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1 **An enhanced analytical framework of Participatory GIS for Ecosystem Services**
2 **assessment applied to a Ramsar wetland site in the Vietnam Mekong Delta**

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12

13 **Abstract**

14 Public participation geographic information systems (PPGIS), though proven valuable in
15 ecosystem services (ES) research, is occasionally criticized for being expensive in terms of
16 time, cost and administration efforts in case the post-hoc sophisticated spatial analytics /
17 statistics are targeted. This study, based on the enhancement of the pre-developed PPGIS
18 analytical framework, seeks to address these critiques by introducing an in-expensive effective
19 data collection strategy, while substantially facilitating geo-spatial analytics. The U Minh Thuong
20 National Park (UMTNP) in the Mekong Delta in Vietnam, a world's renowned Ramsar site, was
21 chosen to demonstrate the framework. The respondents participated in the participatory
22 mapping on paper maps, using color markers to hand-draw (as polygons) their self-perceived
23 areas associated with different categories ES. By collecting 2D data, the post-hoc spatial
24 analyses could have utilized more meaningful statistical methods. In this study, we introduced
25 the uses of three methods: Ordinary least squares (OLS), Geographically weighted regression
26 (GWR) and Moran's I to assess the spatial autocorrelation of ES across the landscape. In
27 addition to participatory mapping, the respondents were also engaged in completing a semi-
28 structured questionnaire, which was subsequently analyzed using principal component analysis
29 and hierarchical cluster analysis. These two multivariate analyses serve to reveal the structured
30 diversity of the people's perceptions towards the importance of different ES. It was shown that
31 Provisioning ES was the most highly regarded benefit, followed by Regulating, Supporting and
32 Cultural. Regulating and Supporting ES, the two indirect material services share relatively
33 similar appreciation patterns while Cultural ES was unexpectedly the least credited, a stark
34 contrast line against the government designated eco-tourism and historical functions of UMTNP.
35 Geographically, the core areas of the national park have the most overlaps between
36 Provisioning and Regulating services. Supporting services, on the other hand, were the most
37 associated with Provisioning and Regulating services in peripheral areas. Cultural services were
38 synergized with the other three types of ES in the areas reserved for eco-tourism activities. The
39 revealed spatial synergies can determine the areas where potential conflicts between extractive

40 and non-extractive uses could occur, contributing insights for sustainable management of
41 UMTNP and other protected areas worldwide. In addition, this study also contributes to
42 promoting the PPGIS method in ES research and other human geographical studies, those
43 relying on community participation.

44 Keywords: *PPGIS; Spatial Statistics; National parks; Biosphere Reserve, Land cover; GIS;*
45 *Mekong Delta*

46

47

48 **1. Introduction**

49 In Ecosystem Services (ES) research, Public Participation Geographic Information Systems
50 (PPGIS) refers to methods for collecting spatial information from non-professionals (Brown et al.
51 2015). PPGIS differs from empirical mapping methods (i.e. collecting secondary data or maps)
52 in (i) the direct inclusion of stakeholders (can be either experts or members of the public) and (ii)
53 the quantification of ES demand via stated preferences over the space (Sieber 2006). Notable
54 contributions using PPGIS in ES literatures include, for instance, Palomo et al.(2013), who
55 incorporated public knowledge to highlight areas where ES was derived and where risks of ES
56 degradation were perceived in a national park in Spain. Similarly, Pfueller et al.(2009) and Cox
57 et al. (2014) identified specific places on a map where the public would like to set aside for
58 conservation. In the same manner, Canedoli et al. (2017) provided spatially explicit data about
59 perceived cultural ES of a park as well as information about the matching or mismatching
60 patterns between the civilians' view with management strategies. Stakeholder involvement in
61 the mapping process as such can contribute to capture the heterogeneity of their expectations,
62 values and preferences towards different landscape features, i.e. different geomorphological
63 formations of the landscapes, e.g. lakes, rivers, grassland, etc. Moreover, successful implication
64 of PPGIS of ES has proved to be an operational inclusive process that can be embedded in
65 long-term and locally driven spatial decision-making agendas adaptable to multiple institutional
66 and biophysical environments (Corbett and Rambaldi,2009).

67 In general, PPGIS and other forms of voluntary mapping studies: participatory GIS or
68 volunteered geographic information are more associated with the western developed countries.
69 For instance, the meta-analysis in the most recent literature review of participatory GIS, includes
70 exclusively studies from western developed countries, e.g. USA, Australia, or Norway (Brown
71 2017). The applications of PPGIS in ES research, specifically, Brown et al. 2015's review could
72 have identified only 2 out of 32 studies that were completed in developing countries, i.e.
73 Tanzania (Fagerholm and Käyhkö 2009; Fagerholm et al. 2012). The mapping technologies can
74 be roughly classified into two categories: (i) digital mapping utilizing internet mapping services
75 such as "*maptionnaire*" (<https://maptionnaire.com/> - accessed on 28th of August 2020) (e.g.,
76 Brown and Reed 2012; Brown and Brabyn 2012a,b), and (ii) manual mapping relying on
77 primitive markers such as stickers or beads on cartographical/topographical maps or aerial
78 images (e.g. Fagerholm et al. 2012; Scolozzi et al. 2014; Palomo et al. 2013, 2014; Canedoli et
79 al. 2017). Manual mapping can also be done in a quasi manner, such as using cross-tables

80 matrix (Kaiser et al. (2013) or Loc et al. (2018)). It should be noted while that manual mapping
81 technologies were employed irrespective of the economic statuses of the studied countries, the
82 internet digital mapping has so far been used in developed countries (Brown et al. 2015, Brown
83 2017). Admittedly, free digital mapping platforms are increasingly prevalent, yet the applications
84 of such tools in developing countries are critically more challenging because the local
85 communities in these areas are substantially less comfortable using “high-tech” in deliberative
86 assignments, hence the lack of willingness to participate. Instead, paper maps and analogous
87 markers are more intuitive, hence considerably more appropriate to use in the less developed
88 study areas (Fagerholm et al. 2012; Scolozzi et al. 2014). The inevitable trade-offs include the
89 accuracy of the mapping results and the extra burden of post-hoc digitizing (including
90 georeferencing) the responses to facilitate geospatial analyses. This partly explains the overall
91 limited number of inclusive PPGIS studies in the less developed areas of the globe. With
92 specific geographical focus on developing countries in the Southeast Asia region, only a few
93 notable references can be made, for instance to Kaiser et al. (2013)’s evaluation of tsunami
94 impacts on land cover and related ES supply in Thailand. In this study, a cross table of 17
95 different types of ES versus 10 types of land uses was given to 33 volunteer mappers (village
96 chiefs, governmental organisations, and non-governmental international organizations) to
97 assign scores of importance. The use of cross-tables as such was also employed by Loc et al.
98 2018a who sought to measure abundance, richness, and diversity of ES across the UMTNP
99 landscape using the locals’ perceptions (N = 94). Another noteworthy PPGIS literature with
100 developing country context is Damastuti and de Groot 2019 who had 325 participating villagers
101 to actually “*map*” their perceptions, also with manual sketching and scale mapping. Referring to
102 the six common stages and methods applied in participatory mapping (Corbett 2009), the
103 authors opted for the methods that the participants found the most comfortable with.

