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**EXAMINING SOME FACTORS AFFECTING TO TRAVELLING INTENTION
OF SON DOONG CAVE**

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ABSTRACT

Nowadays, most countries in the world have identified that tourism is one of the most important economic sector. It contributes significantly and effectively to the development of economy, politic, society of one nation. This “non-smoke industry” has contributed a large portion of the GDP of many countries in the world. Therefore, tourism industry not only is important development strategy in Vietnam but also in other countries in the world.

Son Doong Cave is a name which has been mentioned and found relevant information in recent time, and Son Doong Cave also is one great destination to discover both Vietnamese tourists and abroad ones who love discovery. However, the number of people who know and have a real trip explore Son Doong Cave is not much. Therefore, Son Doong Cave needs a specific strategy to develop its advantages and promote travel intention of tourists. It is necessary to explore factors affecting the intention of tourist to Son Doong Cave. This research will focus on the factors having relation with travel intention of tourists.

This research is done by a thorough literature review on concepts relating to travel intention which the initial research model and hypotheses are constructed. Data was collected some famous places in Ho Chi Minh City with 200 observations, after that, it was researched to run confirmatory factor analysis (CFA) and structural equation modeling (SEM).

The research results can be used as a reference for the government, authorities and travel companies to enhance and better the strategy and services of Son Doong Cave in the future.

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CHAPTER 1 – INTRODUCTION

This chapter includes five sections as follows research background, statement of problem, research objectives, research methodology, research scope, research contribution and research structure.

1.1 Research background

Tourism has existed a long time, but not until the mid 19th century, tourism began to thrive (Tourism and its impact, 2009) and to this day, tourism has become a social and economic phenomenon common as well as it is an industry of world economy. However, the concept of "tourism" is understood very differently in different countries and from many different respects. According to Agreement between The World Tourism Organization and The International Labour Organization (2008) the term “tourism” is defined that "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". As regards in Vietnam, this term is defined that “Tourism is the activities related to human trip residence outside their regularly to meet the needs of visit, learn, leisure, rest within a certain time period.” (Law on Tourism, 2005).

These days, tourism has become one of the most important economic sectors in almost all countries in the world. It contributes to the development of economy, politic, society of one nation significantly and effectively. Although the global economy meets many difficulties from economic crisis, the growth of the travel and tourism sector of world in 2015 is quite better with 2.8% compared to 2.3% of the growth of the global economy or some other fields such as manufacturing and retail (WTTC Impact world 2016, 2015). In 2015, the tourism industry of the world has a turnover of \$ 7.2 trillion, equivalent to 9.8% of global GDP (WTTC World Impact 2016, 2015). In addition, the industry has also created 284 million jobs; represented 9.5% of total employment in the world (WTTC World Impact 2016, 2015). Besides, this sector has attracted capital investment at 775.6 billion dollars, equivalent to 4.3% total capital investment of the world (WTTC World Impact 2016, 2015). Travel and tourism sector has a good forecast for the next years. According to World Travel and Tourism Council (2015), the global tourism industry will gain 10,986 billion dollars, equivalent to 10.8% total GDP; at the same time, it will make 370 million jobs, account 11% total employment of the world in 2016. Moreover, in 20126, the tourism field also is forecasted that will attract 1,254 billion dollars for capital

investment, equivalent to 4.7% total capital investments in the world (WTTC World Impact 2016, 2015).

The tourism industry - “non-smoke industry” has contributed a large portion of the GDP of many countries in the world (Joodaki, Farzaneh & Qhazvin, 2013), for example 18.5% of GDP of Greece, 16% of Spain, 16.4% of Portugal in 2015 (World Travel and Tourism Council, 2015). Although the percentage total contribution of GDP is not high, but in some countries have strong tourism industry where the tourism industry has large total contribution of GDP such as United States with 1,469 billion dollars and 8.2% GDP, China is 853.8 billion dollars and 7.9% GDP, Japan 326.1 billion dollars and 7.9% in 2015 (WTTC Impact United States 2016, 2015). Furthermore, tourism also has a positive impact on all societies. The tourism industry creates a big number of employments for labors and contributes significantly in the poverty reduction process in the world (ILO emphasizes the role of tourism in employment, 2013). Therefore, tourism industry not only is important development strategy in Vietnam but also in other countries in the world.

As regard the economy of Vietnam, the tourism industry has contributed grows and becomes significantly to the country's GDP in recent years. In 2015, tourism industry of Vietnam has gained 26.7 billion dollars and accounted 9.3% GDP of all country, as well as, created 6.03 billion jobs (World Travel and Tourism Council, 2015). Besides, tourism also brings many benefits for not only the whole country but also for local citizens. For instance, tourism is effective method to promote nation's image to the world. Thus, Vietnam has issued the strategic development of tourism in Vietnam to 2020 and vision 2030 with a general goal that Vietnam will become the country with developed tourism industry in 2030 (Decision 201/QĐ-TTg, 2013).

There are many kind of tourism such as sightseeing, entertainment, recreation, festivals, religion, etc in Vietnam as well as around the world. Besides, discovery travel has emerged as new trend and attracted a huge quantity of tourists in recent years, especially the adventurous traveler who wants to back to the nature. Some famous discovery destinations in the world are Huayna Picchu (Peru), Colorado River (USA), Cascade Saddle National Park (New Zealand), The Maze (Utah), Mont Blanc Mountain (France). Vietnam also has many places for adventurous tourists to discover and explore such as Fansipan peak, the peak area of MaPiLeng, LangBiang Mountain, YenTu Mountain, Bach Ma peak and so on. In which, Son Doong Cave also is one great destination to discover both Vietnamese tourists and abroad ones who love discovery.

Son Doong Cave belongs to Phong Nha – Ke Bang National Park and locates in Quang Binh Province. Son Doong Cave was explored first by Ho Khanh in 1991 and until 2006, Howard Limbert and Ho Khanh came back together to found and announced it in 2009 (Vietnamnet, 2015). The beauty and special nature of Son Doong are attraction things tourists to travel and adventure. In 2010, the National Geographic (USA) voted that Son Doong Cave is the largest cave in the world (Phong, M., 2010). Besides wonderful size, Son Doong Cave also has some really unique things such as the giant stalactite wall or the collection "Pearls" tens of thousands of years old, fossils 400 million years old and the most especial is that this cave still is natural and primitive. All of the above, Hang Son Doong deserves to have the attention of local and foreign tourists.

1.2 Statement of the problem

Son Doong Cave is new destination and need to be introduced to Vietnamese tourists in particular and foreign tourists in general. Although Son Doong Cave is known widely through the world media such as ABC New, Times, BBC, Telegraph, NHK, the number of people who have a real trip explore this cave is not much. Among 8 months of 2014, just 243 people visited and explore Son Doong Cave. Developing Son Doong image not only brings benefits to tourism of Quang Binh province where Son Doong Cave is located in, but also to tourism industry of Vietnam. Therefore, Son Doong Cave needs a specific strategy to develop its advantages and promote travel intention of tourists. It is necessary to explore factors affecting the intention of tourist to Son Doong Cave. Nevertheless, there is no studies about Son Doong Cave as well as tourism intention in depth in the context of Vietnam. To fulfill the gap, this study will focus on factors related to the intention of the tourists.

1.3 Research objectives

This study is to examine the antecedents of travel intentions to Son Doong Cave. Specifically, it attempts to investigate:

- The relationship between destination image and travel intention.
- The relationship between destination image and attitude toward destination.
- The relationship between electronic word of mouth and attitude toward destination
- The relationship between electronic word of mouth and travel intention.
- The relationship between attitude toward destination and travel intention.

1.4 Research methodology and research scope

This research concentrates on identifying dimensions of travel intention, relationship between destination image, electronic word of mouth (eWOM), tourist attitude toward destination and travel intention to Son Doong Cave. Subjects of this research are tourists that are both Vietnamese and foreigners. The research consists of two stages; a qualitative study and a main survey that have been conducted in Ho Chi Minh City, Vietnam. This study uses a questionnaire to collect data which was originally developed in English and has been translated into Vietnamese. It has also been modified through a qualitative test. The purpose of the qualitative phase is to modify Vietnamese questionnaire version by in-depth interview with tourists before conducting the main survey. The questionnaire was implemented in a wide range of agencies in some famous places Ho Chi Minh City to make sure that the data would represent ideas of tourists that are both foreigners and Vietnamese. The next stage is to analyze the collected data. SPSS was used to test the model. The reliability and the validity were tested by Confirmatory factor analysis (CFA). The model is then further analyzed by Structural equation modeling (SEM).

1.5 Research contribution

The contribution of this study includes two main elements.

First of all, this research is the first theoretical background for later research about Son Doong Cave.

Another contribution is that the findings are the basic to help authorities and managers to give policies develop and attract travelers to visit Son Doong Cave and other destinations of Vietnam.

1.6 Research structure

This study includes four chapters after chapter 1 Introduction, as below:

Chapter 2 – Literature review: this chapter includes definition of variables, the hypotheses development and the construction of the model.

Chapter 3 – Research method: this chapter consists of research process, measurement scale, the qualitative survey and the main research which was conducted.

Chapter 4 – Data analysis: this chapter describes how each measurement scale was evaluated and the result of testing hypothesis. It consists of sample description, measurement scale data analysis, and SPSS.

Chapter 5 – Conclusion and recommendation: this chapter presents brief description about research findings and some of implications of the results. At the end, research limitation and recommendations for future research have been presented as well.

CHAPTER 2 – LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1 Introduction

The following chapter presents the basic information about tourism industry of Vietnam, the theory reasoned Action (TRA), definition some main variables, hypotheses and research framework, and summary of this chapter.

2.2 Tourism industry of Vietnam

2.2.1 The achievements of Vietnam tourism

Since starting the implementation of the reforms in the country (in 1986) until presently, tourism has achieved numerous accomplishments. The number of international visitors came to Vietnam as well as domestic tourists is increasing, Vietnam tourism is increasingly better known in the world, and many Vietnamese destinations were voted the favorite address of international travelers. Tourism industry in Vietnam is also the main industry creating the benefits not only for local citizens but also for nation's image. In the last period, Vietnamese tourism marked the boom, created many important results as well as impacted positively on the economy, culture and society.

As regarding to contribution to GDP, Vietnamese tourism contributes direct to GDP is 4.6% in 2013, 4.6% in 2014, 6.6% in 2015 respectively (World Travel and Tourism Council, 2014, 2015 & 2016) and this figure is forecasted by 5.2% in 2016 and 7.2% in 2026 (World Travel and Tourism Council, 2016). Total contribution to GDP of tourism industry is 9.6 % in 2013, 9.3% in 2014, and 13.9% in 2015 (World Travel and Tourism Council, 2014, 2015 & 2016) this figure forecast to by 14.6% in 2016 and 15.2% in 2026 (World Travel and Tourism Council, 2016).

Moreover, tourism also creates more employment in some fields relate to tourism as hotels, travel companies, airlines and other passenger services. In 2013, direct contribution to employment of tourism industry is 1,899, 000 jobs and total contribution to employment is 4,071,000 jobs (World Travel and Tourism Council, 2014). In 2014, these figures are 1,963,500 jobs and 4,088.6 jobs respectively (World Travel and Tourism Council, 2014). Direct contribution to employment of tourism industry in 2015 is 2,782,800 jobs and total contribution to employment is 6,035,500 jobs (World Travel and Tourism Council, 2014). The forecast of direct contribution to employment and total

contribution to employment of Vietnamese tourism in 2026 will be 3,553,000 jobs and 7,631,600 jobs respectively (World Travel and Tourism Council, 2016).

Besides, tourism industry have attracted capital investment of 3.9 billion dollars, account 7.9% total capital investment of all country in 2013, and these numbers of capital investment and contribution to total capital investment in 2014 are 4.6 billion dollars and 10% respectively (World Travel and Tourism Council, 2014 & 2015). In 2015, Vietnam tourism have attracted capital investment of 5.2 billion dollars, account 10.4% total capital investment of all country, and those figure are forecasted by 10.4 billion dollars, share 10% total national investment in 2026, (World Travel and Tourism Council, 2016).

Another achievements of Vietnamese tourism field is that the attraction of large number of international visitors in last year's. In 1995, there were only 1.3 million international tourists who came to Vietnam (Vietnam National Administration of Tourism, 2006), however, this figure was 2.1 million abroad visitors in 2000 (Vietnam National Administration of Tourism, 2006), and it rose at 5.05 million foreigner (UNWTO, 2015) who came to Vietnam in 2010 and 7.8 million in 2014 (UNWTO, 2015). On the other hand, in recent years, the number of international tourists who came to Vietnam has been reduces considerably (Tran, 2015). The growth of the number of foreigners who arrived in Vietnam decreases year by year. For example, the figure of abroad tourist arrived in Vietnam increased about 34.8% in 2010, but it only rose 19.1% in 2011 (Vietnam national administration of Tourism, 2015). Moreover, this number continues slowed down over from 2012 to 2014 with 13.9%, 10.6% and 4% respectively (Institute for Tourism Development Research, 2015). Thus, the government should have effective strategy to develop some advantages and resolve some existences of tourism industry to attract more and more international tourists travel to Vietnam.

2.2.2 Some advantages for Vietnam develop tourism industry

Vietnam is a nation in the southeastern Asia, to the north by China, to the west by Lao and Cambodia, east and south by the Sea East. Vietnam has about more 90 million people in 2013 (General Statistic of Vietnam, 2014) and they belong to 54 different ethnic groups and live together in the land of the "S" shape around more 331 thousand square kilometers with more than 3,000 kilometers of coastline. This long coastline has more than 125 beaches that they make advantages to develop tourism industry of Vietnam with famous seaside such as Nha Trang, Phan Thiet, Ha Tien, Lang Co, and beautiful bays as Ha Long, Van Phong, Cam Ranh. In addition, a total of more than 2,700 coastal

islands with rich ecosystems as Cat Ba, Tuan Chau, Con Dao, Phu Quoc, beautiful landscapes and attractive tourist destinations.

