

Destination Choice of International Tourists in Vietnam

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ABSTRACT: *In the present globalization trend, developed and developing nations have aimed international tourism as their inevitably objective. International tourism organizations involving alarge percentage of national income are expanding globally. As one of the developing countries, Vietnam has executed numerous strategies to pull in worldwide visitors. This study mainly explores the main considerations of international tourists in the choice of Vietnam destination based on three attributes: travel motivation, destination image and socio-demographic. The study revealed that travel motivation is significant to all the three types of destination choices, “natural scenery”, “custom and cultural”, and “entertainment and food”. Destination image defined in the study is Vietnam image resulted less evidence to support. Some tourists’ demographic characteristics like age, travel partner, nationality are significant in this study.*

KEYWORDS: *Destination choice, travel motivation, destination image, Vietnam.*

Date of Submission: 05-01-2019

Date of acceptance: 22-01-2019

I. INTRODUCTION

In the recent decades, tourism has become a general global trend. It is an important sector in the economy of many countries around the world. Economic growth heavily affects the tourism demand because the economies of countries growing leading their capital income will increase. Then they will have more chances to travel. The other reasons that make people love to travel are having new experiences, improving themselves, experiencing new cultures, trying new food and seeing new things.

According to the United Nations World Tourism Organization (UNWTO, 2017), international tourist arrivals grew by 3.9 percent to reach 1,235 million in 2016. The tourism industry accounts for 10.2% of the world global GDP, valued at US\$7.6 trillion and it provides 292 million people with employment. Furthermore, UNWTO forecasts that the number of international tourists will reach 1.8 billion by 2030, adding a projected US \$11,512.9 billion dollar to the global economy, and creating 381,700,000 jobs of the world. Indeed, such “fumeless” industry becomes one of the significant solutions to maintain the growth and bring the prosperity for both developed and developing countries.

According to Vietnam National Administration of Tourism (2017), international tourists came to Vietnam reached 10 million in 2016, representing a 17.9 percent growth of the same period last year. Vietnam also showed a decline in the "the culture, natural resources and tourism infrastructure." This suggests that the government should implement some of the practical and efficient solutions. Many researchers have stated that the destination image will be influenced by individual's nation and culture (Beerli & Martín, 2004). Besides that, focus on destination choice tends to focus on international tourist flows among nations and domestic tourist flows originate and terminate within the boundaries of a given country, but less international tourist flows within a destination country (Oum & Lemire, 1991; Oppermann, 1992; Bowden, 2006). The objective of this research is to find elements such as images and characteristics of international tourists that will influence the destination choice within the country, particularly is Vietnam. Determining the factors that will affect tourists' choice of destination is the main point of this study. To find what factors will affect tourists' choice of destination, this study will show:

- (1) To study how socio-demographic attributes influence tourists' choice of destination.
- (2) To study whether the main factors such as travel motivation and destination image influence tourist's choice of destination.
- (3) To categorize all the significant factors and the choice of tourists with different destinations.

II. LITERATURE REVIEW

2.1 The concepts of destination

Bieger (1996) defines that destinations are the competitive units of incoming tourism. Destinations are therefore an important part of a tourism product. We also can understand that tourist destination is a mix of tourism products, experiences and other intangible items promoted to the consumer. In the research (Buhalis, 2000), destinations are viewed as spots that are amalgams of tourism items, offering an incorporated experience to customers. In the author's argument, the destinations are geographical areas characterized and comprehended by travellers including six important factors such as attractions, accessibility, amenities, available packages, activities and ancillary services. In the definition of destination, the World Tourism Organization specified that is a physical space in which guests spend no less than one night and is comprised of tourism items, for example, ancillary service and attractions, and tourism assets with physical and authoritative limits that characterize its administration, images/views of market intensity" (World Tourism Organization, 2003b). Kotler et al (2003) stated that destinations must respond to the travel basic demands of travelers to attract the tourists. The demands include cost, convenience and timeliness.

Destination Choice

The attractiveness of a destination is the impression of the emotions and selections of its tourists about the destination's apparent capacity to fulfill their requirements. It is seen to be more attractive and the destination is probably going to be chosen by consumers if they feel destination's capacity fulfill well their necessities. Mayo and Jarvis (1980) perceived attractiveness as the apparent capacity of the destination to bring worth things for a tourist. This capacity is improved by the characteristics of a destination. This is a request side point of view of the destination. The significance of these factors helps individuals to assess the appeal of a destination and settle on important decisions.

Buhalis (2000) characterizes choice as a change of inspiration in obtaining activity. The destination decision is made by elective assessment in view of individual favorites and objectives, while assessment of traveler item depends on individual evaluative criteria.

