



INTERNATIONAL TOURISTS' PERCEPTIONS ON TOURISM PRODUCTS
IN HOI AN, VIETNAM

by
VAN T. HOANG

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration in Tourism Management

Graduate School of Business
Assumption University
Bangkok, Thailand

May 2008

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Business Administration in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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ABSTRACT

In every business, a desire to increase customer especially loyal customer is a dream for every businessmen. Tourism industry is not the exception. As such, the overall objective of this study was to investigate the relationship between demographics of visitors together with their previous travel experience and tourism products of Hoi An with the aim to increase number of tourists visit and revisit Hoi An, Vietnam. In order to understand the difference of these variables, relevant theories and concepts were reviewed to form the theoretical and conceptual framework.

In this study, the researcher used qualitative and quantitative methods as the methodology. For quantitative method, 384 sets of questionnaires were distributed at tourist's attractions in Hoi An like Japanese Bridge, Phuoc Kien community house, shopping streets, river bank along the town using non – random convenient sampling method. T –test and ANOVA were used for hypothesis testing.

For qualitative method, personal interviews to tourists were conducted to acquire additional explanations to the finding from quantitative method.

Results from hypothesis testing revealed that there were no differences among international tourist's perception towards cultural and historical values of Hoi An when classified by nationality, gender, education and previous trip experience to Hoi An. Regarding their perception towards architecture of Hoi An, it could be concluded that there are no difference in their perception towards architecture when classified by nationality, gender, income, and education. Regarding their perception towards local

residents, it could be concluded that there are no difference in their perception towards local residents when classified by nationality, gender, education.

Regarding their perception towards tourist's activities, it could be concluded that there are no difference in their perception towards tourist's activities when classified by gender, income. On the other hand, there were differences among international tourists visiting Hoi An regarding their perception towards cultural and historical value of Hoi An when classified by income group. Similarly, there were differences among international tourists visiting Hoi An regarding their perception towards architecture when classified by tourists who are satisfied with their previous trip to Hoi An. Regarding their perception towards Hoi An residents, it could be concluded that there were differences in the perception of international tourists about Hoi An residents when classified by income group and tourist how are satisfied with their previous trip experience to Hoi An. Regarding their perception towards tourist's activities, it could be concluded that there were differences in the perception of international tourists towards tourist's activities when classified by nationality, education, and tourists who are satisfied with their previous trip experience to Hoi An group.

The mean values showing international tourist's perception towards tourism products in Hoi An, Vietnam were good to cultural and historical values (4.3489), architecture (4.3776), local residents (4.3247), and tourist's activities (4.2031).

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CHAPTER ONE

GENERALITIES OF THE STUDY

This chapter consists of seven sections: background of the study, statement of the problem, research objectives, scope of the study, limitations of the study, significance of the study, and definition of terms.

1.1 BACKGROUND OF THE STUDY

Nowadays, tourism is one of the key industries in many countries. Its role in the economy is affirmed by its large share of GDP and the foreign currency exchange income brought in the country. Local people get jobs, infrastructure is improved, other industries are encouraged to expand and international exchange happens more often.

Not standing outside the circle of this development, Vietnam is witnessing a wonderful historic moment as the country is becoming the center of interest in the region. Acknowledged as a rising star in Asia, Vietnam is becoming an increasingly popular destination for international tourists. Meanwhile, the tourism industry is receiving generous support from governmental policies for investors and economic development opportunities for the country itself. Together with the booming expansion of the world tourism industry, tourism in Vietnam is showing its natural and human resources; the heritage and culture which it inherited from ancestors and special privileges from nature.

According to the statistics released by the Vietnam Tourism Department, the number of international tourists traveling to Vietnam is raising yearly. From 2000, when Vietnam received 2.1 million tourists, the figure rose to 3.6 million tourists in 2006 (Vietnam tourism statistics board, 2007). Although Vietnam is new in the

international tourist's map, it has the advantage of beautiful beaches throughout the country and a unique culture.

Thanks to this development and regional recognition, the Vietnam tourism sector benefits from numerous opportunities. First of all, there is the increase in the number of international tourists as well as the enlarged tourist market. Secondly, international economic integration allows Vietnam to benefit from foreign direct investment (FDI) in tourism development to expand infrastructure, improve service skills and tourist product quality to serve local and foreign tourists. Since joining the World Trade Organization, Vietnam has been able to offer many chances for worldwide and local investors in the field of tourism business.

Besides the external advantages, the local economy as well as politics has contributed to the development of tourism sector. Vietnam's economy grows steadily. The political and social situation in Vietnam is very stable and offers an image of a safe and friendly destination for tourists. In addition, infrastructure and material facilities have been improving and developing incessantly. On top of that, the government has been supporting the industry since early on they recognized that the tourism industry is one of the key economic development industries for the nation.

Tourism in Quang Nam Province in general and the ancient town of Hoi An in particular has great opportunities to develop further. Quang Nam has the top tourism growth rate in the central – high land region in Vietnam with the brand image of “one destination – two world heritages” of which Hoi An ancient town is one of the two (Viet Nam Tourism Statistics Board). Being domestically and internationally famous for its oldest urban architecture complex in the South East Asia and its well – preserved ancient fascinating tourist destination, Hoi An draws and attracts lots of domestic and foreign visitors for their discovery and expedition after the town was

declared a Cultural World Heritage on the 4th December 1999 by UNESCO. Moreover, the event of joining World Trade Organization and the successfully organized Asia – Pacific Economic Cooperation – APEC 2006 in Hoi An is a success of Vietnam tourism industry in general and Hoi An tourism in particular. Hoi An has over 1000 ranked relics which are considered to be a museum about cultural values, arts and sciences (Viet Nam Tourism Statistic Board, 2004). The unique nature of Hoi An is in the mixture of a stunning natural landscape with villages, lakes, a river, and island blocks; and the lingering cultural values, a culture of hospitality as well as the cultured behavior of Hoi An people. These have been valuable resources efficiently supporting the developing economy which is becoming famous to local and international tourists. Its tourism resource features natural landscapes, beaches, islands, rivers, and traditional cuisines attracting numerous visitors to indulge themselves in the ancient quiet atmosphere. Cham Island which is 19 km to the northeast of Hoi An. Cham Island is a valuable tourism resource in many points of view. It has a diversity of marine species together with clean environment which can form luxury tourist resorts. It is said that Cham Island will be the main supporter for the ancient town of Hoi An to develop tourist potentials, an increased number of tourists and a lengthened stay. One of the most specific of Hoi An tourism is its value in culture, history and human civilization (Hoi An 24 hours yellow book, 2005). People say that Hoi An is a cultural crossroads with Western, Japanese and Chinese influence in evidence in architectural remains. The intangible culture recourse is that Hoi An used to be a port city and a trading center doing business with Asian countries and European countries in the past. It also appears in the ancient relic community, diversified architect Hoi An implying its unique integration, clever absorption among the Vietnamese culture with Chinese or Japanese ones.

With all these strengths in tourism resources, Hoi An still faces a problem of attracting tourists to come back for repeat visits. This is also a challenge of Vietnam's tourism industry in general as well. Particularly, the statistics show that the percentage of repeated tourists in Hoi An is average, which is not ideal for the tourism business given such potential tourism resources.

In general, Hoi An is a living museum, a valuable cultural and historical relic community in Asian and in the world. Many researchers or scholars have been doing research on tourism potential and overseas tourists' perceptions on tourist products and facilities which have promoted and guided Hoi An's tourism planning and management. However, research on their motivation to revisit Hoi An has been rarely carried out. For this reason, researcher would dig deeply in the field of tourists' perceptions towards tourism products to investigate the appealing factors that attract tourists coming back to Hoi An.

1.2 STATEMENT OF THE PROBLEM

With the strategic location, a variety of tourism products and a unique culture, Hoi An has become a famous destination for local and foreign tourists. Among the tourism development and management issues in Vietnam, the desire to get repeat tourists is set to be the leading priority. Oppermann (1998) stated that to measure the destination loyalty, repeat travel to a destination has been used to access this construct. This can be found to be the determinant of the intention to revisit a destination (Kozak and Rimmington, 2000). In fact the percentage of visitation tourism in Hoi An did not meet the plan of local tourism government. According to the Hoi An statistics tourism department, the number of repeat visitors is 25% of the total number of visitors visiting Hoi An in the year 2007. Although many tourism service providers and Hoi

An tourism department have tried to make Hoi An unique, well – managed, and diverse in terms of tourism products, still it faces the problem of attracting visitors to come back to Hoi An. So the explanation on tourists’ perceptions in terms of their demographic factors and their previous trip experience will help to have clearer understanding on what makes tourists travel to Hoi An. As such, this survey is an effort to identify elements that induce tourists visit Hoi An. Therefore, the following research questions have been proposed:

1. To what extent do demographic factors of tourists influence their visit to Hoi An, Viet Nam?
2. How the tourists’ previous trip experience influence their decision to revisit Hoi An?