Furthermore, the national tourism image of Vietnam has been increasingly enhanced. That is the system of cultural heritage and the natural world of Vietnam is confirmed by UNESCO more and more plentiful. Vietnam has many heritages that UNESCO confirmed as World Heritage Sites including: Natural Heritages such as Ha Long Bay (UNESCO, 1994), Phong Nha - Ke Bang National Park (UNESCO, 2003); Cultural Heritages as Central Sector of the Imperial Citadel of Thang Long – Hanoi (UNESCO, 2010), Citadel of the Ho dynasty (UNESCO, 2011), My Son Sanctuary (UNESCO, 1999), Hoi An Ancient Town (UNESCO, 1999), Complex of Hue Monuments (UNESCO, 1993), the mixed heritage is Trang An Landscape Complex (UNESCO, 2014), and intangible cultural heritages forms includes Nha Nhac – Vietnamese Court Music, The space of gong culture in Central Highlands of Viet Nam, Ca Tru Singing, Quan Ho Bac Ninh Folk Songs, Giong Festival at Phu Dong and Soc Temple, Xoan Singing in Phu Tho Province, Art of Don Ca Tai Tu music and song in the South of Vietnam, Vi and Giam Folk Songs of Nghe Tinh. Many tourist sites of Vietnam are voted that the favorite addresses of numerous international visitors.

In addition to, Vietnam has 54 ethnic groups and each ethnic group has the characteristics of culture, traditions and lifestyle in particular. This is a special advantage of Vietnamese culture which every traveler wants to explore and find. Thus, Vietnam tourism industry has built a number of unique attractions such as Sapa community, BanLat community and so on to attract foreign travelers.

2.2.3. Some existences of tourism industry in Vietnam

Tourism industry of Vietnam has a big disadvantage because the development strategy of tourism is not synchronous; the mode of operation of tourist sector has not really been the motivation and pedal to promote tourism development. Clearly, Vietnam still lacks of the consistency and professionalism in providing products, services and image building, the brand of the destination in the eyes of international tourists. Tourism products are simple, slow to innovation, lack of creativity and also overlap between regions, lack of cohesion. The marketing of tourism promotion is limited, at the same time; the market researching was passive and weak. The State budget for tourism promotion is less compared to other countries in the region, so that it does not make the stimulus effect of Vietnam's tourism in the target market. Moreover, lacking links between the regions, localities and tourism companies create inconsistencies of the quality and price of visiting tours.

Another problem is that Vietnam is facing many problems such as environmental pollution, poor tourist attractions, and many monuments are seriously damaged by not being properly maintained and over exploitation. Besides, the management of the natural environment and social environment in the destination are weak and has not been respected. Recently, climate change also leads to disaster, extraordinary floods, impact negatively on tourism infrastructure and tourism activities in many localities.

Furthermore, in the security status in the tourism business as well as in the tourism environment existed unhealthy phenomena such as soliciting, increase price unexpectedly and so on. Many destinations have severely polluted and damaged environment. The cause of this problem is the lacking in management and overexploitation of natural resources and tourism.

Finally, human resource in the tourism sector of Vietnam also remains weak, inadequate and unprofessional, while, pressure of competitions about product cost, quality, human resources, and energy services for tourism businesses in the region is growing. Vietnam always has to compete with the countries which have developed tourism industry in the region such as Malaysia, Indonesia, Thailand and Singapore.

2.2.4 Solutions to solve some existences of Vietnamese tourism industry

To solve disadvantages of tourism industry in Vietnam, it needs a system of solutions together to address.

The first solution is aware of the tourism of all society from the leadership to the staff in the tourism industry and related, from business enterprises in the tourism sector and relating to the social community. That are the role and position of tourism in the economic development of society; the responsibility of implementing environmental protection tourism in ensuring quality tourism services and services related to tourism activities; and the implementation of tourism brand building national, regional, local, business, tourism product.

Secondly, the government should promote policies to attract investment and create the generate resources for development of tourism sector. Increase investment in key areas under the planning system in infrastructure and technical facilities in the area, the location, the national tourist city strategically. Furthermore, it could be priority to invest in development of tourism products and competitive national tourism brand, at the same time, to develop of natural resources, protect tourism environment and to develop tourism human resources. Moreover, the necessary solution is the

implement a marketing strategy for Vietnam's tourism, which is determined to form a system representative office, the increased presence of Vietnam's tourism in the target market and other new markets. In addition, the positive solution is the improving the competitiveness of Vietnam's tourism is based on the uniqueness of the cultural values of traditional Vietnam, outstanding cultural heritage, spiritual values Vietnam (spiritual tourism), specific products excel Vietnam (cruises, culinary Vietnam), attached importance to developing green tourism, tourism products environmentally friendly;

The third solution is that the Vietnamese government needs to removing barriers to the development of tourism industry. Those are policies to facilitate the entry visa; application of flexible forms of visa as visas at the border, common visa, electronic visa and so on. Besides, that polices are the completing infrastructure systems and the strengthening connectivity all destinations to shorten travel times and increase holiday travel time saved of tourists.

Another solution is that the focusing on managing and developing of tourist destinations in Vietnam reaches the standard "safe, friendly and welcoming". To so this, the government needs to implement some polices to form the quality control system in the tourism sector and to maintain the quality and competitiveness of products and services can travel through tourism brand, at the same time, to implement the control of tourism development follow the strategy ensure harmony of interests of the parties: tourists, local communities, businesses associated with economic development goals, preserve and promote the values Vietnam culture and environmental protection.

In addition, it is impossible to deny the role of the strengthen links, interdisciplinary, inter-regional in tourism development. Thus, the government needs to issue some polices to facilitate tourism development approach based on tourism as a driving force for the industry, the field of development so that interdisciplinary resource mobilization serve tourism development; to promote the organization linked to regulate regional development, promotion and management of tourism activities area, effectively exploited, forming unique tourism product, avoid duplication; to facilitate the links between public and private sectors in mobilizing funds to increase investments to promote and advertise the destination, the destination brand development; and increase to promote regional links in the country and the region at the international level in the promotion, marketing and tourism development.

The final solution is the investment in human resource development in tourism sector. This will help the tourism industry can ensure organizational capacity management, removing the barriers that limit international competitiveness, improve the efficiency of tourism activities, with enough resources for the promotion, brand development and enhance product competitiveness and Vietnam tourist destination, ensure sustainable development, matching the official views and opinions of the stage breakthrough present.

2.3 Introduction about Son Doong Cave

Son Doong Cave is a name which has been mentioned and found relevant information in recent time, especially after presented on Good Morning America program of ABC News on May 13th, 2015. Son Doong Cave has means “mountain river cave” and its name is called by Ho Khanh who is the first person explored this cave. It is hidden under dense tropical rainforest and located in Phong Nha – Ke Bang National Park.

Son Doong Cave is formed about from two to five million years ago by water eroding away the limestone underneath the mountain. The water has been eroding and creating a giant tunnel under the mountains underground. In the soft places, the ceiling collapsed forming holes, forming long giant cave dome. Son Doong Cave is illustrated with the volume is 38.5 million m³, the length is around 9 km (Truong, N., 2014). At the same time, according to Carsten Peter – journalist of The National Geographic (2010), the lap segment recorded dynamic width of about 91 meters, nearly 244 meters high dome, and it can possible reached a size of 40-story towers. The researchers also found a 2.5 km long underground river and have both high stone columns up to 70 m in Son Doong Cave, and it has the populations of coral and fossilized animal remains (National Geographic, 2010). Furthermore, it has two "skylights", where two ceiling have collapsed, bringing sunlight to create conditions for tree growth and rainforest like a cave, a place which is called the "Garden of Adam".

Since launching today, Son Doong Cave is voted by many famous and reputation organizations in the world. In 2010, according to the National Geographic (2010), Son Doong Cave is the largest cave in the world. New York Time chosen Son Dong Cave is that stands at the eighth position in 52 Places to Go in 2014 (New York Time, 2014). Similarly, *Huffingtonpost* voted that Son Doong Cave ranks the No. 5 of "10 destinations worldwide travelers should visit once in a lifetime" (HuffingtonPost, 2014). In 2015, Smithsonian Magazine voted Son Doong is first place in “the 21st Century Life List: 25 Great New Places to See” (Malanowski, J., 2015). In 2013 and 2015, the

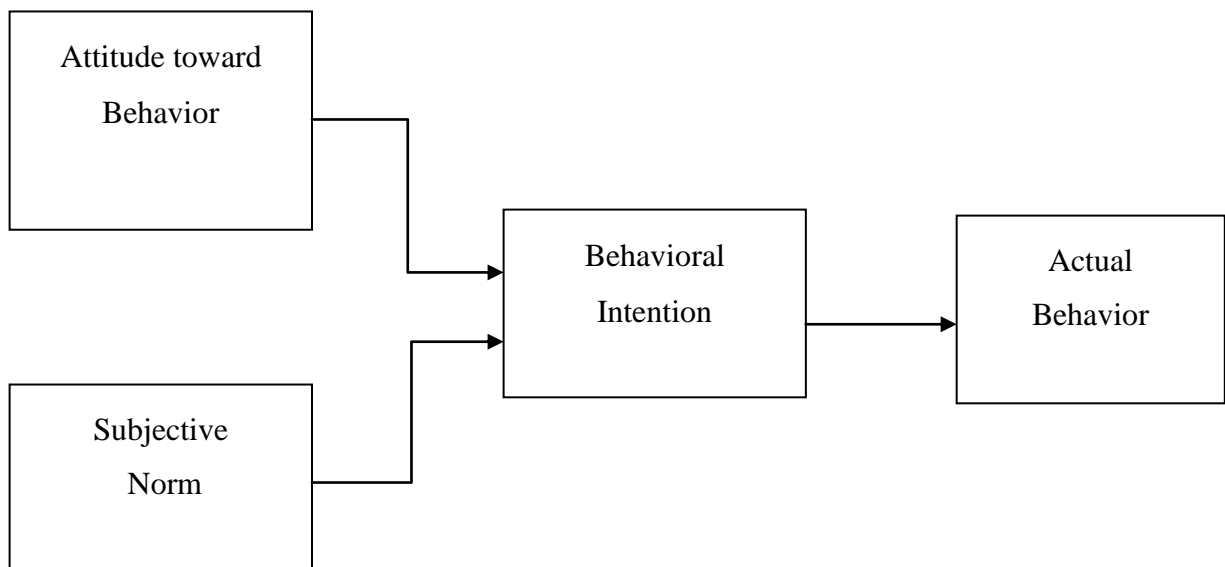
Guinness Book of Records announced Son Doong cave is the largest cave in the world (Guinness World Records).

2.4 Theory of reasoned action (TRA)

According to Aleassa (2009), the theory of reasoned action (TRA) frequently is applied to explain and predict behavior of human. Besides, Hitosugi (2009) stated that TRA also mentions the influence of attitude on behavioral intention. Thus, in this topic about travel intention of tourists to Son Doong Cave, TRA is used as theoretical background. Ajzen and Fishbein (1980) developed and expanded the TRA from the theory of reasoned action first of Martin Fishbien. The TRA focuses on explains intention of human and relationship between attitude and behavior (Huang, 2009). According Huang (2009), it stated that “Theory of reasoned action is based on the assumption that human beings are rational and makes systematic use of information available to them before they decide to engage, or not to engage, in a given behavior”.

The theory of reasoned action has four main determinants including Attitude toward Behavior, Subjective Norm, Behavioral Intention and Actual Behavior. These relate to each other as in the following concept model.

Figure 1: The Conceptual model of Theory of reasoned action (TRA)



The theory says that behavior is determined by intention directly throughout attitude (Burak, 2004). Decision of a person to do something could be guessed by intention of that. For example: a

person who is thinking about shopping or plan to buy a product, he may also do the buying action actually. Moreover, there is another factor that affects intention becoming behavior; that is subjective norm (Burak, 2004). For instance, when you intend to buy a product, you will meet other ideas from your family or your friends about that product. According to the TRA, two main elements to effect to intention which is attitudes toward behavior and subjective, then intention also is the main motivator of behavior (Burak, 2004).

Attitude toward behavior is the judgment of a person behavior it is good or bad. The attitude may be an encouragement or against that behavior (Huang, 2009). Similarly, Nor, Shanab and Pearson (2008) stated that attitude toward the behavior is the evaluation and reflection of a person toward a specific behavior. The performing of behavior is evaluated to follow positive or negative way. For example, somebody said that “Parenting by scourging” behavior is necessary in teaching bad children or hard – head kids, so they could feel acceptable some punishments in education both at school and at home. On the other hand, there are people always say no with “Parenting by scourging”, because they believe that violent is reaction of education. The attitude toward behavior is born from the beliefs and the judgment about the behavior of people (Nor, Shanab & Pearson, 2008). The TRA illustrates that the ability of intention to become behavior will be higher, if the person has positive attitude toward performing certain behavior (Ajzen, 1991).

Subjective norm effects social perceptions of a person (Brewer et al, 1999). The effects could be pressure or motivate of human to implicate a specific behavior. The subjective norm is formed by the normative beliefs and motivation to comply (Ajzen & Fishbein, 1980). In which, normative beliefs is understood that person's perception is affected from other people (Nor, Shanab & Pearson, 2008). Regard to motivation to comply, it indicates how important it is to person to do what he or she thinks others think (Brewer et al, 1999).

The theory of reasoned action is widely used in many fields related to behavior or attitude of human. For example in health sector, Sable et al researched together the topic “ Using the theory of reasoned action to explain physician intention to prescribe emergency contraception” in 2006; Head and Noar studied “Facilitating progress in health behaviour theory development and modification: The reasoned action approach as a case study in 2014; or Okoye applied the TRA in topic “Comparing the efficacy of the theory of reasoned action intervention and HIV/AIDS knowledge-based education in promoting student nurses' behavioral intention toward HIV/AIDS patients” in 2004. Furthermore,

Burak used TRA in his research in education field “Examining and predicting college students' reading intentions and behaviors: An application of the theory of reasoned action” in 2004, or Lee with the topic in business “Shopping for cultural products on the internet” in 2002. Besides that, the TRA often is applied in tourism sector, such as Lee, M. J. (2005) with research “Effects of attitude and destination image on association members' meeting participation intentions: Development of meeting participation model”; Lo, A. S. (2007) with topic “A study on the impact of a bundle of determinants on the shopping and visiting intentions of tourists: An extension of the theory of reasoned action”; Ryu and Han (2010) studied together the research “Predicting tourists' intention to try local cuisine using a modified theory of reasoned action: The case of new Orleans” .

2.5 Definition of variables

2.5.1 Travel intention:

Intention means the idea what to do in future, especially if it is going to occur in suitable time. That intention is the result that can be formed by behaviors of a person thinking to buy a product or a service (Jang, Bai, Hu & Wu, 2009). Behavior of the consumer can be engaged in a buying action or buying intention in the future (Chen, 2011). According to Mowen and Minor (2001), consumer behaviors are all actions of consumers including buying products or services, delivering information about products or services to others, or searching information from others for a purchase. Thus, consumers may build an intention to collect information, tell others about their experiences, or purchase a product or service (Chen, 2011). In addition, behavioral intention can predict future consumer purchase behavior, and can be used as an indicator or representation of behavior (Murray, 1991 as cited in Chen, 2011).

