Examining economic incentives and youth engagement in cultural heritage conservation for tourism and sustainable development: A case study of cultural provinces in Vietnam

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ABSTRACT

This study examines the relationship between economic incentives and young people's involvement in conserving cultural heritage within Vietnam's cultural provinces. Using multivariable linear regression analysis on data from 200 randomly chosen participants, the main goal is to find out how different types of economic incentives can get more young people involved in preserving cultural heritage, which will help reach goals for sustainable development. The findings indicate a significant positive impact of job creation initiatives on youth engagement, underscoring the pivotal role of employment opportunities in aligning conservation efforts with sustainable development goals. Additionally, entrepreneurial support emerges as a critical factor, suggesting the necessity of nuanced strategies to optimize its efficacy. Furthermore, we identify skill development and educational support as vital for sustaining youth involvement in cultural heritage conservation, noting positive associations with grant opportunities, recognition, and awards. These results underscore the intricate interplay of various incentives in nurturing youth engagement. The study's implications are far-reaching for policymakers, accentuating the importance of a comprehensive approach integrating economic incentives with educational support to foster youth participation in cultural heritage conservation. By providing insights into effective incentivization mechanisms, this research facilitates the formulation of targeted interventions and policy measures tailored to the distinctive context of Vietnam's cultural provinces. Despite inherent limitations, this study significantly enhances our understanding of mobilizing youth for cultural heritage conservation in a manner that advances sustainable development objectives.

Contribution/ Originality: This study highlights the impact of economic incentives on youth participation in cultural heritage conservation in Vietnam's cultural provinces. It underscores the importance of integrating such incentives with educational support to promote sustainable engagement.

1. INTRODUCTION

Vietnam's cultural heritage, rich in centuries-old traditions, architectural marvels, and artistic expressions, presents an invaluable asset for the nation's identity and socio-economic development. From the ancient streets of Hanoi, adorned with well-preserved colonial architecture, to the tranquil beauty of Hue and the UNESCO-recognized old town of Hoi An, Vietnam's heritage sites are pivotal to its burgeoning tourism industry and sustainable development agenda (Goscha, 2016; Loan, 2019). These sites not only preserve the unique cultural

identity of Vietnam but also act as catalysts for economic growth, attracting international tourists, facilitating job creation, and stimulating regional development (Berger, 2005; Nguyen, Do, Le-Hoai, Nguyen, & Pham, 2023).

The active engagement of youth in the conservation of Vietnam's cultural heritage is crucial for ensuring its longevity (Loan, 2019; Menkshi, Braholli, Çobani, & Shehu, 2021). Involving young individuals in preservation initiatives fosters a deeper sense of ownership and commitment to cultural values, thereby ensuring their transmission to future generations. Youth engagement brings fresh ideas and innovative solutions to conservation efforts, infusing traditional practices with new energy and technological advances (Camino & Zeldin, 2002; Than et al., 2020).

Notwithstanding the critical role of youth in cultural heritage conservation, there exists a significant research gap concerning the influence of economic incentives on youth participation in these activities (Murzyn-Kupisz & Działek, 2013; Valentina, Marius-Răzvan, & Stroe, 2015). This study aims to explore the relationship between economic incentives related to tourism and sustainable development and the level of youth engagement in cultural heritage preservation within specific Vietnamese provinces.

This research sets out to investigate the impact of economic incentives on youth engagement in cultural heritage conservation within Vietnam's culturally significant provinces, such as Ha Long City, Hue City, and Hoi A City. Selected for their rich historical and cultural significance, these regions provide a comprehensive backdrop for examining how economic incentives can motivate youth participation in cultural preservation efforts. The study endeavors to illuminate the complex dynamics between economic incentives, youth engagement, and the conservation of Vietnam's cultural heritage, aiming to inform strategic approaches for sustainable heritage management and socio-economic development.

By examining the effects of economic incentives on youth involvement in cultural heritage conservation, this study seeks to significantly contribute to the field, offering insights into the potential mechanisms through which economic benefits can foster youth participation. We anticipate that the findings will furnish policymakers and practitioners in cultural heritage management with evidence-based recommendations, urging them to incorporate economic incentives into conservation strategies. Ultimately, this research highlights the importance of engaging youth in cultural heritage conservation as a cornerstone for promoting sustainable development and preserving Vietnam's cultural legacy for generations to come.

2. LITERATURE REVIEW

The strategic deployment of employment initiatives tailored for young individuals within the cultural heritage sector is imperative for catalyzing economic growth and bolstering conservation efforts. Scholarly evidence underscores the effectiveness of such initiatives in creating job opportunities that span the diverse spectrum of cultural preservation. The seminal work of Graham and Howard (2012) emphasizes the criticality of engaging youth in the management and operational stewardship of heritage sites, illustrating that their involvement in maintenance, restoration, and interpretive activities not only aids in the preservation of these sites but also catalyzes the creation of employment opportunities.

Further academic inquiries, such as those by Richards and Munsters (2010) delineate the vast employment landscape within the cultural heritage domain, particularly highlighting the nexus between such opportunities and tourism-related services. The incorporation of youth into roles including but not limited to tour guidance, hospitality, the organization of cultural events, and interpretative services, emerges as fertile ground for employment. Waterton and Smith (2010) argue that cultivating artisanal crafts among youth is a dual mechanism for job creation and preserving traditional craftsmanship and cultural heritage.