104 However, the PPGIS research design needs to address three critical concerns: (i) time and
105 effort required by the direct inclusion of stakeholders; (ii) the qualifications of invited participants,
106 and (iii) the mapping technologies involved. Within the 32 PPGIS-study literature review by
107 Brown et al. (2015), the sample sizes ranged from 22 to 1905 with the majority being 125 to
108 400. The studies reviewed by Brown et al. 2016 also had the median number of samples of
109 approximately 200. With specific examples from Asian developing countries, the sample sizes of
110 Kaiser et al. 2013, Loc et al. 2018a, and Damastuti and de Groot 2019 are 33, 94 and 325,
111 respectively. Budget aside, the sample sizes were essentially driven by the types of spatial
112 analyses needed to generate inferential conclusions. Evidently, those studies with sample sizes
113 of several hundreds data points could have facilitated substantially more sophisticated spatial
114 analyses, such as Nearest Neighbour Analysis (Clement-Potter 2006) or Density-based Cluster
115 Analysis (Nielsen-Pincus 2011). On the other hand, those with smaller sample sizes, i.e. several
116 dozens to less than 50, would perform simple analyses, such as entry aggregation or statistical
117 analyses for cross-tables. Quantity aside, the qualifications of participants also constitute an
118 important concern. In this regard, Brown (2017) remarked that the term “public” in PPGIS
119 includes not only random public, but also decision makers, implementers, affected individuals
120 (i.e. stakeholders), or interested observers. As such, PPGIS sampling designs should take into
121 account who has the spatial knowledge needed for the mapping exercises and the potential for
122 bias when targeting the various “publics” in the process. This is particularly relevant to studies

123 related to protected areas because the information to be mapped is not necessarily intuitive and
124 easily comprehensible for laymen. This partly explains the rarity of PPGIS assessment of ES
125 derived from conservation areas against the bundles of publications using expert-based
126 approaches. Thirdly, the analyses employed by studies on the lower end of the sample size
127 were more straightforward, such as measurement of intensity aggregated by the number of
128 participants' responses on the grids (Klain and Chan 2012). As an illustration for the barrier
129 related to the mapping technologies involved, Brown et al. (2012) estimated that the cost per
130 mapping completion using an online panel was approximately USD \$42, substantially higher
131 than the average cost for household surveys. This is even more challenging in developing
132 country contexts due to the tighter budget available for research budget. To offset the costs,
133 other studies often use paper maps combined with manual marking systems. However, this
134 would require the post-hoc digitization of results (Raymond et al. 2009).

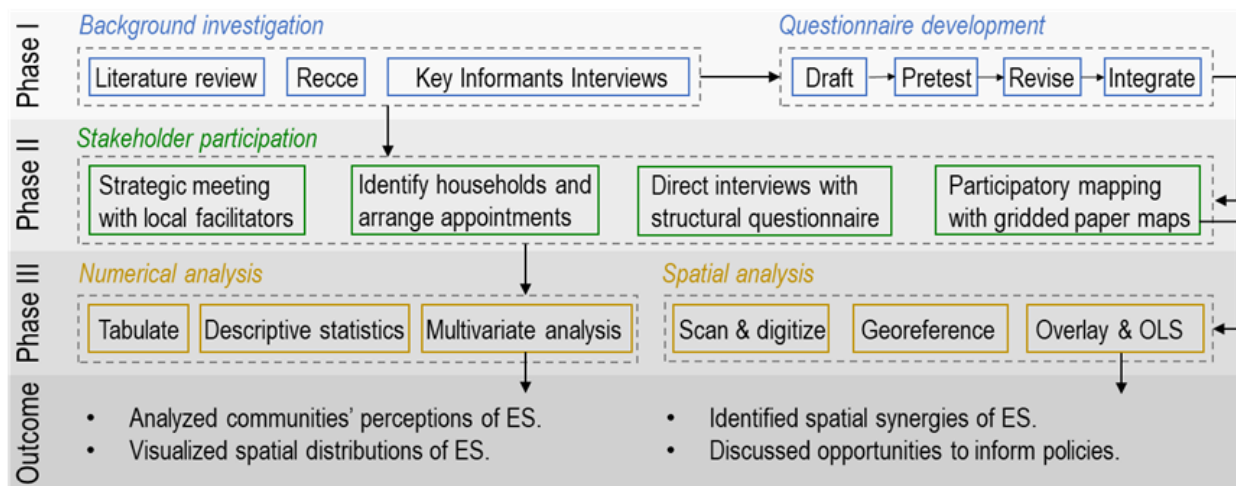
135 This study, therefore, seeks to present an enhanced analytical framework that accommodates
136 sophisticated geo-spatial analysis techniques without requiring a large sample size. Also, to
137 explore opportunities to streamline PPGIS research findings with specific decision-making
138 contexts, this study develops a novel analytical framework and applies it in a Mekong Delta
139 Ramsar site as a showcase. The developed framework could have generated important socio-
140 ecological and geographical findings by adopting an unorthodox participatory mapping strategy
141 to generate two-dimensional data directly from the survey as compared to the one-dimensional
142 data conventionally collected in studies, e.g. Raymond et al. 2009 or Brown and Brabyn 2012.
143 We demonstrate the implementation of our novel framework in U Minh Thuong National Park
144 (UMTNP) in Vietnam Mekong Delta (VMD), the world's third largest river delta. The UMTNP is
145 the country's most important biosphere reserve and also recognized worldwide as a Ramsar
146 site (Matthews 1993, WWF 2016, Government' Decision 11/2002/QĐ-TTg - in Vietnamese).
147 "Ramsar" is among the oldest of the modern global environmental agreements, and "Ramsar
148 sites" refer to the network of approximately 2,000 representative wetlands around the globe that
149 are supporting the habitats for rare species, and housing abundance, and significance of water
150 birds and aquatic fauna. Vietnam joined the convention on January 20th, 1989 and has eight
151 RAMSAR sites, among which UMTNP is the most recent that was successfully recognized on
152 February 22nd, 2015 (From www.ramsar.org/about/history-of-the-ramsar-convention).

153 **2. The Analytical Framework**

154 The goal of this paper is to contribute an improved version of the existing PPGIS framework
155 applied by Loc et al. 2017a, 2018 (Vietnam) and Kaiser et al. 2013 (Indonesia). The first
156 improvement to the existing approaches is the introduction of a more inclusive and spatial
157 explicit participatory mapping exercise. Within the previous PPGIS studies in the Southeast Asia
158 region, by using the cross-tables, the participants did not actually "map" ES across the
159 landscape. Also, by classifying the landscapes according to the land covers, it is assumed that
160 similar land covers should have similar ES, irrespective of the locations. While this might be true
161 biophysically in general, protected areas such UMTNP have strict zoning regulations for
162 biodiversity conservation and forest rejuvenation purposes, which would affect the geographical
163 heterogeneity assumption of the cross-table approach. For example, for the same class of
164 melaleuca forests, extraction is limited to only certain areas where the rest are strictly

165 prohibited. The second improvement relates to the types of data collected, which in turn decide
 166 which type of analyses can be performed. With the cross-table approaches, the post-hoc
 167 analysis is limited to only numerical statistics. The data collected by the enhanced approach is
 168 true spatial data (2-D polygons), hence can facilitate various sophisticated spatial analytical
 169 methods, in which three are suggested herewith: Ordinary least squares (OLS), Geographically
 170 weighted regression (GWR), and Moran's I. It should be noted that traditional numerical
 171 statistics such as Chi-squared tests or Correspondence Analysis are also possible after
 172 converting the spatial data into numerical forms, as exemplified in this study.

173 The enhanced framework introduced in this study could have been an important reference for
 174 PPGIS and ES research for developing countries in Asia, which is substantially lacking in the
 175 existing literature. In relation to the current geographical bias of PPGIS in Southeast Asia
 176 countries, this framework could have contributed to promote the method for ES research in this
 177 region. Specifically, it could have contributed to address the technical inaccessibility of internet
 178 digital mapping in remote areas, enabling sophisticated spatial data analyses even with manual
 179 mapping. The flowchart in Figure 1, as such makes explicit the methodological steps as well as
 180 recommending some of the potential data collection and analysis methods that have been used
 181 in the case study. Similar to any methodological / conceptual framework in social sciences, our
 182 framework only serves as guidelines and recommendations. Fellow researchers are
 183 encouraged to further explore other possibilities. All in all, we have made the efforts to clarify the
 184 goal and the sequential relationships of each of the steps, the significance of the associated
 185 inputs/outputs as well as the potential knowledge that can be created from the approach.