1.3. RESEARCH OBJECTIVE

1.3.1 To identify the significant differences among international tourists in their perception of tourism products in Hoi An.

1.3.2 To identify the relationship between tourist’s experience of previous trip and tourist’s decision to revisit Hoi An.

1.3.3 To help local tourism government, service providers and marketers have an effective policy making and marketing campaign to increase the number of tourists especially repeat visitors to Hoi An.

1.4. SCOPE OF THE STUDY

This research is aimed at finding the significant differences in tourist demographic factors and their previous trip experience that influence tourist’s visit to Hoi An. So the tourists’ demographic factors and their previous trip experience act as the independent variables. While tourism products in Hoi An act as dependent variables

which cover all the tourism attributes like culture, architecture, local residents, and general tourists' activities.

1.5 SIGNIFICANCE OF THE STUDY

The findings from this research would reveal the differences among tourists' perception towards tourism products in Hoi An from which local tourism department and service providers will benefit to have proper marketing policies to increase the number of visitors. Also, through the findings, they will know the influence of previous experiences tourists had with Hoi An and their present revisit to Hoi An. Understanding this relationship will help local tourism department and marketers understand what tourism elements make tourists revisit Hoi An. Policy making, marketing plans or even some changes in tourism development may be consulted from the findings to increase the number of tourists.

The findings will also support the local government tourism sectors to set priority in developing potential tourism products so that the industry can meet the tastes of visitors.

1.6 LIMITATIONS OF THE STUDY

The research is limited to only foreign tourists so the findings from this research may not cover the similar aspects on local tourists since traveling characteristics of foreign tourists and that of local tourists are different.

The research is conducted in a specific timeframe; therefore, its findings might not be applicable for all time periods.

1.7 DEFINITION OF TERMS

Within this paper, the following definitions are used as the terms in the research:

Culture: there are more than 200 definitions of culture. However, in accordance with the title of this research, culture is viewed as being about the whole way of life of a particular or social group with a distinctive signifying system involving all forms of social activities and artistic or intellectual activities. Culture includes arts, religion, science, language, ethics and law. Purposely, art includes fine art (painting, sculpture, architecture, arts and crafts,) visual arts (theatre, dance, film), music, and literature. (WTO, 1985)

Cultural tourism: cultural tourism is defined as “the movements of persons to cultural attractions away from their normal place of residence for essentially cultural motivations which they suggest includes study tours, performing arts, cultural tours, travel to festivals, visits to historic sites and monuments, folklore, and pilgrimages with the intention to gather new information and experiences to satisfy their cultural needs” (WTO, 1985) In this case, culture is seen as a travel motive.

International tourist: For statistical purpose, international tourist is one who travels to a country for at least one night and main purpose of visit may be classified under one of the following three groups: (a) leisure and holidays; (b) business and professional: (c) other tourism purpose (Medlik, 1996)

Perception: Perception is a “process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world.” (Schiffman & Kanuk, 2004)

Repurchase intention: Repurchase intention is defined as the individual’s judgment about buying again a designated service from the same company, taking into accounts his or her current situation and likely circumstances (Phillip K. Hellier, 2000)

Tourism: Tourism is defined as the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. (WTO)

Tourist's activities: tourist's activities consist of all activities tourists do during their vacation time offered at the destination like sports, cultural visits, sightseeing, local tours, festivals, gambling and entertainment (Alain Decrop, 2000)

Tourist experience: tourist experience is defined as the term to identify the experience of tourist which may be affected by his or her individual state, destination environment, situational and personality related factors as well as the degree of communication with local residents and/ or travel partners (Alain Decrop, 2000)

Tourist product: tourism product is anything that can be offered to a guest or tourist for use or consumption that might satisfy a want or need (Kotler & Armstrong, 2001). Because of the tourism nature, tourism product can be a service which is a intangible product consisting of activities or benefits which one party offers to another. (Brymer, 2000)

CHAPTER TWO

LITERATURE REVIEW

This chapter consists of four sections: Discussion of Variables, Theories Used in the Research, Tourism in Hoi An, Empirical Studies or Other Related

The researcher aims at identifying and analyzing the perception of international tourists towards tourism products in Hoi An.

2.1 DISCUSSION OF VARIABLES

2.1.1 Independent Variables

Demographic Factors: a significant marketing – intelligence inputs perspective (Lazer, 1994): Demographics is one of the most popular and well- accepted bases for identifying markets and customers (Belch, 1993). In any business, specifically identifying the key demographics of market, a basic profile of target customers emerges. Pointing out the importance of demographics and its relationship with marketing, Lazer (1994) noted that demographic data are among the most significant marketing- intelligence inputs. They are central to formulating marketing plans and strategies and are basic to the development of competitive advantage. Previous research has shown that demographic variables are related to service quality expectations (Gagliano et al, 1994). In this research, the four key demographic segmentation variables of nationality, gender, income, education are employed as independent variables.

Nationality is the permanent allegiance to a state by which a person is internationally known. (Swan, 1990). This is one issue in demographic segmentation with similar to use for distinguishing customer groups (Kotler, 2000). This obviously affects tourist's

behavior toward tourism activities. Tourists coming from different countries will have different cultures, different lifestyles and different attitudes. For example, European tourists are very interested in exploring the history of the destination, and they often seek related information before they arrived at the destination. Asian tourists have different perspective towards the destination. They will prefer to go shopping, photo taking, and often stick with a designed tour program. In another way, elements that make tourists satisfied will not be the same because of different nationalities of tourists. All these differences will certainly lead to different perceptions on destination and with the clear profile of tourist nationality; marketers may create the proper programs for each group of tourists.

Gender influences a tourist's thinking, values, attitudes, behaviors, wants and purchase decisions. (Kotler,2000). Males and females have different patterns in consuming goods and service. Gender segmentation has grown in use over the years as marketers have recognized that women are a lucrative market segment, therefore marketers have become more sensitive to women's attitude and behaviors (Kotler and Armstrong, 1991). More recently, evidence reveals that female's involvement with shopping activities and cooking class programs in Hoi An have much potential (Hoi An Tourism Statistics Board). So the identification of key differences between male and female tourists about tourism products and attributes is critical.

Income segmentation has also been a popular demographic variable utilized by a myriad of product and service marketers (Marla, 1996). As such a profile on income of tourists traveling to a destination will allow marketers with target market promote different products and services to dissimilar income groups. For example, destination managers may advertise basic tour programs for a lower income tourist, while

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offering sophisticated programs to those enjoying higher income because the income of tourists very much affects the consumption of tourist products.

Education is another demographic variable in segmenting market (Kotler, 2000). Higher educated and knowledgeable tourists will have different point of view compared with that of lower educated tourists, and as such it influences the lifestyle and consumption patterns of individuals in a direct manner (Hawkin, Best, & Coneys, 1983). The understanding on the different profiles of tourist's education will benefit marketers in creating tourism products that meet the tastes of the tourists because different education levels is inversely related to the participation in tourists' activities at destinations.

Repeat visitation: a choice behavior and tourist's experience perspective

Getting visitors revisit to a destination is always a desire of any destination manager. There maybe many other factors that make tourists revisit certain destinations but the decisive factor will be the choice which has primarily centered on the examination of critical attributes used by tourists as criteria for determining their travel alternatives (Joseph S. Chen, 2001). Repeat visitation is conceptually similar to two of three customer loyalty indicators – intention to revisit destination and the decision made after examining tourism attributes at the destination (Oppermann, 1997). Similarly, Oppermann (1998) argued that if tourists were happy with the previous destination choice, they may not even look for information on other destinations for their next destinations' selections. When tourists have the intention to travel, they will look for many potential destinations and from those, choose one. Elements to be considered when they decide where to travel may come from many sources. It may be from the media source, from friends, or from their own experience or desire. With experience,

they will examine past trip experience which may directly or indirectly influence their choice behaviors. (Joseph S. Chen, 2001). If they have an impressive experience about the past trip, they would consider their choices to visit the place again and vice versa. Also, they may choose to visit the destination again for other activities or to get to know different aspects of the destination.