As Labadi, Giliberto, Rosetti, Shetabi, and Yildirim (2021) articulate, the generation of employment within the cultural heritage sector is instrumental in enhancing local economies and propelling the sustainable development of tourism. Implementing focused employment projects for youth, spanning the gamut from heritage site management

to tourism services and artisanal craftsmanship, acts as a dual catalyst for economic enhancement and heritage conservation. Therefore, the following hypothesis is proposed: *Hypothesis 1 (H1): Employment initiatives within the cultural heritage sector positively influence youth participation in cultural heritage conservation, thereby contributing to the sustainability of economic development and heritage conservation efforts.*

Anderson and Jack (2002) underscore the pivotal role of mentorship in fostering young entrepreneurs, highlighting how mentorship programs link emerging talents with experts in heritage fields, thus offering crucial guidance and supporting skill and strategic development (Clifford Collard, 2017). Sriram and Mersha (2010) further emphasize the significance of financial support, noting that targeted funding is essential for the initial and sustainable growth of heritage-sector startups (Brinkley, Clayton, Levy, Morris, & Wright, 2010).

The availability of resources such as training, technology, and networking is also critical for entrepreneurial success (Mai & Nguyen, 2023) with Shaw and Newton (2014) stressing the need for access to specialized training and digital tools to enhance young entrepreneurs' capabilities (Wilson, Vyakarnam, Volkmann, Mariotti, & Rabuzzi, 2009). Entrepreneurial support mechanisms are critical for economically empowering youth and conserving cultural heritage, as well as promoting an environment in which young entrepreneurs can launch heritage-focused ventures. This drives economic development and supports cultural preservation (Abisuga-Oyekunle & Fillis, 2017). As Mai and Nguyen (2023) note, such initiatives create jobs and foster innovative conservation strategies. Providing mentorship, financial aid, and resources is critical to achieving economic independence and sustaining cultural heritage conservation (Koščak & O'Rourke, 2018) positioning youth as critical actors in the sector's heritage promotion and economic strengthening (Labadi et al., 2021).

Reflecting on these insights, the study proposes *Hypothesis 2 (H2): Entrepreneurial support positively and significantly impacts youth participation in cultural heritage conservation.*

Structured training programs that enhance young individuals' skills in traditional craftsmanship, digital preservation techniques, cultural interpretation, and project management are essential for effective engagement in heritage conservation. Waterton and Smith (2010) stress the importance of maintaining traditional craftsmanship through targeted training, which not only preserves cultural practices but also opens up economic opportunities in artisanal trades. The necessity of integrating digital technologies in heritage conservation is emphasized by Kalusopa and Zulu (2009) who highlight the importance of training in digital archiving and documentation in digital formats for conserving heritage.

Moreover, project management skills and a deep understanding of cultural assets are crucial for the success of conservation projects, offering potential economic benefits through efficient execution (Emery, 2000). Waterton and Smith (2010) advocate for training programs that equip youth with the skills needed for cultural interpretation and project management within heritage conservation, aligning with economic opportunities.

Skill development initiatives are pivotal in sustaining cultural heritage conservation, promoting economic benefits, and driving innovation in conservation practices (Labadi et al., 2021). By equipping young individuals with a comprehensive skill set, these initiatives significantly enhance their ability to contribute to heritage preservation, ensuring its relevance and adaptability (Richards & Munsters, 2010). Thus, structured training programs are critical for preparing youth for meaningful participation in cultural heritage conservation, contributing to preserving cultural practices and economic sustainability (Labadi et al., 2021).

Based on this discussion, the proposed hypothesis is *Hypothesis 3 (H3): Skill Development Initiatives positively impact Youth Participation in Cultural Heritage Conservation, highlighting the critical role of educational empowerment in sustainable cultural heritage management.*

Educational support via specialized heritage preservation courses and programs is vital for nurturing youth's expertise and continuous learning in heritage conservation. UNESCO's research underscores the importance of education in this domain, emphasizing that a solid foundation in conservation techniques, heritage management, and cultural studies is essential for effective participation (Jagielska-Burduk, Pszczyński, & Stec, 2021; Logan,

2016). Access to educational resources, workshops, and seminars keeps young individuals abreast of the latest trends and methodologies in heritage preservation, potentially fostering economic growth within the sector (Economou, 2015).

The interdisciplinary approach to heritage conservation necessitates a diverse skill set, blending knowledge from various fields, such as history, archaeology, and technology, to offer a comprehensive perspective on preservation (Nersessian, 2004). This educational foundation is crucial for building a skilled workforce, driving innovation, and contributing to the economic vitality of the heritage sector (Heckman, 2000).

Moreover, specialized education equips youth with the theoretical and practical skills necessary for conservation efforts, leading to economic benefits in heritage-related industries. Continuous learning opportunities further enhance adaptability and creativity in addressing conservation challenges, ensuring sustainable cultural heritage management with economic implications (Rieckmann, 2018).

In summary, providing access to specialized education and continuous learning in heritage preservation is indispensable for empowering youth with the knowledge and skills required for conservation efforts, thereby contributing to the sustainable preservation of cultural heritage and economic development in related sectors.

Based on this discussion, the study proposes *Hypothesis 4 (H4): Educational support significantly impacts youth participation in cultural heritage conservation, underscoring the importance of specialized education in promoting effective conservation and economic growth within the heritage sector.*

Grant and funding schemes tailored for youth-led heritage conservation projects are pivotal in enhancing young individuals' participation in preservation efforts. Studies by Dickinson (2022) and Butler (2023) underscore the importance of financial support in empowering youth initiatives and facilitating project initiation and execution while fostering a sense of ownership towards cultural heritage (Davis, 2002). UNESCO's findings highlight the critical role of grants in promoting innovation, enabling young participants to explore new conservation methods and creative solutions (Meskell, 2018).

Grants designed for youth-led projects, in particular, boost engagement and provide economic advantages by eliminating participation barriers and leveraging the youth's innovative capacity (Adam & Oshima, 2014; Sormin & Sihombing, 2023). Furthermore, such financial support contributes to economic benefits, including job creation and skill development, which are essential for the sustainable preservation of cultural heritage and its contribution to local economies (Campbell & Erbstein, 2017; Nocca, 2017).