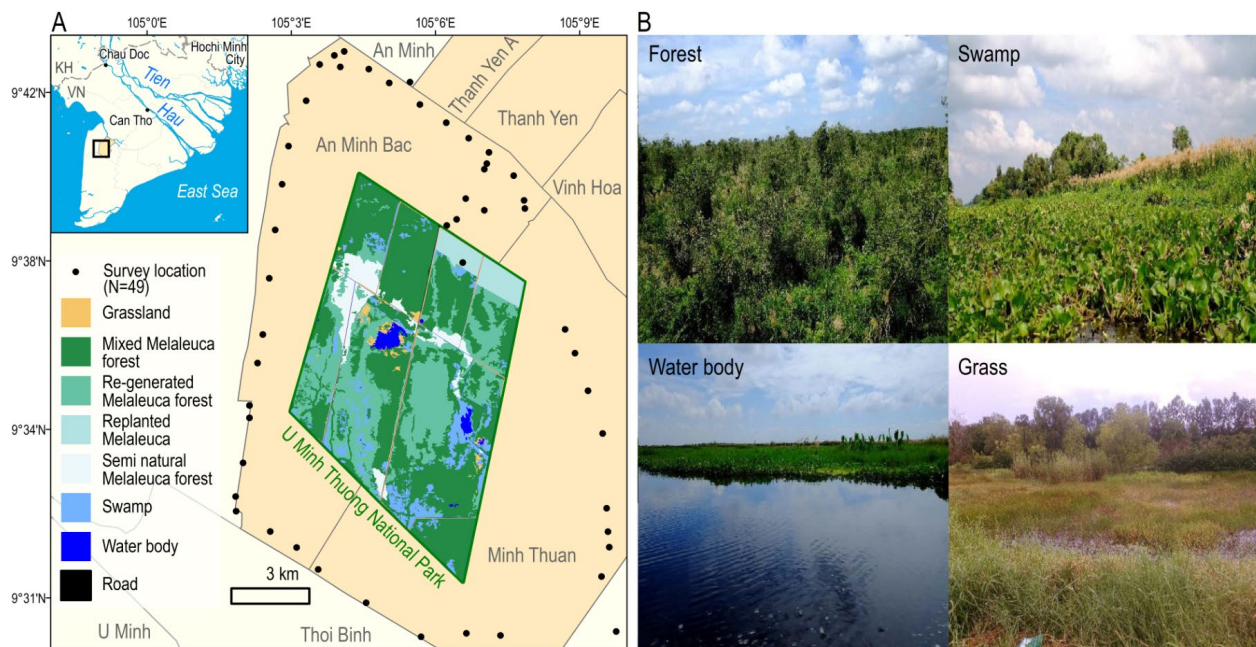
186
 187 **Fig.1 Analytical Framework.** Phase I includes the gathering and background information and
 188 development of questionnaires. Phase II includes both the preparatory tasks and the
 189 stakeholder's PPGIS exercise. Phase III provides good practices for analyzing data, including
 190 both questionnaire and participatory mapping results.

191

192 **3. Materials and Methods**

193 3.1. Study area: The U Minh Thuong National Park

194 The research was performed at UMTNP in Kien Giang province, covering a total area of 8,038
195 ha between the Minh Thuan (MT) and An Minh Bac (AMB) communes, and supports one of the
196 country's largest peat-swamp forests (WWF 2016). The area houses an extensive collection of
197 terrestrial and aquatic fauna ecosystems, including 32 mammal species, 187 bird species, 37
198 fish species, and 203 insect species (UMTNP 2013), therefore contributing significantly to
199 preserving the biodiversity of the Vietnam Mekong Delta, and of the whole country as a whole.
200 The rich biodiversity of UMTNP is supported by a full spectrum of ecosystem functions and
201 services, including the provisioning of water and nutrients, the regulating of hydrology and
202 climate regime, and the protection from natural hazards. In addition, the NP had also served as
203 an important Vietcong's military camp during the Vietnam Wars, hence the significant cultural
204 and historical values (Tran Ngoc Cuong, 2015, Loc et al. 2018a).



205
206 **Fig. 2.** Study area. A: UMTNP Land Covers. The small map on the top left corner depicts the
207 location of the study site within the Vietnam Mekong Delta. B: Photos of land covers in UMTNP
208 taken by Loc. H.H.

209 3.2. Methods

210 3.2.1. Phase I - Background Investigation and Questionnaire Development

211 Among the associated literature reviewed, the Ramsar Information Sheet (RIS) is of particular
212 importance as it provides fundamental information regarding natural attributes (e.g. area,
213 hydrological regime) and ecological descriptions (e.g. abundance, representativeness and rarity
214 of species). The RIS of UMTNP was prepared by the Biodiversity Conservation Agency,
215 Environment Protection Administration, Ministry of Natural Resources and Environment of
216 Vietnam. Other notable literatures include the annual reports prepared by UMTN management

217 boards (UMTNP 2013); technical reports from previous projects (Sage et al. (2004) and Institute
218 of Tropical Biology (2002)); and scientific publications (Hoa 2000; Nguyen 2002; and Loc et al.
219 2018a).

220 In June, 2018 during the recce to UMNTP, we conducted a key informant interview (KII) with the
221 national park management board. The objective of this KII is to collect the background
222 information of the history, the management strategies and important milestones, including key
223 international collaborations and the recognition of UMTNP by the Ramsar Convention. During
224 the KII, we were also informed of the concerns regarding the threats of detrimental actions from
225 the locals, for instance, illegal poaching and trapping of wild animals, fishing and extraction of
226 timber and other food products. These illegal penetrations can pose numerous severe harms to
227 the national park, including forest fires (Tran Triet 2002). All of these background information
228 constitutes an overall picture of the significance of UMTNP. The management board referred us
229 to a gentleman living in Minh Thuan commune to help facilitate the social-surveys.

230 The information gathered through the preliminary investigations were incorporated into the
231 questionnaire that was subsequently pre-tested and revised. In social sciences, a field pretest is
232 a rehearsal for the real survey, which is very useful to identify potential problems with survey
233 items and/or data collection protocols prior to fielding a study. In our study, during the pretest,
234 much attention was paid to make sure that the language is understandable to laymen, as well
235 as the mapping practices can be conducted effectively. The final version of the questionnaire
236 then had to be cleared by the Research Office at Can Tho University for ethical standards
237 before being used in the large-scale surveys. In addition, the UMTNP land cover map obtained
238 from the management board was re-projected into UTM Zone 48N (geodetic datum WGS84)
239 projected coordinate system with a reference grid with the 200m x 200m resolution. The grid
240 size was suitable for printing on A4 sized papers without compromising too much the
241 information of the landscape features of the study area (Fig. 3A). Prior to deploying to full-scale
242 PPGIS in the community, we conducted another KII with the gentlemen whom we were referred
243 to by the UMTNP management board to discuss the survey plans and his inputs for the
244 questionnaire.