Choice behaviors are important factor in tourist's repeat visitation. It comes from satisfaction, experience, and knowledge of tourism products. Ahmed (1991) stated that tourist experience and perception were found to be fundamental to the choice of destination and the decision to revisit. There is relationship between tourist choice behavior and destination loyalty but it is limited (Cromton, 1992). This is because even if they are loyal to the destination; tourists may want to seek new experiences in a new destination. They may be loyal to the brand name of a hotel or restaurant rather than the destination. So the factors that induce tourists to revisit a destination should lay in the tourism attributes at the destination that make tourist choose to revisit the destination.

Chen (1998) in his review of tourist's satisfaction proclaimed that it is vital to examine past trip experience to identify the relationship between tourist's decision making process and their revisit. Sonmer and Graefe (1999) found that past travel experience to certain regions both increase the intention to travel there and decrease the intention to avoid places. So experience from the previous trip is important since it may induce tourists to choose to return the destination. When tourists visit a destination, they may consume almost every product at the destination. It will be the restaurants, hotels, tourist attractions, transportation, and entertainment services. Also, they may be attracted by the destination atmosphere, unique culture or people. Hence, whenever tourists have a desire to revisit some places, besides the existence of

tourism facilities like accommodation, food, and transportation, they will consider what impressed them in the previous trip. It may lay in the relationship with the local residents or just because they want to do shopping and join the offered tour activities. Each individual will have different experiences during their trip due to their different perception towards the destination. French tourists may find in Hoi An the attractiveness of an ancient town or architecture, while Thai tourists will find Hoi An the memorable site that Thai moviemakers used in a popular film. As such, tourists will have different perception on the tourism experience. For example, they may hear specific features about the destination but they did not have opportunity to experience in the previous trip so they decide to revisit Hoi An to experience them.

As the result of these theories, segmenting tourists' demographics and previous travel experiences towards tourism products in Hoi An are assigned as the independent variables to identify the above mentioned variable differences.

2.1.2 Dependent Variables

Destination attributes is composed of the tourism products, the atmosphere, the environment behaviors and attributes of employees as well as local residents who have direct or indirect contact with tourists (Reuland et al, 1985). Hoi An is a community of culture and history with the below characteristics and values and the use of the characteristics and value was assigned to be the dependent variables.

The historical and cultural Values of Hoi An: The ancient town Hoi An was formed in the 16th and 17th centuries. Hoi An used to be the busiest commercial port connecting the East and the West in Asia. Trading ships from Holland, Spain, England, and France frequented Hoi An for international exhibition and commercial activities. Besides, Hoi An was an transoceanic exchange center for textiles, ceramics,

Chinese traditional herbal medicine during 17th and 18 centuries. As such, Hoi An became a cultural crossroad mingling Western, Japanese and Chinese influences as evidenced by its architecture remains (Hoi An yellow book, 2004). With this early integration, hallmarks of Western, Japanese, and Chinese styles appear every place in Hoi An; for example, the long parallel streets cross at the end leading to a secluded wooden bridge with a low tiled roof and handrail for pedestrians. This is Japanese Bridge – the symbol of Hoi An is situated. It is said that this bridge is the arch connecting three nations which are Japan, China and Vietnam. This bridge is famous for its distinctive architecture and a convergence of the typically cultural Asian styles (Hoi An: at a glance, 2000). It is also known under the name of “Lai Vien Bridge” which means bridge for passers-by from far away. On one bridge side – the western end are a pair of wooden monkeys and a pair of wooden dogs. There are some stories of this fact that really attract tourists to explore. Another cultural and historic element of Hoi An are the ancestor worshipping houses. These houses used to be places for families to educate their descendants about their ancestors by displaying family antiques (Hoi An: 24 hours yellow book, 2006). Among these houses, Tran ancestor worshipping house is famous for its architecture and for being well-preserved. Tran is family name of a mandarin working for King Gia Long, he was assigned to deliver diplomatic affairs in China (Hoi An: a historical perspective, 2004). Being detached from homeland, he decided to build a worshipping house for his descendants – this is the way he showed his respect to the ancestor of Tran family (Hoi An: a historical perspective, 2004). Nowadays, many antiques are preserved in the house such as red-lacquered and gold – trimmed wooden box, a sword, and a set of seals by this mandarin. It really attracts tourists visiting this house since it is an exhibition place where tourists can buy and collect their favorite things, beside the historic value of

this house, it also appeals to tourists. Today, there are around ten worshipping houses in Hoi An which each of them has its unique architecture and conventional values that most of cultural tourists love to explore. Another remarkable tourist attraction is the Chinese assembly hall, located on the backbone routes of Hoi An. The Fujian assembly hall was built by the Chinese business community. This used to be a living place for Chinese people whose homeland is Fujian but did business in Hoi An. There is also a temple within this hall in which they worshipped an altar of Lady Thien Hau – Goddess of the Sea. It is said that because business from China and Hoi An was almost completely made by ships, they worshipped this Lady to protect them from sea disasters (Hoi An: a historical perspective, 2004). They also worshipped the altars of Avalokitecvra Bodhisattva (Quan The Am Bo Tat), the ancient heroes, three goddesses of birth, twelve midwives, god of fortune, and gods of happiness and virtue. This shows that the people spiritual life of the Hoi An people is very profound and interesting.

Besides those, there are other features really attract tourists by their stories, architecture and uniqueness. Ancient communal houses, ancient tombs, mausoleum and temples, wells and other religious architecture works have contributed to enrich the spiritual life of the people in olden times. Through these impressive places, visitors might find that everything here seems to be very close in sight and it will leave a warm and peaceful feeling in visitors' hearts.

Architecture of Hoi An

In Hoi An, visitors seem to be taken back to the past with ancient houses whose roofs are moss – covered yin-yang tile clearly demonstrated with art of wood sculpture. Because there used to have Chinese businessmen living here, the impact of Chinese architecture appears in the colorfully - decorated and refined temples here and there

in the town with their high and wide gates which is very distinctive and authentic. The most distinguish architecture in Hoi An is that of ancient house. The common feature of these houses is their yin-yang tile roofs (Hoi An: a historical perspective, 2004). Another feature is the eye-shaped on the front doors which is considered as the soul of the ancient house. This feature conveys a hint that all human beings and objects had “eyes” to look at real life and themselves. Therefore, on the doors of most ancient houses in Hoi An are wooden circles like two eyes looking towards the roads. The architecture of these ancient houses also has a lot of wooden pillars in the center and along the two sides of walls with all kinds of rafters, beams, ceilings, partition, doors and staircases. There are also a lot of beautiful wooden boards engraved with Chinese in red lacquered or gilded with gold. The architecture and sculpture of these ancient houses are very special. The houses lie side by side but they have different structures. Some houses bear lively natural images such as birds, flowers, butterflies and stripes of red silk which are not only supple and exquisite but also very refined. These houses were decorated with engraved squares or rectangles with enough depth for the carved images inside which describe the life of farmers, nobleness of the set of four seasons, or bunches of grapes. Some houses are more than 150 years old and being well preserved as its primitive status. There are houses built in the shape of a tube with skillful hands of carpenters. They have a set of columns with short beams overlapping one another and were decorated with the carved trips of silk wrapping two piece of “As expectation” gems (Viet Nam ancient architecture: a general look, 2000). There also many horizontal lacquered boards and pairs of wood panes with paralleled sentences which were gilded with gold. In general, architecture of Hoi An is the reflection of a multiform culture from China, Japan, Champa, and Vietnam. It is

the historical circumstances that bring about such a distinctive architecture for Hoi An.

Hoi An Residents

Because of its history, the characteristic of Hoi An people is a blend of many nations. First is the impact of Chinese people living in Hoi An. They came to live in Hoi An for two major reasons: emigrating to promising areas to earn a living and settle down is the popular phenomenon of Chinese people (Faifo residents book, 1997). And Hoi An was one of the most promising lands at that time with prosperous business opportunities. Secondly, from the early 17th century, due to loyalty to the fallen Ming dynasty and discontent with the Thanh (Q'ing) dynasty, a number of Chinese people emigrated to Vietnam and Hoi An was usually the first place they choose (Hoi An resident: the formulation and development, 1998). As such, from the 17th century, a permanent community of Chinese was formed. They lived separately by creating a Chinese town and earned a living mainly by trading, fortune – telling or teaching. This most crowded community had a part in pushing Hoi An to become the most busiest commercial port in the region at that time. Chinese people also played a role in forming the nuance of Hoi An people.