As a result, travel intention is defined as the intention of tourist to travel in the near future. In other words, this intention could help to understand that a consumer would like to make a decision about tourism at other time in the near future (Zhong, 2012).

2.5.2 Destination Image:

The term “Destination image” is usually used in tourism industry because of it's importance. There are many previous studies about destination image and the role of destination image in development of tourism. Destination image is understood that it is all first information and impression

about a destination when it is recalled in anyone's mind. In other words, some first images of a place will appear in tourist's mind when they consider any destination to travel (Gabriel and Venilton, 2011).

Destination image is illustrated diverse and plentiful through some different ways. According to Loi, Sentosa and Gin (2014) stated that that some images of destinations could be formed by material and invisible characteristics. The material characteristics could be measured by observable or measurable characteristics such as beautiful scenery, attractions, accommodation facilities, price levels. Nonetheless, the invisible characteristics could be counted by abstract and intangible characteristics such as feeling of tourist about friendliness, safety, and atmosphere. That can be considered as a symbol of that destination. For example, not only residents of Ho Chi Minh City but also people from others areas have said that Ben Thanh market is a symbol of Ho Chi Minh City. According to San Martín and Rodriguez (2008), destination image is the subjective perceptions of visitors about everything of the destinations they have visited to or have heard of. In other aspects, image of destination is feeling or emotion about climate or people in there. As for Ho Chi Minh City, busy and crowded are characteristics that people often attach to it.

2.5.3 Electronic word of mouth (eWOM):

Electronic word of mouth (eWOM) is the academic concept that is formed from "word of mouth". The word of mouth is a concept to illustrate a way that consumers show good or bad reviews about any product or any service which they used (Almossawi, 2015). For example, after using a certain product, consumers realize that this product is of good quality, so they will recommend it to others with that positive information.

Electronic word of mouth (eWOM) can be defined as a way to transfer information through electronic equipments such as Internet, social network, entertainment media and so on. Nowadays, internet is the important part of life of almost all people, especially at the young. Internet is a huge information channel and is an effective means to help people develop knowledge, exchange and share experience between people. The reviews of online users in the Internet become a reliable information channel to others for reference (Sotiriadis & Van Zyl, 2013). Particularly, in tourism sector, online assessments of tourists increasingly become an important source of information not only for people who prepare to travel, but also companies which work in the tourism industry (Jalilvand & Samiei, 2012)

2.4.4 Attitude toward destination:

“Attitude” is a concept to convey emotional degree (positive or negative) of the subject to an object which is a person or a thing (Lee, 2009). Therefore, attitude toward destination can be defined as a feeling of tourist toward any places. This feeling can be formed before or after visiting a destination. For instance, although a Vietnamese tourist has not yet visited Paris, but he has awareness about the country of France. It is said that there are many beautiful and romantic landscapes in France, and the people there have good attitude. Therefore, he has good impressions of the cities of that nation, including Paris. Attitude toward destination in tourism field can be called a reference in favor of the recognition by each person about some destination (Lee, 2009). In other words, attitude toward destination means the attitude of consumers toward the relevant destination (Albarq, 2014).

2.5 Hypotheses development

2.5.1 Destination image and travel intention

Destination image is also an important role in buying behavior of consumer in tourism (Huang, 2009). In earlier researches, Woodside & Lysonski (1990) confirmed that there is a relationship between review of destination and decisions to buy products or services. Also other research is has that explored the relationship between destination image and behavior intentions before visiting (Chang, Stylos, Yeh and Tung, 2015).

Interestingly, tourism literature has demonstrated that destination image is a key factor affecting demand of tourists (Loi & Sentosa, 2015). For example, Nassar, Mostafa and Reisinger (2015) had a research to prove that image of destination has significant effects on the intention of travelers to visit Islamic destinations. Moreover, Baloglu & McCleary (1999) proved that destination image is influential in the process of selection a destination and the success of the tourist attractions as well depending on the potential image of destination (Sönmez & Sirakaya, 2002).

Furthermore, Chen and Tsai (2007) suggested that destination image affect on behavioral intentions both directly and indirectly. Destination image includes two different effects, positive or negative. According to Ch and Qu (2008), the positive destination image will make a good impression and then, it has an influence on tourist’s behavior intentions. On the one hand, negative images could make a bad impression, prevent customer’s potential to buy and lead to non-purchase decision (Huang, 2009). In addition, the beautiful images of destination have positive thinking and impacts the decision

in process of prepared travelling (Hasan & Gulcin, 2013). Therefore, from the above literature, the following hypothesis is presented:

H1. Destination image has a positive influence on travel intention of Son Doong Cave.

2.5.2 Destination image and Attitude toward destination

There were previous studies about the relationship between the destination image and attitude of tourist toward destinations. According to Kim and Richardson (2003), destination image has considerable influence on factors of tourism such as attitudes and behaviors. The knowledge and information of the destination create feelings of love or hatred of visitors to this destination. For instance, Singapore is known as a clean and green country, so that abroad tourists usually have a respectful attitude and positive behavior when they come there.

Furthermore, Woomi and Soocheong (2008) also confirmed that destination image includes cognitive image and affective image, which effects on tourist attitude toward the destination indirectly or directly.

Therefore, from the above literature, the following hypothesis is presented:

H2. Destination image has a positive influence on attitude toward Son Doong Cave.

2.5.3 Electronic word of mouth (eWOM) and attitude toward destination

Word of mouth (WOM) is the old way to transfer information, and it has the strength to increase or decrease the credibility of objectives. In the decades of the internet technologies and social network, the power of eWOM more and more is proved clearly (Goldenberg, Libai, & Muller, 2001). In tourism field, for example, travelers often read many reviews about destination amenities such as hotels, tourism services and beautiful views throughout online (Pan, MacLaurin, & Crotts, 2007). Online reviews are reliable information sources which form attitudes of potential tourists to destinations (Vermeulen and Seegers, 2009). Besides, according to Jalilvand and Samiei (2012), information of eWOM affects attitude toward destination and intention to travel. From some online reviews, consumers create first subjective perceptions, and then, they will like or dislike a destination.

We thus propose the following hypothesis on the basis of literature:

H3. Positive electronic word of mouth has a positive influence on attitude toward Son Doong Cave.

2.5.4 Electronic word of mouth (eWOM) and travel intention

Zhu and Lai (2009) studied that there is a relationship between the amount of online users and the actual number of tourists visiting a destination of which they came get information on websites or blogs. Besides that, Jalilvand and Samiei (2012) stated that online reviews are important information sources for tourists choosing a destination to visit. For example, to find information to decide to choose a destination for travel or booking hotel, tickets; they have a tendency to consult on tourism blogs or other online reviews because they believe that all online reviews are true and not exaggerated. In addition, the research result of Wang (2015) indicated that intention to destination before travel was positively influenced electronic word of mouth. Silverman (2001) stated that “word of mouth can be a powerful positive force because of its credibility, but it can also be destructive because of its negativity”.

We thus propose the following hypothesis on the basis of literature:

H4. Positive electronic word of mouth has a positive influence on travel intention of Son Doong Cave.

2.5.5 Attitude toward destination and travel intention

Attitude is a complex and obscure concept in the social psychology sector, and so that there are too many different definition about it. According to Eagly and Chaiken (1993), attitude is defined commonly that "attitude is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor". As a result, attitude toward destination can be defined as a evaluation of tourists regarding a place. That can be a sense of like or hatred about some areas before tourist can approach there. Moreover, Jalilvand and Samiei (2012) confirmed that attitude of a tourist could be a predicted decision to travel to a certain destination.

The theory of reasoned action of Ajzen and Fishbien (1980) stated that attitude toward behavior effects on behavior intention directly and leads to actual behavior. In other words, attitude toward an action will lead to increase intention potential and then, it could raise ability to do that action. Furthermore, according to Lee (2009), he stated that the attitude of tourists have effects on satisfaction directly and affects future behavior indirectly,

Hence, we propose the following hypothesis based on this ending:

H5. Tourist's attitude toward Son Doong Cave has a positive influence on travel intention of Son Doong Cave.

2.6 The hypotheses and framework model of the research

H1. Destination image has a positive influence on travel intention of Son Doong Cave.

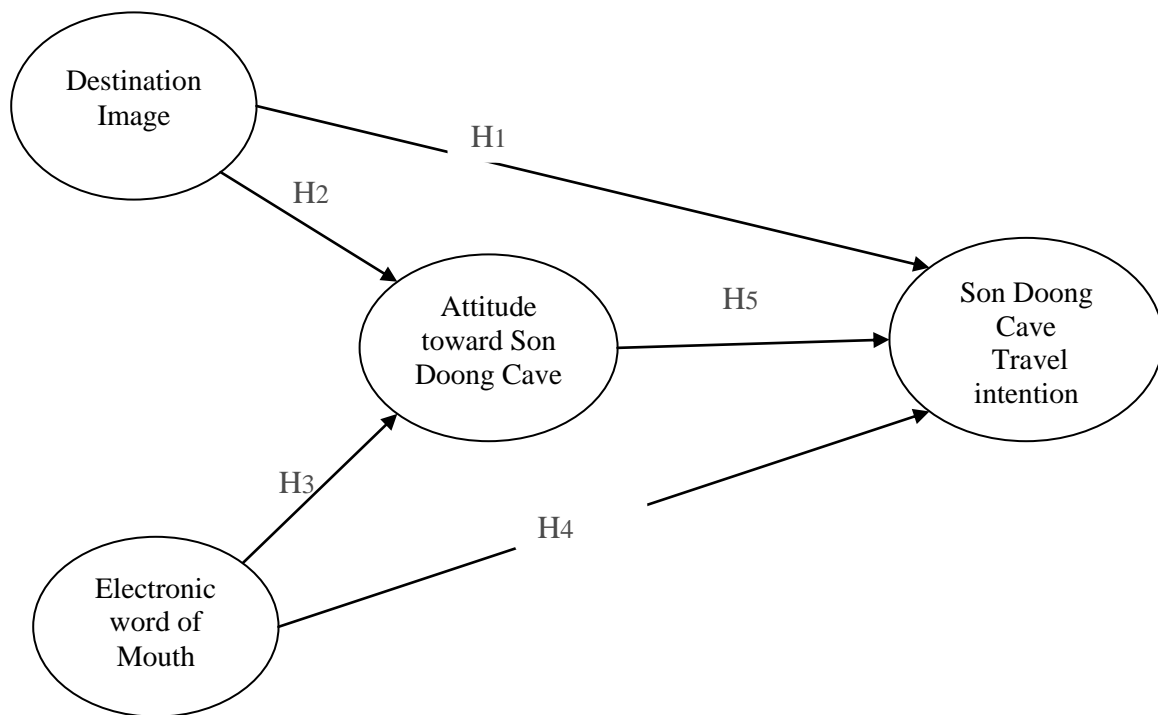
H2. Destination image has a positive influence on attitude toward Son Doong Cave.

H3. Positive electronic word of mouth has a positive influence on attitude toward Son Doong Cave.

H4. Positive electronic word of mouth has a positive influence on travel intention of Son Doong Cave.

H5. Tourist's positive attitude toward Son Doong Cave has a positive influence on travel intention of Son Doong Cave.

Figure 2: Research model



2.7 Summary

Chapter 2 has illustrated generally about the basic information about tourism industry of Vietnam, has introduced Son Doong Cave more clearly and the theoretical background is the theory reasoned Action (TRA). After that, this chapter has given a summary of definitions of travel intention, destination image, electronic – Word of Mouth, Attitude toward destination. Finally, it also has reviewed and found the research framework with 5 hypotheses.

In the next chapter, the research methodology will be designed to test the finding hypotheses from chapter 2.

CHAPTER 3: RESEARCH METHODOLOGY

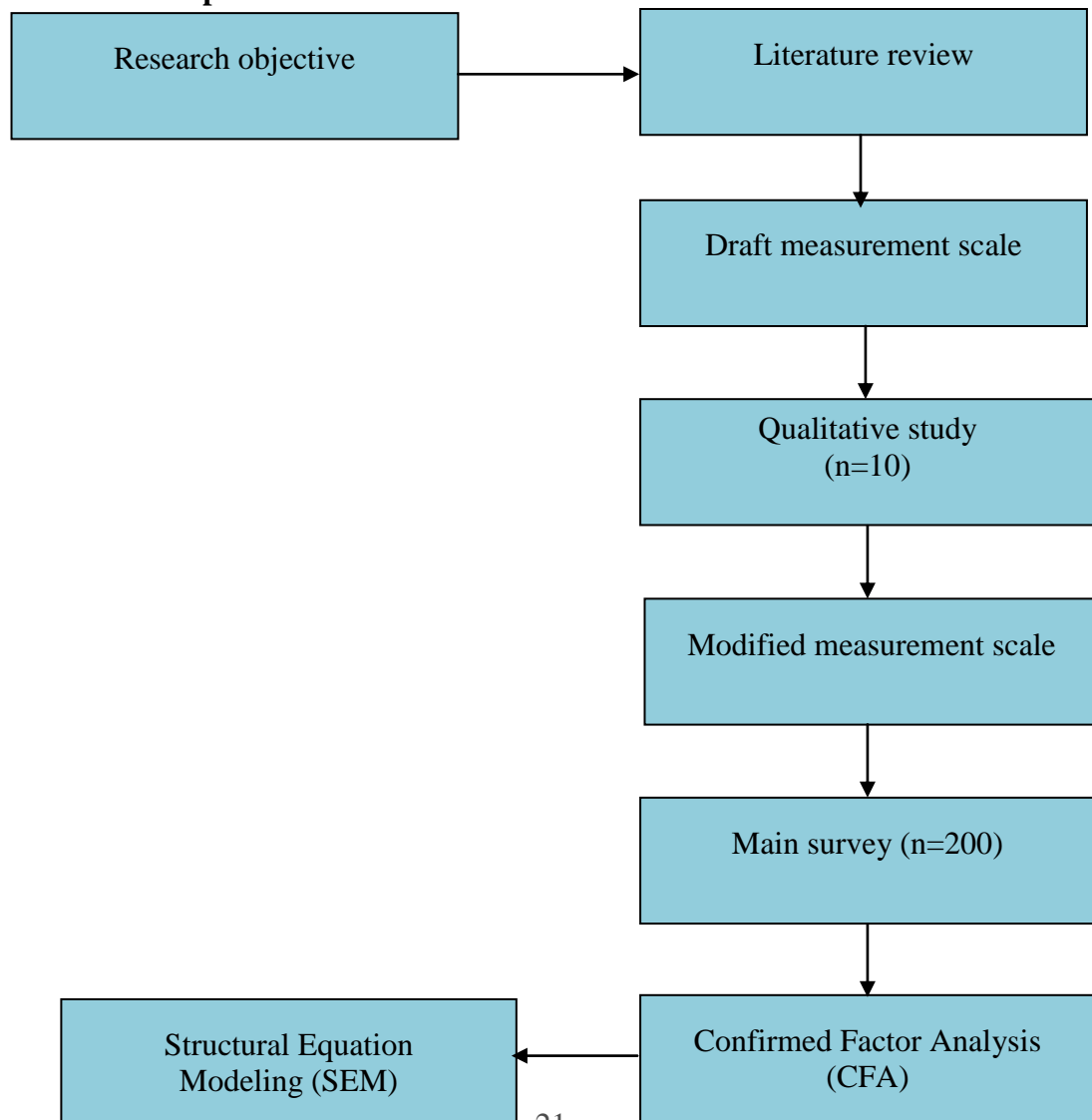
3.1 Introduction

This chapter presents a step chain of a research methodology of this study. First, it begins with research design, step by step. The second and third section are measurement scales and sample description. Next, the parts “Data collection and procedure” and “Questionnaire design” are indicated. The seventh section is Data analysis method. The next places are the expected working plan and difficulties of process working of the thesis. Finally, it is the summary of this chapter.