245 *3.2.2. Phase II - Stakeholder's Participations*

246 The presence of a local facilitator plays an (lesser known) important methodological step,
247 especially for ethnological or social studies in developing countries such as Vietnam. Even
248 though the rural communities in these countries might show hospitality to visitors, they could
249 become more skeptical and resistant to recorded discussions, such as interviews with
250 questionnaires. In such cases, researchers can (i) spend more time with the locals to gain their
251 trust (Damastuti and de Groot 2019) or find a local facilitator for ice-breaking (Loc et al. 2017a).
252 This is even more important in those communities whose demographics consist of several
253 ethnic groups. In investigating the social values of ES associated with multiple touristic sites in
254 Kien Giang Province, Loc et al. 2017a also highlighted the need of a local tour guide to help
255 introduce the research team to the indigenous communities to conduct the social surveys. This
256 research, as such, have successfully collected 123 face-to-face questionnaires from the local
257 households, which could have facilitated the hot-spot analysis to evaluate the social values of

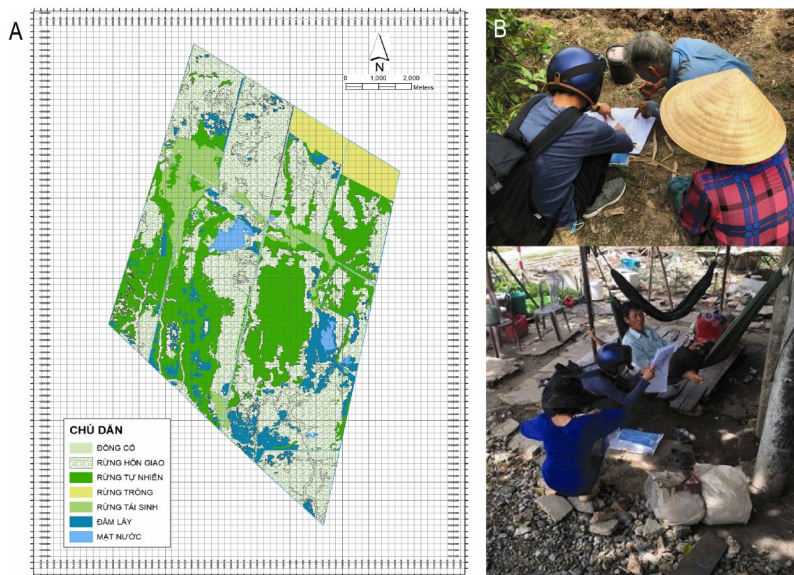
258 ES across the landscape. As mentioned above, we were fortunate that the management board
259 of UMTNP had us introduced to such a local facilitator, whom we subsequently met to explain
260 the research activities and plan for the community surveys.

261 UMT itself is a district of Kien Giang province located on the west coast of the Vietnamese
262 Mekong Delta. The total population of UMT is 68,076 divided into six rural hamlets. Similar to
263 Loc et al. 2018a, the targeted populations of this study were the local settlements of
264 approximately 3,500 households inhabiting the 38 km boundary of UMTNP. These are the
265 residents of two hamlets of UMT district: An Minh bac and Minh Thuan hamlets. A substantial
266 portion of this community are disadvantaged farmers without lands from different areas re-
267 settled by the government under the “New Economy” programs (from <http://nhandan.com.vn> - in
268 Vietnamese). Their livelihoods include cultivation of annual crops (rice, vegetables, sugar cane)
269 and extraction of forest products from UMTNP (animals, timber, honey). It should be noted that
270 the research design of PPGIS should only involve those with the spatial knowledge of the study
271 site needed for the mapping process, of course in addition to being willing to participate (Brown
272 2017). In the case of the UMTNP, the biophysical conditions of the park are complicated,
273 combined with the research objective that seeks to compare all four separate categories of ES,
274 entries from participants with limited understanding of the parks therefore would have been
275 irrelevant. Plus, the diversity in the perceptions of ES among different social groups is not within
276 the scope of our study. Therefore, the data collection method chosen for this study is purposive
277 sampling, including only those with sufficient acknowledgement of UMTNP ecological
278 significance and the whereabouts of the national park landscapes. Specifically, the participants
279 are selected from the local residents living in the peripheral areas of UMTNP, who have
280 developed close relationships with the parks, both material: extracting of natural resources and
281 mental: sense of place. Before initiating the questionnaire, we asked the participants about the
282 livelihoods and the experiences associated with the national park. During the conversation, we
283 looked out for keywords in their responses to decide whether or not to invite them to participate.
284 These keywords include, for instance, *biodiversity*, *ecological conservation or protection for long*
285 *term uses*. Admittedly, our judgements could have been qualitative, yet sufficiently objective to
286 identify the qualified participants for the PPGIS exercises.

287 The survey questionnaire consists of three sections: (i) respondent’s demographic information,
288 (ii) assessment of the UMTNP’s ecosystems and the derived services, and (iii) participatory
289 mapping exercise. After the first part, each respondent was asked “what do you think the park is
290 important for?”. Then the keywords from their answers were picked up and classified into two
291 main themes, i.e. natural conservation (including biodiversity, melaleuca forests, and peatlands)
292 and cultural values (eco-tourism and historical sites). Each questionnaire is paired with a
293 supplementary information sheet explaining the research objectives, as well as a brief
294 introduction of Ecosystem Services, the typologies and its relevance to the study site. In this
295 study, the ES categories suggested The Economics of Ecosystems and Biodiversity (TEEB
296 2010) is adopted. In this study, the ES categories include Provisioning (water, timber and non-
297 timber forest products), Regulating (flood protection, climate regulation, pollination, pest
298 control), Supporting (soil formation, water and nutrients cycling), and Cultural (historical and
299 tourism). The respondents were subsequently asked to evaluate the importance of each type of

300 ES using a 4-level Likert scale, in which, 1 and 4 represent the least and most important,
301 respectively.

302 Fig. 3A depicts the paper map representing the landscape features of UMTNP prepared for
303 section (III) - Participatory Mapping. First, the interviewers will help the respondents to navigate
304 across the map by identifying key landmarks within the park, e.g. entrance gates, observation
305 towers, bird-observing locations, etc. We also made efforts to encourage the respondents to
306 associate the locations with their daily activities, such as fishing, picking up woods, extracting
307 honey, etc. Second, the participants were asked to draw polygons on the provided map to
308 highlight the areas where specific ES typologies are the most relevant using markers of different
309 colours, i.e. blue, black, green and red for Provisioning, Supporting, Regulating and Cultural ES,
310 respectively. There were no limits to the number of polygons a participant can draw on a map,
311 and all drawn features were assumed to be equally important. Each respondent, therefore,
312 contributed in total four hand-drawn paper maps plus one hand-filled questionnaire. Upon
313 completion, the total number of 49 such contributed responses were collected.



314

315 **Fig. 3.** Materials prepared for stakeholders' participation. A: map used for people to indicate the
316 locations of ES using color markers (in Vietnamese). B: facilitators conducting a field interview
317 survey on date 10 November 2019.

318

319 3.2.3 Phase III (1) - Numerical Data Analyses

320 In this study, the response ratio was 100 % because we only conducted the survey after
321 obtaining the consent to participate from the respondents. With 49 questionnaire answers
322 obtained, we first performed descriptive statistics to report on the characteristics of the
323 respondents. For the inferential statistics, we performed three different statistical methods. First,
324 1-way Analysis of Variance (ANOVA) was conducted to verify if the importance of four types of
325 ES differently are perceived differently from one another. Next, we performed the Principal

326 Components Analysis (PCA) to project the vector representing the importance of different types
327 of ES on a 2D plane (from the two most important principal components), on which the
328 associations, i.e. positive/negative correlations can be explored. As a technical note, prior to
329 PCA, the data has been verified with Bartlett's Test for Homogeneity of Variances (Bartlett,
330 1937). Finally we applied a Hierarchical Cluster Analysis (HCA), an algorithm that groups similar
331 objects into different groups called clusters, whereby each cluster is distinct from each other
332 cluster, and the objects within each cluster are broadly similar to each other. As such, we used
333 HCA to identify within the community groups of similar perceptions towards the different values
334 of UMTNP. From PCA, each data point (individual response record) was projected on the 2D
335 plan made up from the two most important principal components, thereupon, they can be
336 clustered through Euclidean distance and Ward's Agglomerative Methods. The use of
337 multivariate analyses in social-based ES studies have been adopted by multiple previous
338 studies, see for instance, Plieninger et al., 2013; Loc et al. 2017a, 2017b, 2018. All of the
339 analyses above were completed with the aid of FactomineR (Le et al., 2008; Husson et al.,
340 2015; R Core Team, 2015).

