Factors Attracting Foreign Tourists of Ho Chi Minh City

Truong Thanh Cong

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Lasse Oulasvirta

Contents

CHAPTER 1: INTRODUCTION

1.1. Background

Universal tourism has ended up one of the biggest and most fundamental monetary segments of the worldwide economy driving enormous streams of individuals, items, and capital. It really chips away at the fundamental edge of globalization as it continually trades customer tastes, social practices, experts, and capital into new spaces over the globe (Hazbun, 2003).

Tourism of Ho Chi Minh City has become quickly and turned into a critical industry, contribute 11% GDP to the city. Ho Chi Minh City's administration decides vacationer industry must be produced economically and enhance visitor benefit. This exhibits that Ho Chi Minh city is an appealing destination for remote guests. On Ho Chi Minh City Portal, Phan (2015, June 25) expressed in the initial 6 months of 2015, tourism of Ho Chi Minh city served 2,1 million remote sightseers, expanding 3% contrasted with the same period in 2014 and the wage from traveler exercises came to 47,252 billion VND, expanding 7% contrasted with the same period in 2014.

Ho Chi Minh City (HCMC) is one of the monetary and traveler place in Vietnam and it has numerous favorable circumstances to draw voyagers. Warm atmosphere is preference to pull in potential guests from North East Asia and North Europe. Also, Ho Chi Minh city assembles mixture of particular cooking styles of other Vietnamese regions and outside spots. Cooking gets to be one of the most grounded point of interest of Vietnam, particularly in HCMC. Going by HCMC, visitors can appreciate extraordinary nourishment of different zones or different nations.

As indicated by the aftereffect of remote sightseers coming to Vietnam examination set up by Vietnam national organization of tourism, the extent of outside vacationers who go to Vietnam the first run through is 67.02%; 18.1% of remote voyagers go to Vietnam the second time; 5,77% of outside visitors go to Vietnam the third time and 9.11% of remote vacationers go to Vietnam more than three times. Accordingly, the extent of outside travelers who return to Vietnam after the first time is 32.98%. Ho Chi Minh city may be influenced.

Vietnam lies in the south-eastern piece of Asia, where she fringes the Gulf of Thailand, Gulf of Tonkin, and South-China Sea. She lies along the eastern fringe of Laos, Cambodia, and the southern outskirt of China. Vietnam's coastline extended at the length of 3,444 kilometers and there houses a number of the great shorelines.

Vietnam has a low landscape, where she has a level delta in the South and North; focal good countries and sloping, uneven in far north and northwest range. Spreading at 325,360 square kilometers from north to south, Vietnam gets the chance to encounter diverse sort of atmospheres conditions all through her property. She is tropical in the south region; but then storm in north with hot, blustery season in mid-May to mid-September and warm, dry season in mid-October to mid-March.

Vietnam has a considerable measure of regular assets which are of potential attractions to both existing and potential voyagers. The untainted shorelines, lakes, timberlands, mountain extents and some uncommon types of widely varied vegetation are only a percentage of the numerous normal assets she has. Her fluctuated atmospheres changes can likewise be one of the attractions as well. Despite the fact that Vietnam has encountered war most recent 30 years prior, she in any case still held a significant part of the rich history and society that are important to guests.

1.2. Research problems

According to Benkovic & Mejía (2008), auxiliary change is associated with alteration costs, while changes in the word related and expertise structure of work request and supply impact the generation level and development capability of an economy. In this way, particular information and abilities are getting old. Notwithstanding this, a genius dynamic government intercession in the strengthening of impeded portions of populaces is crucial amid this procedure, additionally the making of positive conditions for working together, with a specific end goal to support nearby undertaking definition and Foreign Direct Investment (FDI). In which areas there is a need of advancement for supportable monetary development, through upgrade of R&D and government interest for uncommon customer products, is regularly the inquiry. These two ramifications portray the "social capacities" which could be isolated into two segment bunches: human capital and institutional game plans. In this connection, they could be seen as supply elements of

tourism. Concerning the tourism part, the authority itself needs to bolster it by offering sponsorships and institutional help programs for tourism destination improvement and giving the framework (airplane terminals, street and open transport framework, environment assurance related activities, vitality, water supply and sanitation), the last being frequently of particular utilization for the tourism division. Commonly, this segment has very high demand comparing to supply, this one is greatly unpredictable and touchy to business cycle advancement in the visitors' nation.

In general, the profitability level in tourism is somewhat low, not at any rate in light of the fact that the tourism part varies from different items in that it can't be analyzed before buy, can't be put away and includes a component of travel. Be that as it may, this segment has a ton of forward and in reverse linkages, with substantial and escalated possibilities for multiplier and overflow impacts on whatever is left of the economy including the agribusiness and assembling area, and in addition administrations like banks and protection, retail exchange or open segment administrations.

Moreover, tourism supply proposes more similar segments like conveyance, housing, lodging assistance or vacationer data which are pretty much comparative in all nations. Because of the improvement of ICTs, tourism supply turns out to be more straightforward around the world, authorizing worldwide rivalry by weight on quality. Universal tourism environment is enormous; organizations included in the tourism business must change and adjust their vital improvement plan to regard the developments on the worldwide tourism market more than organizations included in different areas. However, competitive edges in tourism contains also rate differentials combined with rate of exchange developments.

Tourism administrations must have an individualistic part, which could likewise be seen in the way that worldwide tourism demonstrates a movement from mass to more individualistic and adaptable types of tourism requests. As per that, the real promoters of advancements are the clients. This includes merchandise changes, giving a diversity into more various tourism occurences for a fresh purchaser. Patterns like the present movement in the populace pyramid, individualization, or working versus relaxation time, lead to a regional vying dominance included with the type of tourism supplies, whereby they must be conveyed locally to the customer in tourism destinations.

Consequently, tourism is a standout amongst the most vital commercial ventures which contribute the most to advancement of the city. For the most part, some of numerous learns about variables that influence tourism in Vietnam were characterized such as Bui (2011), Bui & Perez (2010), Haley & Haley (1997), Hobson, Heung & Chon (1994), Loi & Sentosa (2015) etc. Be that as it may, there is no paper which does research about variables draw in outside travelers of Ho Chi Minh city. With this study, I might want to clear up that issues.

1.3. The importance of the research

The results of the study will be beneficial to tourism managers, authorities of Vietnam and local communities. It reveals what foreign tourists think about Ho Chi Minh city and, aides in understanding the strong and weak points of Ho Chi Minh city as a tourist destination. Also, it will improve knowledge about how to protect and develop tourism in Ho Chi Minh city so it can become a more attractive destination and maintain and attract more tourists from foreign countries.

1.4. Research objectives

There are two major objectives of this study: The first is to explore and understand some behaviors of foreign tourists. The second is to study the motivations of foreign tourists who visited Ho Chi Minh city.

1.5. Research questions

In order to determine factors affecting foreign tourists in choosing Ho Chi Minh city as a travel destination, there is one question mentioned below:

"What are factors affecting on decision making of foreign tourists when they choose Ho Chi Minh city to travel?"

The results of the research are concluded based on the answers for the above question.

1.6. Research Scope

This research would be carried out in HCMC in 2016. The foreign tourists in HCMC are target audiences. The research would be finished in 8 months.

1.7. Structure of the thesis

The research proposal includes 5 chapters:

- Chapter 1 introduces about the topic and the background.

- Chapter 2 is the literature review.

- Chapter 3 discusses about research methodology

- Chapter 4 analyzes data which are used in this research.

- Chapter 5 gives conclusion, managerial implications and further research.

CHAPTER 2: LITERATURE REVIEW

This chapter will review tourism literature involving the emergence of tourism. Based on the review of literature, factors affecting foreign tourists are identified. After the literature has been developed, the researcher created the research model for this study.

2.1. Definition of tourism

"Tourism and travel is part of the human experience for millennia" (Smith, cited in Page & Connell, n.d.). Although tourism is not a new phenomenon, the past several decades, tourism has increasingly become the most common activities for leisure purposes than ever more. Therefore, studying the tourism demand in Ho Chi Minh it is essential for people to understand the nature of tourism and exploring the opportunities tourism can provide for business and countries. From the existing literature, researchers have varying degrees of views of tourism, and the definition of tourism varying equally. Cooper & Shepherd (1997) depicted that tourism is a "multi-dimensional, multi-faceted and was hard to find a more consistent approach to define tourism activity". It is understandable that there is complexity in the tourism sector, since tourism effects the social life of the people, as well as the economic activities for the public and private environment. Many individuals are involved in tourism by traveling, recreational activities, commercial affairs, business meetings, to meet friends or relatives, etc. However, one cannot conclude that tourism is not homogeneous. Thus, tourism is determined by the different geographical diversity area, culture, policy, economy, etc.