Another group of people that contributed to developing Hoi An were Japanese businessmen. In the beginning of 17th century, the Tokugawa dynasty ruled Japan and turned a new page for the development of Japanese history. One of its new policies was to encourage international trade which met that of Lord Nguyen in Vietnam that was to open to foreign trading (Faifo resident book, 1997). As a result, some of Japanese businessmen gradually developed business, settled their life permanently and formed a “Japanese village” with about 60 families of 300 persons. However, this integration lasted only 50 years due to the isolated regime of Tokugawa for

religious reasons. Still, Japanese left some marks in Hoi An people by the personality of industriousness, talented business, and skill in arts and crafts (Hoi An resident: the formulation and development, 1998).

Next are Western businessmen. During this period, traders from Portugal, Holland, England and France had come to do business in Hoi An (Hoi An resident: the formulation and development). This trade was the result of an application of new naval technology; and it enlarged the market from Western countries to Eastern ones. These Westerners helped to create the diverse characteristic of Hoi An people such as friendliness, politeness, a readiness to learn new things and business skills.

In general, thanks to its early contact with various civilizations and cultures, Hoi An residents have owned specific features in their way of living as calm and thoughtful as the Eastern and polite, elegant as the Western. Yet, Hoi An people are most famous for their hospitality, modesty and skillful features.

Tourists' Activities

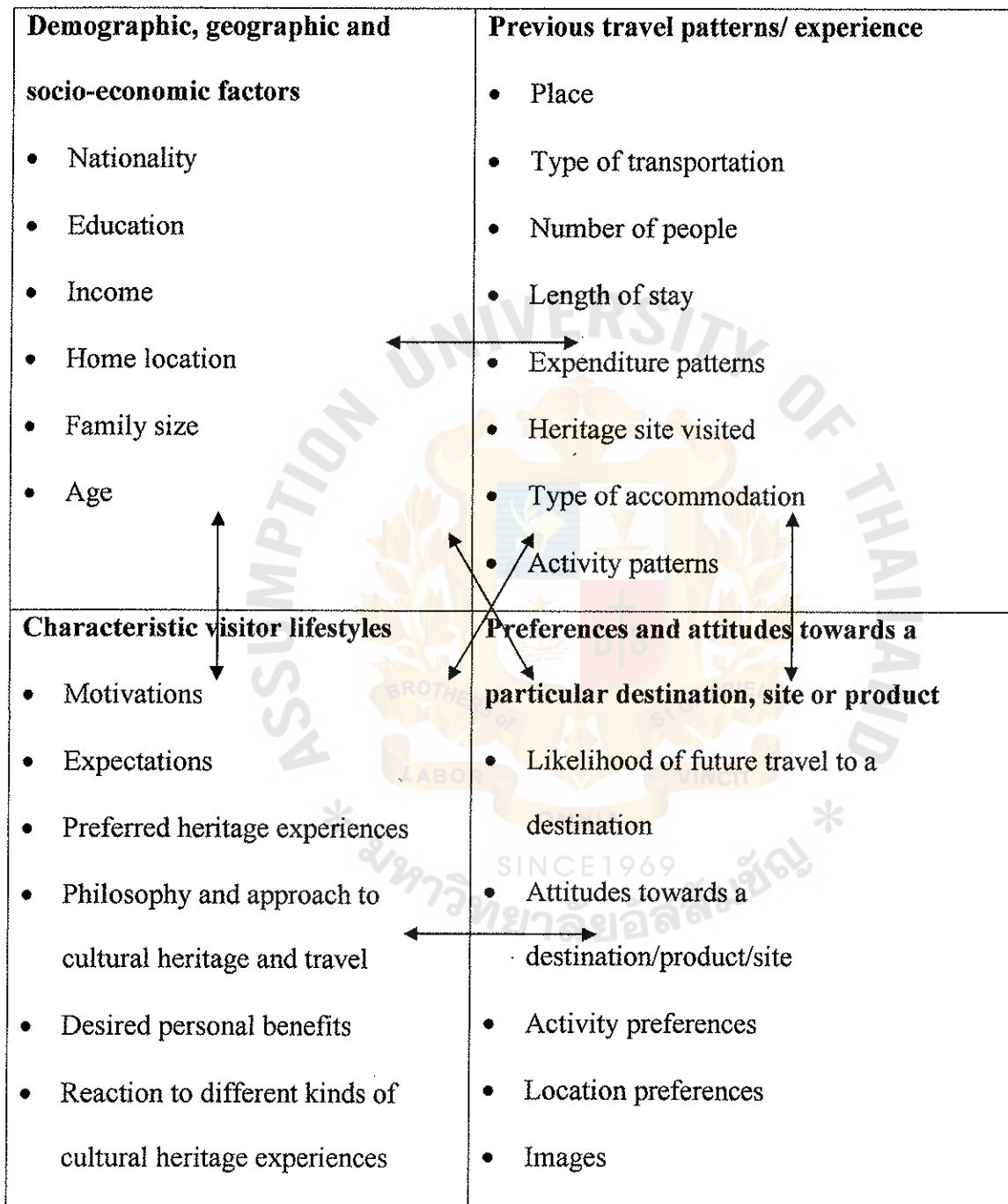
In every destination, tourist activities are the key to attract tourists as well as lengthen their stay. Fortunately, Hoi An has preserved wonderful festivals linked to the spiritual life of the people living along the sea. Traveling to Hoi An, visitors will have chance to experience many activities. The feature of small and quiet streets is the most graceful when lanterns are lighted along the street upon sunset. These silk lanterns emit light which is sufficient for visitor's walking on sidewalks. If tourists come at the time of festivals, they will have chance to experience some unique conventional festivals. A religious ceremony carried out to fight diseases is called Long Chu festival which is celebrated on 15 of the Lunar January (Hoi An 24 hours yellow book, 2006). A dragon shaped boat is moved by the villagers to the temple where they will carry out the blessing ritual for the boat and then move it back to the sea. Or

another festival named Whale worshipping festival in which fisherman celebrates to wish for good luck when they go fishing (Hoi An: 24 hours yellow book, 2006). They perform classical opera with support from local orchestra, actors and actresses demonstrating the fishermen' activities in the river. Also, boat racing festival and lunar New Year festival are popular in Hoi An. Another form of tourist activity is to participate in traditional trade villages. Visitors will have chance to know how to grow vegetable with Tra Que vegetable village or know how to make a lantern by themselves with lantern making village.

In short, after a long and changing history, from severe natural disasters to long periods of fierce war, Hoi An still remains as a well preserved ancient town. The most distinguishing feature of this ancient town is the integration of different cultures from Western to Eastern with an image of international trading port in Asia. These values had resulted in the recognition as the world cultural heritage on 4th December 1999 by UNESCO. Hoi An used to be a place for settlement and trading for many nations. It was also a place of integration which formed a distinctive feature rooted to the activity of Hoi An community like honesty, openness and friendliness in social life; the spirit of integration, respect and supporting each other; the long – standing custom that they appreciate brand names in business as well as loyalty in social relations. All these things have made Hoi An a specifically attractive destination that is loved by all tourists.

2.2 THEORIES USED

Hall and McArthur (1998) conducted a research on perception patterns of tourists in influencing tourist's visit to a destination with the model as follows:



Source: Adopted and modified by Hall & McArthur (1998)

From the model, the researcher sees that demographic factors, previous travel patterns have influences on characteristics of visitor lifestyle, and from that it forms tourists' preferences and attitudes towards a destination, site, or products.

Theories on customer repurchase intention

Phillip K. Hellier (2000) had tested a general model which aims to describe the extent to which customer intention to repurchase a service is influenced by customer perceptions of quality, equity and value, customer satisfaction, past experience, expected switching cost, and brand preference. He also found that satisfaction and attitude to be the major antecedents of customer repurchase intentions (Bearden and Teel, 1983). When attitude is treated as a post-purchase construct, the general sequence is:

Satisfaction -> attitude -> repurchase intention (Phillip K. Hellier, 2000)

In this context, satisfaction is overall level of customer pleasure resulting from experience with service or products.

In the particular aspect of this research, the approach taken is the consideration of tourist experience and preferences towards tourism products in Hoi An to see whether there is influence of previous trip experience to revisit intention.