341 3.2.4. Phase III (2) - Spatial Data Analyses

342 3.2.4.1. *Digitizing and (pre-) processing.* We first scanned the individual's hand-drawn maps
343 (N=49) and then georeferenced them using the UTM Zone 48N (geodetic datum WGS84)
344 projected coordinate system. On the GIS platform, each of them were digitized into a separate
345 vector polygon layer as binary data, i.e. 1 within polygons drawn by respondents, otherwise 0.
346 This process was done for the four types of ecosystem services assessed in this study. All
347 digitized maps were spatially added (therefore 49 as the possible maximum value), and
348 ecosystem services density distribution maps (richness) were generated for each type
349 (diversity) (Fig. 4A). Lastly, the maps were converted into the rasters, and a low-pass filter (at
350 50x50 m window) was applied to smooth the data before normalizing into a percentage (%)
351 scale using five equal intervals.

352 3.2.4.2. *Spatial statistical analysis across the services.* We performed spatial statistical analysis
353 using the four ES density distribution maps, mainly to assess their spatial distribution patterns
354 and inter-relations among different types, and also the dependency on land cover. For this
355 purpose, we used three sequential statistics, 1) Ordinary least squares (OLS), 2) Geographically
356 weighted regression (GWR) and 3) Moran's I to assess the spatial autocorrelation of
357 investigated variables across the space. This process chain is to first identify numerical
358 relationships between ES variables, then incorporate spatial dependency among variables (how
359 location of each type affects the values of ES), and finally assess if there is spatial
360 autocorrelation (clustering) among variables in relation to land cover types.

361 We first used a pair-wise OLS linear regression to identify the relationships between each ES
362 type with others (hence four cases in total). In specific, OLS is used to characterize how each
363 ES type factor explains other types. Either one of the variables of ES types were used as
364 independent (and dependent) variables. The result from each pair-wise OLS, i.e. the coefficient
365 of determination R² ranges between 0 and 1, in which those closer to 1 depict greater
366 correlations between the two types of ES. Mathematically, OLS follows the formula $y_i = \alpha x_i + \varepsilon_i$

367 , in which, y_i is the best-fitted estimation of the dependent variable via linear regression mode;
 368 x_i is the explanatory variable; α is the slope of the linear regression model and ε_i is the un-
 369 observed random error which theoretically fluctuates around zero.

370 Since the OLS is a regression model that identifies the numerical relationship between the
 371 selected variables, however not in a spatial context. Therefore, to see the effect of spatial
 372 dependency of the ES variables, we further integrated local coefficient estimates and performed
 373 GWR, which is a global spatial regression model (Fotheringham, 2003). User-defined weighted
 374 matrices (moving window/kernel) in terms of distance (bandwidth) to the center of variables, are
 375 used to delimit the local boundary of influences. Since we performed GWR after converting to a
 376 gridded data, a fixed bandwidth of 400m was used, which was determined as the distance
 377 across the adjacent grids with the lowest Akaike Information Criterion. The Following formula is
 378 used for the GWR analysis:

$$y_i = \beta_0(u_i, v_i) + \sum_k \beta_k(u_i, v_i)x_{ik} + \varepsilon_i$$

379 where y_i and x_{ik} denotes the response and independent variables respectively, while k is the k^{th}
 380 independent variable across the space. u_i and v_i are the coordinates at i , thereby β_k is defined
 381 as a spatial dependency term at the location i . ε denotes the error term that is assumed to
 382 fluctuate around zero.
 383

384 The Local R^2 (ranging from 0-1) after the GWR analysis shows the spatial distribution patterns
 385 of the model performance, in addition to the spatial dependency between the ES types in the
 386 UMTNP. To further investigate the clustering patterns or possible auto-regressive relationships
 387 of these by identifying hotspots/coldspots, we used Moran's I that is a global measure of spatial
 388 autocorrelation (i.e. degrees of spatial dependency) (O'Sullivan and Unwin, 2003) that is
 389 formally written as the formula below:

$$I = \frac{n \sum_{i=1}^n \sum_{j=1}^n W_{ij} (X_i - \bar{X})(X_j - \bar{X})}{\sum_{i=1}^n (X_i - \bar{X})^2 \sum_{i=1}^n \sum_{j=1}^n W_{ij}}$$

390 where X_i and X_j denotes the ES density values at the location i and j . \bar{X} is the mean density
 391 value across the park while W_{ij} is the weight matrix. Since we calculated Moran's I based on a
 392 30-m grid dataset, we used eight nearest neighbors as the cutoff limit. This means that if the
 393 neighboring grid falls within the limit, $W_{ij}=1$ (otherwise 0). Moran's I is an index to measure the
 394 spatial autocorrelation that ranges from -1 to 1, with positive I when both X_i and X_j fall below or
 395 above the global mean (and vice versa for negative I). I=0 indicates spatially random. GWR and
 396 Moran's I were conducted in ArcGIS.
 397

398 **3.2.4.3. Correspondence analyses of ES across the land covers.** We constructed a matrix
 399 containing the area information of each ES type coverage on the land cover in the UMTNP.
 400 First, the ES density map (vector format prior to raster conversion) was intersected with the land
 401 cover map. This intersected layer generated new records of all the spatially intersected

402 polygons in the attribute table. Then, the table was dissolved by using the land cover column,
 403 since we intended to compute how much area for each ES type falls under different land covers.
 404 Finally, the spatially dissolved layer was exported as a tabular file (.dbf) as shown in Table 1 for
 405 further analysis.

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412 **Table 1.** Spatial Coverage of ES across the land covers of UMTNP in km²

Land Covers	Provisioning	Supporting	Regulating	Cultural
Mixed Forest	24.457	18.026	25.750	14.562
Regenerated Forest	17.722	8.891	17.635	3.965
Replanted Melaleuca	5.421	1.637	4.868	1.891
Semi Natural Forest	1.913	1.131	2.088	0.505
Grassland	1.732	0.916	2.512	0.808
Swamp	1.329	0.559	1.321	1.154
Water body	1.339	0.194	1.344	1.147

413

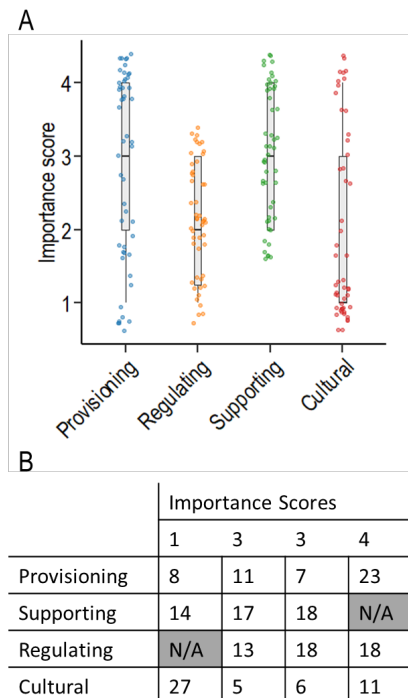
414 The cross-tabulation data in Table 1 was first validated with a Chi-squared test for variable
 415 independence, then analyzed with correspondence analysis (CA) to investigate the spatial
 416 statistics between ES and land cover typologies. CA, sometimes referred to as reciprocal
 417 averaging, is a multivariate statistical technique proposed by Herman Otto Hartley and later
 418 developed by Jean-Paul Benzécri (Greenacre 1983, 2017). Although conceptually similar to
 419 PCA, this technique applies to categorical data and has the capability of summarizing and
 420 displaying a set of cross-tabulated data in two-dimensional graphical form. Thereupon, the
 421 distribution of ES across the different land covers of UMTNP can be efficiently investigated
 422 (Plieninger et al., 2013, Loc et al. 2017a & 2018).