According to Moutinho (2007), factors that influence consumer behavior can be internal and external to the individual. The internal determinants are social and personal. On the other hand, the external determinants include trust in the travel organization, the general image of choices, past travel understanding, travel limitations (time, cost, and so forth.), level of apparent hazard, and so on. The essential factors that can impact the travel behavior of individual are family, reference groups, social classes, culture and subculture that decide person's identity, learning, inspiration, impression of options and states of mind. Eilat and Einav (2004) also state that destination risk is another factor that influences destination choice. According to them, destination risk is important to both developed and less-developed countries. Also fashion, common boarder, common language, and distance are also important determinants especially in less-developed countries.

Um and Crompton (1990) pointed out that a tourist's destination choice is made through a three-stage sequential and funnel-like process: a composition of awareness set (an initial set of destinations that a tourist is aware of at any given time), an evoked set (late consideration set), and final destination choice. Before to make the final destination choice, the process will be affected by personal factors (push factors), destination attributes (pull factors), and constraints. In addition, the literature of destination choice is centered on the direct impact of destination attributes such as prices and distance (Nicolau & Más, 2006), motivation and socio-demographic (Baloglu, 1997; Beerli & Martín, 2004).

Destination Image

Over several decades, disciplines such as social and environmental psychology, marketing and consumer behavior have conducted research about the concept of images. Hunt (1975), Mayo (1973), and Gunn (1989) introduced such research in tourism studies in early 1970s. However, an early concept of destination image was modified by Hunt who gave a definition of the tourism image as "impression that a person or persons hold about a state in which they do not live in" (as cited in Gartner & Hunt, 1987, p.15). The definition of an image has been generally considered as a tourist's mental picture of a particular destination (Cooper et al., 1993), that is, the combination of an individual's beliefs, feelings, and global impression about an object or destination (Baloglu & McCleary, 1999a). According to Fakeye and Crompton (1991) about the definition of destination image that "images are of paramount important because they transpose representation of an area into the potential tourist's mind and give him or her pre-tasted of the destination". Travelers usually tend to choose a specific destination based on what images they have about that destination and what they are going to discover about it.

Image has another explanation which is agreed in several disciplines and objectives by researchers that rests in the concept of perceptual/ cognitive and affective evaluations. The perceptual/ cognitive evaluations refer to the impressions and knowledge about a destination's attribute while the affective evaluations refer to the

emotion of tourists toward a destination (Russell, 1980; Walmsley & Jenkins, 1993; Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999b; Jenkins, 1999). Gartner (1993) recommends that the affective component usually becomes influenced factor in the evaluation period during the destination selection process. In context of tourism, Baloglu and McCleary (1999a, b) with Stern and Krakover (1993) indicated that the affective component affects directly to the overall image.

In the research of Morgan & Pritchard (1998), there is a clear relationship between a positive image and positive purchase decisions. Thus, the biggest challenge of destination is to create a memorable and positive image of the destination. This image should be recalled in decision making process and entice them to select particular destination. Destination image contains a set of marketing activities that aims to create the positive image and influence affirmatively on choice of consumer with destination, such as a logo, name, slogan, festivals, or the special activities.

Destination images consist of functional characteristics and psychological characteristics (Echtner and Ritchie, 2003, pp. 43-44). Functional characteristics concern tangible, measurable features. In the other hand, psychological characteristics concern intangible or more emotional aspects. Besides, the image can range from common-functional and psychological to unique-functional and psychological components.

Beerli and Martín (2004) presented nine dimensions and attributes determining the perceived tourist destination image (Atmosphere of the Place; Social Environment; Natural Environment; Political and Economic Factors; Culture, History, and Art; Tourist Leisure and Recreation; Tourist Infrastructure; General Infrastructure; Natural Resources). Gartner (1993) classifies the different information sources as overt induced, covert induced, autonomous, organic, and a visit to the destination. Some researchers (Gartner and Hunt, 1987; Pearce, 1982) pointed out that the image that individuals form after the visit tends to be more realistic, complex, and different from the one formed through secondary sources of information.

Following by the state of Tapachai and Waryszak (2000) that built a concept of destination image based on five dimensions: functional, social, emotional, epistemic and finally conditional. Each of these elements may affect to the decision of tourist in choosing destination. From their research in Thailand and America, they found out that even those people who had not visited any of these countries they still have their own image about them even they had not been in these countries. Moreover, these five dimensions affect to the decision making of traveler in diverse degree, not have the same influences in the choice of tourists. The image of destination plays a critical role in the decision making process of holidaymakers and it influences to the behavior of tourists. If the relationship between destination image and what customer need or desire stronger, the more likely that customer tends to pay intention on purchasing a trip to a specific destination (Dimarche, 2003).