2.3 TOURISM IN HOI AN

Together with the development of tourism industry in the world, tourism in Hoi An has gradually expanded its tourism position locally as well as regionally. With the advantageous geographic location and enjoyable climate, Hoi An has many beautiful beaches with the eight kilometers of coastline. Famous Hoi An beauty spots famous are the Co Co river, Thu Bon river, and restful village scenery. Hoi An also has natural tourism resources like Cu Lao Cham island which has a very large potential for hotels and resorts. Valuable flora and fauna and colorful coral reefs are being carefully explored to diversify tourist products in Hoi An. Apart from natural tourism resources, humanity tourism resources are another strong point of Hoi An tourism.

Hoi An used to be a commercial port trading with Asia and Western countries. The ancient wards built in 16th century are still represented in relics with arts and various architectures. Moreover, diversity in culture is expressed in religious relics or special purpose works. Tourism products of Hoi An also show in non tangible tourism resources like customs, habits, traditions, and folk performances. Some activities which have been developed more recently to attract tourists are the full-moon nights in ancient town, night streets with colorful lanterns, and a no vehicle town. All these features have created a safe, unique, romantic atmosphere for tourists. Besides, Hoi An is among a few primary places to organize periodical tourism festivals among which are Hoi An tourism month, Hoi An summer destination, and Quang Nam – one destination two world heritage. To support the development of tourism, infrastructure has been upgraded recently. There are many means of transportation to travel to Hoi An, whether by boat if the tourists want to experience the peaceful and quite atmosphere on the river, or by bus with the beautiful scenery along the street, or by bicycle with the excitement of exploring small zigzagging paths full of historic landmarks.

Following is a report on tourism business in Hoi An year 2007:

Figure 2.3a: Report on tourism business activities year 2007 (plan vs implementation)

No	Criterion	Unit	Plans of year 2007	Implementation of year 2007
A.	Total number of visitor visit Hoi An in which:	Time	976,343	964,260
	• International tourist		463,752	549,884
	• Vietnamese tourist		512,591	414,376
B	Total number of visitors visit cultural spots in which:	Time	557,777	627,696
	• International tourist		408,537	492,112
	• Vietnamese tourist		149,240	135,584

C	Total number of visitors visit conventional villages		9,700	8,351
	<ul style="list-style-type: none"> • International tourist • Vietnamese tourist 	Time	9,000 700	7,934 417
D	Total number of visitors visit natural site		29,957	30,216
	<ul style="list-style-type: none"> • International tourist • Vietnamese tourist 	Time	3,225 26,702	6,633 23,583
E	Total number of visitors stay in Hoi An		440,000	512,404
	<ul style="list-style-type: none"> • International tourist • Vietnamese tourist 	Time	355,000 85,000	418,884 93,520

Source: Viet Nam Tourism Statistics Board, 2007

Others are forecasts on tourism development in Hoi An which launched by Vietnam Tourism Research and Development Institute in the period of 2010 to 2020:

Figures: 2.3b Forecast on sightseeing visitors:

Type of visitor	Unit	2005*	2010	2015	2020
Domestic visitor	Time	350,275	615,469	1,138,915	2,128,232
International visitor	Time	342,859	736,648	1,377,377	2,469,134
Total	Time	693,134	1,352,144	2,156,292	4,597,366

Source: Tourism Research and Development Institute, 2002

* Present data for comparison

Figure 2.3c: Forecast on average expenditure of tourists:

Unit: USD per day

Period of time	International tourist	Domestic tourist
2006 -- 2010	70	25
2011-2015	100	30
2015 – 2020	120	35

Source: Tourism Research and Development Institute, 2002

Figure 2.3d: Comparison on number of visitors visiting Hoi An in the year 2006 and 2007 (released by Hoi An Tourism Statistics Board)

N o.	Nationality	Year 2006		Year 2007	
		Amount	Percentage	Amount	Percentage
	Total Amount	288,088	100	418,884	100
1	India	306	0.11	0	0
2	China	2,028	0.70	921	0.22
3	Taiwan	399	0.14	628	0.15
4	Israel	2,515	0.87	2,767	0.66
5	Russia	1,834	0.64	4280	0.1
6	Singapore	2,466	0.86	3,770	0.9
7	Hong Kong	43	0.01	42	0.01
8	Korea	3,013	1.05	4,189	1
9	Malaysia	475	0.17	670	0.16
10	Thailand	18,038	6.26	18,044	4.31
11	Indonesia	306	0.11	419	0.1
12	Philippines	281	0.1	545	0.13
13	Japan	11,603	4.03	13,062	3.12
14	Austria	2,075	0.72	3,260	0.78
15	Belgium	4,715	1.64	6,199	1.48
16	Denmark	6,684	2.32	8,602	2.05
17	Finland	1,733	0.6	2,723	0.65
18	France	46,975	16.31	68,972	16.47
19	Germany	24,562	8.53	35,831	8.55
20	Iceland	2,253	0.78	3,142	0.75
21	Ireland	1,022	0.35	1,655	0.4
22	Italy	4,734	1.64	5,203	1.24
23	Netherlands	8,658	3.01	12,358	2.95
24	Norway	2,681	0.93	3000	0.72
25	Portugal	399	0.14	628	0.15
26	Spain	13,593	4.72	9,064	2.16
27	Sweden	6,026	2.09	7,245	1.73
28	Switzerland	4,803	1.67	6,342	1.51
29	United Kingdom	22,311	7.74	29,066	6.94
30	Australia	41,308	14.34	62,539	14.93
31	New Zealand	5,109	1.77	6,584	1.57
32	United States	23,784	8.26	32,491	7.76
33	Canada	8,924	3.1	13,794	3.29
34	Argentina	140	0.05	204	0.05
35	Mexico	136	0.05	198	0.05
36	Brazil	189	0.07	275	0.07
37	South Africa	305	0.11	419	0.1
38	Others	11,661	4.05	53,617	12.80

Source: Hoi An Tourism Statistics Board, 2007

According to the research, the tourism department is aimed at developing tourist products with the following themes:

1. Cultural and historic tourist product offerings for tourists to come and visit the ancient town.
2. Relaxation with beach and island products allowing tourists to enjoy natural beauty in Hoi An and Cham island.
3. Eco- tourism with river bank and flora and fauna offering tourists to experience a waterway region.
4. Community tourism with activities to visit local traditional villages and make exchanges with local people.
5. Other support activities added to tourist products like festivals, MICE, and international events.

According to the study “Culture heritage management and tourism – a case study on Hoi An, Vietnam” conducted for UNESCO, the local case study team set the master plan for Hoi An tourism developing plan in this period is (1) to turn Hoi An into one of the key economic industries of the town by taking the advantage of the cultural, artistic, historic and architecture values which were recognized by UNESCO and promoting all the natural potentials. (2) Tourism development in Hoi An has to promote the society with economy development and improved education for the people, assure security and social stability, protect and promote the local inhabitants’ characters and traditional values. (3) Tourism development in Hoi An must assure the protection of the historic town, the cultural heritage, the natural landscape, ecology and environment, and reduced pollution.

Tourism in Hoi An aims at developing high quality tourism by combining all spots in Hoi An closely with tourists spots in neighboring areas like Da Nang, Quang Nam,

and Hue. The goal of building Hoi An into a prestigious cultural tourist spot in the regional and international market is set with sustainable development goals controlled by environmental preservation and conservation. Also, sustainability lays in the preservation of local inhabitants' cultural characteristics.

In short, tourism in Hoi An has made some adjustments to meet the requirements and trends of the world tourism. The successful point is that Hoi An still remain its uniqueness. Local government leaders understand that tourism is the most important economic industry bearing the national culture and connects to many other industries. On the other hand, they also recognize that sustainable development can preserve and embellish the destination and is the key factor that would allow Hoi An to become more popular on the international tourism map

2.4 EMPIRICAL STUDIES OR OTHER RELATED STUDIES

Hyounggon Kim Chia-Kuen Cheng and Joseph T. O'Leary (2007). *Understanding participation patterns and trends in tourism cultural attractions*. This research was conducted to emphasize the effects of socioeconomic status as well as demographic variable on tourists' participation in visiting different types of cultural attractions via the question "What activities have you participated in over the past two years while on trips of one or more nights?" in the questionnaire containing 29 different types of cultural attractions. The method of data collection from Canadian Tourism Commission in the United States and the use of sampling method in which telephone survey to selected household and a mail –back survey were carried out with non – US residents. The respondents of this study represent more females (56.5%) than males (43.5%). The level of education indicates that slightly less than half of the respondents

were high – school graduates while the other had a college degree or more advanced degrees.