Koteer (2011) suggested that in order to increase tourist attractions, the tourist destinations must stress in it unique qualities and well and develop its own role from the perception of the tourist by improving tourism infrastructure, service, and quality of service. Especially, Koteer (2011) argued that for the purpose to improve a tourist attraction, the destination must have its "own charm". The Statue of Liberty in New York; the Eiffel Tower in Paris Seine, Covered Road in Japan and Korea, and the Heerstrasse Forest in Germany are perfect examples of tourist attractions that have unique characteristics.

Honey & Gilpin (2009) concurred that uniqueness and charm are important factors in tourism, but that there are additional factors that affect attractiveness of tourist destinations. It is the ideology, including both the tourists and local peoples' awareness, to raise the

awareness in regards to tourism and involve locals on conservation, sustainability, preservation and natural landscape provident values, tradition, and culture in these destinations. Additional research highlighted the destination of tourists' satisfaction factors affecting the quality of products and service. Thus, the level of satisfaction helps to increase the percentage of visitors to return to the original destination, and the service will return to the production process, quality management; risk management to ensure service quality should be excellent.

2.2. Factors influencing tourism

Koteer (2011), determined several factors that affect tourism in general—affluence and mobility—as defined below:

Affluence: The term affluence indicates the part of the population that is enjoying a good standard of living. This is a result of an increase in both the real and disposable income of the population.

Mobility: The population's ability to be mobile effectively and efficiently depends on the mobility and infrastructure of society. Likewise, the development of transportation has increased the mobility of individuals. With the increase of large-scale transportation means, like automobiles, mobility is able to dramatically increase. Starting with automakers, such as Henry Ford, transportation has become more available and more affordable. Easy access to automobiles has created and proposed the benchmark for increasing the public's mobility, which indicates the mass production of automobile to connect the network of roads. This has a direct influence in the tourism industry like motels, hotels, restaurant, and other type of support services. Moreover, other transportation means, such as air travel, can expand tourist destinations beyond the region.

According to Koteer (2011), buyer decision-making process in general depends on five different stages such as:

Need arousal or problem recognition: The procession is the starting point to understand about the problems within the tourism industry and encourage consumers with regards of what is available for them. Thus, marketing managers play a critical role with learning and developing a strategy to be able to encourage tourist to visit particular destination.

Information search and evaluation: In generally, Customers will be searching for information and feedback on tourist information. Marketing is an important function that can assist customers about the products and pricing. In order to understand the potential customer, one should classify consumer wealth into four distinct groups: personal, trading, production, and testing.

Purchasing process: After receiving the details of information regarding the products, customers will consider factors with the choices they have and will decide a particular product to purchase.

Buying decision: The next step is the assessment of the product. Customers will buy the product and try to match their expectations and the actual experiences regarding the product. A comparison with other products is natural.

Post purchase processes: The post purchase will determine if the customer will return for another purchase. Thus, is the experience is positive, the customer will likely return for another purchase. However, if the experience is negative, the customer will more likely change suppliers.

<p style="text-align:center;">**Sustainable tourism development challenges in Vietnam**</p>

Developing a sustainable tourist industry in any country is challenging and costly. Since Vietnam is still a developing country, the challenges are particularly difficult, highlighted by the following factors:

Week institutional practices: The tourism development in Vietnam is dominated by the small-medium enterprise, which has weak organizational structure and practices. Additionally, these enterprises have low financial capability and inadequate information regarding environmental protection and conservation. This is an independent group of companies with a variety of needs and corresponding effects on the industry. Vietnam lacks some basic hygienic standards that can damage the development of tourism. Likewise, improper solid waste management and sewage infrastructure practices of tourism businesses have caused serious concerns among the visitors. This has also produced mass-market decline and has caused environmental pollution and damage in cultural heritage sites (Park & Nunkoo, 2013).

Tourism Demand: As previously mentioned, the changing needs of the customer's influences factors in how and what the suppliers' delivers. Therefore, in order to understand the factors affecting the foreign tourists' and their choice of destination, it is important to understand and find out the needs of tourism. Tourism demand is defined as, "total number of people traveling or want to travel too far away from their own place of residence and work". Hence, tourism demand can be calculated by evaluating the number of tourists visit per year. Nonetheless, it is important to find out to what degree people want to travel to a particular destination and that can reflect the amount of tourism demand in the destination.

The Holsat Model, developed by Tribe & Snaith (1998), illustrated that the tourist destination of Ho Chi Minh City attractions and facilities is similar to the Bangkok and Hong Kong City, as they have particular facilities, such as accommodation; transportation; environment, and quality of service.

Before finding out the factors behind the influence the demand for the tourism in a particular destination, the most vital thing is to get an idea to understand the type of tourism demand this particular thesis is to analyze. Cooper et al. (1997) have identified three basic elements of tourism as follows:

Effective or actual demand: This element is the actual number of total tourist in the tourism sectors those who are travelling regularly.

Suppliers demand: This element of tourism is a particular section of the specific population who normally does not travel for some reason. Thus, this can be subdivided in potential and the differed demand.

No demand: No demand is the particular proportion of the specific group of people that does not participate in tourism (Oliani, Rossi & Gervasoni, 2011).

2.3. Factors affecting travel and tourism

Oliani et al. (2011) defines tourism as the act of travelling from one place to another place and staying there for the purpose of leisure, business and other purposes not more than one consecutive year outside their home. The word, "staying" suggests that the tourists staying at least one-night. However, visitors usually are the prime element of tourism industry and they make a large contribution. It is recognized by the World Tourism Organization that tourism is the fastest growing economy sector, and the sector is bringing

in lot of foreign exchange earnings. Employment is not the only benefit brought by the tourism industry, but also the tourism industry can help other sector to employ more people like construction, transport, catering (Oliani et al., 2011). Tourism can be the catalyst to help in the development in developing countries, and it can often bring economic opportunities to local communities. There are several factors that affect the travel and tourism industry, such as:

Technology: Technological can largely affect the tourism industry. In recent times, technology has improved which reflects on the development of travel and tourism. Likewise, growth of the transportation system and e-commerce has influenced the travel and tourism industry. For example, in the development of the tourism, improvements can be seen in all degrees of facilities, including more developed bus that use video and audio system, full air condition services. These simple factors of convenience are a great improvement from a decade ago in Vietnam. Travel and tourism industry has always been widely used new technologies (Cegielski, 2004). The central reservation system (CRS), marketing databases, and sophisticated computer use for travel agencies are now common tools within the industry. However, an increased competition in the industry will force organizations to search for new technology. Furthermore, new technology in transportation systems and advances in aircraft design are rapidly opening up new destinations in the long distance destinations. Thus, technologies significantly increase the overall enjoyment of the entire trip for passengers.

The internet has been instrumental on the change in the tourism industry. Since, the technology of the internet has expanded throughout the world; access for customers to obtain information from the internet has increased. Since information about organizations within the tourism industry is easily accessed through the internet, customers can check their tour easily and can easily communicate with specific agencies regarding all the information on their website. Moreover, tour companies have exposure internationally through websites and social media sites. Cegielski (2004) added customers can get all the information in details effectively and efficiently.

Culture and environment: Cultural and environmental factors also influence the travel and tourism industry. In the 1980's a greater environmental awareness and the emergence of a society in Britain began to take seriously in terms of the health and fitness

issues. So-called 'green issues' brought significant impact on the development of travel and tourism industry (Coban, 2012).

Political: The political aspect also has a huge impact on the industry. Security concerns during travel are a serious concern to travelers. The government needs to provide all the necessary facilities for tourist so that they can travel safely within a destination, such as travelling easily through the railway tracks for the rail travel so that the tourist can travel easily and safely (Coban, 2012).