2.2 Travel Motivation

Travel motivation is one of the most important but complicated areas of tourism research, so there is no unified perspective on the tourist motivations (Dann, 1981). Yet it has been commonly accepted that one approach to effectively explain the travel motivations is to apply the push-pull framework (Cha et al., 1995), where push factors are related to socio-psychological motives which explain the desire for travel while the pull factors are linked to destination attributes which induce the traveller to visit a certain destination once the prior decision to travel has been made (Dann, 1981). In addition, correlated to the destination attributes, destination image, the ideas and impressions that a prospective traveller holds about a destination, has been proposed to influence tourist motivation as pull factors (Gilbert and Terrata, 2001). Moreover, demographics and tourist culture background also contribute to specific stimuli that motivate people to travel (Beerli and Martin, 2004). According to Crompton (1979), the theory of push and pull factors is a tool to examine travel motivation. It is a useful and generally accepted theory. Push factors are useful factors for explaining the desire to travel. On the other hand, pull- factors help to explain preferences for travel type or the choice of destination. We also can understand that “push” means pushing the tourists away from home, “pull” means pulling the tourist toward a destination.

2.3 Socio-demographic Attributes of Tourists

Socio-demographic characteristics are important factors that affect the destination choice of tourist. According to Swarbroore (2002), different stage in family life cycles will have different needs at attractions. The factors in terms of a traveler's socio-demographic background and travel characteristics can influence the travel behavior (Sheldon, 1986; Shedon and Mak, 1987). For example, the factors such as age, income level, education background, gender, length of trip, travel party size, and trip expenditure of a traveler can affect the way of customers choosing the vacation package. Understanding the psychographic backgrounds of travelers such as lifestyle, motivation, travel philosophies, and product preferences, perception, learning, beliefs and attitudes can help to target and serve the travelers better.

2.4 Development of Hypotheses

According to the literature review, three hypotheses state briefly as below.

H1: There is a relationship between travel motivation of the international tourists to Vietnam and destination choices defined in the different types of spots within Vietnam.

H2: There is a relationship between Vietnam image of the international tourists to Vietnam and destination choices defined in the different types of spots within Vietnam.

H3: There is a relationship between socio-demographic attributes of the international tourists to Vietnam and destination choices defined in the different types of spots within Vietnam.

III. METHODOLOGY

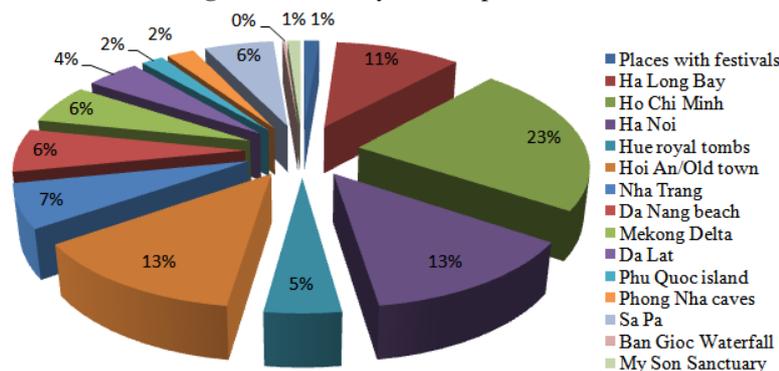
The purpose of this study is to integrate relevant literature and develop a research model of cause-related relates the factors affect the tourists' choice of destination and to identify the interrelationship among relevant constructs including travel motivation, destination image, and demographic. A sampling plan is developed to ensure that certain types of respondents will be included. The study adopted convenient sampling method. The population is the international visitors to Vietnam include the people who have had the experience in Vietnam. The survey was conducted almost a 3-month period. The questionnaires were randomly delivered to respondents at Tan Son Nhat international airports, center of Ho Chi Minh, Da Nang and Ha Noi. Distribution of questionnaires was carried out only during the daytime from 9 A.M. to 4 P.M. Respondents were approached and informed about the purpose of the survey in advance before they were given the questionnaire. They were asked if they would participate in the survey and survey respondents to be anonymous. Total 450 survey forms were sent, 383 cases are valid. Total valid sample size of 383 was completed. Before survey distribution, the questionnaire was pre-tested and revised by 20 international tourists in Ho Chi Minh City to ensure the content in validity and reliability measurements. Statistical analyses such as frequencies, descriptive, factor analysis, logistic regression were used according to the respective objectives of the study. In order to achieve the result, SPSS 18.0 is employed to analysis the collected data.

IV. RESULTS AND DISCUSSION

4.1 Descriptive Statistics Analysis

The Among the 383 respondents, 57.2% of the international tourists to Vietnam are from Europe, 54.3% are male and 45.7% are female. With regard to age, marital status, and education, the majority is between 19 to 29 years old (62.9%), 25.6% are between 30 to 39 years old and over 90% are highly educated, 77.3% are single respondents. For the occupation, 38.4% are students, 15,9% is professional and 9.7% are managers. This distribution also reflects on the levels of annual income. There are 21.4% of respondents with annual income under US\$9,999. This indicates that students are willing to travel abroad with limited budget. About the frequency of visiting Vietnam, the first visit counts approximately 66%, 34.2% are repeated visit. With regard to the travel partner, the respondents travel with spouse/ girlfriend/ boyfriend and travel with friends/co-workers/classmates have occupied the majority (60.8%), which indicates that people tended to travel in Vietnam with friends or spouse. Moreover, there are 40.5% of the respondents stayed in Vietnam in 4-7 days. Besides, 8-14 days also occupied with counts of 25.1% in 2nd rank. From the data, there are 8.6% stays in Vietnam over 31 days. Perhaps it is because the respondents are exchange students or foreign students. Most travelers to Vietnam are attracted by the country’s wonderful natural beauty. Vietnam however is also a country with a long history and ancient traditions. It has many historic attractions and old temples. An overview of the most amazing tourist attractions in Vietnam: Ho Chi Minh, Ha Noi, Hoi An/ Old Town, Ha Long Bay.