3.2 Research design

Research process consists of eight steps are given in Figure 3.

Figure 3: Research process



The first stage of the research process is to identify the statement problem and research objectives which are based on the reviews of problems in the tourism industry of Vietnam and Son Doong Cave. After that, Structural Equation Modeling (SEM) is used to test hypotheses and to find results is the final stage of this research process.

3.3 Measurement scale

This part includes measurement scales of travel intention adapted from Kassem, Lee, Modeste and Johnston (2010), scale items of destination image are adapted from Lee and Lockshin (2011), scale items of electronic word of mouth are adapted from Bambauer-Sach and Mangold (2011) and scale items of Attitude toward destination are adapted from Gamble, Juliusson and Garling (2009)

Table 1: Measurement scales.

Variables	No	Coding	Item	Source
Destination image	5	DI	1. Son Doong Cave is safe and secure. 2. Son Doong Cave offers exciting and interesting places to visit. 3. Son Doong Cave has beautiful scenery and natural attractions. 4. Son Doong Cave has a pleasant climate. 5. As a tourism destination, Son Doong Cave offers good value for money	Lee and Lockshin (2011)
Electronic word of Mouth	5	WOM	1. I often read other tourists' online travel reviews to know what destinations like make good impressions on others. 2. I often consult other tourists' online travel reviews to help choose an attractive destination Son Doong Cave.	Bambauer-Sach and Mangold (2011)

			<p>3. I frequently gather information from tourists' online travel reviews before I travel to a certain destination (like Son Doong Cave).</p> <p>4. If I don't read tourists 'online travel reviews when I travel to a destination (like Son Doong Cave), I worry about my decision.</p> <p>5. When I travel to a destination (like Son Doong Cave), tourists' online travel reviews make me confidence in travelling to the destination</p>	
Attitude toward Son Doong cave	3	ATT	<p>1. Son Doong Cave is very good.</p> <p>2. Son Doong Cave is very valuable.</p> <p>3. Son Doong Cave is very pleasant.</p>	Gamble, Juliusson and Garling (2009
Travel intention	3	TI	<p>1. I predict I will visit Son Doong Cave in the future.</p> <p>2. I would visit Son Doong Cave rather than any other tourism destination.</p> <p>3. If everything goes as I think, I will plan to visit Son Doong Cave in the future</p>	Kassem, Lee, Modeste and Johnston (2010)

3.4. Sample

The survey was conducted in some famous places in Ho Chi Minh City where many tourists to travel, such as DucBa Church, 23-9 Park, Saigon Central Post Office, BenThanh Market, The Independence Palace, War Remnants Museum, Uncle Ho Museum and so on. The sample was selected

using a non probability sampling technique-convenience sample. Target respondents of this survey are both foreigners and Vietnamese tourists in Ho Chi Minh City will be specific respondents of this study.

In a research, the number of sample items needs to be big enough to ensure statistical significance. According to Hair et al. (2009), the minimum sample for statistical analysis needs to be equal to or greater than five times of every item, but not less than 100. The research model in this study includes four elements with sixteen items, so that the available sample size should be equal or greater than $16 \times 5 = 80$ observations. Inclusion, the current research have to enough at least 80 observations to study reliability and validity.

On the other hand, the number of people joins in this research is 200 visitors both abroad and domestic who are travelling in Ho Chi Minh City. Thus, this number of participants meets the necessary observations.

Summarily, this research conducted to research in Ho Chi Minh City with 200 observations for running confirmatory factor analysis (CFA) and structural equation modeling (SEM).

3.5 Data collection and procedure

This research has proceeded to collect data at some famous places in Ho Chi Minh City. The current study involved mainly two stages, a qualitative phase and then, a quantitative phase. The first questionnaire of this survey is an English version and then, it is translated into a Vietnamese version for both foreign and Vietnamese tourists. Regarding to the qualitative phase, the Vietnamese version of the survey questionnaire was pre-tested using in-depth interviews during two weeks with eight people who were colleagues of the researcher to check whether they understood clearly about the scale or not. The in-depth interview ensured that the final questions would be well understood by respondents and they were valuable in measuring observed variables before launching the main survey. The procedure of conducting in-depth interviews started with identifying the purposes of the research in terms of what information needed gathering. Then the detailed questionnaire was shown to the interviewees for checking their understanding. During the interview, the author also wanted to find out the suitability of choosing the measurement scales for conducting the research in Vietnam. All the comments from the interviewees were checked in order to modify the measurement scale. From the feedback of answers, all the items were easily understood. However, the functional value item 2 and 5 were likely duplicated; therefore, they needed revising.

After that, the survey was conducted in mass. It aimed to collect data for testing the research's hypotheses. Participants self-completed a survey with most of items were measured by seven-point Likert scale, anchor points including "strongly disagree" (=1), "disagree" (=2), "somewhat disagree" (=3), "neutral" (=4), "somewhat agree" (=5), "agree" (=6), "strongly agree" (=7). The questionnaire was mainly delivered to respondents in paper version. Data collection was conducted both on week and weekend days during January and February, 2016.

3.6. Questionnaire design

The questionnaire is in English based on the measurement scales which are related to the proposed study. In an attempt to make the questionnaire easy to understand, it will be translated into Vietnamese before sending the participants.

The questionnaire of this study was divided into four parts. First of all, the part 1 is the information sheet on the research, which gave the background and the purpose of the study. It also contained in a clear statement that the people who join the survey are not revealed their names, and how to contact with the researcher.

Part 2 explored respondents' knowledge regard to tourism. This section included a list of a screening question asking if the participant have heard about or knew about Son Doong Cave. If anyone answered "No", it meant that he or she was not the target respondent of the survey and he or she would stop the job. Beside, because "Son Doong Cave" was an abstract concept and may be different people had different awareness about it.

Part 3 is the survey in which items of travel intention, destination image, electric word of mouth and attitude toward destination are measured. Specifically, those items were developed by Kassem, Lee, Modeste and Johnston (2010), Lee and Lockshin (2011), Bambauer-Sach and Mangold (2011) and Juliusson and Garling (2009).

The fourth part included demographics information as follow: Gender, age, country of origin, education and income per month of the respondents. Such information was utilized to classify and compare groups of respondents.

3.7 Data analysis method

Data of this study were accessed by two-step procedure suggested by Anderson and Gerbing (1988). First of all, a confirmatory factor analysis (CFA) was used to confirm that chosen variables were valid and reflected by the hypothesized latent variables. Secondly, a structural equation modeling (SEM) was used to test the adequacy of the constructs and the hypotheses. The items that did not satisfy the conditions of reliability and validity would be deleted eliminated for further analysis. After that, the influence of destination image, electronic – word of mouth and attitude towards destination on travel intention of Son Doong Cave were evaluated by simple regression. In summary, this chapter presented the sample size, measurement scales, and research methodology in order to analyse the collected data. The next chapter presents data analysis results of main survey.

3.8 The working plan of the thesis

According to an expected working plan of this research, after the research plan was approved in January 2016, it was conducted in February 2016, and the master thesis is completed in April 2016. The workings of thesis were conducted detail as follow.

Table 2: The schedule of the research

Month	Week 1	Week 2	Week 3	Week 4
January			Designed questionnaire	In – depth Interview
February	In – depth interview	Modified questionnaire	Collected data at BenThanh Market, 23-9 Park	Collected data at The Independence Palace, 30-4 Park
March	Collected data at DucBa Church, 23-9 Park, Saigon Central Post Office	Collected data at War Remnants Museum, Uncle Ho Museum	Typing collection data into SPSS 22 software	Analyze data
April	Data Evaluation	Wrote discussion and implication		

3.9 Some difficulties in process working thesis

During implementation of this study, the biggest difficult was in collecting data from foreign tourists. The reason of this problem is different language between asker and answers. Many tourist come from other countries in the world. However, researcher only uses English to communicate to foreigners, so some people who speak Spanish, Germanise, Japanese, Chinese, Korean and other languages could not help to answer the questionnaire. Another issue is that there are too many people who do not know about Son Doong Cave, especially elder. Son Doong Cave seems to be known by the young who often use the Internet or who love to discovery. Besides that, some tourists are not willingness to talk to a strange person. The answer of them will be “I have no time”, “I have to visit this destination”, “I do not known about Vietnam” or shorter by “Sorry! Sorry!” Therefore, the process of collect data is expanded and leaded to expand all process of making thesis. Moreover, the collected data is not plentiful.

3.9 Summary

This chapter illustrated the research methodology for conducting the study. It consists of eight steps. The number of respondents is identified as 200 people who are tourists. The questionnaire based on measurement scales adopt from Kassem, Lee, Modeste and Johnston (2010), Lee and Lockshin (2011), Bambauer-Sach and Mangold (2011) and Juliusson and Garling (2009), and it has four parts. Data were analyzed by CFA (confirmatory factor analysis) and SEM (structural equation modeling) (SEM) with latent variables via AMOS 5. Finally, the survey is conducted from January to April 2016.

The next chapter will present the data analysis and explain the statistical results of the hypothesis testing.

CHAPTER 4: DATA ANALYSIS

4.1 Introduction

This chapter will illustrate the assessment of measurement scales and result of hypotheses testing about travelling intention of Son Doong Cave of tourists in Ho Chi Minh City. The content of this chapter consist of descriptive statistics (sample description and descriptive analysis), assessment and refinement of measurement scales, hypotheses testing and chapter summary.

4.2 Descriptive statistics

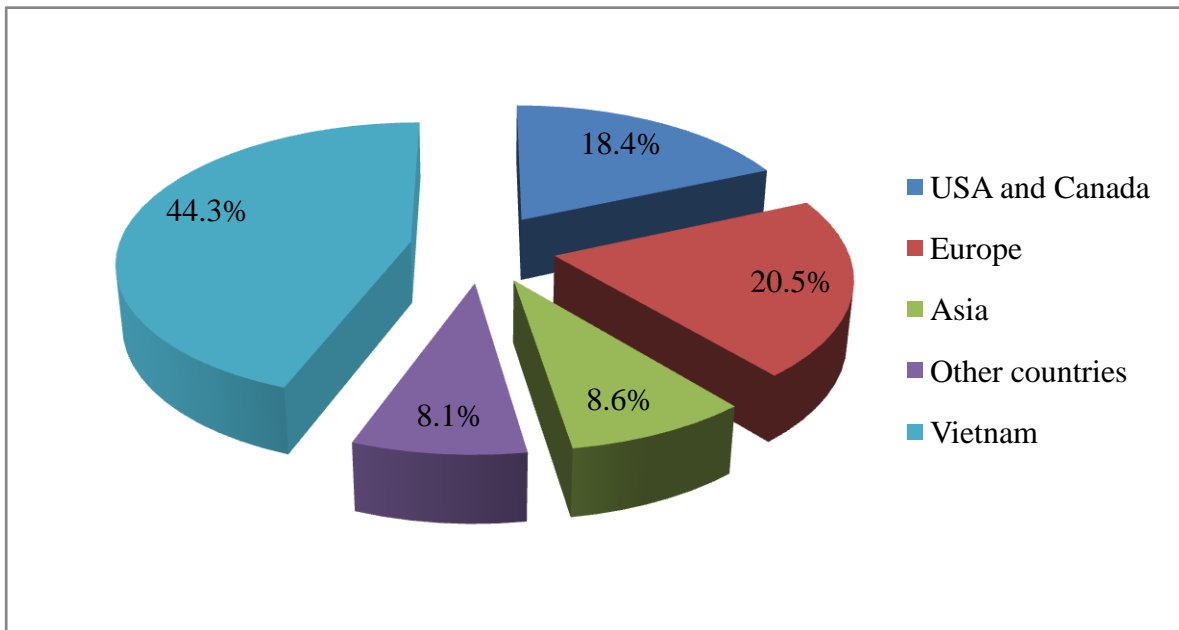
There were 200 tourists who travelling as famous places in Ho Chi Minh City answered the questionnaires. There were 200 questionnaires sent out and 185 qualified questionnaires were used for data analysis. The usable response rate to the research is therefore 92.5 percent.

4.2.1 Sample description

In the aim of supplying the general information of answers, the SPSS – Statistical Package for the Social Sciences was used to analyse the collected data. The outcome of a descriptive statistic of data is recapped in following tables. The total number of respondents is 185 people.

The object of research is both foreign and Vietnamese tourist, so that the data on origin country have a clear differentiation. Almost a half is Vietnamese with 44.3%, after that Europeans stands up the second position at 20.5%. The third is the USA and Canada group with 18.4%. Asia group and other countries group rival the fourth and the last position with the percentage not different much as 8.6% and 8.1% respectively.

Figure 4: Country of respondents



In specific, the gender was reported with 92 (49.7%) female and 93 (50.3%) male and age group was 9.7%, 52.4%, 31.4% and 6.5% for under 25; 26 – 35; 36 – 50 and above 50, respectively.