Destination: Another factor is the destination choice, which can affect the industry. Historical places are very common tourist destinations to visit. Many popular places are in higher demand within the tourist industry. However, one is able to classify a tourist destination according to age group. To support this point, families with children, would choose a place that offer entertainment for the children, thus the needs of the children may become the driving force for the decision of the destination. Conversely, tourist that are at the retirement age, have a different choice of destination, based on their needs. Categorizing the tourist by group can help determine the needs of each tourist. Other categories may include, business customers, independent travelers, package holidaymakers they will be looking for some quite place with natural beauty (Coban, 2012).

In addition, the rules and regulations also impact the travel and tourism industry. When people travelling to a tourist destination then they should bear in mind that, all the rules and regulations stated by that government and should follow during the visit of that particular place. For example, if the camera is prohibited from the site, then it means no videos would be recorded and customers needs to be informed by the travel company so that they can follow the rules, and will not affect the agency (Khuong et al., 2014).

Travel and tourism is seasonal and affected by both the destination and time of the year. Therefore, the demand for particular location may significantly increase depending on the season or alignment with public holidays. To effectively meet this demand, tourist organizations should supply varying degrees of packages to balance out peak times of season and cash flow. Ineffective packages offered by tour companies can affect the entire industry. Thus, satisfying the needs of the consumer is critical for the success and sustainability of the organization and industry. Finally, a compliment product within the tourism industry is the food and beverage industry. Each industry can have ether a positive

or negative affect on one another. Consequently, quality control devices should be in place to maintain a high level of quality of the food provided as well as safety measures. This can maintain a higher level of overall satisfaction with the visit to a particular destination. Khuong et al., (2014) postulated that the better service for customers is determined by how well prepared the organization prepares itself.

Lack of skilled human resources:. As per the Asian-tourism Project, the professionals working in the tourism sector has an insufficient quantity of skilled workers. While it is easy to enter into the tourist industry and sector, the long-term success depends on client satisfaction as well as the tourist destination. However, difficulties occur with less developed, local communities lack the basic skills to properly work and serve both domestic, and particularly, international visitors. The case in the Vietnam tourist industry illustrates a significant gap of the understanding of the multicultural and linguistics differences (Khuong et al., 2014).

There are 60 different Vietnam tourism training center, which are running different vocational and postgraduate training program, after completion of graduation from these institutions, many graduates of these institutions have failed to satisfy the requirements of their employers (Chen, 2001). Vietnam's tourism training centers reflects the poor quality in practical field when dealing with foreign tourist. The improper training and low quality of education is a combination of inadequate textbooks, curriculum, and training material used in the programs. Tour companies claimed that tourism graduates are equipped with the skills and knowledge; however, an inadequate understanding of the historical and cultural places, hospitality skills and poor language skills. An increase of tourist coming to Vietnam from Japan, Chinese, and Korea has increased the demand for guides to speak those languages. However, to supply the increase in bilingual guides, companies must often recruit from outside the industry, which leads to individuals that can speak another language but lack the proper training.

Lack of participation of local communities: Local communities and their leaders are rarely involved in the process of practices and resources to develop tourism and business activities, which affect their access to sustainable tourism development projects and in the process of policy formulation. Thus, participation of the local communities can support the control the operation of tourism enterprises and tourist activities. Despite that, local

communities view "from the point of a tourism resource development and institutional practices and adverse social activities, access to the local economy could be a loss (Lipscombe & Thwaites, 2003). The major drawback of development of sustainable tourism in Vietnam is related to the insufficient communication and cooperation between the various government authorities, particularly in tourism planning, marketing and promotion of tourism in developing policies for the central government.

Poor infrastructure: Infrastructure is pivotal for the development of a country's tourism sector. Vietnam's poor public infrastructure is a major barrier to fully developing tourism domestically. The road system within Vietnam are plagued with serious deficiencies, including traffic, potholes, efficient pathways between major cities, and unsafe driving. This can easily affect the tourist's image of the country and have a negative experience. Serirat (2010) stated that poor transportation networks and facilities in the country are barriers to travel by international tourists.

Furthermore, Vietnam lacks essential a national tourism promotion strategy, in conjunction with a poor infrastructure; therefore, Vietnam is losing visitors to Singapore, Thailand, Indonesia and Malaysia. As these countries have more advance facilities for the tourist. Vietnam must develop a strategy to understand the demand of tourist and the competition, since this industry is important to growth and business.

The lack of diversified and sustainable tourism product: Tourism potential, the emphasis on development and target markets as a result of that country's advertising effort became an important source of income, and international networks to promote the image of Vietnamese tourism where there are many articles have appeared in national newspapers in Vietnam, news, and at the same time improve the quality of the tourism products and services. There is a very low concentration given on to the fundamental diversifications of the requirement of tourism packaging does not meet the requirement of domestic international tourist (Marin & Taberner, 2008). It seems that the increase in high-rise hotel buildings can be considered as the development stage of the tourism sector in Vietnam. Thus, Marin et al. (2008) suggested that a focus on improving the living standards (i.e. hotels) can be a diversion from the natural attractions a country can offer. Equally, planning and developing natural resources to deal with the increase in the number of visitors and the building of international hotel chain's, should be carefully integrated (Marin et al., 2008).

Service quality: According to Brogowicz, Delene & Lyth (1990), service quality it is activities and the results of which a particular party (the seller for example) can offer to the other party (the buyer). This is the type of intangible value can provide the process, and the way to perform a specific task to create order and value for the customers' needs and customers' expectations. A set of quality which is available to meet the requirements of degree Characteristic (ISO 9000 in accordance with the regulations 3.1.1: 2005); Quality is satisfying the demand of the market with the lowest cost against their competitors.

Infrastructure facilities: It comprises with the benefits from a system of accommodation, dining, entertainment, recreation, shopping, sports, therapy, communication and cultural exchange (Tribe et al., 1998) has been included in order to meet the needs of tourist.

Natural Conditions-Natural resources: These natural elements exist within the country and provide the natural environment and human values which are built, renovated, preserved, protected, provided to the visitors for example, water, climate, biology, mineral and others. They are a valuable source that people can exploited, process and use for their benefits (Chang, Backman, & Chih Huang, 2014).

Tourism environment: It is consisting of natural factors, cultural factors and elements, artificial factors, which has a close relationship with each other, this is also surrounded by people" (Honey et al., 2009).

Transportation: This is the movement process of people, animal and products from one place to another through roads, airways, railways, seaways, cable car, hot air balloon, Pipeline and space (Song, Romilly, & Liu, 2000).

Research model: Based on the theoretical framework and scientific research results Honey et al. (2009) and many other authors have done initial studies before the formal proposal for the following models:

2.4. Tourism demand factors

Mahamad & Ramayah (2010) stated that "tourism has significant impact on the national level of understanding and participation of other people". Therefore, tourism does not only affect the individual actions, but also influence on the national activities. This

particular thesis will focused on analyzing the issues of demand for tourism at the aggregate level.

The research on the factors affecting the tourist decision-making process and choice of tourist destinations has been studied widely. Authors have found some common factors that influence the decision of a foreign visitors regarding tourist destination such as tourism environment, economic condition, local security measures, local infrastructure, communication facilities, perceived value, subjective value, and marketing strategies etc.

As Ajzen (1991) proclaimed, customers can be affected by various different factors such as: "subjective attitudes" or "subjective value", "perceived control" or "perceived value", or "behavioral and perceived theory". Similarly, Zhang (2012) and White, Virden & Riper (2008) had also argued the "perceived value" is the vital factors impact on the customers' overall evaluation on products and services based on what they received their feelings about the services. Moreover, the experience about the tourist destination can inspire other visitors to come and visit to the same tourist destination.

Bui (2011) had conducted many research on a study of "the importance of perceived value was confirmed". They showed that the tourist destinations "perceived value" help to gain a more competitive advantage over many other tourist destinations.

Additional research expands the idea that tourist destinations can be a combination of subjective, emotional, or a subjective standard". Nowadays, visitors are influenced by so many factors like their relationship with the relatives, friends, colleagues, the community, and increasingly within social networks. In the digital age, the Internet forums and social networks, where visitors often share their experiences after having each trip or destination and the survey they conducted before selecting and deciding the destinations. However, according to these authors, the destination must be a "marketing strategy" and "tactics informative" forums, social networks to raise awareness of the visitors about the image of a destination. Brogowicz et al. (1990) claimed that "the image of destination" for tourists is an important factor to determine the popularity of tourist destination. Nevertheless, the attractive tourist destination, in general, consists of so many elements of the marketing mix, but the unique and rich products should be considered.