Fig. 1 - The mainly tourist spots/activities



4.2 Logistic Regression

4.2.1 Dependent Variables and Independent Variables

The study originally has four types of destination choice. They are “Natural scenery”, “Custom and cultural”, “Entertainment and food”, and “Artificial landscape”. The frequency distribution was shown in table 1. Obviously, there is only three cases for “Artificial landscape” and the researcher omitted this type from the study. Thus, the choice set of the main types of destinations of the dependent variables was categorized into three dichotomous groups: (1) natural scenery versus others; (2) Custom and cultural versus others; (3) entertainment and food versus others. To estimate these, three binary logistic regression analyses were conducted.

Tab.1 - Table of Frequency Distribution of the Types of Destination Choice

Types of Destination Choice	Frequency	Percent (%)
Natural scenery	152	39.7
Custom and cultural	97	25.3
Entertainment and food	131	34.2
Artificial landscape	3	0.8

Base on the literature review, all the independent variables were categorized into three groups. They are travel motivations, Vietnam images, and demographic characteristics. Some of the variables were recorded in order to reduce the number of values. The section is to present the result of the three models: (1) Natural scenery with. Others; (2) Custom and cultural with.Others; (3) Entertainment and food with.Others.

(1) Model 1: Natural scenery with. Others

Tab.2 - Coefficients and Odd Ratio of Model 1: Natural Scenery with. Others

	B	S.E.	Sig.	Exp(B)
MOV1	0.037	0.170	0.006*	1.236
MOV2	0.088	0.183	0.013*	1.142
MOV3	-0.127	0.158	0.193	0.881
MOV4	-0.195	0.138	0.162	0.823
MOV5	0.107	0.149	0.627	1.113
IMG1	-0.152	0.210	0.152	0.859
IMG2	2.263	0.255	0.014*	0.768
IMG3	-0.106	0.204	0.394	0.899
IMG4	0.081	0.081	0.354	1.084
GENDER	0.129	0.251	0.457	1.138
AGE	0.462	0.282	0.034*	5.157
MARG	-0.006	0.335	0.025*	0.994
EDU	-2.069	0.569	0.044*	0.455
INCOME1	0.256	0.341	0.379	1.292
INCOME2	0.088	0.357	0.870	1.092
INCOME3	1.302	0.367	0.758	1.352
INCOME4	0.489	0.598	0.726	0.894
JOB1	0.039	0.393	0.199	1.040
JOB2	0.577	0.406	0.284	1.781
JOB3	2.616	0.388	0.000*	3.852
JOB4	0.984	0.815	0.437	0.320
NATION	1.378	0.332	0.029*	1.685
VFRQ	-0.474	0.278	0.510	0.623
STAY	-0.262	0.239	0.132	0.770
PTR1	0.248	0.641	0.517	1.281
PTR2	0.176	0.620	0.326	0.193
PTR3	1.482	0.618	0.069*	0.618
PTR4	-0.346	0.662	0.001*	0.707
PTR5	0.514	0.452	0.134	0.542
Constant	1.187	1.851	0.521	3.278

*Significant at .05 level. Asignificant at .10 level. MOV1, activities & kinship; MOV2, novelty; MOV3, relaxation; MOV4, escape; MOV5, prestige; IMG1, well developed general infrastructure; IMG2, attraction; IMG3, cuisine; IMG4, social environment; INCOME1, US\$ < 9,999; INCOME2, 10,000-29,999; INCOME3, >US\$30,000; INCOME4, unfixed income; JOB1, professional; JOB2, working level; JOB3, student; JOB4, others; NATION, nationality; VFRQ, frequency of visiting Vietnam; STAY, length of staying in Vietnam; PTR1, Alone; PTR2, spouse/ girlfriend/ boyfriend; PTR3, friends/co-workers/classmates; PTR4, family or relatives; PTR5, group tour.

The coefficient and odd ratio of model 1 was shown in table 2. For travel motivations, MOV1 and MOV2 are significant at 0.006 and 0.013, respectively, indicating that tourists who travelled to Vietnam with motivation of “Novelty” and “Activities and kinship” tended to visit “Natural scenery”. The coefficient for IMG2 has a significant coefficient. It consistently shows that tourists have the image of Vietnam is “attraction” would likely to choose “Natural scenery” destinations. AGE is a significant (0.034) variable in Model 1. The estimated coefficient is 0.462. The exp(B) is 5.157, indicating that tourists who are more than 30 years old are more likely to choose “Natural scenery” as their main visit spots than youth (under 29 years old).