Figure 5: Gender of respondents

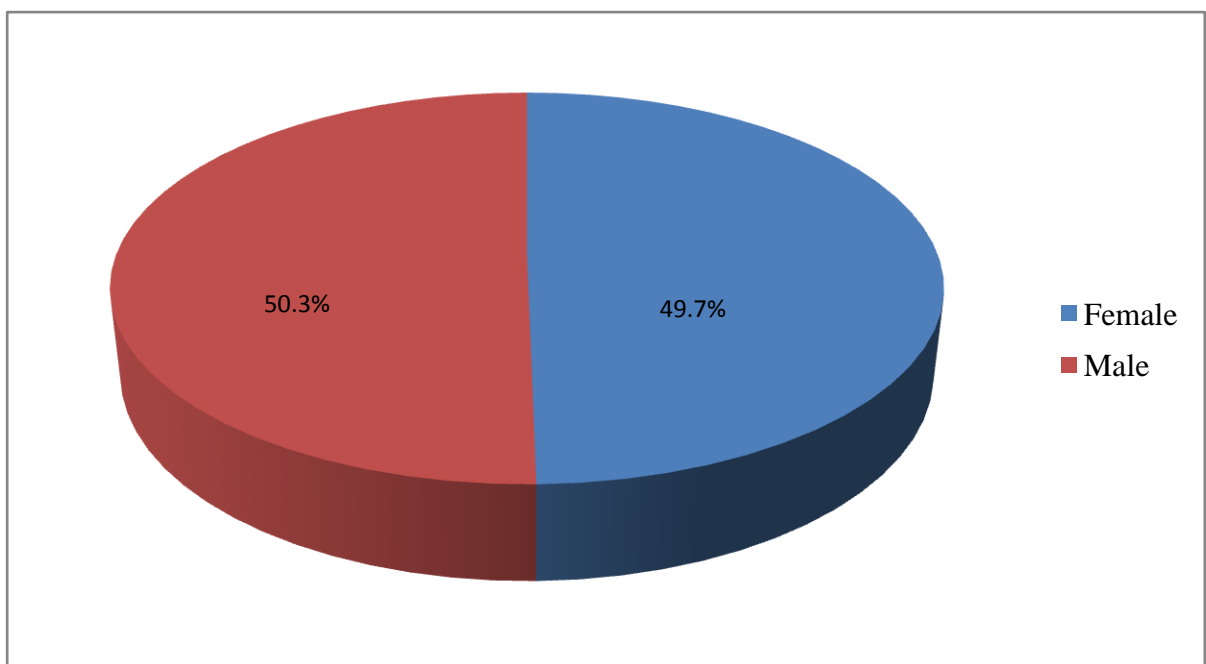
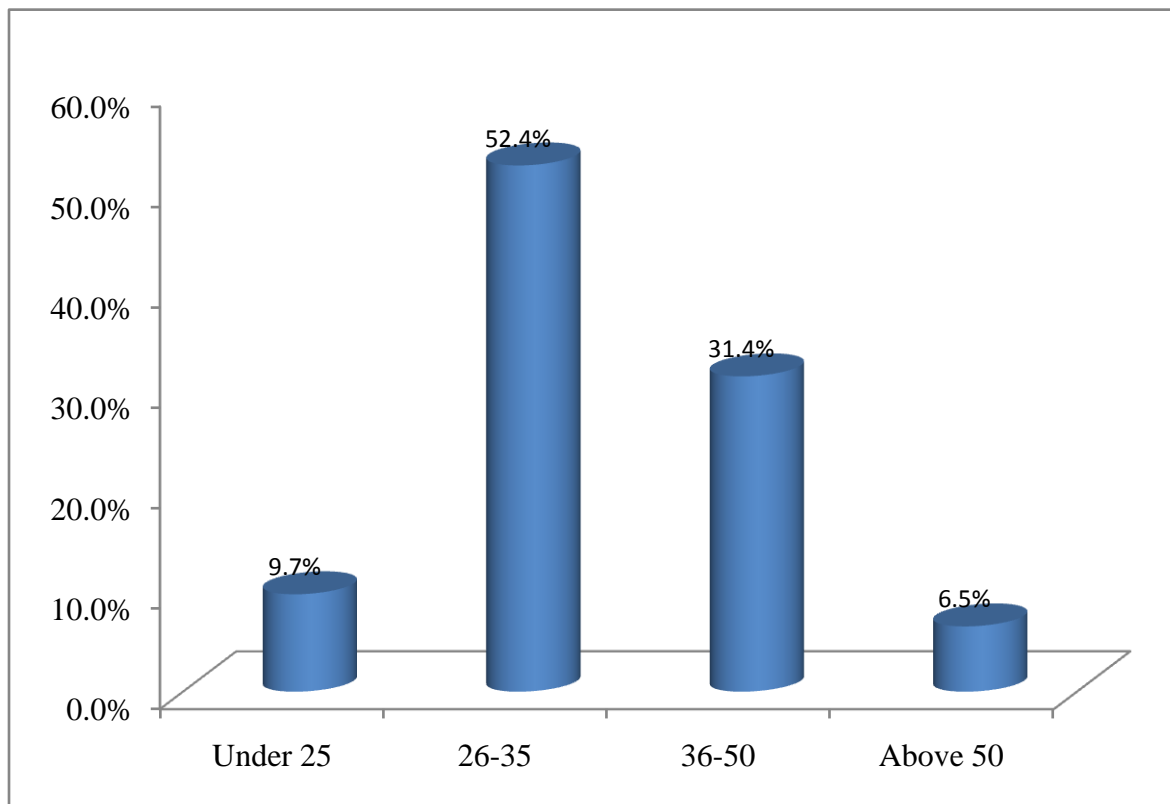
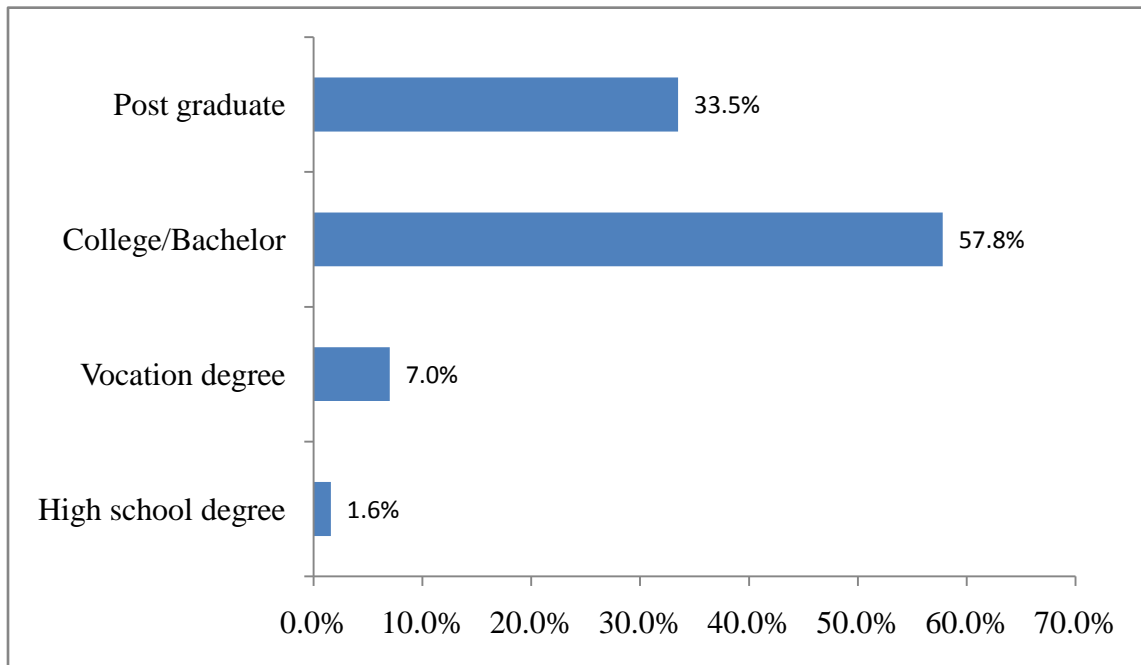


Figure 6: Age of respondents



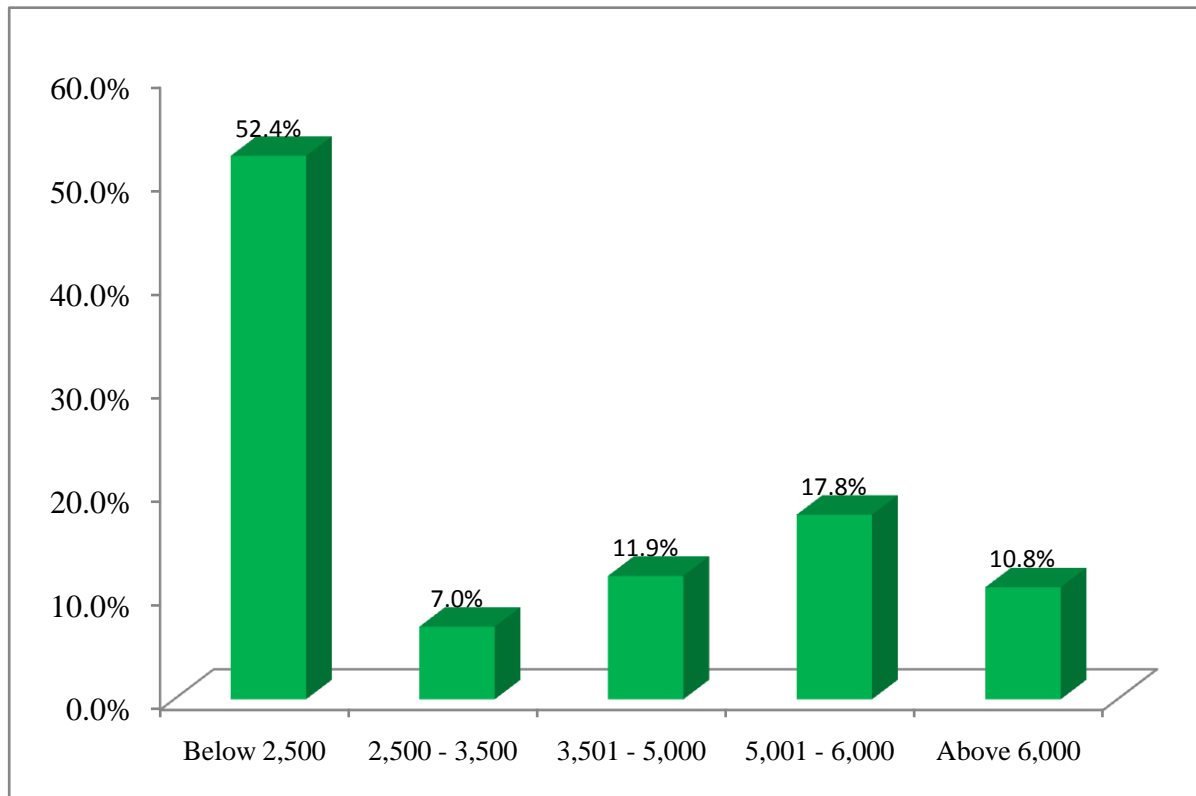
Most people who are asked had a good education level. Almost of the respondents had the College/Bachelor degree and Post graduate, reaching 57.8% and 33.5% of total sample, respectively. Respondents with High school degree, Vocation degree accounted for 1.6%, and 7.0% in that order.

Figure 7: Education of respondents



Income per month was investigated within five groups. Most respondents came from an income group of below 2,500 USD per month (52.4%). In the second place, group of from 5,001 to 6,000 USD seized 17.8% of respondents. The next group is from 3,501 - 5,000 USD with 11.9%. The fourth group is above 6,000 USD with 10.8% and the last position with the lowest percentages (7.0%) was the respondents with the income fluctuated 2,501 - 3,500 USD month.

Figure 8: Income of respondents



4.2.2 Descriptive analysis

Travel intention (TI) is measured by three dimensions including Destination Image (DI), E-Word of Mouth (WOM), Attitude toward Son Doong Cave (ATT), respectively.

Regarding Destination Image, it is noted that the Son Doong Cave offers good value for money, making the highest mean value ($M = 4.77$) and 59.4% agreement rating. The second high mean value ($M = 4.48$) has 51.3% agreement rating which said that Son Dong Cave has a pleasant climate. Besides, Son Doong Cave is evaluated that the destination has “beautiful scenery and natural attractions” when 44.9% agreement rating, so the mean value also be not low at $M = 4.15$. On the other hand, it is interesting to see that the highest figure of Neutral is 27% for item “Son Doong Cave is safe and secure”, at the same time, the disagreement rating of it also reach 29.1%. Thus, Son Doong cave is unlikely to be the destination safely and securely. It illustrates that this cave is available for those who like adventure and travel to pristine locations.

Table 3: Descriptive statistic for Destination Image

Coding	Frequencies (Number of respondents and percent rate among total)							Mean	Std. Deviation
	Strongly Disagree	Disagree	Somewhat disagree	Neutral	Somewhat Agree	Agree	Strongly Agree		
DI1	15	13	27	50	49	14	17	4.16	1.593
	8.1%	7.0%	14.6%	27%	26.5%	7.6%	9.2%		
DI2	10	17	42	43	40	19	14	4.08	1.548
	5.4%	9.2%	22.7%	23.2%	21.6%	10.3%	7.6%		
DI3	10	24	37	31	41	24	18	4.15	1.677
	5.4%	13.0%	20.0%	16.8%	22.2%	13.0%	9.7%		
DI4	9	14	26	41	43	29	23	4.48	1.626
	4.9%	7.6%	14.1%	22.2%	23.2%	15.7%	12.4%		
DI5	9	12	29	25	32	43	35	4.77	1.755
	4.9%	6.5%	15.7%	13.5%	17.3%	23.2%	18.9%		

E-Word of Mouth is measured by five items, and mean value of them is from 4.18 to 4.81. People often collect information of other users throughout online before travelling so that they have more confidence, it be illustrated by the highest mean value ($M = 4.81$) as well as the highest agreement rating (61.6%) for item WOM5 “when I travel to a destination like Son Doong Cave, tourist’s online reviews make me confidence in travelling to the destination”. It is shown that tourists online reviews is not so important to somebody to choose attractive destination, because the percentage of neutral answer of item WOM2 “I often consult other tourist’s online travel reviews to help choose an attractive destination like as Son Doong Cave” is not low at 20.5% among all answers of respondents as well as the disagreement rating at 27.5%.