As Hu (2003) agree with this decision, and highlighted that the "quality of service" stress "perceived value", and customer satisfaction will regulate the choice and the rate of tourist arrivals. The model of Parasuraman, Zeithaml & Berry (2002), which is mentioned in the Quality of Service Gaps, examines the gap between the quality of services starts where customer expectations and perception (feeling) are not meeting with actual service experiences. All the sources of information that consumers receive before, during and after using the service has had a huge impact on the level of expectation that, they hope regarding the service and product. The information making a useful and easy method for data lines will increase multidimensional information to customers' satisfaction not only to help customers, but also to create a better face-to-face enterprise services (Young & Dong, 2003). Zhang (2012) have also stated an invisible element that is essential for an interesting destination, guest preferences influence the decision "of the tourism environment," including sightseeing environment; environment; culture, civilization, food safety, and security for travelers. The environmental pollution, looting, food security, terrorist acts and threats, like those that occurred in September 11th, 2001, causes loss tourist in so many destinations worldwide.

There are several common factors can directly impact on the number of foreign tourism in several ways such as:

Service quality: HCMC Department of Culture, Sports and Tourism (2014) has been provided the definition of service and illustrated that the service is a mixture of three different elements, as follows: (1) consumption progress quality itself; (2) the quality of the results of the progress; (3) the image of the service providers. Overall excellence or superiority of the quality of service offered to the consumer can be best understood by the rating of the service. Moreover, Akan (1995) also identified that the quality of services is an important indicator for measuring customer satisfaction and business performance. Avelini-Holjevac (2006), also stated that "means of quality is the estimated value and the quality of care for their achievement (i.e. an ongoing process expensive). In general, high-class hotel provides top quality hotel service with the most comprehensive quality, and offers the highest quality products and services. On the other hand, services are limited to less expensive economy class hotel" along with this, they also provide low-quality products and services. Previously, Mahamad et al. (2010), stated that, the service quality (SERVQUAL)

studied at the level of quality of service measurement provides a very valuable insight. The five different levels of dimensions to analyze the level of services, such as: tangibility, responsiveness, reliability, assurance, and empathy.

Price: According to Marin et al. (2008), the effect of a price increase is related to the quality, thus price is a vital determinant of customer satisfaction. However, pricing strategy may be difficult to determine, but it is important to use the hosting organizations as they provide all necessary information to help them make the critical decision (Eliot, 2013). Likewise, in order to be cost effective, organizations must understand changes in the prices in regards to the guest's feedback. Whether or not the guests are able to complete their bookings, then they can tell the organizations, like hotels or resorts, that the price for the products or service is reasonable or not (Eliot, 2013).

Hotel's image: Berman & Evans (2001), stated that image is a mixture of functional and emotional factors such as; that initiatives such as advertising the new data, the word-of-mouth effect, and predict the future is a direct positive effect on guest satisfaction are included to meet the expectations for keep in contact with prior experience. Building and sustaining a positive image, and maintaining customer loyalty (Tepeci, 1999) is the main factors for the service organization. Research found that the quality of service to customers about the image of the hotel was the most important factor that affects the customers mind (Gronroos, 1982). Similarly, Heung, Mok & Kwan (1996) stated that the independent traveler market with the hotel brand loyalty to their study found that an important factor was the image of the hotel, and loyal customers are generally maintaining a relatively high score rating. Thus, image can be positively with the guest satisfaction and guest (guest loyalty levels) may be associated with their preferences of luxury hotels.

Guest satisfaction: The term guest satisfaction involves the emotional senses and stems from well-being and the pleasure that results from receiving a desire and expectation from an attractiveness of product and/or service. Baker and Crompton (2005) identify guest satisfaction, specifically in the tourism industry is of the tourist perception of the tour, and if the outcome is positive. Moreover, a positive relationship between the service quality and guest satisfaction was been empirically proven by Parasuraman et al. (2002).

Guest loyalty: Oliver (2009), said that the guest satisfaction generally consists of both customer loyalty and relationships (such as price insensitivity), promise a personal

point-of-view, as well as more public-adhesion behavior. Therefore, loyal customers or guests, which had a favorable attitude towards the product and service repurchase will more than likely recommend to other possible guest. From the above concepts, hypotheses of this study are, as follows:

2.5. The conceptual model analysis

The conceptual model of SMPA which is developed and tested by Tsai (2011) is the most favorable and best fitted integration of different pattern inserted in the research stage of conceptual framework development as shown below in the figure. The causal antecedents of place attachments include:

Functional benefits: the perceived utilitarian and functional benefits of the destination;

Emotional benefits: the perceived mood- boosting and worry-soothing benefits of the destination;

Uniqueness: the perceived uniqueness and extraordinariness of the destination;

Trust: the feeling of trust, confidence, and security induced by the visiting experiences in the destination;

Attractiveness: feeling of magnificence and fascination obtained from the meeting encounters in the destination; and

Self-connection: This is the association between the destination's picture and the vacationer's self-idea or favored way of life.

Compositional dimensionality of place attachment:

(1) **Place dependence:** Behavioral reliance on the non-substitutable prevalence of the physical components and unmistakable properties that the destination gives to the visitor;

(2) **Place connection:** Solid aching and energy the vacationer feels towards the destination; and

(3) **Place identity:** Deep-seated recognizable proof the visitor sees with the imagery furthermore, picture of the destination.

(4) **Revisit frequency:** The aggregate number of real visits to the destination amid a certain period.
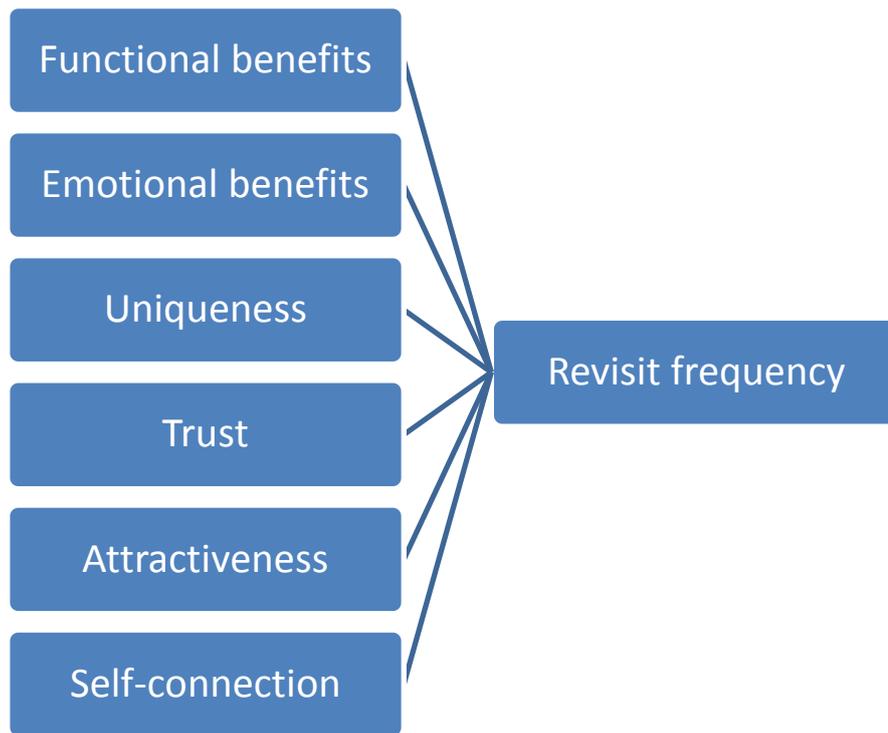
Figure 1: The conceptual model

The model structure and the causal path SMPA conceptual pattern coated three hypothetical model leads to proposals for further experimental tests.

P1: Connectivity consists of three separate places Dimensions (in dependency, emotion Identity and place attachment) each Produce direct effects in three dimensions' correction on the frequency.

P2 of the six components (functional benefits, emotional Benefits, uniqueness, confidence, attractiveness and self-connection) Three antecede The place of attachment.