Marriage (MARG) and education (EDU) are both significant (at 0.025 and 0.044, respectively, with negative coefficient), indicating that tourists who are married and high educated are less likely to choose “Natural scenery” as their main visited destinations in Vietnam. The estimated coefficient for JOB3 is 2.616 and the odd ratio is 3.852. This indicates that student more likely to choose “Natural scenery” than workers. NATION is significant at 0.05 level (0.029), indicating western people are more likely choosing “Natural scenery” as their main visit spots than eastern people. PTR4 is very significant at 0.001 with negative coefficient. This indicates that tourists travelled with friends/ spouse/ girlfriend/ boyfriend/ group tour/ alone tended to visit “Natural scenery” than those who travelled with family.

(2) Model 2: Custom and cultural with. Others

The coefficient and odd ratio of Model 2 was shown in table 3. MOV1 is significant at 0.016 with negative coefficient, indicating that tourists who travelled to Vietnam with motivation of “Activities and kinship” would rather choose either “Natural scenery” or “Entertainment and food” as their main visited spots. IMG4 (social environment) has a negative coefficient, indicating that tourists hold image for Vietnam as no language barrier and clean environment are more likely to visit natural scenery or places for entertainment and food. However, neither natural scenery nor entertainment and food have no significant for IMG4.

The estimated coefficient of INCOME2 is 1.806 and the odd ratio is 2.239, indicating that tourists’ income levels between US\$10,000 to US\$29,999 more like to choose custom and cultural destinations. STAY has a significant coefficient and higher exp(B) value (6.140), which indicating that tourists who choose custom and cultural places are normally stayed in Vietnam more than 8 days. It seems to explain that tourists experiencing different culture usually stay longer in the residence or within a country. Both PTR4 and PTR5 have significant coefficients and odd ratios. Tourists who travelled with family and tour group are more likely to visit custom and cultural destinations. This result is conflicting with MOV1 in Model 2. The possible reason is that tourists may not perceive travel with family is to enhance kinship. Tourist travelling with family may have other motivations, and “Activities and kinship” is one of among. Besides, the dimension of “Activities and kinship” is possibly to visit friends. Normally, when people travel to a country and visit friends in there, the friends are tended to show the entertainment to their foreign friends.

Tab.3 - Coefficients and Odd Ratio of Model 1: Custom and cultural with. Others

	B	S.E.	Sig.	Exp(B)
MOV1	-0.595	0.186	0.016*	1.010
MOV2	-0.029	0.207	0.887	0.971
MOV3	0.234	0.178	0.188	1.263
MOV4	0.072	0.149	0.628	1.075
MOV5	-0.249	0.163	0.126	0.780
IMG1	-1.170	0.240	0.480	0.844
IMG2	0.553	0.310	0.280	1.739
IMG3	0.078	0.220	0.724	1.081
IMG4	-1.128	0.148	0.034*	0.880
GENDER	-0.062	0.275	0.821	0.940
AGE	-1.125	0.309	0.746	0.905
MARG	0.159	0.382	0.043*	1.173

EDU	-1.781	0.637	0.220	0.458
INCOME1	0.504	0.405	0.213	1.665
INCOME2	1.806	0.415	0.043*	2.239
INCOME3	0.976	0.430	0.547	2.654
INCOME4	1.451	0.852	0.491	0.649
JOB1	-0.504	0.429	0.060*	0.957
JOB2	0.806	0.450	0.745	1.158
JOB3	0.976	0.448	0.898	1.059
JOB4	0.817	0.854	0.351	0.595
NATION	1.386	0.386	0.616	0.824
VFRQ	1.308	0.308	0.292	1.383
STAY	0.262	0.262	0.012*	6.140
PTR1	0.718	0.718	0.596	0.684
PTR2	2.677	0.677	0.867	1.121
PTR3	0.674	0.674	0.424	1.713
PTR4	1.736	0.736	0.007*	6.915
PTR5	2.281	0.545	0.026*	6.654
Constant	-2.853	1.630	0.080	0.058

*Significant at .05 level. A significant at .10 level. MOV1, activities & kinship; MOV2, novelty; MOV3, relaxation; MOV4, escape; MOV5, prestige; IMG1, well developed general infrastructure; IMG2, attraction; IMG3, cuisine; IMG4, social environment; INCOME1, US\$ < 9,999; INCOME2, 10,000-29,999; INCOME3, >US\$30,000; INCOME4, unfixed income; JOB1, professional; JOB2, working level; JOB3, student; JOB4, others; NATION, nationality; VFRQ, frequency of visiting Vietnam; STAY, length of staying in Vietnam; PTR1, Alone; PTR2, spouse/ girlfriend/ boyfriend; PTR3, friends/ co-workers/classmates; PTR4, family or relatives; PTR5, group tour.