The outcome of this study shows that socio-economic status (education and income) could be an effective predictor for participation in diverse cultural attractions. The finding also stated that it is necessary for cultural tourists to have certain knowledge of cultural capital (cultural/aesthetic knowledge or taste) in order to enjoy cultural tourist products. The study also indicated that level of income was positively related to the participation in commercial entertainments, whereas level of education in inversely related to the participation in such activities. It implies that the level of education may be a better determinant of cultural tastes than the level of income as shown in much previous literature (DiMaggio & Mukhtar, 2004, Van Eijck, 1997, 1999). The findings of this research are also practically helpful to destination managers. It is a marketing and promotion truism that it should be made in accordance with the characteristics of a target market. Likewise, the promotion of particular cultural attractions should be based on the understanding demographic factors of visitor groups for the long term success of tourism (Craik, 1997). As a result, destination managers can implement marketing campaign with more informed and strategic manners.

John P. Tiefebangcher, Frederick A. Day and Joseph A. Walton (2000).

Attributes of Repeat Visitors to Small Tourist – Oriented Communities

This research was conducted to investigate the characteristics of tourist towns to discern why visitors want to return. The survey assessed the perceptions, attitudes and experiences of tourists to three small towns in Texas. The authors emphasize on the need of retaining repeat tourist because this is the way for inexpensive marketing.

The research discussed the motivational factors to determine a tourist's travel behavior. It talked about the tourist's familiarity toward the destination. Tourists go to places with which they are familiar (Giltelson and Crompton, 1984). The methodology used in this research is quantitative method. A personal interview with open-ended and closed –ended question probed primary and secondary reasons for visiting the three places. The independent variables included in the survey were responses in six conceptual areas which were accessibility, physical and cultural amenities, social setting, prestige, personal attractions and visitor characteristics. The sample size was 125 with 24 in Fredericksburg, 44 in Port Aransas and 39 in Wimberley. The finding showed that repeat tourists to these communities were influenced most by frequent visits to a destination by friends and family, ease of travel, familiarity and shared experience. The finding also suggested that to increase the motivation of repeat tourists, it is important to enhance the accessibility as well as the prestige of the destination.

Onome Daniel Awaritefe (2004). *Motivation and other considerations in tourist destination choice: a case study of Nigeria.*

This study was conducted to explore the motivations for tourist's choice of diverse tourism environment in a third world country – Nigeria. Also, the author wanted to provide an understanding of travel motives and values of visitors to the destination and to establish whether different cultural groups have distinct motivations for travel, and to ascertain whether travel motivation between visitor groups is influenced by destination environment.

The method of data collection employed was the use of primary administered questionnaire delivered to seven different groups of tourists in the seven destinations. Also, the sources from written reports of Nigeria Tourism Development Corporation

(NTDC) – the country official tourism organization were analyzed as secondary data. Data collected were firstly scanned for conceptually similar items or motivations that could be grouped under a common descriptive factor, using Mill and Morrison (1985) categories of travel motivations identified as associated with human needs and of Witt and Mountinho (1989) of destination attractions. The findings show that the most prominent human needs expressed by tourists for destination choice are self – actualization in an appreciative or educational/ cultural context, meaning inductive arousal – seeking push motives, especially the need for culture appreciation and educational pursuits appear to be the dominant motivations for destination visits.

Donggen Wang (2004). *Tourist behavior and repeat visitation to HongKong*

This research was conducted to identify the potential differences in tourist behaviors between first – time and repeat visitors. The researcher collected data on visitor's behavior, expenditure patterns, satisfaction, and opinion about visiting Hong Kong and the demographic and socio-economic characteristics of visitors. The methodology used was face to face interview and target respondent was randomly chosen at four border control points on a continuous basis. A relatively equal number of interviews were conducted in each month of the year. Also, the survey on demographic and socio-economic factors was mentioned in this study to identify the profile of visitors; from that he determined the relationship between tourist behavior and repeat visitation intention. The findings show that there is a relationship between repeat visitation and length of stay that repeat tourists often stay longer than first time tourists. The results of the research also revealed that there is relationship between the repeat visitations and the number and type of places visited/ activities taken. This study also surveyed on the relationship between repeat visitation and tourist spending. And the result

showed that number of previous visits was likely a determinant of visitor's spending. All of the findings from this research postulated that previous experience with a destination might impact on tourist behavior, especially upon spending and length of stay. Also, the findings revealed that repeat visitors were more likely to engage in activities related to local culture and life.

Metin Kozak, Enrique Bigne and Luisa Andreu (2004). *Satisfaction and Destination Loyalty: A comparison between non – repeat and repeat tourists*

The survey was conducted to investigate how tourists' previous experience with a tourist destination influences the satisfaction evaluation, destination loyalty and destination attractiveness; to analyze the level of tourist satisfaction with a destination, destination loyalty, and how a tourist perceives a destination as a multi-product destination. The author classified non-repeat tourists and repeat tourists. He stated that tourist satisfaction with a destination area can be seen as the tourist's evaluation of the destination attributes (Pizam and Milman, 1993). He argued that there is no doubt that if tourists are satisfied with their holiday experience, it is expected that they will be more likely to continue to return to a destination and/ or recommend it to others (Kozak and Rimmington, 2000). The researcher revealed that customers with past experience had greater satisfaction levels than those without past experience. He also speculated that the level of tourists' satisfaction may be colored by their past experience and either higher or lower satisfaction scores might appear in comparison with those of first-time tourists. Three hypotheses were proposed to test whether there are significant differences in the level of tourist satisfaction, tourist loyalty with a destination and perceived destination attractiveness between non repeat and repeat tourist segment. The methodology used was quantitative method with the

distribution of 800 self – administered questionnaires. The variables included were socio-demographic factors, tourist behavior (activities undertaken on holidays, sources of information, mode of organizing holidays, accommodation used, mode of transport), travel history (first visit tourist versus repeat tourists), perceived destination attractions, attribute – based satisfaction, future behavior intention (loyalty to the destination). Findings from the survey revealed that tourist satisfaction focuses on the main product with no differences between non-repeat and repeat tourists. On the other hand, there are differences between non-repeat and repeat tourist towards accessibility, traffic flow, and accommodation facilities. Also, there are significant differences between non-repeat tourist and repeat tourist regarding the intention to visit and intention to recommend the destination to others. The finding also suggested that repeat tourists revisit the destination because of the season feature (in this case, summer).

Joseph S. Chen and Dogan Gursoy, (2001). *An investigation of tourist's destination loyalty and preferences*

The research was conducted to explore the relationship between tourist's choice behavioral attributes and destination loyalty. The researcher used travelers' destination choice preferences as independent variables. There is a set of 17 items referring to tourism products and facilities. The use of a questionnaire was conducted to collect data at the Seoul International Airport. The 5 – point Likert type scale was used for destination choice variables to evaluation the importance of destination attributes. The use of destination loyalty was assigned as the dependent variable. An additional multiple – regression analysis was examined to utilize the relationship between 17 choices of behavioral attributes and destination loyalty. Findings of this research were revealed with 3 behavioral attributes: safety, perceived cultural

uniqueness and perceived convenience of transportation. The findings also indicated that past trip experience and perceived cultural experience had an impact on perceived safety and also influences the tourist loyalty to a destination.