P3: Amid the said six components some are also directly related to revisit frequency. Specifically, modeling estimates express best model structure and a causal relationship between exogenous, built as an intermediary and endogenous SMPA model is explicated as follows:

(1) Place in three separate building dependence, emotional attachment and place the identity of the composition levels place attachment.

(2) The six components of the functional benefits, mental benefits, uniqueness, confidence, attractiveness and the causal link is self-antecedents place attachment.

(3) Place the level of dependency by functional facilities anteceded, uniqueness and confidence.

(4) The level of emotional attachment Mental benefit, and by the Trust anteceded Attractiveness.

(5) The identity of the place is anteceded the uniqueness and self-connection.

(6) Emotional attachment to the place of dependence the identity of the individual and the place generates The impact of the amendment on the frequency.

(7) Anteceding place amid the six components attachment, three functional components benefits, self-confidence and connections generated a direct impact on the frequency correction.

(8) Place dependency, emotional attachment and establish the identity.

(9) Functional facilities, the confidence and self-connections of explained variance of the correction frequency.

(10) SMPA model features a partial mediation models and causal structure path pattern, a comprehensive explanation with diversity of theoretical configurations the idea of a place on the attachment.

2.6. Travel destination as a product

A product, such as "something that can be defined as a market for attention, acquisition, use, or consumption that might satisfy a want or need. It includes physical Materials, services, people, places, organizations, and ideas "(Kotler, 1984, p. 463). A form Marketing perspective, Kotler's (1984) definition is particularly relevant in a travel delimitating products, which are physical objects, people, places, as well as intangible possesses Travelers and locals in the service, experience elements, and interactions.

CHAPTER 3: RESEARCH METHODOLOGY

This section talks about the strategy that was utilized as a part of this study, the source of data, the data collection and the data analysis method. A blended strategy was utilized as a part of this study. The objective of this study is to recognize basic components that influence outside sightseers in picking Ho Chi Minh city as a travel destination.

3.1. Research method

3.1.1. Preliminary research

Preparatory exploration was led through two techniques: qualitative examination and quantitative examination. The motivation behind qualitative examination is to outline a poll structure.

Based on measuring scale of Functional Benefits (4 questions), Emotional Benefits (3 questions), Uniqueness (5 questions), trust (4 questions), attractiveness (3 questions), self-connection (5 questions) and Revisit Frequency (3 questions), the questionnaire including 27 questions was discussed by in-depth interview with 10 foreign tourists in Ho Chi Minh city to find out concepts and factors of Ho Chi Minh city that affect Revisit Frequency.

3.1.2. Main research

The official examination with quantitative strategy was done directly after the official poll finished. Foreign tourists were contacted directly and via social network to collect primary data. Subjects of research were foreigners who had experience of travelling to Ho Chi Minh city.

The customers were experience an internet or paper based question process to fill in the questionnaires. The foreigners were contacted through 2 approaches. The first approach was delivering paper based questionnaires to foreigners in tourist areas or via tourist agencies. The second approach was giving an invitation to answer the internet based questionnaires to foreigners via social network.

3.2. Research process

After the research problem, the research questions and research objectives were defined. The literature review directed to survey every single pertinent theorie and model to

find a suitable conceptual model for the factors affecting customer's decision making in choosing Ho Chi Minh city to travel and thereby develop its hypothesizes. The draft questionnaire was developed from the consolidation of various questionnaires used in some previous studies. At that point, the research got a phase of examination outline where the exploration in this study was planned in two stages: a pilot study and a main study.

The research includes two main stages:

- Pilot Study: is desk research and group discussion to clarify measure scale and develop questionnaire. Then the questionnaire was tested with small group of people to double check its applicable and reasonable before implementing actual study.

- Main Study: is collecting data through online surveys and personal interviews.

The research procedure in this study consists of five steps:

Step 1: Based on the literature review, conceptual model of the factors attracting foreign tourists in choosing a tourist place developed. With the conceptual model, the research hypothesis is also given. The draft questionnaire was incorporated

from the different measurement scales in previous studies.

Step 2: Perform a qualitative pilot study to revise the questionnaire. First, a series of in-depth individual interviews were conducted to identify for them the important factors that will affect their decision making process in choosing a tourist destination. Based on the results of interviews, questionnaires were set properly with the research environment of tourism in Vietnam.

Step 3: Conduct a pilot quantitative survey to test the clarity of the survey questions. This survey was conducted with a small sample of about 10 interviewees to ensure that the content of the questions to be understood literally, the contents of the study. The feedback and response from customers has been used to adjust again. Data was collected from pilot study, by the way the measures were assessed by Cronbach's Alpha reliability to explore the inter-relationships among a set of variables. Then refine the questionnaire that was the final version to be launched in the following main survey.

Step 4: Launch a main survey and collect data. A main survey was conducted by sending online questionnaires to 150 foreign tourists via online social networks and giving paper based questionnaires to 60 foreigners in tourists areas and 60 foreign tourists via tourist

agencies. Out of them, data of the main survey was collected in six weeks from 105 feedbacks from paper based questionnaires and 95 answers through the online form after the main survey was launched.

Step 5: Analysis of data collected through the following analysis:

- Cronbach's Alpha Analysis: Cronbach Alpha was characterized to survey the estimation scale unwavering quality by testing the inward consistency among variables of the same build. The scale was viewed as solid when the Cronbach alpha coefficient is above 0.7.

- Linear regression analysis: after the dependability was affirmed, numerous relapse investigation was utilized to test the theories.

3.3. Measurement scale

There are five factors being examined in this study, based on the measurement scales adapted from previous studies. Questionnaire will be used in the quantitative study with Likert scale: Responses were scored on a 5-point scale from (1) strongly disagree to (5) strongly agree. The measurement scales are listed in Table as below:

Table 3.1: Measurement scales of research

Factor	Variable	Scale items	Source
Functional benefits	FUBE1	HCMC has high-quality settings and facilities	Adapted from Tsai (2011)
	FUBE2	The settings and facilities in HCMC cater to my needs	
	FUBE3	I prefer HCMC over other public settings and facilities.	Adapted from Kyle and Mowen (2005)
	FUBE4	For the activities that I appreciate the most, the settings and offices gave by HCMC are the best	

Emotional benefits	EMBE1	Visiting HCMC boosts my mood	Adapted from Tsai (2011)
	EMBE2	My concerns and worries are soothed in HCMC	
	EMBE3	HCMC means a lot to me	Adapted from Kyle et al. (2005)
Uniqueness	UNIQ1	HCMC is unique in many aspects	Adapted from Tsai (2011)
	UNIQ2	Comparing with other destinations, HCMC is extraordinary	
	UNIQ3	I wouldn't substitute wherever for the sort of entertainment I do here	Adapted from White, et al. (2008)
	UNIQ4	Compared to HCMC, there are few satisfactory alternatives	Adapted from Kyle et al. (2005)
	UNIQ5	I identify strongly with HCMC	
Trust	TRUS1	The visiting experiences in HCMC give me a sense of trust	Adapted from Tsai (2011)
	TRUS2	I feel confident and secure in visiting HCMC	
	TRUS3	HCMC solves your problem honestly	Adapted from Serirat (2010)
	TRUS4	HCMC can be trusted	

Attractiveness	ATTR1	HCMC is a beautiful place	Adapted from Tsai (2011)
	ATTR2	HCMC is attractive to me	
	ATTR3	I feel very strong sense of belonging to Ho Chi Minh city and its settings and facilities	Adapted from Kyle et al. (2005)
Self-connection	SECO1	HCMC reflects who I am or who I wish to become	Adapted from Tsai (2011)
	SECO2	The image of HCMC fits my preferred lifestyle	
	SECO3	I am very attached to HCMC	Adapted from White, et al. (2008)
	SECO4	I have an exceptional association with HCMC and the general population who live and visit here	
	SECO5	I feel HCMC is a part of me	Adapted from Kyle et al. (2005)
Revisit frequency	REFR1	Amid the previous 5 years I have gone by HCMC ____ times	Adapted from Tsai (2011)
	REFR2	In the next 5 years, how likely is it that you will take another holiday to HCMC?	Adapted from Hu (2003)
	REFR3	How interested are you in visiting HCMC within the next five years?	

Measurement scales of customer's trust and factors affecting it were adapted from Tsai (2011), Kyle et al. (2005), White et al. (2008), Serirat (2010) and Hu (2003).