In which item has the lowest mean value ($M = 4.18$), the agreement rating is the lowest among five items with 51.9% for WOM1 “I often read other tourist’s online review to know what destination like make good impressions on others”. It should not be ignored that the agreement rating is quite high with 58.9% at the WOM4 item “If I do not read tourist’s online travel reviews when I travel to a destination like Son Doong Cave, I worry about my decision” leads to making the mean value of it is the second high ($M=4.72$).

Table 4: Descriptive statistic for E-Word of Mouth

Coding	Frequencies (Number of respondents and percent rate among total)							Mean	Std. Deviation
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree		
WOM1	14	20	23	40	51	24	13	4.18	1.627
	7.6%	10.8%	12.4%	21.6%	27.6%	13.0%	7.0%		
WOM2	11	15	25	38	38	39	19	4.46	1.665
	5.9%	8.1%	13.5%	20.5%	20.5%	21.1%	10.3%		
WOM3	9	18	18	37	48	33	22	4.54	1.642
	4.9%	9.7%	9.7%	20.0%	25.9%	17.8%	11.9%		
WOM4	11	11	23	31	38	39	32	4.72	1.730
	5.9%	5.9%	12.4%	16.8%	20.5%	21.1%	17.3%		
WOM5	8	14	16	33	41	43	30	4.81	1.660
	4.3%	7.6%	8.6%	17.6%	22.2%	23.2%	16.2%		

Relating the dimension of Attitude toward Son Doong Cave, there are three items as follow, ATT1 is Son Doong Cave is very good; ATT2 is Son Doong Cave is very valuable; and ATT3 is Son Doong Cave is very pleasant. The following table shows that the most important identification of

respondents about Son Doong Cave is that it is very valuable (ATT2) 45.9% of total respondents agreed with this statement, making the highest mean value of this group $M = 4.22$. Besides, the view that Son Doong Cave is very pleasant (ATT3) is also concerned as a true fact, making high mean value ($M = 4.19$) and 47.6% agreement rating. The final item of this table is ATT1 with 44.4% of agreement percentage and the mean value ($M = 4.21$). All three items of Attitude toward Son Doong Cave get the proportion of disagreement rating which is not very low, from 29.7% to 35.7%. At the same time, the number of neutral rating also is not low, along with 18.4% to 25.9%. On the other hand, the proportion of agreement of three items overcomes as the percentage of disagreement.

Table 5: Descriptive statistic for Attitude toward Son Doong Cave

Coding	Frequencies (Number of respondents and percent rate among total)							Mean	Std. Deviation
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree		
ATT1	11	24	20	48	41	24	17	4.21	1.643
	5.9%	13.0%	10.8%	25.9%	22.2%	13.0%	9.2%		
ATT2	13	19	34	34	37	30	18	4.22	1.709
	7.0%	10.3%	18.4%	18.4%	20.0%	16.2%	9.7%		
ATT3	12	15	31	39	51	29	8	4.19	1.530
	6.5%	8.1%	16.8%	21.1%	27.6%	15.7%	4.3%		

As regard **Travel intention**, it is measured by three statements. Mean value of three items is along from 4.17 to 4.25. In this dimension, all neutral ratings are not low, ranging from 23.2% to 26.5%. However, the rating of agreement also overcomes disagreement rating. For example, in which highest mean value ($M = 4.25$) show 46.3% respondents agree they will plan to visit Son Doong Cave if everything goes as they think, compare to 29.7% disagree and 23.9% neutral with these items.

Similarly, the lowest mean value (M=4.17) presents 44.8% answers agree they will choose Son Doong Cave rather than other destinations in Vietnam, compare to 28.6% disagreement.

Table 6: Descriptive statistic for Travel Intention

Coding	Frequencies (Number of respondents and percent rate among total)							Mean	Std. Deviation
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree		
TI1	15	15	23	49	43	20	20	4.24	1.665
	8.1%	8.1%	12.4%	26.5%	23.2%	10.8%	10.8%		
TI2	15	15	26	43	55	16	15	4.17	1.598
	8.1%	8.1%	14.1%	23.2%	29.1%	8.6%	8.1%		
TI3	16	3	31	44	48	20	18	4.25	1.624
	8.6%	4.3%	16.8%	23.9%	25.8%	10.8%	9.7%		

4.3 Reliability and Validity testing

The reliability analysis was conducted by calculating the Cronbach's α . The minimum proposed Cronbach's alpha is above .6. Thus, results of the four constructs exceed. In table 7, the Cronbach's α coefficient of "Destination image" is .804, that of "Electronic Word of Mouth" is .877, "Attitude toward Son Doong Cave" is .82, and "Son Doong Cave Travel Intention" is .882 the required .6 threshold. In addition, all items was satisfied item-total correlations ($>.3$). Thus, these items were used in further analysis. The measurements of this study are acceptable in reliability.

Convergent validity of the measurement model was assessed by three measures: item reliability, composite reliability (CR) and average variance extracted (AVE) (Fornell and Larcker, 1981). Item reliability was evaluated by the size of the loadings of the measurements. The loading should be above

.5, indicating each measure is making up 50 per cent or more of the variance. The result of factor loadings show that all items loaded strongly ($>.5$) on their appropriate factors which supported their unidimensionality. Composite reliability was assessed on the basis of internal consistency. The internal consistency measure is similar to Cronbach's alpha. The internal consistency measure assumes parallel measures, and represents a lower bound of composite reliability. According to Molina et al., (2007), the minimum proposed composite reliability value is 0.70. The result of this criterion was satisfactory and reported in Table 7. To complete the analysis, the AVE was computed, in which the minimum suggested value is .5. Convergent validity is adequate when constructs have an AVE greater than .5, the variance shared with a construct and its measures is greater than the error. As shown in Table 7 all the constructs have an AVE score above .5. With factor loading of all items is higher than 0.5, CR above 0.7 and AVE greater than 0.5, the result implied that the measurement was good.

Discriminant validity was assessed using two methods: correlation between constructs (r); and the comparison of the square root of the AVE for each construct with the correlation between the construct and other constructs in the model. Correlation between constructs in combination with standard error in table 8 indicated all of them are different from 1. In addition, Chin (1998) states that if the square root of the AVE for each construct is larger than the correlation between the construct and any other construct in the model, then the measures should be considered to have adequate discriminant validity. Table 9 shows the all constructs in the estimated model satisfied this criterion. Since none of the off-diagonal elements exceeded the respective diagonal element, the criteria for discriminant validity were considered satisfied.

According to the above results, the reliability and validity in this study are acceptable.

Table 7: Convergent and discriminant validity of constructs

Constructs	Indicator	Standardized loadings	Criteria (Cronbach's α, CR, AVE)
Destination Image	DI1	.603	Cronbach's α = .804
	DI2	.671	CR = .864
	DI3	.849	AVE= .561
	DI4	.735	
	DI5	.709	
Electric Word of Mouth	WOM1	.709	Cronbach's α = .875
	WOM2	.794	CR = .909
	WOM3	.914	AVE= .667
	WOM4	.565	
	WOM5	.536	
Attitude toward Son Doong Cave	ATT1	.872	Cronbach's α = .82
	ATT2	.914	CR = .892
	ATT3	.823	AVE= .735
Son Doong Cave Travel Intention	TI1	.819	Cronbach's α = .882
	TI2	.783	CR = .927
	TI3	.938	AVE= .809

Table 8: Correlation between constructs (r)

Correlation	r	se	p
DI <--> WOM	.612	.176	***
DI <--> ATT	.611	.162	***
DI <--> TI	.529	.173	***
WOM <--> ATT	.836	.205	***
WOM <--> TI	.751	.218	***
ATT <--> TI	.818	.206	***

Table 9 Correlation among construct scores

	ATT	DI	WOM	TI
ATT	.857			
DI	.611	.749		
WOM	.836	.612	.817	
TI	.818	.529	.751	.85

Note: Square root of AVE in the diagonal and bold

4.4 Confirmatory Factor Analysis (CFA)

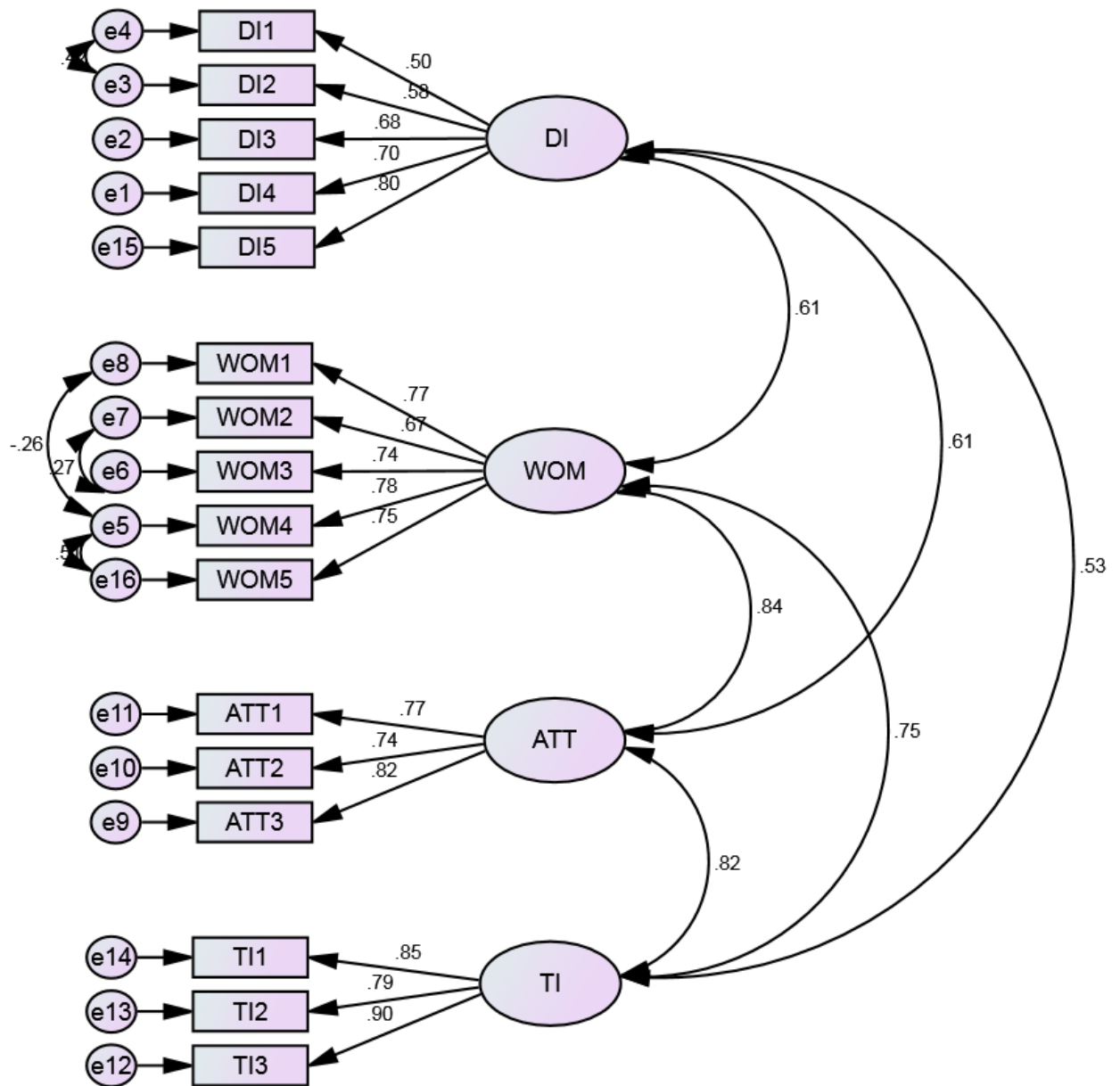
In CFA, the model fit if CMIN/df is less than 3 with p-value larger than 5 per cent. The goodness of fit index (GFI) is a measure of fit between the hypothesized model and the observed covariance matrix. The GFI ranged between 0 and 1, with a cut-off value of .9 generally indicating

acceptable model fit. The comparative fit index (CFI) analyses the model fit by examining the discrepancy between the data and the hypothesized model, while adjusting the issues of sample size inhere in the chi-squared test of model fit, and the normed fit index. A CFI value of 0.90 or larger was generally considered to indicate acceptable model fit. The root mean square error of approximation (RMSEA) avoided issues of sample size by analyzing the discrepancy between the hypothesized model, with an optimally chosen parameter estimates, and the population covariance matrix. A value of .06 or less indicates an acceptable model fit in combination of PCLOSE higher than .5.

After removing items due to factor loading lower than .5, the rest of all the observed items which were significant and substantial ($>.5$) were run as a whole for the final measurement model. The final measurement model had a good fit to the data: Chi-square = 123.532; df = 94; Chi-square/df = 1.846; P = .000; GFI = .896; CFI = .952; RMSEA = .068.

Overall, the measurement model results supported for convergent and discriminant validities of the measures used in this research.