423

424 4. Results

425 4.1. Descriptive statistics of the participants

426 The locations of the households interviewed are shown in Fig 1A (N=49), among which, 35 were
 427 at An Minh Bac commune and 14 were from Minh Thuan commune. Gender wise, 39
 428 respondents were male. Regarding the age groups, the majority of participants were between
 429 40 to 50, while the youngest was 25 and the most senior was 73. As typical for rural families,
 430 only two participants out of 49 had ever been enrolled in a university, nine dropped during high
 431 school. All of them, however, were able to read and write fluently. 47 participants said that they
 432 had known the ecosystem services concept before through various sources of information,
 433 which was a pleasant surprise to us. While asked to describe the importance of UMTNP, 23
 434 participants mentioned only the ecological benefits, 20 gave mixed responses of different
 435 combinations while 6 mentioned only the cultural values of the park. As for the quantitative
 436 evaluation of four different types of ES, Fig. 4 compare the scores across the different
 437 categories, in which Supporting ES has the highest mean, followed by Provisioning, Regulating
 438 and Cultural (ANOVA F-test for the means, $p < 0.05$). More specifically, Fig 4A presents a box-
 439 whisker plot summarizing the distribution of the perceived importance of the ES while Fig. 4B.
 440 summarizes the respondent's evaluation of ES importance via a contingency table.

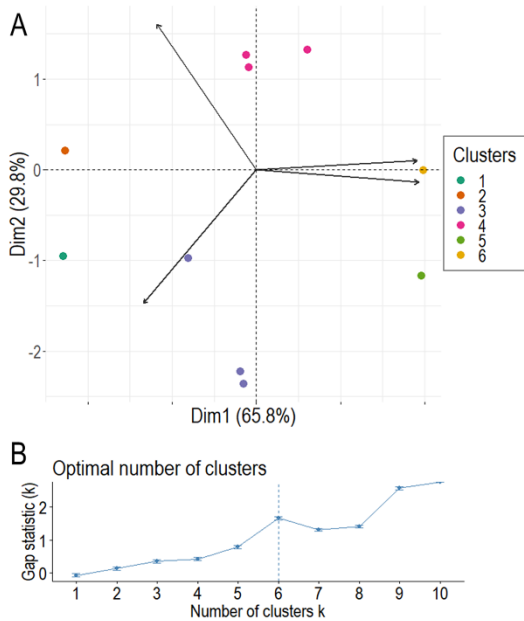


441

442 **Fig 4.** Descriptive statistics of the responses. A. Box-whisker plot summarizing the distribution
 443 of the perceived importance of four types of ES. The difference between the mean scores is
 444 statistically significant with $p < 0.05$ (ANOVA f-test). B. Contingency table of the respondent's
 445 evaluation of ES importance.

446 4.2. Multivariate Analyses

447 Bartlett's Test of Sphericity resulted in the p -value of 7×10^{-4} verifying the applicability of the PCA
448 method for the collected data. Findings from PCA and HCA are summarized in Fig. 5A, in which
449 the arrows or vectors represent the variables (ES scores of perceived importance) and the
450 colored dots represent the observations (individual responses). Firstly, we relied on the Ward's
451 Agglomerative Methods to decide on the optimum number of clusters from the original data set,
452 which resulted in 6 cluster as illustrated in Fig. 5B. The first two principal components of PCA
453 account for 95.58 % of the total inertia, revealing the strong structured relationships of the data
454 set. Firstly, the *indirect benefits* (regulating and supporting) have similar homogenous scoring
455 distributions; hence the closely projected vectors. It should also be noted that even though the
456 scores are similarly distributed, supporting ES is more highly regarded than regulating ES as
457 illustrated in Fig. 4 The most direct benefit, Provisioning ES, on the other hand, stand out the
458 most for having the highest number of "the most important" responses in the survey (23) while
459 the lowest number of "the least important" responses (8). On the other side of the spectrum, the
460 figures of "the most important" and "the least important" of Cultural ES were 27 and 11,
461 respectively. The discrepancy between Provisioning and Cultural was captured by the
462 separation of their respective projecting vectors in Fig. 5A.



463
464 **Fig. 5.** Multivariate Analysis. A. Two-Dimensional graphical display of PCA and HCA. B.
465 Identification of the optimal number of clusters.

466
467
468
469

470 **Table 2.** Hierarchical Cluster Analysis Results.

Clusters	Provisioning	Supporting	Regulating	Cultural
1 (n = 6)	Neutral	Low	Low	High
2 (n = 7)	High	Low	Low	High
3 (n = 5)	Low	Neutral	Neutral	High
4 (n = 16)	High	Neutral	Neutral	Low
5 (n = 5)	Low	High	High	Neutral
6 (n = 10)	Low	High	High	Low

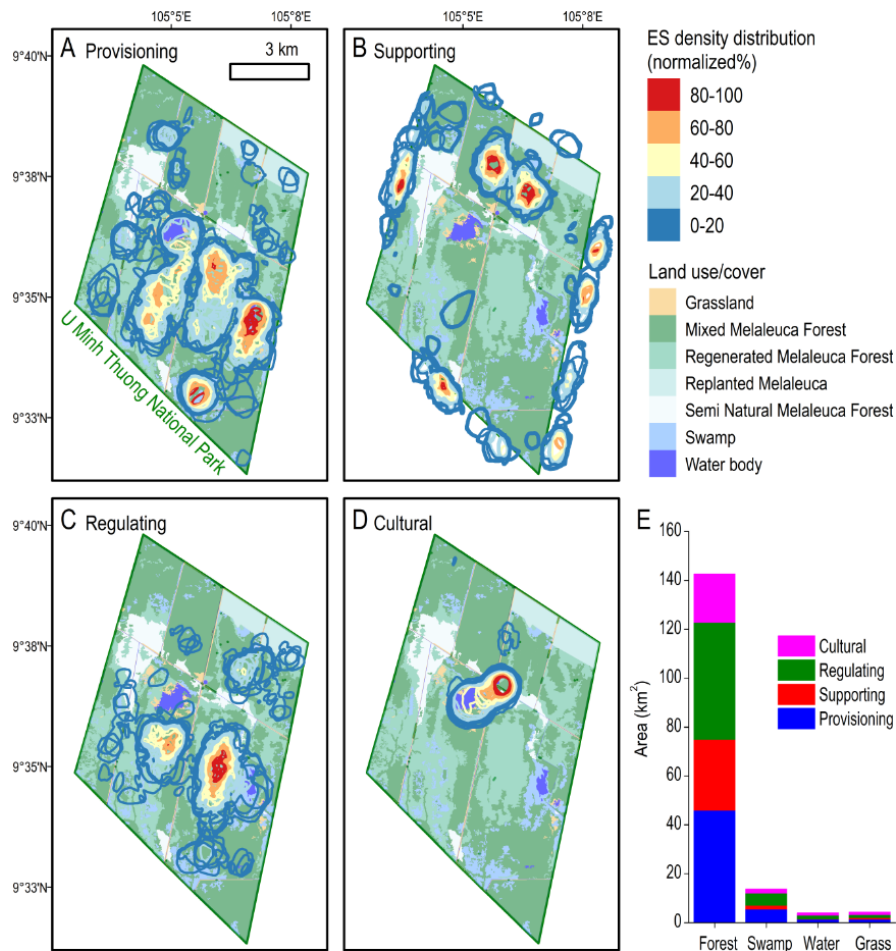
471

472 The diversified scoring distribution between the ES types was further explored with the HCA
 473 results as projected by the colored dots in Fig. 4B. More specifically, each color represents a
 474 cluster of individuals that share similar scoring distributions for the ES typologies. In total, we
 475 were able to determine six different clusters following the k-means method and gap statistics
 476 criterion as summarized in Fig. 4D. Characteristics of each cluster are summarized in Table 2. It
 477 should be noted that since the importance of ES was represented via an exclusive ordinal
 478 variable, hence there are cases of identical inputs from several respondents. In such situations,
 479 their respective projected data points on Fig. 4D are overlapped, i.e., there are fewer data points
 480 than the actual sample size (n=49).