(3) Model 3: Entertainment and food with. Others

The coefficient and odd ratio of model 3 was shown in table 4. The estimated coefficient for MOV2 is significant (at 0.015 level, with negative estimated coefficient), which is consistent with the result in Model 1. It seems to claim that tourists who hold motivation of “Novelty” are 0.825 times less likely to visit places for entertainment and food than selecting natural scenery as the main spots. MOV4 is significant at 0.1 level, indicating that the respondents travelled to Vietnam with “Escape” motivation tended to choose destinations for entertainment and food. IMG3 is 0.102 and the significant level is 0.025. It indicates that tourists who hold image of “Cuisine” are more likely to visit the places for entertainment and food. Besides, IMG4 is significant at 0.1 level, indicating that the respondents thought Vietnam has “social environment” more likely to choose places for entertainment and food.

Tab.4 - Coefficients and Odd Ratios of Model 1: Entertainment and Food with Others

	B	S.E.	Sig.	Exp(B)
MOV1	0.308	0.183	0.305	0.735
MOV2	-0.192	0.194	0.015*	0.825
MOV3	-0.010	0.167	0.950	0.990
MOV4	0.163	0.142	0.090*	1.177
MOV5	0.151	0.158	0.338	1.163
IMG1	0.392	0.221	0.655	1.480
IMG2	-0.255	0.263	0.331	0.775
IMG3	0.102	0.228	0.025*	1.107
IMG4	0.412	0.083	0.086*	0.988
GENDER	-0.216	0.252	0.963	0.659
AGE	-0.264	0.288	0.013*	0.768
MARG	-0.185	0.352	0.599	0.831
EDU	1.432	0.643	0.026*	1.239
INCOME1	-0.674	0.348	0.505	0.510

INCOME2	-0.603	0.350	0.045*	0.547
INCOME3	-1.123	0.384	0.003	0.325
INCOME4	0.841	0.165	0.452	0.195
JOB1	0.064	0.316	0.032*	1.066
JOB2	-0.694	0.434	0.110	0.500
JOB3	-0.586	0.388	0.046*	0.557
JOB4	-0.404	0.483	0.440	0.874
NATION	-0.468	0.361	0.033*	1.596
VFRQ	0.285	0.285	0.317	1.330
STAY	-0.241	0.248	0.016*	1.273
PTR1	0.322	0.712	0.651	1.380
PTR2	-0.037	0.693	0.958	0.964
PTR3	0.245	0.689	0.723	1.277
PTR4	0.743	0.728	0.308	2.101
PTR5	0.415	0.811	0.482	0.580
Constant	0.769	1.455	0.597	2.157

*Significant at .05 level. Asignificant at .10 level. MOV1, activities & kinship; MOV2, novelty; MOV3, relaxation; MOV4, escape; MOV5, prestige; IMG1, well developed general infrastructure; IMG2, attraction; IMG3, cuisine; IMG4, social environment; INCOME1,US\$< 9,999; INCOME2, 10,000-29,999; INCOME3, >US\$30,000; INCOME4, unfixed income; JOB1, professional; JOB2, working level; JOB3, student; JOB4, others; NATION, nationality; VFRQ, frequency of visiting Vietnam; STAY, length of staying in Vietnam; PTR1, Alone; PTR2, spouse/ girlfriend/ boyfriend; PTR3, friends/ co-workers/ classmates; PTR4, family or relatives; PTR5, group tour.

For AGE (at 0.013 significant level), compare to the result of model 1, tourists less than 29 years old are more likely to choose the places for entertainment and food, while tourists more than 30 years old tended to choose natural scenery. The estimated coefficient of EDU is 1.432, indicating that high educated tourists are more likely to select spots for entertainment and food. INCOME2 has significant level at 0.045 with negative estimated coefficient. The result is consistent with Model 2. It seems to suggest that tourists with medium income (US\$10,000-29,999) are 0.547 timeless likely to visit places for entertainment and food. The interesting variable, JOB3 shows at 0.046 significant level with negative estimated coefficient. It seems to suggest that students were slightly less likely to choose the main destinations are for entertainment and food, while result of Model 1 shows that students were 3.852 times more likely to select natural scenery. NATION is significant with negative estimated coefficients. It seems to suggest that eastern people is slightly more likely to select places for entertainment and food than western people. For the length of staying in Vietnam, STAY is significant (0.016) with negative estimated coefficient. It is consistent with the result of Model 2. Tourists stayed longer for experiencing different culture, while tourists have short stay in Vietnam looking for entertainment and tasting food.