Figure 9: Final measurement model

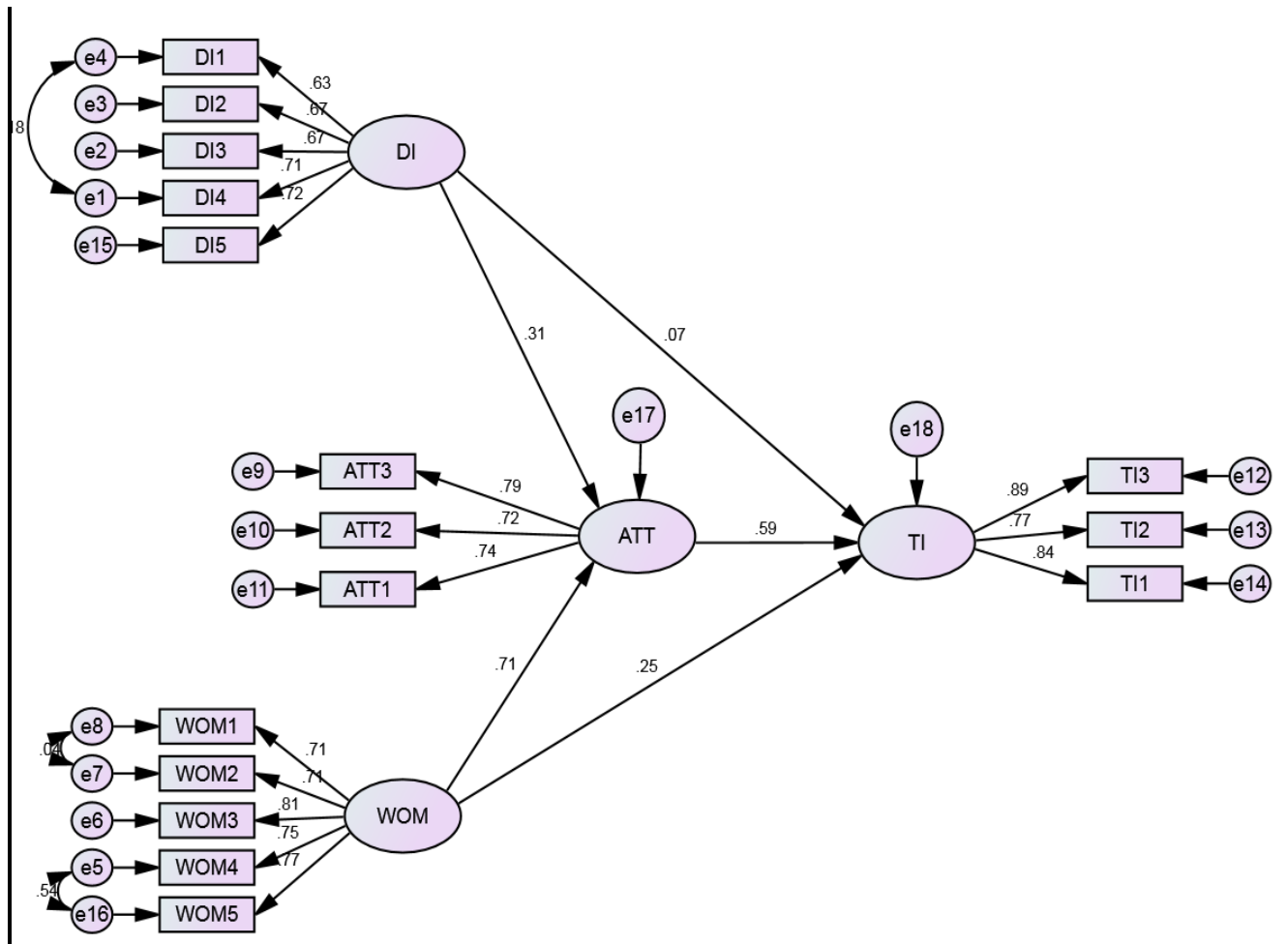


$\chi^2[94] = 123.532$ ($p = .000$); CMIN/df = 1.846; GFI = .896; CFI = .952; RMSEA = .068

4.4 Structural equation modeling (SEM)

The structural equation modeling results indicated that the theoretical model had a fit to the data: $\chi^2[96] = 268.278$ ($p = .000$); CMIN/df = 2.795; CFI = .895; RMSEA = 0.099. The result did not support hypothesis H1 between Destination image and Son Doong Cave travel intention with the regression weight values were positive, but insignificant ($p = .351$). The unstandardized estimates are presented in Table 10, and the standardized estimates are in Figure 10. Secondly, H2 was supported because Destination image was found to be positively associated with Attitude toward Son Doong Cave ($\beta = 0.314$, $p < .001$). Next, H3 posits a positive relationship between Electric word of mouth and Attitude toward Son Doong Cave with supported result ($\beta = .712$; $p < 0.001$). Similarly, H4 illustrates the positive impact of Electric word of mouth and Son Doong Cave travel intention by the result of $\beta = .246$ and $p = .037$. Finally, H5, which proposed a positive relationship Attitude toward Son Doong Cave and Son Doong Cave travel intention was also supported ($\gamma = .594$, $p < .001$).

Figure 10: Structural results (standardized estimates)



$\chi^2[96] = 268.278$ ($p = .000$); CMIN/df = 2.795; CFI = .895; RMSEA = 0.099

Notes: $p < 0.05$: (*), $p < 0.01$ (**), $p < 0.001$ (***)

Table 10: Unstandardized structural paths

Hypotheses	Testing result	Est.(se)	C.R	p-value
H1: <i>Destination image and Travel intention</i>	Not Supported	.085(0.091)	.933	.351
H2: <i>Destination image and Attitude toward SD Cave</i>	Supported	.312(0.076)	4.103	***
H3: <i>Electric word of mouth and Attitude toward SD Cave</i>	Supported	.628(.081)	7.772	***
H4: <i>Electric word of mouth and Travel intention</i>	Supported	.260(.125)	2.085	.037
H5: <i>Attitude toward SD Cave and Travel intention</i>	Supported	.71(.161)	4.400	***

Notes: *** $p < 0.00$; Est. (se): Estimate (standard error)

4.6 Discussion

Based on literature reviews, author built four hypotheses about factors that might affect travel intention to Son Doong Cave, those are: Destination image, electronic Word of Mouth, Attitude toward Son Doong Cave. After performing factor analysis with 185 tourists who are travelling in Ho Chi Minh City, CFA extracted four factors: Destination image, e Word of Mouth, Attitude toward Son Doong Cave and Travel intention.

4.6.1 Hypotheses testing

H1. Destination image has a positive influence on travel intention of Son Doong Cave.

According to *Table 10. Unstandardized structural paths*, H1 was unsupported because $p\text{-value} = .351 > .05$, so that Destination Image was not supported as a factor affecting Son Doong Cave's Travel intention. Thus, factor destination image did not effect on travel intention of Son Doong Cave directly in the sample. It might be explained that the marketing of Vietnam tourism sector is not too focused to

promote about destination image. Furthermore, Son Dong Cave is the new destination and it is not well known in the world. Therefore, Son Doong Cave cannot be more effective to travel intention of travelers compare to Eiffel Tower of Paris, Big Ben of London or Sydney Opera House of Sydney.

H2. Destination image has a positive influence on attitude toward Son Doong Cave.

Although destination image did not effect on travel intention of Son Doong Cave directly, it effects to Son Doong Cave's travel intention throughout attitude toward Son Doong Cave because destination image was found to be positively associated with attitude toward Son Doong Cave ($\beta = 0.314$, $p < .001$). This result is supported in the literature view by Kim and Richardson (2003), who confirmed that destination image had a positive impact on attitudes and behaviors of tourists.

Some amazing images of Son Doong Cave were presented on televisions and other media to make interest and love of visitors in Vietnam and around the world to Son Doong Cave. Thus, destination image effects to attitude of tourists to toward Son Doong Cave. Hence, this factor got reasonable support.

H3. Positive electronic word of mouth has a positive influence on attitude toward Son Doong Cave.

There is a positive relationship between Electronic word of mouth and Attitude toward Son Doong Cave with supported result ($\beta = .712$; $p < 0.001$). This corresponds with previous studies such as Jalilvand and Samiei (2012) that found out that reviews of online users influenced attitudes toward destination and intention to travel. Moreover, Vermeulen and Seegers (2009) also stated that electronic word of mouth as reliable information could be effective to form attitudes of tourists.

There are some people who traveled to Son Doong Cave and then, they uploaded their pictures and wrote reviews about this cave on websites or the Social Network such as Facebook, Twitter, Instagram and so on. This information may create a love to travel to Son Doong Cave of adventurous visitors. On the other side, online reviews or electronic word of mouth often are not commercial, so that they are more believed than advertising campaigns of county or local government. Furthermore, information of reviews of online users is detailed and plentiful at information about hotels, food, prices, traffic, and security.

Thus, positive electronic word of mouth had a positive influence on attitude toward Son Doong Cave.

H4. Electronic word of mouth has a positive influence on travel intention of Son Doong Cave.

According to Table 10, H4 illustrates the positive impact of Electric word of mouth and Son Doong Cave travel intention by the result of $\beta = .246$ and $p = .037$. This sentiment is similar to that of Jalilvand and Samiei (2012) who found that online WOM is an important information sources for tourists to choose a destination to visit. Besides, Zhu and Lai (2009) also proved that there is a relationship between the amount of online users who search information about the destination and the number of tourists' visits to that destination.

The tourist's review on online has an invisible power to effect ability to travel to Son Doong Cave. The picture of Son Doong Cave and the experience of visitors who are travelling actually is truly evidence for attractions of son Doong cave. Furthermore, the votes of the international organizations also are high reference value in the process of formed travel intentions of people.

Therefore, electronic word of mouth has a positive influence on travel intention of Son Doong Cave.

H5. Tourist's positive attitude toward Son Doong Cave has a positive influence on travel intention of Son Doong Cave

According to Table 10, H5 proposed a positive relationship Attitude toward Son Doong Cave and Son Doong Cave travel intention was also supported ($\gamma = .594$, $p < .001$). This relevant to the theory of reasoned action of Ajzen and Fishbien (1980), it confirmed that attitude toward behavior effects on behavior intention directly and leads to actual behavior. Moreover, according to Jalilvand and Samiei (2012), it could predict decision to visit or not visit a certain destination. Also, the attitude of tourists has effects on satisfaction directly and affects future behavior indirectly (Lee, 2009)

Attitude toward Son Doong Cave is formed by the destination image of Son Doong Cave and electronic word of mouth, and it has the strongest effects on travel intention to Son Doong Cave. The positive attitude or negative will affect the decision to travel or not to travel to Son Doong Cave.

Hence, attitude toward Son Doong Cave has a positive influence on travel intention of Son Doong Cave.

4.6.2 Conclusion and final theoretical framework

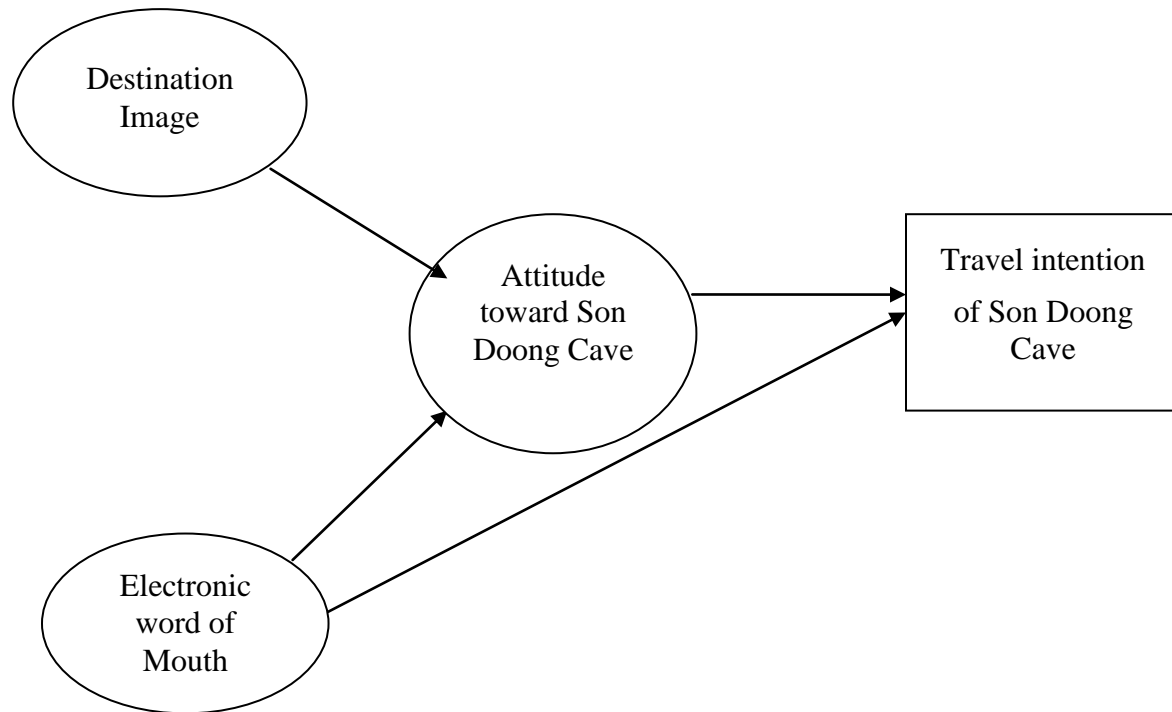
To sum up, there were two models, as direct model and indirect model in this thesis. The direct model included H1 and H4, while the indirect model had H2, H3 and H5. On the one hand, the direct model with H1 was unsupported because $p\text{-value} = .351 > .05$, and other hypothesis was H4 ($p\text{-value} = .037$) which was supported. On the other hand, all hypotheses of the indirect model were supported. Moreover, other hypothesis of the indirect model was H4 which had $p\text{-value} = .037$ bigger than $p\text{-value}$ of all hypotheses of the indirect model (H2, H3, H5 $p\text{-value} = .001$). Thus, the indirect model had a more significant impact than the direct model.

The study had hypotheses summary and the final theoretical framework with four hypotheses as below.

Table 11: Hypotheses summary

No	Hypotheses	Testing result
H1	Destination image has a positive influence on travel intention of Son Doong Cave.	Not Supported
H2	Destination image has a positive influence on attitude toward Son Doong Cave	Supported
H3	Positive electronic word of mouth has a positive influence on attitude toward Son Doong Cave	Supported
H4	Positive electronic word of mouth has a positive influence on travel intention of Son Doong Cave	Supported
H5	Tourist's positive attitude toward Son Doong Cave has a positive influence on travel intention of Son Doong Cave.	Supported

Figure 11: Final theoretical framework



4.6.3 Conclusion of the applying the theory of reasoned action

According to the theory of reasoned action of Ajzen (1980), Attitude toward behavior and Subjective norm affected to Behavioral Intention, and after that, it continued to affect to Actual Behavior. Burak (2004) stated that attitude effect to intention directly. Negative or positive attitude about anything or anybody will contribute to decision of do or do not act any action for them.

As regarding the result of this research, H5 (Tourist's positive attitude toward Son Doong Cave has a positive influence on travel intention of Son Doong Cave) was supported. This hypothesis was proved throughout the analyzing of the collected data in this chapter. Attitude toward Son Doong Cave has significant influence on travel intention because it has ($\gamma = .594$, $p < .001$) and it is formed by the destination image of Son Doong Cave and electronic word of mouth.

Thus, the result of this study is fitting and supporting the theory of reasoned action of Ajzen (1980), and this follows as some researches such as "Predicting intention and behavior to purchase environmentally sound or green products among Thailand consumers: An application of the theory of

reasoned action” of Soonthonsmai (2000); “The theory of reasoned action and intention to seek cancer information” of Levi, Kohler, Grimley and Anderson-Lewis, C. (2007) and so on.