In essence, targeted grants for youth conservation projects significantly promote active involvement, innovation, and a sense of ownership among young conservators. This approach underscores the economic potential of engaging youth in heritage conservation, contributing to preserving cultural assets and economic development within the sector.

Therefore, the study posits *Hypothesis 5 (H5): Grant opportunities significantly positively impact youth participation in cultural heritage conservation, emphasizing the importance of financial support in enabling youth engagement and innovation in the heritage sector.*

Recognizing young individuals' efforts in heritage conservation through rewards, accolades, or scholarships significantly boosts their engagement and commitment. Anderson and Jack (2002) emphasize recognition's role in enhancing youth commitment, noting that such acknowledgments motivate ongoing involvement and drive excellence in conservation efforts, with potential economic benefits (Wisener & Eva, 2018).

Awards and scholarships instill value and appreciation, reinforcing youth's dedication to heritage preservation (Iranzo-García, Hueso-Kortekaas, & Fansa-Saleh, 2023). This form of acknowledgment promotes a skilled workforce in heritage sectors and encourages continuous participation, potentially impacting economic growth through cultural tourism and related industries (Bronk, 2012; Courtney, Hill, & Roberts, 2006).

Recognition incentivizes youth to sustain their efforts in conservation, contributing to productivity and innovation within the sector (Fischer, Guerrero, Guimón, & Schaeffer, 2021). It fosters a sense of pride and

underscores their vital role in cultural heritage preservation, leading to economic contributions (McKercher & Du Cros, 2002).

In essence, acknowledgment through recognition and awards is crucial for motivating youth in heritage conservation, supporting their continued participation, and highlighting the economic advantages of their contributions to cultural preservation and tourism (Murzyn-Kupisz & Działek, 2013). Thus, the study posits *Hypothesis 6 (H6): Recognition and Awards significantly positively affect Youth Participation in Cultural Heritage Conservation, underlining the importance of acknowledgment in fostering engagement and economic benefits in the heritage sector.*

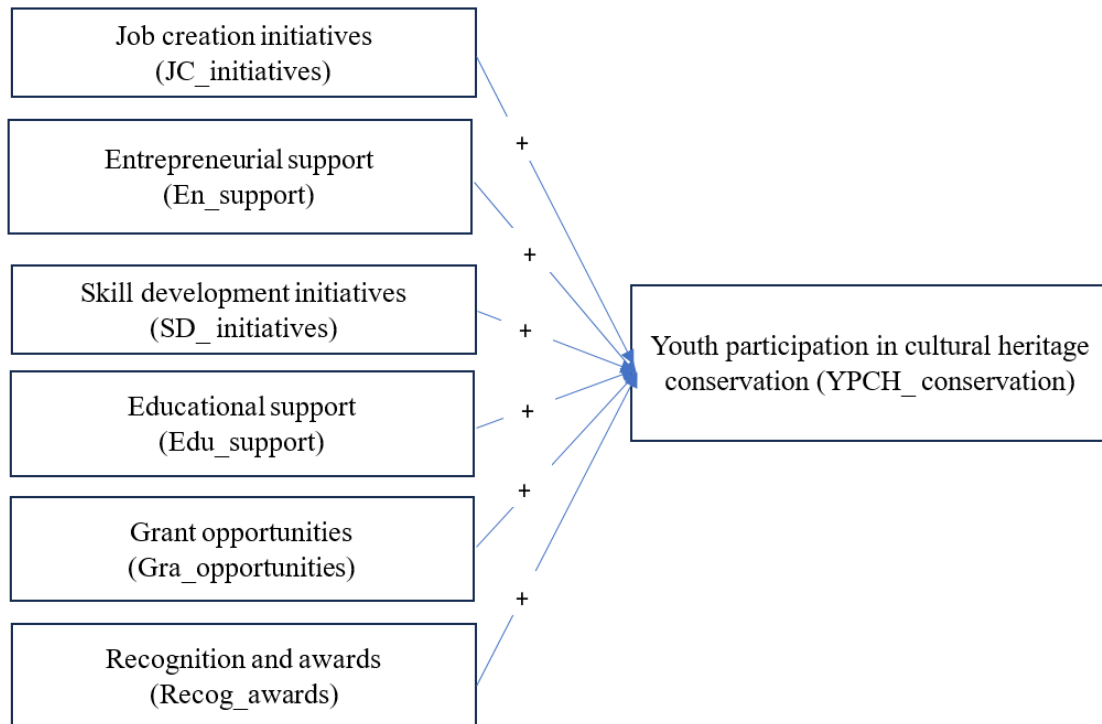Based on the hypotheses, the following research model is proposed (Figure 1).

Figure 1. Proposed research model.

3. METHODOLOGY

3.1. Instrument and Participant

The research utilizes a structured questionnaire meticulously designed following an extensive review of existing literature and in-depth consultations with two esteemed cultural heritage researchers and a distinguished sociologist (Chatha, Butt, & Tariq, 2015). This comprehensive approach ensures the questionnaire's relevance and effectiveness in capturing the nuances of economic incentives for youth engagement in cultural heritage conservation. The questionnaire is bifurcated into two distinct sections: the initial part gathers demographic information about participants, including but not limited to age and gender, which aids in understanding the background of the respondents (Appendices). The subsequent section is dedicated to collecting data pertinent to the research, focusing on independent and dependent variables that are significant in influencing youth participation in cultural heritage conservation (Baktiar & Kamal, 2023; Butler, 2023; Cave & Negussie, 2017; Iranzo-García et al., 2023; Jagielska-Burduk et al., 2021; Koščak & O'Rourke, 2018; Labadi et al., 2021; Licciardi & Amirtahmasebi, 2012; Means & Pyne, 2017; Wisener & Eva, 2018).