4.2.1 Summary of the Factors Affecting Destination Choice.

(1) Travel motivation factor

Among the 24 travel motivation items, “experiencing new and different lifestyles”, “seeing and experiencing a foreign destination”, “learning new things and increasing knowledge”, and “visiting friends or relatives” are main motivations of the tourists international to Vietnam. Base on the result of binary logistic regression, “Novelty” (MOV2) seems motivated the international tourists to choose “Natural scenery” as their main destination in Vietnam. The interesting is that the tourists who visited Vietnam under motivation, “Escape”(MOV4) tended to choose “Entertainment and food”. Besides, travelled along the motivation of “activities and kinship” (MOV1), the tourists are slightly more like to visit “Natural scenery”. “Relaxation” (MOV3) and “Prestige” (MOV5) have no significance in the three models of destination choice of the international tourists within Vietnam. According to the result, Hypothesis 1 is supported (Table 4-20).

(2) Image of Vietnam factor

According to the result of logistic regression analysis, the respondents who have the image of “attraction” (IMG2) for Vietnam are likely to select “Natural Scenery” places when they travelled in Vietnam. Similarly, tourists who hold image of “Cuisine” (IMG3) are more likely to visit the places for entertainment and food. Moreover, if the respondents’ image of Vietnam is “social environment” (IMG4), they are less likely to visit Custom and cultural places. People who thought Vietnam have “friendly social environment” (IMG4)

tended to choose places for entertainment and food. “Well developed general infrastructure” (IMG1) has no significance in the three models of destination choice of the international tourists within Vietnam. Thus Hypothesis 2 is supported (Table 4-5).

(3) Socio-demographic attributes

GENDER does not influence the tourists to select their destinations. The respondents with age over 30 years old are more likely to choose “Natural scenery” as their main spots, but less likely to select “Entertainment and food” compare to youth. For marital status (MARG), the respondents who are married tended to choose either “Custom and cultural”. About the final level of education, the respondents who are high educated are less like to choose “Natural scenery”, but tended to choose “Entertainment and food”. Besides, “Professional” (JOB1) is more likely to choose “Entertainment and food” (at .10 significant level) while “Student” (JOB3) preferred visited “Natural scenery”. It might be because some of the respondents were visited Vietnam on business or academic exchange; they have few days to go around Vietnam and choose the spots/destinations nearby office or school. Different income level emerged significance on both “Custom and cultural” and “Entertainment and food”, indicating that custom and cultural spots/activities are preferable than other types of destinations for the tourists who had medium income level (INCOME2, US\$10,000-29,999) or higher income level (INCOME3, more than US\$ 30,000). Regard of nationality, “Natural scenery” is preferable for western respondents while eastern respondents are more interested in “Entertainment and food”. For the length of staying in Vietnam (STAY), the respondents stayed more than 8 days tended to choose “Custom and cultural”. In contrast, the respondents who chose “Entertainment and food” were normally stayed in Vietnam no longer than 7 days. With regard to travel partner (PTR3/PTR4), travelled with family /group tour are more likely to visit Custom and cultural places. One possible reason might be that tourists followed the route arranged by tour operators. Another possible reason may be because of the different perceived cognitive for travelling with family and group tour. Respondents travelled with family may also join group tour. In brief summary, the socio-demographic is affecting destination choice. Thus, Hypothesis 3 is supported (Table 5).

Tab.5 - Hypotheses and Results

Hypotheses		Result
H1	There is a relationship between travel motivation of the international tourists to Vietnam and destination choices defined in the different types of spots within Vietnam.	Supported
H2	There is a relationship between Vietnam image of the international tourists to Vietnam and destination choices defined in the different types of spots within Vietnam.	Supported
H3	There is a relationship between demographic attributes of the international tourists to Vietnam and destination choices defined in the different types of spots within Vietnam.	Supported

V. CONCLUSION

5.1 Research Conclusions

The study provides empirical evidence that travel motivation and socio-demographic attributes will influence destination choice within a country. When the tourists’ motivation is “Novelty” or “Activities and kinship”, they tended to choose “Natural scenery” as their main destinations in Vietnam; when the motivation is “Entertainment and food” is preferable destinations for the tourists.

For socio-demographic attributes, the result revealed that the tourists who are more than 30 years old tended to choose “Natural scenery”; the married tourists preferred “Custom and cultural”; high educated tourists are more likely to choose “Entertainment and food”. The interesting is that students are more likely to visit “Natural scenery” spots. On the other hand, professionals are preferred “Entertainment and food”. Perhaps this is because professionals, e.g. scholars and engineers had fewer days stayed in Vietnam and normally went around the places nearby their working area or schools.

Nationality is one of the socio-demographic variables that appeared significant in all the three models of the study. Base on the result, it empirically explained that eastern people are likely “Entertainment and food” oriented; western people are likely “Natural scenery” oriented.

Further, from the length of staying in Vietnam, the result shows obviously that tourists choose “Custom and cultural” tended to stay longer in Vietnam, compare to those who choose “Entertainment and food”. The finding is consistent with the study of Fakeye and Crompton (1991) that visitors who stayed longer rated on the Social Opportunities and Attractions Factor, Food and Friendly People Factor higher than did short-stay visitors. Base on the result, the other two image factors, “Well developed general infrastructure” do not affect destination choice of the tourists. It seems suggest that the image factors might not be the main factor influence destination choice within a country.