481

482 **4.3. Spatial Analyses**

483 The distributions of ES classes across the landscapes show distinctive patterns geographically
 484 Fig. 6 (A-D). With the exception of cultural services, most ES substantially cover the entire
 485 UMTNP area, which can be attributed to the intuitive difference of the two groups, i.e. tangible
 486 vs intangible nature-derived benefits. To simplify the comparison, we have combined all
 487 different types of forests in Table 1 into one single Forests class. Fig. 6E, henceforth
 488 summarizes the spatial distribution of ES across the four main categories of UMTNP land
 489 covers. In general, Forests areas have the most entries, followed by Swamp, Water and
 490 Grassland. Within the Forests, Replanted and *Mixed Forests* had the highest perceived ES
 491 values, which corresponds to its dominance across the park, both area and ecological function
 492 wise (Table 1). Other types of Forest, i.e. *Replanted Forests*, *Semi-natural Forests* are under
 493 protection and off-limit, hence substantially less associated with ES. Likewise, Swamps and
 494 Water Bodies are also substantially less connected with ES. The Provisioning and Regulating
 495 services are concentrated the most in the core areas of the park covered by Mixed and
 496 Regenerated Melaleuca Forests. The distribution of Supporting services, on the other hand, is
 497 scattered along the periphery of UMTNP on Semi-natural Forests.



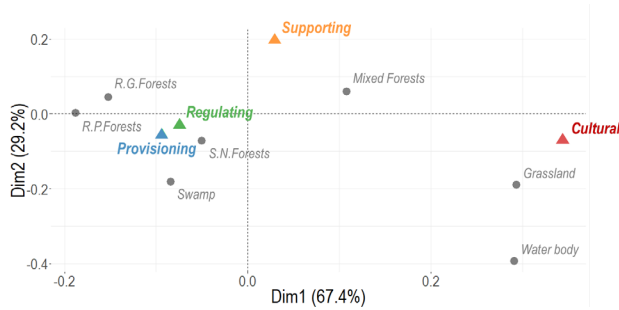
498

499 **Fig. 6.** A-D. Spatial density of four categories (49 each) respondents. Maps are to the same
500 extent, and the value scales are the same since they are all normalized into % scale.
501 Background land use/cover map is 40% transparency. People just marked location by drawing
502 polygons (not the value).A: Provisioning, B: Supporting, C: Regulating and D: Cultural.
503 E: mosaic-plot summarizing the distribution of ES typologies (rows) on different land covers
504 (columns).

505

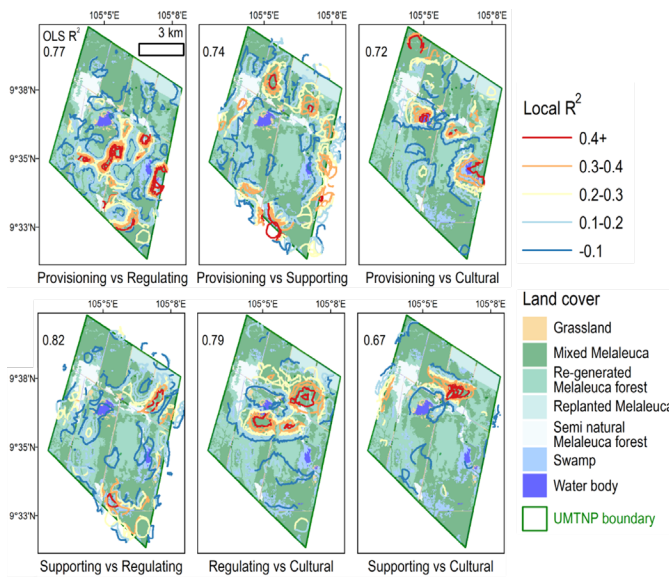
506 Results from CA (Fig. 7) help to explain the spatial correlations between ES and different
507 landscape features. The projection results confirm the spatial synergies which were previously
508 explored, i.e. Provisioning and Regulating services on the Forests and Swamp, supporting ES
509 being the most associated with the Mixed Forests areas; and Grassland and Waterbody
510 landscape features are the most distinguishable for their Cultural benefits. Subsequently,
511 findings from the pair-wise OLS and GWR analysis identified on the map the synergies of hot
512 spots as depicted in Fig. 8. More specifically, the core areas having the most synergization for
513 Provisioning and Regulating, signifying its ecological importance. Supporting services were the
514 most synergized with provisioning and regulating services at the periphery of the natural park
515 where its non-extractive material benefits are the most prevalent. Cultural ES, on the other
516 hand, are synergized with the other services at the areas distinguished by recreational activities

517 (bird-viewing yard, recreational fishing pond, and historical sites) and are associated with
 518 grassland or water bodies.



519

520 **Fig. 7. Correspondence Analysis (CA) between ES and Landscape features. A:**
 521 Correspondence Analysis. All forests are melaleuca tree predominant. Abbreviations: R.G. -
 522 Regenerated, R.P. - Replanted, S.N. – Semi-natural.



523

524 **Fig. 8. Spatial Statistics between ES and Landscape features.** A Digitized survey results
 525 were rasterized to generate a contour map using 0.5 as an interval. All OLS results are given in
 526 each map as global R^2 which are all statistically significant at 95% confidence level. Background
 527 map is the land use/cover map.

528

529 **5. Discussions**

530 *5.1. PPGIS findings to inform decision making*

531 First of all, the revealed clusters from the multivariate analyses essentially confirms the
 532 diversified perceptions regarding the importance of different ecological and cultural benefits
 533 within the community. Acknowledging these imbalance perceptions is henceforth important for

534 the management of natural resources and environment of the conservation areas (Loc et al.
535 2018a, Loc et al. 2020). Admittedly, in-depth inferences of each cluster's characteristics could
536 have been further explored with larger sample sizes and / or more socio-economic background
537 information. Nonetheless, this is beyond the scope of this study. Readers with an interest in
538 such analytical results can refer to various published works, for instance Loc et al. 2017a,b,
539 2018, or Quan et al. 2019.

540 Secondly, the results from the hotspot analysis essentially reflect the zoning regulatory strategy
541 of the park managers to balance between conservation and development, in which certain forest
542 plots still allow for regulated resource extractions or non-extractive activities whereas the others
543 are strictly protected for conservation. In UMNTP, daily tours are offered for various genres of
544 visits, e.g. educational field trips, outing activities, and more importantly, bird watching. The park
545 has some of the most renowned sites for bird watchers and photographers in the region. These
546 benefits are essentially regulated by the management board, hence concentrated on designated
547 areas, i.e. fishing ponds (water body), and bird viewing sites (grassland).