To ensure the questionnaire's robustness and applicability, a pilot survey was conducted involving 40 individuals. This preliminary step allowed for minor adjustments tailored to the specific characteristics of the research subjects, enhancing the questionnaire's precision and relevance (Barabas & Jerit, 2010; Linaker, Sulaman,

Höst, & de Mello, 2015). After the pilot, we made adjustments based on expert feedback, which culminated in the final version for the official survey.

Participants in this study were young individuals actively engaged in or involved in tourism within the cultural locales of Ha Long City, Hue City, and Hoi An City (Dang, 2014; Dörnyei & Taguchi, 2010; Etikan & Bala, 2017; Fowler, 2014; Ma & Lew, 2012; Malek & Costa, 2015). Participant selection criteria were meticulously aligned with the research objectives, ensuring a focused and relevant respondent base. The study engaged 200 participants, a sample size deemed appropriate for applying multivariate linear regression analysis, enhancing the study's statistical validity. Participants were randomly selected, ensuring a representative sample of the broader youth demographic within the targeted cultural provinces.

The research team directly distributed the questionnaire, collected responses, and ensured a 100% response rate by having participants complete it in pencil. This methodological approach guaranteed high-quality data, which is crucial for the subsequent analysis (Table 1). Early 2023 saw the timely conduct of the survey, coinciding with the vibrant period of the traditional Vietnamese New Year, an opportune moment reflecting heightened cultural engagement and tourism activity.

The research process prioritized ethical considerations, obtaining informed consent from all participants to ensure their voluntary participation and the confidentiality of their responses. This ethical adherence underscores the research's commitment to respecting participant rights and integrity.

Table 1. Demographic characteristics of survey participants.

Characteristic		Residence					
		Rural		Suburban		Urban	
		Count	Row N %	Count	Row N %	Count	Row N %
Age	Over 44 years old	2	5.7%	15	42.9%	18	51.4%
	18 24 years old	4	11.4%	11	31.4%	20	57.1%
	25 34 years old	14	20.9%	17	25.4%	36	53.7%
	35 44 years old	11	17.5%	22	34.9%	30	47.6%
Gender	Female	11	13.1%	28	33.3%	45	53.6%
	Male	20	17.2%	37	31.9%	59	50.9%
Education	Bachelor's degree	9	12.5%	23	31.9%	40	55.6%
	High school diploma	22	17.2%	42	32.8%	64	50.0%
Occupation	Employed	21	15.7%	40	29.9%	73	54.5%
	Entrepreneur	10	15.2%	25	37.9%	31	47.0%
Involvement	Actively involved	12	11.5%	41	39.4%	51	49.0%
	Not involved	5	16.1%	6	19.4%	20	64.5%
	Somewhat involved	14	21.5%	18	27.7%	33	50.8%
Frequency	Occasionally	9	15.5%	13	22.4%	36	62.1%
	Regularly	22	15.5%	52	36.6%	68	47.9%
Awareness	Highly aware	12	16.7%	25	34.7%	35	48.6%
	Moderately aware	14	14.9%	30	31.9%	50	53.2%
	Slightly aware	5	14.7%	10	29.4%	19	55.9%
Experience	No	12	16.0%	27	36.0%	36	48.0%
	Yes	19	15.2%	38	30.4%	68	54.4%
Interest	Moderately interested	14	15.1%	35	37.6%	44	47.3%
	Very interested	17	15.9%	30	28.0%	60	56.1%
Participation	Occasionally	12	17.1%	21	30.0%	37	52.9%
	Rarely	6	18.8%	12	37.5%	14	43.8%
	Regularly	13	13.3%	32	32.7%	53	54.1%

3.2. Reliability Analysis

Conducting reliability analysis is vital for evaluating the quality and precision of survey data, as it assesses the consistency and stability of measurement instruments or survey questionnaires across various contexts. This study employed Cronbach's alpha to assess internal consistency and dependability. Specific study conditions and the variables under assessment influence the subjective interpretation of Cronbach's alpha findings (Kline, 2015; Nunnally & Bernstein, 1994). Most surveys generally deem a value of 0.7 or higher to indicate strong internal consistency and reliability (Cortina, 1993; Kline, 2015; Nunnally & Bernstein, 1994). Values falling between 0.6 and 0.7 might be acceptable for certain surveys but could imply that certain questionnaire items are not effectively contributing to the assessment of the underlying concept and may necessitate modification or removal (Cortina, 1993; Kline, 2015). Conversely, values below 0.6 are often considered inadequate, suggesting a need for questionnaire revision as they may not accurately assess the intended concept (Kline, 2015; Nunnally & Bernstein, 1994).

Table 2. Summary of reliability.

Variable	Number of variables observed	Reliability coefficients (Cronbach alpha)	The correlation coefficient of the smallest total variable
YPCH_conservation	4	0.726	0.471
JC_initiatives	4	0.748	0.527
En_support	4	0.774	0.563
SD_initiatives	4	0.756	0.521
Edu_support	4	0.775	0.505
Gra_opportunities	4	0.787	0.536
Recog_awards	4	0.731	0.470

Table 2 displays the outcomes of assessing the reliability and validity of the research questionnaire. The Cronbach's alpha coefficients for all items surpassed 0.7, demonstrating the internally consistent reliability of the questionnaire (Hair, Anderson, Tatham, & Black, 2010; Nunnally & Bernstein, 1994). Additionally, the questionnaire's validity was affirmed through construct validity testing, which included exploratory factor analysis and confirmatory factor analysis (Bollen, 1989; Hair et al., 2010).

It was determined that all items in the questionnaire exhibited good convergent validity, indicating their capability to measure the same construct (Fornell & Larcker, 1981). Furthermore, discriminant validity was established, as each item displayed stronger correlations with its respective construct compared to other constructs in the questionnaire (Fornell & Larcker, 1981; Hair et al., 2010).

