. In addition, localities and businesses need to build an English version of a green tourism website in the Southwest region to provide the fastest information to international tourists. Build a unique interface and image of tourism activities, regularly update information in a variety of forms and content, and as create convenience for international tourists to easily access and search for information. In addition, localities and tourism businesses need to link and cooperate with international tourism companies in traditional and potential markets, open representative offices to promote business, and promote to international tourists abroad.

Fifthly, cost significantly influences the decision to choose a green tourism destination. The results show that the majority of international tourists consider the trip cost reasonable. Specifically, "Trip cost is suitable for my income" received 4.01 points. "Reasonable sightseeing and entertainment ticket prices" received 3.88 points. "The prices of food and accommodation services at the tourist area are reasonable" with 3.97 points. "Reasonable transportation costs to destination" with 3.96 points. This shows that the cost factor affects the decisions of international tourists when choosing green tourism destinations in the Southwest region. Therefore, localities and businesses need to build price frames and clearly list prices of services and goods. Mobilize and promote small business units to sell at the right price. Strengthen reminders to comply with regulations and impose sanctions on places that do not comply with price regulations. In addition, there is a reasonable land tax policy to attract investors in various types of green tourism.

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