548 Finally, the results from HCA combined with spatial statistics reveal important synergies of
549 different types of ES cross UMNTP landscape as illustrated in Fig. 6. The spatial synergies
550 result essentially point to the areas where the contrasted perceptions from the inhabitants
551 potentially emerge. This, in turn, implies potential conflicts among different uses; for instance,
552 especially between extractive and non-extractive uses, material vs mental benefits. This
553 mismatch is noteworthy because UMNTP is a duo-functional site regulated by the central
554 government, i.e. biodiversity conservation vs ecotourism development (Decision 11/2002/QĐ-
555 TTg - in Vietnamese).

556

557 *5.2. Policy Relevance of the PPGIS findings*

558 When it comes to policy relevance of the mapping results, most of the studies referred to
559 herewith are skeptical, thus modestly suggesting potential implications or pathways otherwise.
560 For example, Cox et al. (2014) states that “*PPGIS offers a practical toolset for efficiently*
561 *capturing and analyzing stakeholder management preferences, allowing managers to make*
562 *informed decisions and understand tradeoffs*”. In the same manner, van Riper et al. (2012) or
563 Loc et al. (2018) highlighted the mismatches in the density of social values imply the potential
564 conflicts amongst user groups that decision-makers should anticipate. In essence, information
565 on ES mapped via PPGIS or empirical methods, has been rarely applied in actual decision
566 making or landscape planning agendas so far. Perhaps, as Opdaldern (2013) writes, “*ES*
567 *research does not provide the type of science that is required to support sustainable,*
568 *community-based landscape planning*” and that “*there is a strong demand for approaches that*
569 *are able to involve local governance networks and move the ecosystem services research of the*
570 *static mapping and evaluation approaches*”.

571 So how can we generate the science that is actually meaningful for decision makers? And in
572 return, how can we communicate to them the results from our research, including the mapped
573 more effectively? The analytical framework as presented in Fig. 2 may address these questions

574 as the information gathered from the research is essentially a fusion of knowledge from both
575 decision makers and local communities, with the PPGIS of ES being the vehicles. The proactive
576 interactions with the decision makers prior to conducting the survey have allowed for the
577 acknowledgment of their expectations, mandates and planning visions, thus the findings
578 become more relevant to their agendas. In essence, it is highly recommended that scientists to
579 take the extra miles to bring their technical findings closer to the decision-making agendas of
580 the government (Loc et al. 2018b; Loc et al. 2020).

581 Accordingly, we purposely made use of the land cover maps developed for the conservation
582 management purposes instead of the generic aerial photos or satellite images. In doing so, the
583 results become more associated with the managers of UMTNP. Secondly, the contrasted
584 perceptions of the UMTNP multiple ES within the local communities is confirmed and further
585 investigated. Not only did we acknowledge the existence of the contrasted judgments using the
586 questionnaires, but we also identified those areas where ES are recognized differently on the
587 land cover map of the park. For instance, even though the majority of the participatory mapping
588 results concentrate on the mixed forests, there are several entries connecting provisioning ES
589 with semi-natural forests, i.e. protected areas. In other words, the mismatches between the
590 natural parks' regulations and the local residents' perceptions might lead to the ignorant
591 detrimental impacts to the protected areas. For example, even though certain areas are
592 designated as *protected*, there are still illegal penetrations by the locals to extract the resources,
593 such as timber and other non-timber forest products (honey, ornaments, animals).

594 Finally, this study took note of the limited appreciation of the community for the non-material
595 benefits of the park. Cultural values, in fact, should have been the second highest ES regarded
596 given the UMTNP's designated position as both a biosphere reserve and a site for eco-friendly
597 and educational / historical tourism (Decision 11/2002/QĐ-TTg - in Vietnamese). This critical
598 discrepancy between the community's responses and the government's planning highlights the
599 imbalanced cognitions in public awareness potentially lurking among the community. Evidently,
600 in the future, the management board is advised to highlight the cultural values of the park better,
601 in addition to the ecological functions. In essence, the intentionally limited sample would not
602 allow for more detailed inferences to be made without critical statistical caveats. The methods
603 presented, nonetheless, lay important foundations for future studies, for example, human
604 geographers can investigate the community's sense of place in relation to their ethnography
605 backgrounds.

606

607 **6. Conclusions**

608 The analytical framework and its associated methods presented in this study contribute to move
609 the PPGIS of ES forward in three aspects: (i) more efficient participatory mapping strategy, (ii)
610 more meaningful data analyses, and (iii) more decision-maker friendly results. In the first aspect,
611 the data collection method has taken a step forward from Loc et al. 2018a, and adopted a
612 genuine participatory mapping approach. The presented method also provides important
613 evidence to re-examine a point raised by Brown et al. 2015 regarding the use of polygons or
614 points as a marking system. Using polygons has the capability to generate primary two-

615 dimensional data sets as compared to the one-dimensional data. Thereupon, having an
616 additional spatial dimension of the collected data constitutes an important methodological
617 advantage as it can open the door to several powerful analytical tools, which could have been
618 impossible otherwise. Secondly this study showcases the merits of two important spatial
619 statistics tools, i.e. OLS and GWR, combined with two multivariate analysis methods, i.e. PCA
620 and CA. The combinations and cross-validations of these advanced data analytical methods
621 have made the hidden information from the data available, for instance, the identified clusters of
622 different perceptions within the community or the spatial synergies across different natural
623 benefits. Concerning cost-effectiveness, the ability to reveal multidimensional information as
624 such is even more important given the limited sample data of the study. Finally, the entire
625 analytical framework is developed with the ultimate target to generate new knowledge that is not
626 only scientifically sound but also practical for decision makers. More specifically, from the
627 acknowledgment of decision maker's expectations, to incorporating their advisory inputs and
628 materials during the survey design, each step contributes to delivering more policy relevant
629 research outcomes. In essence, the analytical framework itself suggests an operational pathway
630 to streamline ES research findings into decision making agendas.

631 The topic of ES is especially pertinent to the UMT conservation area for its ecological and
632 cultural significance in Vietnam. This was clearly reflected in the Prime Minister's decision in
633 converting the park from a provincial biosphere reserve to one of the national parks in 2002.
634 The development strategy has been shifted towards balancing between biodiversity
635 conservation and eco-tourism development. This study applied the novel analytical framework
636 to craft meaningful information to support the decision making in two specific accounts. Firstly,
637 we confirm the existence of the contrasted perceptions regarding the UMTNP resources among
638 the communities and identify those areas where these possibly emerge. By associating this
639 information with their conservation and developing strategies, actions can be taken to address
640 the potential threats. Secondly, the results could have highlighted the limited appreciation of the
641 locals for intangible benefits, cultural ES compared to tangible benefits, provisioning, regulating
642 and supporting ES. This could have led to the erroneous actions that might affect the unique
643 biophysical features of the park, for instance, illegal poaching or trapping of protected animals
644 and birds that are the key attractions to the parks' visitors. Even though this study sample size is
645 admittedly small, the results generated from the qualified (purposely selected) participants could
646 have suggested important questions regarding the contested uses of the natural resources
647 around and within UMTNP for future studies. From the findings generated by this study,
648 decision makers are suggested to revisit their education and public awareness campaigns to
649 alleviate this mismatch. As the final note to Vietnam Mekong Delta, the environments are
650 constantly changing under a full spectrum of natural and anthropogenic threats (Park et al.
651 2020), people's perceptions towards the nature-derived benefits will no longer be the same as
652 before. For instance, this study was able to document the recognitions of the local people
653 regarding the ES concept, one of the most interconnected concepts of sustainable
654 development. This is essentially a welcomed signal for UMTNP, laying important grounds to
655 realize the sustainable management of natural resources in harmony with the local people's
656 livelihoods. The PPGIS analytical framework contributed by this study, henceforth, can be
657 efficient in identifying the mismatches: e.g. between governments and residents; or between

658 conservation and livelihoods purposes, hence facilitating better informed policy planning and
659 decision making processes.

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