3.3. Factor Analysis

Factor analysis, a commonly utilized statistical method in the social sciences, aids researchers in uncovering latent factors or dimensions within a variable set.

This process entails reducing the dataset's variables by detecting inter-correlation patterns and consolidating them into a smaller set of underlying factors (Gorsuch, 1983). Determining the number of factors extracted often involves scrutinizing scree plots and eigenvalues (Fabrigar, Wegener, MacCallum, & Strahan, 1999). Factor analysis results can improve the formulation of more precise research inquiries, hypotheses, and models (Hair et al., 2010) as well as provide insights into the pivotal factors elucidating relationships among variables in a dataset (Chen, 2007).

Table 3. Result of factor analysis.

Rotated component matrix							
Variable	**Component**						
	1	**2**	**3**	**4**	**5**	**6**	**7**
Edu_support2	0.776						
Edu_support1	0.763						
Edu_support4	0.736						
Edu_support3	0.608						
Gra_opportunities4		0.806					
Gra_opportunities3		0.708					
Gra_opportunities2		0.660					
Gra_opportunities1		0.640					
En_support1			0.752				
En_support2			0.723				
En_support4			0.694				
En_support3			0.629				
JC_initiatives3				0.738			
JC_initiatives2				0.693			
JC_initiatives1				0.655			
JC_initiatives4				0.531			
Recog_awards1					0.711		
Recog_awards3					0.702		
Recog_awards4					0.686		
Recog_awards2					0.645		
SD_initiatives2						0.714	
SD_initiatives3						0.710	
SD_initiatives1						0.673	
YPCH_conservation4							0.801
YPCH_conservation2							0.624
YPCH_conservation1							0.610
Extraction method: Principal component analysis. Rotation method: Varimax with Kaiser normalization.							
Rotation converged in 6 iterations. Kaiser-Meyer-Olkin measure of sampling adequacy (KMO) =0.901 Bartlett's test of Sphericity (Chi-square = 1775.773; df=325 , Sig.=0.000) Initial eigenvalues = 1.101, Extraction sums of squared loadings = 61.787							

Table 3 showcases the results of the factor analysis conducted to validate the research questionnaire. The Bartlett's test of sphericity produced a statistically significant result (Sig. = 0.000), and the Kaiser-Meyer-Olkin coefficient (KMO) was 0.891 (>0.5), indicating the population's correlation of the observed variables and their suitability for factor analysis. Factor loading coefficients for all variables ≥ 0.5 affirm the analysis's validity. Notably, the practical significance of factor loading is delineated by minimum (≥ 0.3), essential (≥ 0.4), and practical (≥ 0.5) levels. Table 3 indicates that all variables exhibit factor loading coefficients ≥ 0.5, validating the factor analysis. Moreover, the total load squared extraction for the six factors is 57.635% (>50%), indicating substantial variance explanation by the extracted factors. The initial eigenvalue of the six factors is 1.128 (> 1.00), signifying their validity. These outcomes underscore the suitability and validity of exploratory factor analysis for the proposed research model (Tabachnick & Fidell, 2013). The items named SD_Initiatives 4 and YPCH_Conservation 3 were excluded from the regression model due to their factor loadings ≤ 0.50, indicating weak associations with the proposed model.

3.4. Correlation Analysis

Correlation analysis is a refined statistical technique that assesses the strength and direction of the linear association between two variables. This method quantifies the degree to which variations in one variable correspond with changes in another, thereby offering a measure of their interconnection (Tabachnick & Fidell, 2013). The

correlation coefficient, often referred to as Pearson's coefficient, serves as an index of this linear relationship, with its values ranging from -1 to 1. A coefficient of -1 denotes a perfect negative linear correlation, 1 indicates a perfect positive linear correlation, and 0 signifies the absence of any linear correlation between the variables (Field, 2013) (Hair et al., 2010). Correlation analysis is instrumental in uncovering insights into variable relationships and facilitating predictions based on these associations (Gronlund & Linn, 2014). However, it is crucial to recognize that correlation does not equate to causation, and additional factors may influence the observed relationships (Agresti & Finlay, 2009).