Table 2.4 Summary of Empirical Studies

Article/ Author/Year	Research Objectives	Methodology	Findings
1. Understanding participation patterns and trends in tourism cultural attractions / Hyounggon Kim Chia-Kuen Cheng and Joseph T. O'Leary/ 2007	Emphasizing the effects of socioeconomic status as well as demographic variable on tourists' participation in visiting different types of cultural attractions	Secondary data from Canadian Tourism Commission - Qualitative method with questionnaire to target respondents.	Socio-economic status is one of the effect predictor in participating diverse cultural attractions. Also, demographic factors effects tourists' behavior Besides, the promotion activities of the host destination should be based on demographic factors for long term success.
2. Attributes of Repeat Visitors to Small Tourist – Oriented	- To investigate the characteristics of tourist towns to discern why visitors	- Qualitative method with personal interview: open-ended and closed –ended questions probing	The findings showed repeat tourists to these communities were influenced most by

Communities / 2000/ John P. Tiefebangcher, Frederick A. Day and Joseph A. Walton	want to return.	primary and secondary reasons for visiting the three places	frequent visits to a destination by friends and family, ease of travel, familiarity and shared experience. To increase motivation of repeat tourists, it is important to enhance the accessibility as well as the prestige of the destination.
3. Motivation and other considerations in tourist destination choice: A case study of Nigeria/ Onome Daniel Awaritefe/ 2004	-Provide an understanding of travel motives and values of visitors to destinations -Establish whether different demographic groups of tourists have distinct motives for travel - Ascertain whether travel motivation between visitor	Questionnaire delivered to randomly selected respondents Secondary data from reports, articles.	The findings showed the most prominent human needs expressed by tourists for destination choice are self – actualization in an appreciative or educational/ cultural context, meaning inductive arousal – seeking push motives Foreign tourists are much more motivated and active compare with

	groups is influenced by destination environment.		domestic tourists.
4. Tourist Behavior and Repeat Visitation to Hong Kong/ Donggen Wang/ 2004	To establish the relationship between tourist behavior and repeat visitation.	Questionnaire delivered to selected respondents and face to face interview on a continuous basis (equal number of interviews were conducted in each month of the year.	Tourist behavior in term of spending and length of stay between first –time visitor and repeat visitor is significant different. Visitor’s previous experience in terms of the number of previous visits had an impact on spending and other tourist behaviors.
5. Satisfaction and Destination Loyalty: A comparison between non – repeat and repeat tourists/ 2004/ Metin Kozak, Enrique Bigne and Luisa Andreu	To investigate how tourists’ previous experience with a tourist destination influences on the satisfaction evaluation, destination loyalty. To analyze the level of tourist	The methodology used is quantitative method with the distribution of 800 self – administered questionnaires to test proposed hypotheses.	Findings revealed that tourist satisfaction focuses on the main product with no differences between non-repeat and repeat tourists. However, there are differences between non-repeat and repeat tourist towards accessibility,

	<p>satisfaction with a destination,</p> <p>destination loyalty,</p> <p>and how tourist perceive a destination as a multi-product destination.</p>		<p>traffic flow, and accommodation facilities</p> <p>There are significant differences between non repeat tourist and repeat tourist regarding the intention to visit and intention to recommend the destination to others.</p>
<p>6. An investigation of tourist's destination loyalty and preferences/</p> <p>2001/ Joseph S. Chen and Dogan Gursoy</p>	<p>- To explore the relationship between tourist's choice behavioral attributes and destination loyalty.</p>	<p>Quantitative method with the use of 285 questionnaire to collect data.</p>	<p>Findings revealed with 3 behavioral attributes: safety, perceived cultural uniqueness and perceived convenience of transportation. Findings also indicated that past trip experience, perceived cultural experience had an impact on perceived safety and dose influence the tourist loyalty to a destination.</p>

CHAPTER THREE

RESEARCH FRAMEWORK

This chapter consists of four sections: Theoretical Framework, Conceptual Framework, Research Hypothesis, and Operationalization of the Independent and Dependent Variables.

This chapter focuses on the theoretical framework and conceptual framework which includes the independent and dependent variables. There are also statements of the hypothesis along with the operationalization table that summarizes the variables by definition, operational components and the scale used for measuring each variable.

3.1 THEORETICAL FRAMEWORK

The theoretical framework of this study was based on above empirical studies by Hall and McArthur (1998) who emphasize the relationship of demographic factors, the previous travel patterns, and experience did have effect on the characteristics of tourist behavior and preferences towards the destination, site or products.

It is also based on Joseph S. Chen and Dogan Gursoy (2001) who determined the relationship between behavioral tourism attributes toward destination loyalty with the three following elements: safety, perceived cultural uniqueness and perceived convenience of transportation. He emphasized the influence of past trip experience, perceived cultural experience did have an impact on the tourist loyalty to a destination.

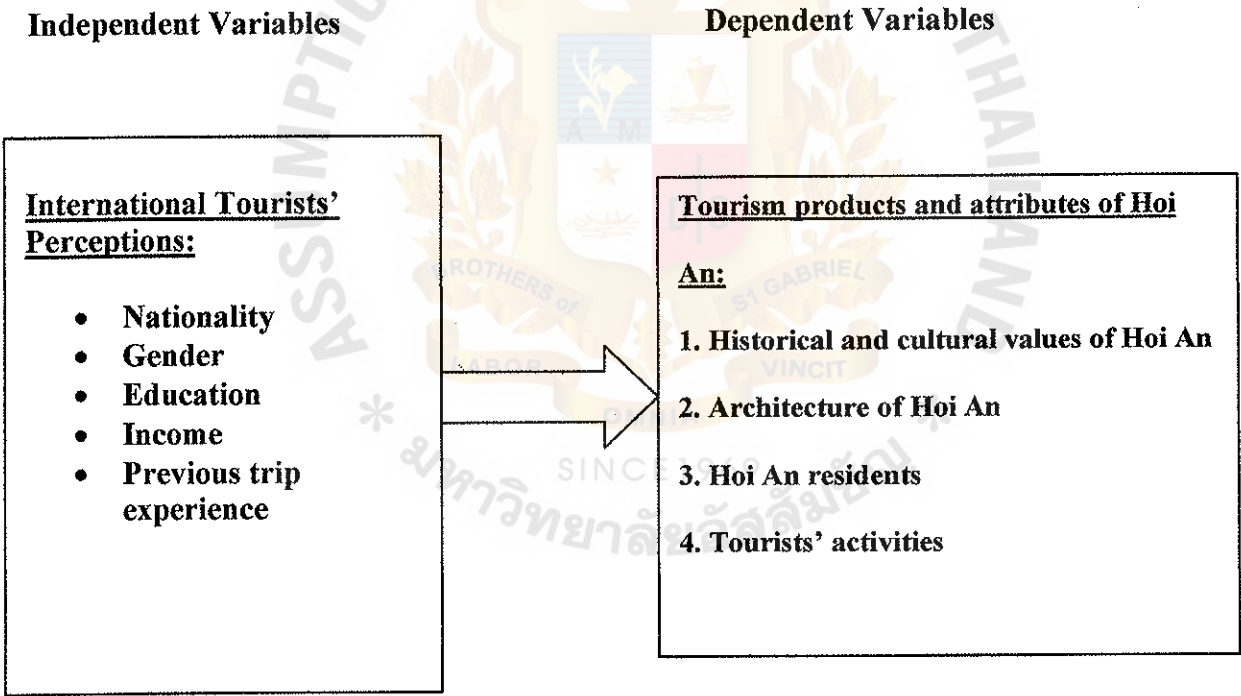
This is the theory in which the researcher represented the relationship between independent variables and dependent ones. This framework also clarifies the questions and summarizes the overall concepts being investigated (McDaniel, 1993; Gate et al., 1998). This framework helps the researcher to understand clearly the relationship among variables. The demographic elements of tourists and their previous travel

experience were employed as the independent variables. On the other hand, tourism attributes of Hoi An such as historical and cultural values, architecture, local residents and tourist activities at Hoi An were employed as dependent variables.

3.2 CONCEPTUAL FRAMEWORK

The proposed conceptual framework is drawn with the inclusion of independent variables as the demographic of tourists and their previous travel patterns/ experiences towards the tourism products/ attributes of Hoi An.

Table 3.2 Conceptual Framework



Source: Adopted and modified and from Hall and McArthur (1998) and Joseph S.

Chen and Dogan Gursoy (2001)

3.3 RESEARCH HYPOTHESIS

A hypothesis is a proposition that is empirically testable. It is an empirical statement concerned with the relationship among variables (Zikmund, 2003)

H₀₁: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by nationality groups.

Ha1: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by nationality groups.

H₀₂: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by gender groups.

Ha2: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by gender groups.

H₀₃: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by education groups.

Ha3: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by education groups.

H₀₄: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by income group.

Ha4: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by income group

H₀5: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by tourists who have previous travel experience with Hoi An.

Ha5: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by tourists who have previous travel experience with Hoi An.

H₀6: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by nationality groups.

Ha6: There are differences in the perception of international about the architecture of Hoi An when classified by nationality groups.

H₀7: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by gender groups.

Ha7: There are differences in the perception of international tourists about the architecture of Hoi An when classified by gender groups.

H₀8: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by education groups.

Ha8: There are differences in the perception of international tourists about the architecture of Hoi An when classified by education groups.

H₀9: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by income group.

Ha9: There are differences in the perception of international tourists about the architecture of Hoi An when classified by income group.

H₀10: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by tourists who have previous travel experience with Hoi An.

Ha10: There are differences in the perception of international tourists about the architecture of Hoi An when classified by tourists who have previous travel experience with Hoi An.