The above measurement scales were a result from the in-depth in the qualitative pilot study, based on the consolidated draft questionnaire which worked as a guide for the in-depth interview.

Round 1, the questionnaires was sent to 10 interviewees. Base on the draft questionnaire, interviewees were guided to answer questions. Most of interviewees agreed on the measurement scale of factors: Functional benefits, Emotional benefits, Uniqueness, Trust, Attractiveness, Self-connection and Revisit frequency.

Round 2, the questionnaire was then formed after the qualitative Pilot Study and its clarity was tested and confirmed through 10 foreign tourists. Data was collected from pilot study, then through Cronbach's Alpha reliability, the interrelationships among of variables was explored. It was the final version and would be launched in the main survey.

3.4. Data analysis method

The SPSS software version 20.0 was used to analyze collected data.

- The first step was assessing the validity and reliability of measuring scale. Cronbach' coefficient alpha (Cronbach's Alpha) was viewed as a consummately sufficient file for unwavering quality appraisal (Sekaran & Bougie, 2011).;

- Then, unsatisfied things was evacuated to figure last scales. The exploration model was balanced together with the recently recognized components and the last scales;

- Finally, new variable was made as the mean of every last scale keeping in mind the end goal to test the relationships and investigate different direct relapse.

3.5. Sampling & data collection

3.5.1. Target population

The target population of this research is the foreign tourists who have travelled to Ho Chi Minh city at least once.

3.5.2. Sample size

Test size relies on upon information examination technique. The component examination need test size no less than five times of watched variables (Hair, Anderson, Tatham, & Black, 1998). The quantity of watched variables in exploration model is 27. So the example measure needs at least 27 x 5 = **135** responses.

For standard various relapse examination, the required specimen suggested by Tabachnick and Fidell (1991) is: n > 50 + 8m (with m = number of independent variables).

There are 6 independent variables in this exploration. So the base example required to run various relapse in this study is: **98**

So, the minimum sample size required for this study is **135**.

Data were collected from 200 responses during the main survey. Therefore, 200 feedbacks were considered as appropriate for factor analysis and multiple regression analysis.

3.5.3. Data collection

The main survey was launched on February 2016. 120 paper based questionnaires and 150 online questionnaires were sent to foreign tourists in the targeted sample population and followed by the questionnaires. For the main survey was collected in six weeks, 256 responses were received in both method: online forms and hard copies, in which 56 were rejected because of incomplete responses. After all, 200 samples were usable.

CHAPTER 4: DATA ANALYSIS AND RESULT

This part deciphers information gathered from study, investigations information and examines the outcome finding regarding hypothesis.

4.1. Sample specification

The sample size used for data analysis is 200 samples in which 48% is male and 52% is female.

Table 2: Gender and income of samples

GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	96	48.0	48.0	48.0
Valid Female	104	52.0	52.0	100.0
Total	200	100.0	100.0	

INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
	Below 2500	46	23.0	23.0	23.0
	2500-3500	40	20.0	20.0	43.0
Valid	3501-4500	35	17.5	17.5	60.5
	4501-5500	38	19.0	19.0	79.5
	Above 5500	41	20.5	20.5	100.0
	Total	200	100.0	100.0	

Sample is fairly distributed among groups of income. The majority of participants is from group of consumers having income below $ 2500/year (23% of

sample size). Group of consumers having income from $3501 to $4500/year has

lowest number of participants (17,5% of sample size).

4.2. Descriptive statistics survey results

Review results are recorded in beneath table, through the measurement overview results, can be found in the greater part of the inquiries are on the scale worth is 1 and the most extreme is 5, the quality reported Mean of the watched variables went from 1.95 (ATTR2) to 4.03 (TRUS2 and TRUS3), including:

- The observed values of foreign tourists' revisit frequency were not high, respectively: 3.20, 3.15 and 3.12, are less than 4. This shows that Ho Chi Minh city has not received high revisit frequency from foreign tourists.
- Having three observed values are 4 and above (TRUS1, TRUS2 and TRUS3).

Table 3: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
FUBE1	200	2	4	2.99	.723
FUBE2	200	2	4	3.09	.696
FUBE3	200	2	4	3.02	.730
FUBE4	200	2	4	3.00	.716
EMBE1	200	1	3	2.00	.726
EMBE2	200	1	3	2.04	.715
EMBE3	200	1	3	2.07	.723
UNIQ1	200	2	4	3.02	.747
UNIQ2	200	2	4	3.00	.712
UNIQ3	200	2	4	2.95	.765
UNIQ4	200	2	4	3.10	.757
UNIQ5	200	2	4	2.95	.700
TRUS1	200	3	5	4.00	.747
TRUS2	200	3	5	4.03	.726
TRUS3	200	3	5	4.03	.733
TRUS4	200	3	5	3.96	.762
ATTR1	200	1	3	2.00	.726
ATTR2	200	1	3	1.95	.725
ATTR3	200	1	3	2.03	.726
SECO1	200	2	4	3.02	.740
SECO2	200	2	4	2.98	.747
SECO3	200	2	4	3.07	.754
SECO4	200	2	4	3.05	.732
SECO5	200	2	4	3.01	.709
REFR1	200	1	5	3.20	1.074
REFR2	200	1	5	3.15	1.151
REFR3	200	1	5	3.12	1.107
Valid N (listwise)	200				

4.3. Evaluation of measurement scales (Cronbach's alpha coefficient)

Cronbach's alpha is initially used to assess the unwavering quality of estimation scales. This is to take out trash things. As per Lynne (2011, p.45) that "Cronbach's alpha

measures the interior consistency of an instrument or scale", and it quantifies the connection between's things. The higher Cronbach's alpha is, the higher the things associate with each other. Lynne additionally says Cronbach's alpha which is above 0.95 designates "a high level of consistency in the middle of things and low estimation error", Cronbach's alpha which is from 0.70 to 0.80 is "viewed as palatable" (Lynne, 2011, p.45).

Cronbach's alpha was computed and used Cronbach's Alpha to inspect the reliability of the items in the questionnaire through the following coefficients:

❖ Cronbach's alpha coefficient: the Cronbach's alpha coefficient should be 0.6 or higher.

❖ The correlation coefficient between the questions and the total score: the item is accepted when this ratio reached 0.3 or more.

4.3.1. Cronbach's Alpha of FUNCTIONAL BENEFITS

Component has four things, the alpha of variable was 0.709, and the Corrected Item-Total Correlation of every thing are accomplished with qualities more noteworthy than 0.3, which shows that the things shape a scale that has sensible inside consistency unwavering quality.

Table 4: Cronbach's Alpha of FUNCTIONAL BENEFITS

Reliability Statistics

Cronbach's Alpha	N of Items
.709	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
FUBE1	9.11	2.571	.556	.608
FUBE2	9.01	2.864	.439	.679
FUBE3	9.08	2.576	.544	.615
FUBE4	9.10	2.804	.444	.677

4.3.2. Cronbach's Alpha of EMOTIONAL BENEFITS

Factor has three items, the alpha factor was 0.629 so we do not need to delete any items. With Cronbach's Alpha = 0.629 which indicates that the items form a scale that has reasonable internal consistency reliability.

Table 5: Cronbach's Alpha of EMOTIONAL BENEFITS

Reliability Statistics

Cronbach's Alpha	N of Items
.629	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EMBE1	4.10	1.341	.489	.457
EMBE2	4.07	1.432	.437	.532
EMBE3	4.05	1.480	.391	.597

4.3.3. Cronbach's Alpha of UNIQUENESS

Element has five things, and the alpha was 0.742, rather high. The Corrected Item-Total Correlation of every thing are additionally accomplished with qualities more prominent than 0.3, which shows that the things shape a scale that has sensible inner consistency dependability.

Table 6: Cronbach's Alpha of UNIQUENESS

Reliability Statistics

Cronbach's Alpha	N of Items
.742	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
UNIQ1	12.01	4.422	.541	.683
UNIQ2	12.02	4.784	.445	.718
UNIQ3	12.07	4.407	.524	.690
UNIQ4	11.92	4.401	.536	.685
UNIQ5	12.08	4.733	.478	.707

4.3.4. Cronbach's Alpha of TRUST of HCMC

Table 7: Cronbach's Alpha of TRUST

Reliability Statistics

Cronbach's Alpha	N of Items
.738	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TRUS1	12.02	2.894	.581	.648
TRUS2	11.99	3.085	.517	.685
TRUS3	12.00	3.146	.479	.706
TRUS4	12.06	2.935	.541	.672

Component has four things. The alpha for the four things was 0.738, rather high, the Corrected Item-Total Correlation of every thing are likewise accomplished with qualities more noteworthy than 0.3, so the things frame a scale that has sensible interior consistency dependability.