Figure 2 shows the results of the correlation analysis. At a 95% confidence level, the correlation coefficients show that there is a statistically significant link between the dependent and independent variables (Sig. = 0.05). The strength of these coefficients is critical for subsequent analyses using multivariate linear regression models and control variables in regression analyses, thereby ensuring a rigorous examination of the factors influencing sustainable tourism development (Larose, 2014; Seraphin, Gowreesunkar, & Platania, 2019). The correlation analysis facilitates a systematic exploration of the variable relationships, while the significance level of the correlation coefficients is pivotal in determining the statistical relevance of these relationships (Larose, 2014). Furthermore, using multiple linear regression and controlled variable regression in later steps makes it possible to find important factors that affect the long-term growth of tourism. These methods distinguish the independent variables most strongly associated with the dependent variable and control for extraneous variables that might affect their relationship (Field, 2013; Larose, 2014).
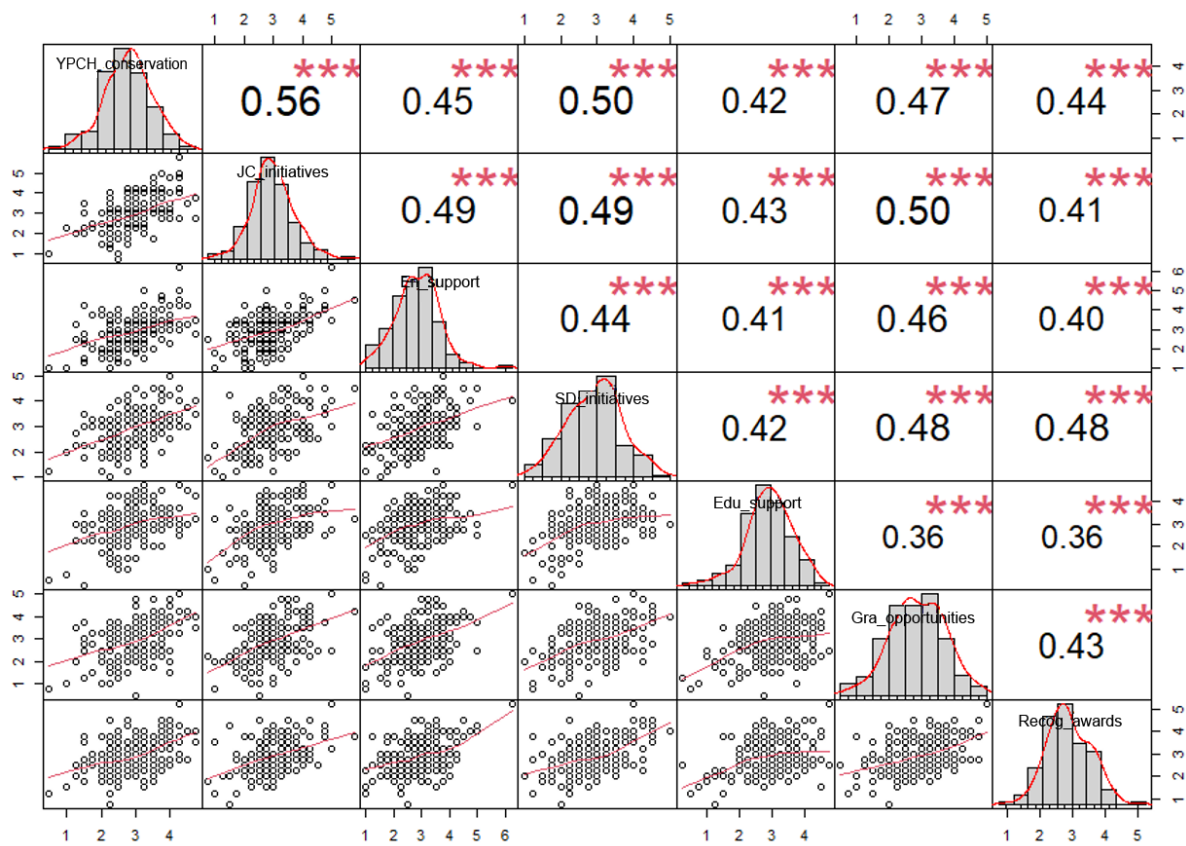
Figure 2. Correlation analysis results.

Note: ***p<0.01.

3.5. Multivariate Linear Regression Analysis

Multivariate linear regression analysis is a sophisticated statistical technique employed to investigate the interrelationship between multiple independent variables and a single dependent variable. This method utilizes a

linear equation to articulate the dynamics between the independent and dependent variables, aiming to quantify the coefficients of each independent variable. These coefficients signify the magnitude and direction of their influence on the dependent variable, offering insights into the nature of these relationships (Greene, 2003). Furthermore, the derived coefficients facilitate predictive analyses, enabling the estimation of the dependent variable's outcomes based on the independent variables' values (Hair et al., 2010). Predominantly applied within the realms of social sciences, economics, and various other disciplines, multivariate linear regression analysis is instrumental in elucidating variable interactions and forecasting outcomes based on these interdependencies (Bryk & Raudenbush, 1992).

Table 4. Results of regression analysis.

Dependent variable: YPCH_conservation	
Model	
JC_initiatives	0.266*** (0.066)
En_support	0.082 (0.066)
SD_initiatives	0.150** (0.069)
Edu_support	0.102* (0.058)
Gra_opportunities	0.105* (0.060)
Recog_awards	0.123* (0.065)
Constant	0.501** (0.210)
Observations	200
R2	0.433
Adjusted R2	0.415
Residual std. error	0.562 (df = 193)
F statistic	24.556*** (df = 6; 193)
VIF:	JC_initiatives =1.678; En_support =1.554; D_initiatives = 1.676; Edu_support = 1.392; Gra_opportunities = 1.586; Recog_awards = 1.472 .

Note: *p<0.1; **p<0.05; ***p<0.01.

The multivariable linear regression analysis results (Table 4) show that the model is a good way to explain the results. This is shown by the F-test's statistical significance (p.value = 0.000, df = 5.193) (Hair et al., 2010). Additionally, the absence of multicollinearity is indicated by the variables in the model having a VIF < 1.67 (Kutner, Nachtsheim, Neter, & Li, 2005). This indicates that the variables are not strongly correlated, thereby enabling precise estimation of the regression coefficients.

4. RESULTS

The findings derived from the multivariate linear regression analysis, as meticulously outlined in Table 4, offer substantive insights into the complex interplay between various factors and Youth Participation in Cultural Heritage Conservation. The specific focus on diverse initiatives, such as Job Creation Initiatives, Entrepreneurial Support, Skill Development Initiatives, Educational Support, Grant Opportunities, and Recognition and Awards, unravels the nuanced relationships inherent in this socio-cultural context.

Beginning with Job Creation Initiatives, the analysis underscores a robust and statistically significant positive impact on Youth Participation in Cultural Heritage Conservation. This assertion is supported by a regression coefficient (β) of 0.266 and a significance level of 95%, as demonstrated by a p-value of 0.000. These empirical findings align coherently with the framework proposed in H1, substantiating the hypothesis.

Conversely, examining Entrepreneurial Support within the multivariate linear regression analysis (Table 4) reveals a positive impact on Youth Participation in Cultural Heritage Conservation. However, the associated regression coefficient (β) is quantified at 0.082 with a significance level of 95%, resulting in a p-value of 0.120. Notably, this p-value exceeds the conventional threshold of 0.050, leading to the nuanced interpretation that this empirical observation does not unequivocally support H2.