In conclusion, the three focal factors, travel motivation, image of Vietnam, and socio-demographic attributes are all influencing destination choice. But the image factors seem less important to the destination choice within a country.

5.2 Marketing implication

The marketing activities must be better coordinated between national government and localities in generating consistent destination image in different information sources both media and public. The Vietnamese Embassy must be more active in giving out the tourism information as well as encourage promotion activities like fairs, exhibitions about Vietnam in large cities over the world. The Embassy is considered as an only representative of Vietnam image, therefore, being proactive organize different cultural events, promotion campaigns over the world in to increase the visibility personal experience about Vietnam as a country and as a tourism destination. It is important to participate actively in different exhibitions or trade shows to deliver widespread guiding book, brochure about Vietnam tourism. In order to raise the Vietnam tourism, it is necessary to publish articles in some travel magazines or daily newspaper that is create more credibility and positive image.

Because the references from friends and relatives count as a major source of selecting destination, hence, Vietnam must improve the tourism service quality (overcharge, tour guide attitudes) more effectively to encourage tourists repeat their travel and recommendations to potential tourists who have not been in Vietnam. The results of this research could help tourism marketers of tour operator and travelling companies understand the structure of destination image as well as to identify the related core attributes of destination image. Base on the research, travel companies are able to build the effective and strong tourism destination image of Vietnam by taking advantages that Vietnam tourism possess.

This research also found the major segments of international tourists for more effective marketing. International tourists who are from the age 19 to 39 are the most frequent people make trips to travel abroad. The next potential group is persons who are from 40-49. In other terms of segment, international tourists are divided into three major groups that are family, spouse and group tour. However, in overall, they prefer making trips abroad with average 4-7 days and less than 15 days for long distance trips. There are three highlighted features that international tourists are looking for when selecting a destination for their journeys. They are culture and local people, active holidays, shopping and food cuisine. Regarding to both attribute based image and holistic image, Vietnam has fully potential to meet the tourist demand because those are also most advanced factors Vietnam is current highly evaluated by international tourists. Discovering experiences in managing tourism from other popular destinations that are also neighbors like China and Thailand would help Vietnam to build better strategy to attract more international tourists.

From this research combined with theoretical base, the management of Vietnam tourism as well as the Vietnamese Embassy is better cooperated to produce sound slogans and logo consistently for promotion campaign. Vietnam must invest to improve the quality of service and hospitality to retain customer. Moreover, it is important to exploit fully current high position of destination image in media that is beneficial for marketing tourism. It is necessary to discover and continuously development product to renew the image positively and draw tourist repeat their travel. The most important issue is to understand own advantage competitive factor according to customer perception and target segment.

The importance-performance analysis reveals the strong attraction of Vietnam as a tourism destination for international travelers, which is indicated in their appreciation of Vietnam's performance in most of the important attributes, such as low prices, delicious cuisine, new experience, and rich culture. Generally, Vietnam is perceived to be rich in culture. More specifically, the cultural elements explaining the overall cultural attraction includes interesting local ways of life, famous and interesting history, friendliness, and good traditional fine arts. Moreover, the findings show the strong points of Vietnam in terms of beautiful natural landscapes and relaxing atmosphere. In addition, Vietnam may pride itself on beautiful beaches, sea resorts, many tourist attractions, many world heritage sites, and exciting traditional performances.

5.3 Research Limitations and Suggestions

For the marketing strategies suggestions, the destination management authorities could learn the different motivations and the types of destination tourists attracted and provide the right tour packages targeting the right segments.

For further researches, because of the limitation of time, cost, and short of manpower, the study adopted convenient sampling method. Thus, the distribution of demographic data is skewed. Single people (77.3%) accounts for the vast majority in the study, which may cause the errors and the bias in the models. To improve the research, increase the number of samples, and different sampling methods e.g. stratified/proportional sampling method may be more representative in each variable. Moreover, select other destination countries for the extension research is considerable. Besides, the study adopted binomial logistic

regression sees part of the possible results that influence destination choice. However, decision-making process is completed. People will have multiple considerations before making decision. Thus, suggests using multinomial logistic regression to replicate this study process to see if similar conclusions would be drawn again. Besides that, questionnaire includes the items of the image before tourist visited Vietnam and behavioral intention after travel. The better is to evaluate the prior-travel image of the respondents first, and then measure the other questionnaire items after visit. Nevertheless, because of the constraints of time and budget, it can only be asked synchronously. Thus, the prior-travel image may be influenced by the experience after visited Vietnam while the respondents answer the questions.

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HuanMinh Nguyen "Destination Choice of International Tourists in Vietnam"
International Journal of Business and Management Invention (IJBMI), vol. 08, no. 01,
2019, pp 09-19