4.3.5. Cronbach's Alpha of ATTRACTIVENESS

Table 8: Cronbach's Alpha of ATTRACTIVENESS

Reliability Statistics

Cronbach's Alpha	N of Items
.653	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
ATTR1	3.98	1.457	.464	.555
ATTR2	4.02	1.437	.481	.532
ATTR3	3.95	1.485	.444	.581

Component has three things, the alpha of variable was 0.653, and the Corrected Item-Total Correlation of every thing are accomplished with qualities more noteworthy than 0.3, which shows that the things shape a scale that has sensible inward consistency dependability.

4.3.6. Cronbach's Alpha of SELF-CONNECTION of HCMC

Table 9: Cronbach's Alpha of SELF-CONNECTION

Reliability Statistics

Cronbach's Alpha	N of Items
.743	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SECO1	12.11	4.400	.559	.678
SECO2	12.14	4.593	.479	.708
SECO3	12.06	4.454	.522	.692
SECO4	12.08	4.536	.517	.694
SECO5	12.12	4.776	.453	.717

Component has five things, and the alpha was 0.743, rather high. The Corrected Item-Total Correlation of every thing are likewise accomplished with qualities more prominent than 0.3, which shows that the things frame a scale that has sensible inside consistency unwavering quality.

4.3.7. Cronbach's Alpha of REVISIT FREQUENCY

This examination measured the return to recurrence of remote travelers through three things and the alpha of these things were 0.751, the Corrected Item-Total Correlation of every thing are additionally accomplished with qualities more prominent than 0.3, so the things shape a scale that has sensible interior consistency unwavering quality.

Table 10: Cronbach's Alpha of REVISIT FREQUENCY of HCMC

Reliability Statistics

Cronbach's Alpha	N of Items

	.679	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
REFR1	6.27	3.467	.536	.529
REFR2	6.32	3.395	.482	.599
REFR3	6.34	3.604	.460	.625

4.4. Regression analysis

Various relapse investigation is the investigation of how a reliant variable is identified with two or more free variables. Different relapse is utilized to gauge the relationship between a few independent variables and the dependent variable. To test the theory, when the p-figure is under 0.05 (significance level), then the autonomous variables influence the reliant variable. Else, they don't have relationship. They are utilized to test the speculations.

Multiple regression analysis: Functional Benefits, Emotional Benefits, Uniqueness, Trust, Attractiveness, Self-connection are the independent variables and Revisit Frequency is the dependent variable. The accompanying numerous relapse will be utilized to test six hypotheses in this exploration model.

Table 11: Correlations

		FUBE	EMBE	UNIQ	TRUS	ATTR	SECO	REFR
FUBE	Pearson Correlation	1	.680**	.684**	.683**	.002	.762**	.409**
	Sig. (2-tailed)		.000	.000	.000	.976	.000	.000
	N	200	200	200	200	200	200	200
EMBE	Pearson Correlation	.680**	1	.696**	.686**	-.014	.715**	.472**
	Sig. (2-tailed)	.000		.000	.000	.848	.000	.000
	N	200	200	200	200	200	200	200
UNIQ	Pearson Correlation	.684**	.696**	1	.745**	-.001	.794**	.539**
	Sig. (2-tailed)	.000	.000		.000	.989	.000	.000
	N	200	200	200	200	200	200	200
TRUS	Pearson Correlation	.683**	.686**	.745**	1	.043	.764**	.401**
	Sig. (2-tailed)	.000	.000	.000		.541	.000	.000
	N	200	200	200	200	200	200	200
ATTR	Pearson Correlation	.002	-.014	-.001	.043	1	-.004	.054

	Sig. (2-tailed)	.976	.848	.989	.541		.956	.451
	N	200	200	200	200	200	200	200
	Pearson Correlation	.762**	.715**	.794**	.764**	-.004	1	.532**
SECO	Sig. (2-tailed)	.000	.000	.000	.000	.956		.000
	N	200	200	200	200	200	200	200
	Pearson Correlation	.409**	.472**	.539**	.401**	.054	.532**	1
REFR	Sig. (2-tailed)	.000	.000	.000	.000	.451	.000	
	N	200	200	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Table 12: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.473	.427		1.107	.270		
	FUBE	-.116	.159	-.070	-.732	.465	.369	2.707
	EMBE	.268	.146	.169	1.830	.069	.400	2.502
	UNIQ	.562	.177	.335	3.175	.002	.306	3.266
	TRUS	-.270	.157	-.173	-1.716	.088	.337	2.969
	ATTR	.101	.091	.065	1.112	.268	.993	1.007
	SECO	.555	.197	.331	2.819	.005	.247	4.052

a. Dependent Variable: REFR

In Table 12, Functional Benefits had an standardized Beta of -0.070 and sig. value of 0.465 > 0.05. Emotional Benefits had a standardized Beta of 0.169 and sig. value of 0.69 > 0.05. Trust had a standardized Beta of -0.173 and sig. value of 0.88 > 0.05. Attractiveness had a standardized Beta of 0.065 and sig. value of 0.268 > 0.05. These results showed that at the level of 95% confidence, the attitude function does not contribute to the prediction of the dependent variable Revisit Frequency. Therefore, the hypotheses H1, H2, H4, H5 were not supported.

However, Uniqueness had a standardized Beta of 0.335 and sig. value of 0.002 < 0.05. Self-connection had a standardized Beta of 0.331 and sig. value of 0.005 < 0.05. Thus, the hypotheses H3 and H6 were supported.

Table 13: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.585a	.342	.322	.714	2.205

a. Predictors: (Constant), SECO, ATTR, EMBE, FUBE, TRUS, UNIQ

b. Dependent Variable: REFR

The output of Regression on table 13, showed that between the six dependent variable Revisit Frequency (REFR) and independent variables: Functional Benefits (FUBE), Emotional Benefits (EMBE), Uniqueness (UNIQ), Trust (TRUS), Attractiveness (ATTR) and Self-connection (SECO) have relationship with R2 (adjusted) = 0.322. This indicated that the model with six independent variable can explain 32.2% of the dependent variable at the significance of .000.

The model (in figure 5) indicates that Uniqueness of HCMC (β =0.562) is the most significant determinant for foreign tourists' revisit frequency, followed by Self-connection (β=0.555).

The linear regression equation as follows:

Revisit Frequency = 0.473 - 0.116 Functional benefits + 0.268 Emotional benefits + 0.562 Uniqueness - 0.270 Trust + 0.101 Attractiveness + 0.555 Self-connection