In a parallel vein, the analysis of Skill Development Initiatives unfolds a discernible pattern, elucidating a positive and statistically significant impact on Youth Participation in Cultural Heritage Conservation. This is manifested in a regression coefficient (β) of 0.150, coupled with a significance level of 95%, denoted by a p-value of 0.001. This association's robustness lends credence to H3's veracity.

Similarly, Educational Support emerges as a pivotal factor influencing Youth Participation in Cultural Heritage Conservation, with a discernible positive impact reflected in the regression coefficient (β) of 0.102. A p-value of 0.050 indicates a 95% significance level corroboration of this association. Consequently, H4 garners empirical substantiation.

Turning attention to Grant Opportunities, the multivariate linear regression analysis (Table 4) ascertains a positive and statistically significant impact on Youth Participation in Cultural Heritage Conservation, with a regression coefficient (β) of 0.102. The associated significance level of 95%, represented by a p-value of 0.500, reinforces the empirical support for Hypothesis 5 (H5).

Finally, Recognition and Awards emerge as a significant driver, demonstrating a positive and statistically meaningful impact on Youth Participation in Cultural Heritage Conservation. This assertion is underpinned by a regression coefficient (β) of 0.123 and a significance level of 95%, as reflected in a p-value of 0.050. These empirical observations combine to support H6.

5. DISCUSSION

Table 4, shows the detailed multivariate linear regression analysis that shows how different factors affect the involvement of young people in preserving cultural heritage for tourism and long-term growth in Vietnam's cultural provinces. Our investigation delves into a spectrum of initiatives—namely job creation initiatives, entrepreneurial support, skill development initiatives, educational support, grant opportunities, and recognition and awards—each uniquely shaping youth engagement in preserving cultural heritage.

Significantly, job creation Initiatives emerge as having a substantial and statistically significant positive impact on youth participation in cultural heritage conservation, highlighting the pivotal role of economic empowerment in galvanizing youth towards active involvement in preservation activities. This finding aligns with sustainable development goals and underscores the necessity of economic incentives for mobilizing youth (Graham & Howard, 2012). Meanwhile, entrepreneurial support's nuanced contribution calls for more targeted strategies to harness its potential fully, indicating a complex relationship with youth participation levels (Waterton & Smith, 2009). Skill development initiatives and educational support are foundational, emphasizing the critical importance of acquiring skills and educational advancements in order to sustain youth engagement (Cave & Negussie, 2017; Waterton & Smith, 2009).

The analysis also reveals a positive correlation between grant opportunities, recognition and Awards, and youth participation, emphasizing the diverse nature of incentives that drive youth engagement in heritage conservation. These findings corroborate the significant influence of economic, educational, and recognition factors on facilitating youth participation in cultural heritage conservation efforts.

The implications of these findings are vast, offering actionable insights for policymakers and practitioners. We identify the economic benefits from job creation initiatives and the educational advantages from skill development initiatives and educational support as crucial elements. We highlight recognition awards and grant opportunities as essential incentives that bolster youth engagement, advocating for a holistic strategy that integrates economic and educational dimensions to foster sustainable youth participation in cultural heritage preservation.

This research significantly contributes to the discourse on youth participation in cultural heritage conservation in Vietnam, offering a solid foundation for developing targeted interventions and policy measures. As we navigate the complexities of cultural heritage preservation, these insights underscore the importance of a strategic and nuanced approach to engaging youth in meaningful and sustained conservation efforts.

6. CONCLUSION

This study examined the factors influencing youth participation in cultural heritage conservation within Vietnam's cultural provinces, focusing on economic incentives and their impact on youth engagement towards tourism and sustainable development. Using a detailed multivariate linear regression analysis, the study methodically examines the effect of various initiatives, including job creation, entrepreneurial support, skill development, educational support, grant opportunities, and recognition and awards, on youth engagement in heritage preservation.

The results underscore the significant role of job creation initiatives as a primary driver for youth engagement, highlighting the critical importance of economic empowerment in facilitating youth participation in heritage preservation efforts. While the study acknowledges the potential of Entrepreneurial Support, it suggests the necessity for more targeted strategies to enhance its effectiveness, aligning with insights from previous research (Park, Choi, & Lee, 2019). Furthermore, skill development initiatives and educational support are vital to ensuring sustained youth engagement, contributing to the ongoing discourse on youth participation in cultural heritage conservation (Baktiar & Kamal, 2023).

A notable finding is the positive correlation between Grant Opportunities, Recognition and Awards, and Youth Participation, which illustrates the complex interplay of incentives that motivate youth towards conservation activities. These insights offer a comprehensive blueprint for policymakers and practitioners, advocating for an integrated approach that combines economic and educational strategies to promote enduring youth engagement in cultural heritage preservation. This recommendation is in harmony with the broader literature, which emphasizes the value of a holistic strategy for fostering sustainable youth participation (Robyn & Russell, 2012).

This research acknowledges certain limitations, such as the cross-sectional design and the potential overlook of influential factors, but nonetheless lays a solid foundation for a deeper understanding of youth engagement in cultural heritage conservation. It calls for future research to adopt a longitudinal approach, delve into regional specificities, and apply innovative methods to enhance the understanding of youth participation in heritage conservation. (Weeratunge et al., 2014) suggest conducting comparative analyses across different cultural contexts to identify universal and context-specific drivers of youth engagement in heritage preservation.

In summary, this study contributes significantly to the discourse on youth participation in cultural heritage conservation within the framework of economic incentives and sustainable development for tourism. It provides valuable insights and actionable recommendations for policymakers and practitioners, underscoring the need for a strategic and nuanced approach to cultivating sustained and meaningful youth engagement in heritage preservation.