4.7 Summary

In summary, this chapter presented characteristics of respondents and analyzed relationships between the dependent variables and independent variables. Firstly, the characteristics of respondents were showed as gender, age, country, education and income per month of tourist who are traveling in Ho Chi Minh City. After that, the relationships between the dependent variables (travel intention) and independent variables (destination image, electronic word of mouth, attitude toward destination) were analyzed by CFA (Confirmatory Factor Analysis) and SEM (Structural equation modeling). The result of the correlation analysis is that H1 is unsupported and H2, H3, H4 and H5 are supported. In other words, Electronic word of mouth and attitude toward Son Dong Cave affect positive travel intention of Son directly. Destination image is not affecting travel intentions directly, but it affects to Son Doong Cave’s travel intention throughout attitude toward Son Doong Cave.

Next chapter will indicate the conclusions, contributions, implications and limitation of the research.

CHAPTER 5: CONCLUSSIONS AND IMPLICATIONS

5.1 Introduction

This chapter presents brief description about research findings and some of implications of the results. After that, next part is contribution. At the end, research limitations and recommendations for future research have been presented as well.

5.2 Conclusions

The purpose of this research is to find out factors that affect travel intentions of tourist to Son Doong Cave. In this study, factors included the destination image, electronic word of mouth, attitude toward destination and travel intention.

The target respondents were tourist both foreigners and Vietnamese, who travel to Ho Chi Minh City and who knew or had heard about Son Doong Cave. The sample size of the research was 200 people and was collected at some famous places in Ho Chi Minh City such as BenThanh Market, 23-9 Park, 30-4 Park, The Independence Palace, DucBa Church, Saigon Central Post Office, War Remnants Museum, and Uncle Ho Museum. However, there were only 185 qualified questionnaires which were used only for data analysis. The usable response rate to the research is therefore 92.5%.

Data of this research were analyzed by two-steps consisting of CFA and SEM. First of all, a confirmatory factor analysis (CFA) was used to confirm its variables performed reliably and reflected the hypothesized latent variables. Secondly, a structural equation modeling (SEM) was used to test the adequacy of the constructs and the hypotheses.

The thesis had two models, a direct model and indirect model. The direct model includes H1 and H4, while the indirect model has H2, H3 and H5. As following the discussion of chapter 4, the indirect model had more significant impact than the direct model, because in the direct model, H1 was not supported. Thus, the direct model of the research had the most important factor electronic word of mouth because it effects on travel intention not only directly but also indirectly.

Although H1 was unsupported, destination image also has impact on travel intention of Son Doong Cave throughout attitude toward Son Doong Cave (H2). Thus, to improve travel intentions of Son Doong cave, there is need to increase the destination image of Son Doong Cave. Destination image

has the highest standardized loadings which is $DI3 = .849$. It is that Son Doong Cave has beautiful scenery and natural attractions.

Electronic word of mouth has positive impact on travel intention of Son Doong Cave directly and indirectly throughout attitude toward Son Doong Cave, so that electronic word of mouth increases travel intentions and positive attitudes toward Son Doong Cave. To increase electronic word of mouth, managers need to interested more WOM3 and WOM2 (with the highest standardized loadings, WOM3 = .914 and WOM2 = .794). Online reviews of tourists become more important for travelers and it is common action of many tourists before a trip.

As regard Attitude toward of Son Doong Cave, the factor has a relationship with all factors of the framework model of this thesis. Attitude toward Son Doong Cave has a positive and direct effect on travel intention of Son Doong Cave. To enhance travel intention, the government or the authority needs to place emphasis on all three items of Attitude toward Son Doong Cave. In other words, to increase travel intention of tourists to Son Doong Cave, government and policy managers should try to get people to recognize Son Doong Cave is value as visiting site.

Finally, in order to make travel intentions to travel action, it can be improved TI1 (I predict I will visit Son Doong Cave in the future) and TI2 (I would visit Son Doong Cave rather than any other tourism destination) with standardized loading of TI1 = .819, TI2 = .938. It is necessary to have to plan to travel to Son Doong Cave in the future of tourists. Plan is more details and clearer, traveling intention to Son Doong Cave more and higher.

5.3. Contribution

5.3.1 Managerial contributions

The findings are the basis to help the government; authorities and managers to give policies develop and attract travelers to visit Son Doong Cave and other destinations of Vietnam. This results show that the government needs to build a specific strategy to develop Son Doong Cave generally, and has private marketing strategy for Son Doong Cave or any destinations. Furthermore, authorities and managers of travelling companies also have more information to give the strategy and policies to develop some advantages of Son Doong Cave to attract more and more to travel.

5.3.2 Theoretical contribution

Firstly, Son Doong Cave is a discovered new place so that is a quite new both tourists and scientists. Until now, there is not an official study of Son Doong Cave, especially about destination image or travel intentions of Son Doong Cave. Therefore, this thesis seems to be a first research of Son Doong Cave and it will be a reference to research for later studies.

Secondly, the TRA is the theory to explain relationship between Attitude toward behavior and Behavioral intention and relationship between Subjective Norm and Behavioral Intention. According to the TRA, Attitude toward behavior has direct effects to Intention. Besides, the findings of the research shows that positive attitude toward Son Doong Cave has positive influence on travel intention of Son Doong Cave. Therefore, the results of this study absolutely fit and support the theory of reasoned action of Ajzen (1980), at the same time, this theory also confirm the result of the research.

5.4 Implications

Based on the result of data analyzing of correlation of factors in this research, the following managerial implications are proposed to better Son Doong Cave's travel intention.

Firstly, regarding to indirect model of thesis, to improve travel intention the government needs to increase attitudes toward Son Doong Cave, at the same time, it needs to raise both destination image and electronic word of mouth. To do this, the government of Vietnam or travel companies should focus on marketing strategy to introduction and advertise Son Doong Cave in the world. This strategy is implicated on not only international tourism events but also in other cultural events such as film industry, music sector and so on. For example, Vietnam approved for the cast and crew of the new "Kong: Skull Island" movie to come and record in Vietnam. The scenes of "Kong: Skull Island" movie were recorded at famous destination of Vietnam as Ha Long Bay, Trang An – Ninh Binh, Phong Nha Cave, Son Doong Cave. This work not only helps Vietnam to attract a big amount of budget money but also the beauty of Vietnam is promoted to the world free and effectively.

Secondly, authorities and managers also need to have a strategy to protect and develop Son Doong Cave. The most special thing of Son Doong Cave is beautiful scenery and natural attractions such as jelly emulsion, creatures and appearance. The pristine and majestic of Son Doong Cave have to protected and used appropriately. Thus, the strategy needs to focus on to protect natural appearances and specific creatures of Son Doong Cave.

Furthermore, in order to develop travel intentions of Son Doong Cave, quality services at Son Doong Cave such as, hotel, staff, and safe for travelers should be developed. This will make more good impressions for attitude toward Son Doong Cave of tourists.

5.5 Limitations and recommendation future research direction

The study has some limitations as follows.

First of all, research only conducted some famous places in Ho Chi Minh City and sample size was 200 respondents who are tourist both abroad and Vietnamese. This leads to the study may not be reflex truly for the whole travelers. If this kind of research is conducted at other places in Vietnam and much greater sample size, the result will be more representative.

Secondly, the time of working on this study is too short and language limitation of researcher lead to the number of foreigner answers was small, so the quality of this research may not be so high. Further research should have to increase the sample size and be supported by partner's good language.

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APPENDICES

QUESTIONNAIRE (ENGLISH VERSION)

My name is Dinh Thi Lua, currently a student of the program “Master of Public Administration” of the International School of Business – University of Economics Ho Chi Minh City associated with University of Tampere. I am undertaking a research to examine some factors affecting to travelling intention of Son Doong Cave. I will be grateful if you spend your free time to conduct the survey below. It should take you no longer than 5 minutes to finish this questionnaire. Please answer freely as there is no right or wrong answer. With this survey, you will help us complete the paper and offer the strategy to improve travel intention of Son Doong Cave in the future.

Your personal information will be kept confidentially and not be enclosed without your permission. If you have concerns or questions about this research, please contact me via my email dinhlua209@yahoo.com

I. Do you have heard about or knew about Son Doong Cave in Vietnam?

Yes ☐

No ☐

II. SURVEY CONTENT

The following questionnaire comprises sixteen questions. Please indicate your level of agreement on the following statements by mark X in the appropriate box:

Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
1	2	3	4	5	6	7

No	Questions	1	2	3	4	5	6	7
1	Son Doong Cave is safe and secure.							
2	Son Doong Cave offers exciting and							

	interesting places to visit							
3	Son Doong Cave has beautiful scenery and natural attractions							
4	Son Doong Cave has a pleasant climate							
5	As a tourism destination, Son Doong Cave offers good value for money							
6	I often read other tourists' online travel reviews to know what destinations like make good impressions on others.							
7	To make sure I choose the right destination (e.g. Son Doong Cave), I often read other tourists' online travel reviews.							
8	I often consult other tourists' online travel reviews to help choose an attractive destination Son Doong Cave.							
9	I frequently gather information from tourists' online travel reviews before I travel to a certain destination (like Son Doong Cave).							
10	If I don't read tourists' online travel reviews when I travel to a destination (like Son Doong cave), I worry about my decision.							
11	When I travel to a destination (like Son Doong Cave), tourists' online travel reviews make me confidence in traveling to the destination							

12	Son Doong Cave is very good.							
13	Son Doong Cave is very valuable.							
14	Son Doong Cave is very pleasant.							
15	I predict I will visit Son Doong Cave in the future.							
16	I would visit Son Doong Cave rather than any other tourism destination.							
17	If everything goes as I think, I will plan to visit Son Doong Cave in the future							

III.GENERAL INFORMATION

Country of origin:

USA and Canada ☐

Europe ☐

Asia ☐

Other countries ☐

Gender Male ☐

Female ☐

Age

Under 25 ☐

From 26 to 35 ☐

From 36 to 50 ☐

Above 50 ☐

Education

High school degree ☐

Vocation degree ☐

College/Bachelor ☐

Post graduate ☐

Income per month (\$USD) is

Below 2500 ☐

2500 - 3500 ☐

3501 – 4500 ☐

4501 - 5500 ☐

Above 5500 ☐

Thank you for your assistance in completing this questionnaire.

QUESTIONNAIRE (VIETNAMESE VERSION)

PHIẾU KHẢO SÁT

Tôi tên Đinh Thị Lua, là học viên chương trình Thạc sĩ Quản lý hành chính công do trường Đại học Kinh tế thành phố Hồ Chí Minh kết hợp với trường Đại học Tampere, Phần Lan tổ chức. Hiện tôi đang thực hiện đề tài nghiên cứu khảo sát về **“Các yếu tố ảnh hưởng đến ý định tham quan hang Sơn Đoòng”**. Trân trọng kính mời anh/chị vui lòng điền vào phiếu khảo sát dưới đây. Xin lưu ý rằng không có câu trả lời nào đúng hay sai. Tất cả các câu trả lời của anh/chị đều có giá trị và hữu ích đối với việc nghiên cứu. Ý kiến của anh/chị sẽ được giữ bí mật tuyệt đối và kết quả chỉ sử dụng cho mục đích nghiên cứu.

Nếu bạn có thắc mắc hoặc câu hỏi về nghiên cứu này, xin vui lòng liên hệ với tôi qua email dinhlua209@yahoo.com. Trân trọng cảm ơn.

I. Bạn đã từng nghe nói hay biết về hang Sơn Đoòng chưa?

Có ☐

Không ☐

II. NỘI DUNG NGHIÊN CỨU

Đầu tiên, xin anh/chị cho biết ý kiến của bản thân anh/chị bằng cách đánh dấu X vào ô mà anh/chị cảm thấy đúng nhất:

Hoàn toàn không đồng ý	Hầu như không đồng ý	Không đồng ý một chút	Không có ý kiến	Đồng ý một chút	Hầu như đồng ý	Hoàn toàn đồng ý
1	2	3	4	5	6	7

TT	Câu hỏi							
1	Tôi cảm thấy hang Sơn Đoòng an toàn và an ninh.							
2	Hang Sơn Đoòng có những đặc điểm thú vị để tham quan							

3	Hang Sơn Đoòng có phong cảnh đẹp tự nhiên và thu hút							
4	Hang Sơn Đoòng có khí hậu ôn hòa							
5	Là một địa điểm du lịch, tôi thấy nghĩ hang Sơn Đoòng với nhiều giá trị du lịch xứng đáng với sự kỳ vọng của du khách.							
6	Tôi thường đọc các nhận xét online của khách du lịch trên internet để biết địa điểm nào là tốt để thăm quan							
7	Tôi thường tham khảo các ý kiến đánh giá của khách du lịch trên internet để giúp tôi lựa chọn một điểm du lịch hấp dẫn.							
8	Tôi thường xuyên thu thập thông tin từ các nhận xét online của khách du lịch trước khi tôi đi đến một nơi cụ thể như hang Sơn Đoòng.							
9	Nếu tôi không đọc các nhận xét online của khách du lịch trước khi đi đến một địa điểm du lịch ví dụ như hang Sơn Đoòng, tôi sẽ lo lắng về quyết định của tôi.							
10	Khi đi du lịch đến một đích đến (như hang Sơn Đoòng, những đánh giá du lịch trực tuyến của khách du lịch làm cho tôi tự tin hơn trong việc đi đến đó.							
11	Tôi cảm thấy hang Sơn Đoòng sẽ là một điểm							

	đến tốt.							
12	Tôi cảm thấy hang Sơn Đoòng sẽ là một điểm đến rất có giá trị.							
13	Tôi nghĩ hang Sơn Đoòng sẽ làm tôi hài lòng.							
14	Tôi đoán tôi sẽ thăm hang Sơn Đoòng trong tương lai.							
15	Tôi sẽ ưu tiên tới thăm hang động Sơn Đoòng hơn bất kỳ địa điểm du lịch khác ở Việt Nam.							
16	Nếu mọi thứ diễn ra như tôi nghĩ, tôi sẽ có kế hoạch đến thăm hang Sơn Đoòng trong thời gian gần nhất.							

III.THÔNG TIN

Giới tính Nam ☐ Nữ ☐

Độ tuổi

Dưới 25 ☐ Từ 26 - 35 ☐

Từ 36 - 50 ☐ Trên 50 ☐

Trình độ học vấn

THPT ☐ Trung cấp nghề ☐

Cao đẳng/Đại học ☐ Sau đại học ☐

Thu nhập hàng tháng (Đơn vị VND):

Below 10.000.000 ☐ 10.000.000 – 20.000.000 ☐

21.000.000 – 40.000.000 ☐ 41.000.000 – 60.000.000 ☐

61.000.000 – 80.000.000 ☐ Trên 80.000.000 ☐

Cảm ơn sự trợ giúp của bạn đã hoàn thành phiếu khảo sát này. Trân trọng cảm ơn!