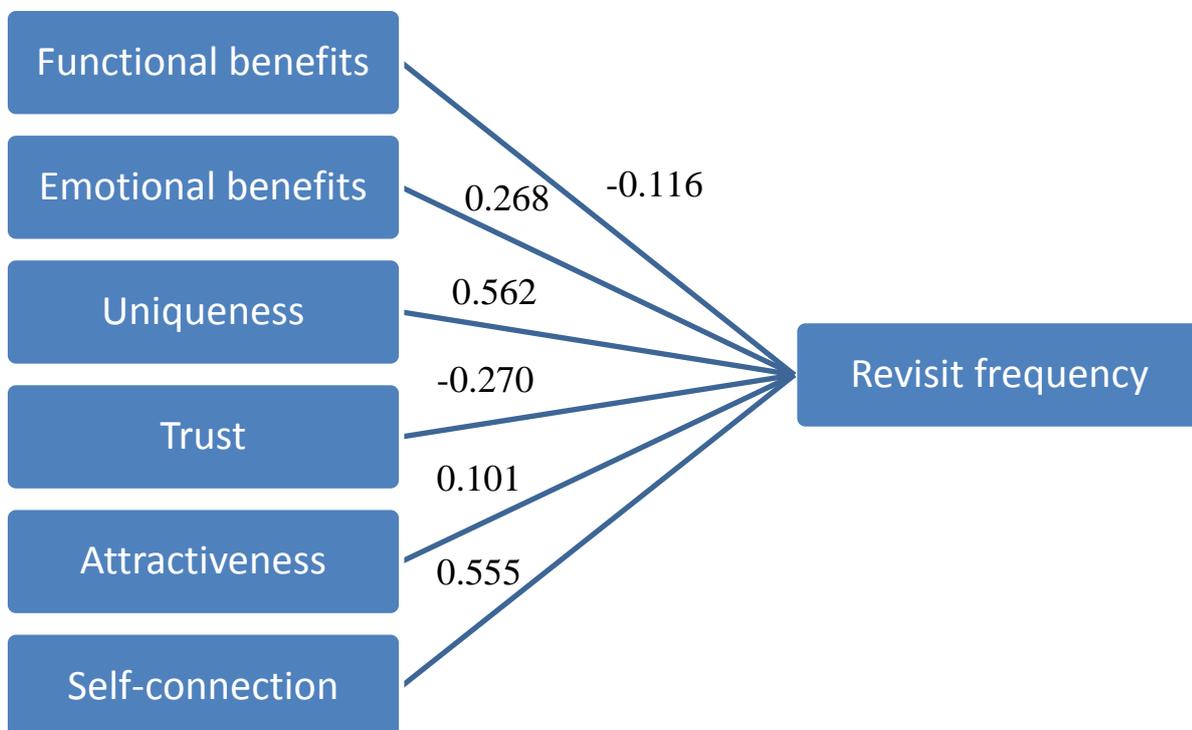Figure below shows a summary presentation of results:

Figure 2: The correlations of the research model

Results of regression analysis show that Uniqueness and Self-connection has the strongest effect on Revisit Frequency.

CHAPTER 5: DISCUSSION, IMPLICATIONS, RECOMMENDATIONS

This chapter is the conclusion of thesis, based on data analysis results. It also contains research limitation and recommendations for future researches.

5.1. Conclusion

As in the research problem, the purpose of this study is to find out which are the main factors attracting foreign tourists of Ho Chi Minh city.

In this study, six decisive factors attracting foreign tourists has been proposed and then determine the extent and impact of general importance for revisit frequency of tourists. After the step analysis of data collected from customers, some of the results found:

- First, Uniqueness of Ho Chi Minh city can make a positive impact customer's trust in e-commerce with a significant degree of influence and highest.

- Second, Self-connection of Ho Chi Minh city also has a positive impact and significantly affect Revisit Frequency of foreign tourists.

5.2. Managerial implications

Worldwide tourism has gotten to be one of the biggest and most crucial monetary divisions of the worldwide economy driving tremendous streams of individuals, wares, and capital. Tourism of Ho Chi Minh city has grown rapidly and become an important industry. Ho Chi Minh city's government determines tourist industry must be developed sustainably and improve tourist service. With the results obtained from the study can give some recommendations to help HCMC's authorities wishing to improve tourism of the city with appropriate direction to solve problems, obtain the revisit frequency of foreign tourists.

- First, the results study is that uniqueness was the most positive and powerful impact on foreign tourists. Ho Chi Minh city's government needs to think about creating unique advantages seriously. This is understandable, because in tourism, people like to go to a place which they have never experienced and the destination has special things to visit.

- Second, the Self-connection also have a positive impact on the revisit frequency of foreign tourists, so the authority needs to pay attention to this issue.

- Finally, although other factors have no strong impact as two factors above, other factors also have some impact on foreign tourists. Therefore, attention should pay attention to the appropriate policies to attract foreign tourists.

As noted, tourism is one of the most important industry of Ho Chi Minh city so the local government need to make the first basic steps as above to be able to get success.

5.3. Implications for further research

As with any prior studies, my study also has its limitations. There are main limitations:

- First, the example size is not sufficiently vast (N=200) because of the time restriction. It is ideal to utilize bigger sample size to gauge. The sample items were not arbitrarily choice. Further research may need to utilize a bigger example size.

- Second, other than the discussed factors that attract foreign tourists of Ho Chi Minh city, there might be more components; so it is fitting to expand this study by building up a more broad model. Expansion, review ought to be led in different ranges or different regions, better places may frame the distinctive components drawing in outside vacationers.

  If improvements are made to this study, future studies will have more useful criticalness, since it recognizes the key variables for Ho Chi Minh city, mean that the factors affect all foreign tourists in all districts of Ho Chi Minh city.

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APPENDIX 1: THE QUESTIONNAIRE

Dear Participants,

I am Truong Thanh Cong, as graduate students of the International Training Institute (ISB) - University of Economics Ho Chi Minh City. I'm interested in the problem "revisit frequency of foreign tourists for Ho Chi Minh city". You have visited Ho Chi Minh city at least once. I hope you will take approximately 10 minutes to complete this survey.

This information will be used for the purposes of the study entitled "Factors attracting foreign tourists of Ho Chi Minh city". At the same time, I am committed to the information you provides will be kept confidential.

If you have any contributions, comments or concerns to the survey results, you may be able to send mail to my email address: congtruongthanh@gmail.com.

Sincerely thank you for your support!

You cross mark (x) to select the level of assessment of you for the following information, with the minimum value of 1 and the maximum of 5: 1 - Strongly Disagree 5 - Strongly Agree	Strongly Disagree	Disagree	Normal	Agree	Strongly Agree
Part I: Functional benefits					
1. HCMC has high-quality settings and facilities	1	2	3	4	5
2. The settings and facilities in HCMC cater to my needs	1	2	3	4	5
3. I prefer HCMC over other public settings and facilities	1	2	3	4	5
4. For the activities that I enjoy the most, the settings and facilities provided by HCMC are the best	1	2	3	4	5
Part II: Emotional benefits					
5. Visiting HCMC boosts my mood	1	2	3	4	5
6. My concerns and worries are soothed in HCMC	1	2	3	4	5
7. HCMC means a lot to me	1	2	3	4	5
Part III: Uniqueness					
8. HCMC is unique in many aspects	1	2	3	4	5
9. Comparing with other destinations, HCMC is extraordinary	1	2	3	4	5
10. I wouldn't substitute any place for the type of recreation I do here	1	2	3	4	5
11. Compared to HCMC, there are few satisfactory alternatives	1	2	3	4	5
12. I identify strongly with HCMC	1	2	3	4	5
Part IV: Trust					
13. The visiting experiences in HCMC give me a sense of trust	1	2	3	4	5
14. I feel confident and secure in visiting HCMC	1	2	3	4	5
15. HCMC solves your problem honestly	1	2	3	4	5
16. HCMC can be trusted	1	2	3	4	5
Part V: Attractiveness					
17. HCMC is a beautiful place	1	2	3	4	5
18. HCMC is attractive to me	1	2	3	4	5
19. I feel very strong sense of belonging to Ho Chi Minh city and its settings and facilities	1	2	3	4	5
Part VI: Self-connection					

20. HCMC reflects who I am or who I wish to become	1	2	3	4	5
21. The image of HCMC fits my preferred lifestyle	1	2	3	4	5
22. I am very attached to HCMC	1	2	3	4	5
23. I have a special connection to HCMC and the people who live here	1	2	3	4	5
24. I feel HCMC is a part of me	1	2	3	4	5
Part VII: Revisit frequency					
25. During the past 5 years I have visited HCMC ____ times (This is from once to 5 times and over)	1	2	3	4	5
26. In the next 5 years, how likely is it that you will take another holiday to HCMC? (1 - Not likely ; 5 - Very likely)	1	2	3	4	5
27. How interested are you in visiting HCMC within the next five years? (1 - Not interested ; 5 - Very interested)	1	2	3	4	5

Part VII: Personal information

28. Gender

- Male
- Female

29. Age

- 18-24
- 25-35
- 36-45
- 46-55
- Above 55

30. Education level

- Highschool
- University
- Master

- Doctorate

31. Annual income ($US) is:

- Below 2500

- 2500 - 3500

- 3501 - 4500

- 4501 - 5500

- Above 5500

32. Region

- North America

- South America

- Europe

- Asia

- Australia

- Africa

33. Main purpose of visit

- Business

- Leisure and holidays

- Visiting friends and relatives

34. What is the length in days of your whole visit to Vietnam?

- Under 3 days

- 3 - 15 days

- 16 - 30 days

- Over 30 days

Sincerely appreciate your time and cooperation!