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APPENDICES

Questionnaire

Your profile: *Please select ONE answer from each statement that best describes you.*

Age: ☐18-24 ☐25-34 ☐35-44 ☐45-54 ☐55 and above

Gender: ☐Male ☐Female

Educational level: ☐High school or below ☐Some college/Associate degree ☐Bachelor's degree ☐Master's Degree ☐Doctoral degree

Occupation: ☐ Student ☐Employed ☐Unemployed ☐Entrepreneur ☐ Other

Residence: ☐Urban ☐ Suburban ☐Rural

Involvement in cultural activities: ☐Actively involved ☐Somewhat involved ☐Not involved

Frequency of heritage site visits: ☐ Regularly ☐Occasionally ☐Rarely ☐Never

Awareness of heritage conservation efforts: ☐ Highly aware ☐Moderately aware ☐ Slightly aware ☐Not aware at all

Experience in heritage conservation: ☐Yes ☐No

Interest in entrepreneurship: ☐Very interested ☐Moderately interested ☐Slightly interested ☐Not interested

Participation in volunteering activities: ☐Regularly ☐Occasionally ☐Rarely ☐Never

This survey examines Economic Incentives and Youth Engagement in Cultural Heritage Conservation for Tourism and Sustainable Development. On this scale, there is no correct or incorrect response. Instead, mark the number that best represents your viewpoint on each survey topic on a scale of 1 to 5, as shown.

ID question	Question	Scale				
		(1)	(2)	(3)	(4)	(5)
YPCH_ conservation	Youth Participation in cultural heritage conservation:					
YPCH_ conservation1	Young individuals actively participate in heritage conservation activities in my community.	☐	☐	☐	☐	☐
YPCH_ conservation2	The involvement of youth in preserving cultural heritage is crucial for the sustainable development of our region.	☐	☐	☐	☐	☐
YPCH_ conservation3	Youth engagement enhances the effectiveness of cultural heritage conservation initiatives.	☐	☐	☐	☐	☐
YPCH_ conservation4	The opinions and ideas of young individuals significantly contribute to the decision-making process in cultural heritage preservation efforts.	☐	☐	☐	☐	☐
JC_initiatives	Job creation initiatives:					
JC_initiatives1	Job creation initiatives within the cultural heritage sector are essential for economic growth.	☐	☐	☐	☐	☐
JC_initiatives2	Supporting youth employment in heritage site management positively impacts local economies.	☐	☐	☐	☐	☐

ID question	Question	Scale				
		(1)	(2)	(3)	(4)	(5)
JC_initiatives3	Cultural tourism-related services can generate employment opportunities for young individuals.	☐	☐	☐	☐	☐
JC_initiatives4	Engaging youth in artisanal crafts contributes to job creation and heritage preservation.	☐	☐	☐	☐	☐
En_support	Entrepreneurial support:					
En_Support1	Entrepreneurial support is vital for fostering youth-led businesses in the cultural heritage sector.	☐	☐	☐	☐	☐
En_support2	Financial assistance for heritage-focused startups is crucial for their sustainable growth.	☐	☐	☐	☐	☐
En_support3	Mentorship programs connecting experienced professionals with young entrepreneurs contribute to the success of heritage-focused ventures.	☐	☐	☐	☐	☐
En_support4	Providing access to specialized training and networking opportunities enhances entrepreneurial capabilities in heritage-related businesses.	☐	☐	☐	☐	☐
SD_ initiatives	Skill development initiatives:					
SD_ initiatives1	Training programs focusing on traditional craftsmanship are essential for preserving cultural practices.	☐	☐	☐	☐	☐
SD_ initiatives2	Knowledge of digital preservation techniques is crucial for effective heritage conservation in the digital era.	☐	☐	☐	☐	☐
SD_ initiatives3	Cultural interpretation skills are integral for active engagement in heritage conservation contexts.	☐	☐	☐	☐	☐
SD_ initiatives4	Project management skills are necessary to implement heritage conservation initiatives successfully.	☐	☐	☐	☐	☐
Edu_support	Educational support:					
Edu_support1	Access to specialized heritage preservation courses is crucial for young individuals' continuous learning.	☐	☐	☐	☐	☐
Edu_support2	Interdisciplinary education integrating history, archaeology, architecture, environmental sciences, and technology is essential for holistic heritage preservation.	☐	☐	☐	☐	☐
Edu_support3	Educational resources, workshops, and seminars play a key role in staying updated with emerging trends in heritage preservation.	☐	☐	☐	☐	☐
Edu_support4	Academic support fosters expertise and innovation among youth engaged in heritage preservation.	☐	☐	☐	☐	☐
Gra_opportunities	Grant opportunities:					
Gra_opportunities1	Grant opportunities are instrumental in empowering youth-led heritage conservation projects.	☐	☐	☐	☐	☐
Gra_opportunities2	Financial support from grants encourages innovative approaches to heritage conservation.	☐	☐	☐	☐	☐
Gra_opportunities3	Grant opportunities provide necessary resources for experimentation with novel conservation techniques.	☐	☐	☐	☐	☐
Gra_opportunities4	The availability of grants specifically for youth-led initiatives amplifies their participation in heritage preservation efforts.	☐	☐	☐	☐	☐
Recog_awards	Recognition and awards:					
Recog_awards1	Acknowledging the contributions of young individuals through monetary rewards motivates sustained engagement in heritage conservation.	☐	☐	☐	☐	☐
Recog_awards2	Recognition and awards instill a sense of value and appreciation among youth involved in heritage preservation.	☐	☐	☐	☐	☐
Recog_awards3	Acknowledgment through awards reinforces the dedication of youth toward cultural heritage conservation.	☐	☐	☐	☐	☐
Recog_awards4	Recognition through monetary rewards, accolades, or scholarships is significant in motivating and retaining youth engagement in heritage conservation.	☐	☐	☐	☐	☐