H₀11: There are no differences in the perception of international tourists about Hoi An residents when classified by nationality groups.

Ha11: There are differences in the perception of international about Hoi An residents when classified by nationality groups.

H₀12: There are no differences in the perception of international tourists about Hoi An residents when classified by gender groups.

Ha12: There are differences in the perception of international tourists about Hoi An residents when classified by gender groups

H₀13: There are no differences in the perception of international tourists about Hoi An residents when classified by education groups.

Ha13: There are differences in the perception of international tourists about Hoi An residents when classified by education groups.

H₀14: There are no differences in the perception of international tourists about Hoi An residents when classified by income group.

Ha14: There are differences in the perception of international tourists about Hoi An residents when classified by income group.

H₀15: There are no differences in the perception of international tourists about Hoi An residents when classified by tourists who have previous travel experience with Hoi An.

Ha15: There are differences in the perception of international tourists about Hoi An residents when classified by tourists who have previous travel experience with Hoi An.

H₀16: There are no differences in the perception of international tourists about tourists' activities when classified by nationality groups.

Ha16: There are differences in the perception of international about tourists' activities Hoi An residents when classified by nationality groups.

H₀17: There are no differences in the perception of international tourists about tourists' activities residents when classified by gender groups.

Ha17: There are differences in the perception of international tourists about tourists' activities when classified by gender groups.

H₀18: There are no differences in the perception of international tourists about tourists' activities when classified by education groups.

Ha18: There are differences in the perception of international tourists about tourists' activities when classified by education groups.

H₀19: There are no differences in the perception of international tourists about tourists' activities when classified by income group.

Ha19: There are differences in the perception of international tourists about tourists' activities when classified by income group.

H₀20: There are no differences in the perception of international tourists towards tourists' activities when classified by tourists who have previous travel experience with Hoi An.

Ha20: There are differences in the perception of international tourists towards tourists' activities when classified by tourists who have previous travel experience with Hoi An.

3.4 OPERATIONALIZATION OF INDEPENDENT VARIABLES

Table 3.4.1: Operationalization of Variables

Independent variable	Conceptual definition	Operational Components	Level of measurement	Question number
Nationality	Permanent allegiance to a state by which a person is internationally known (Swan,1990)	1. European 2. America 3. Asian 4. Others	Nominal	Q1
Gender	The physical and/or social condition of being male or female (Cambridge Advanced Learner Dictionary)	1. Male 2. Female	Nominal	Q2
Income (per year)	Amount of monetary earnings that a person receives periodically on a more or less regular basis.	1. Below 20,000\$ 2. 20,001 – 40,000 \$ 3. 40,001 – 60,000 \$ 4. More than 60,000	Ordinal	Q3
Education	Understanding of or information about a subject which has been obtained by experience	1.High school or below 2.Bachelor Degree	Nominal	Q4

	<p>or study and which is either in a person's mind or possessed by people generally (Cambridge Advanced Learner's Dictionary)</p>	<p>3. Master Degree</p> <p>4. Doctor Degree</p>		
<p>Previous trip experience with Hoi An</p>	<p>defined as the term to identify the experience of tourist which may be affected by his or her individual, destination environment, situational and personality related factors as well as the degree of communication with local residents and/ or travel partners (Alain Decrop, 2000)</p>	<p>Satisfied</p> <p>Unsatisfied</p>	Nominal	Q. 5,6, 7

The dependent variables used in this study are shown in the following table:

Figure 3.4.2: Operationalizations of Dependent Variables

Dependent variable	Conceptual definition	Operational Components	Level of measurement	Question number
Cultural and Historical value	The historical value in the destination recognized by famous organizations	Unique Informative	Interval	Q. 8,9
Architecture	The art and science of designing buildings and other physical structures.	Attractive	Interval	Q. 10
Resident characteristics	The way resident behave toward tourists	Impressive Friendly	Interval	Q. 11, 12,13
Tourist's activities	Designed activities created to reinforce	Impressive Varied	Interval	Q. 14, 15,16

	travelers leaning towards purchasing a tourist products (Kotler, 2003)			
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Additional questions 17- 23 are an attempt to get other information on visitors’ favorite attraction and their intention to revisit Hoi An.



CHAPTER FOUR

RESEARCH METHODOLOGY

This chapter contains six sections: research methods, respondents and sampling procedures, research instruments and questionnaire, collection of data, pretest and reliability test and statistical treatment of data. It provides an overview on methodology that the researcher use in the study in order to present how data are collected and analyzed for future conclusion.

4.1 RESEARCH METHODS

The study is to identify the perception of international tourists with the assumption that there is relationship between tourist's perceptions and tourism products and attribute of Hoi An.

This study made use of quantitative and qualitative methods conducted by way of an administered questionnaire distributed to target tourists and personal interviews with selected tourists.

Quantitative method is the use of mathematic analysis that can reveal statistically significant relationships. Questionnaires were employed to catch the facts and the use of appropriate techniques to identify the significant differences between tourist's perceptions (including their demographic factors and their previous travel experience to Hoi An, if any) toward tourism products and attributes of Hoi An. Responses from qualified respondents will be interpreted using the statistical package for social sciences (SPSS).

This advantage of this method is its low cost, greater geographical coverage and giving respondents time to think about the questions and their answers (Zikmund, 2000)

Qualitative method is the use of unstructured or in-depth interviews with the purpose of gathering an explanation for the findings from quantitative method. The researcher chooses this method because it is like a conversation with the exchange ideas between interviewer and interviewee (Jennings, 2000), so the interviewee will not have concept of being interviewed but rather like a conversation and the result will be unbiased. The researcher will prepare a prompt list of issues that focus on the interaction. However, this list may not follow a specific order during the interview.

The prompt list of interview is as follows:

- Opening the interview: the researcher may catch tourists on the shopping streets and talk with them about the items, or ask them their travel facilities like mode of transportation to open the conversation.
- Present travel experience. Research may ask these following questions:
 - How do you feel about tourist's activities here? (Cultural performance, boat trip along the river, shopping area.)
 - How about culture of Hoi An in comparison with other destinations that you have visited?
 - What tourist's activities you like the most in Hoi An?
 - What elements/ activities you do not like in Hoi An?
 - What motivated you to revisit Hoi An? (for revisiting tourists)

4.2 RESPONDENTS AND SAMPLING PROCEDURES

4.2.1 TARGET POPULATION and SAMPLE

The target population of this study were first time and repeat international tourists processing various citizenships and residing in different countries visiting Hoi An during March and April 2008. The number of international tourists visiting Hoi An in

the year 2007 was found to be approximately 418,884 (Viet Nam Tourism Statistic Board, 2007)

4.2.2 SAMPLING PROCEDURE

The researcher used non random sampling methods so it is not an accidental sample.

This was based exclusively on what was convenient for the researcher.

4.2.3 SAMPLING SIZE

The researcher knows that the larger the sample, the more accurate the research as increasing the sample size decreases the width of the confidence interval at a given confidence level. Sample size refers to the number of elements to be included in the study. The sample size is determined by estimating the proportion. Respondents will be chosen, with 95% confidence level and 5 % sampling error, therefore sample size can be estimated by the way of Anderson, 1996, **Table 4.2.3 Theoretical Sample Size for Different Sizes of Population and a 95% Level of Certainty**

Population Sampling Frame	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, G. *Fundamental of Educational Research*, 1996

4.2.4 TIME FRAME for DATA COLLECTION

The survey will be done on weekdays and weekends March and April 2008 between 1000 hrs and 20.00 hrs at Hoi An following tourist attractions: Japanese Bridge,

Phuoc Kien community house, Tran Phu shopping street, Hoi An temple, Hoi An theatre, and some in-town hotels which have a high rate of international visitors.

4.3 RESEARCH INSTRUMENTS AND QUESTIONNAIRE

The researcher used the questionnaire to collect the information from the respondents.

The questionnaire was divided into three parts:

Part I: The demographic question is designed to get information including nationality, gender, income, education, and tourist previous travel experience to Hoi An. This part contains 7 multiple choice questions. This part will use nominal and ordinal scales.

Part II was to identify the relationship between international tourist's perception and tourism products and attributes of Hoi An. This part contained 9 questions. This part will use internal scales.

Part III was an attempt to get other information on visitors' favorite attraction and their intention to revisit Hoi An. This part contained 7 questions.

4.4 DATA COLLECTION

Primary Data

In this research, primary data was collected by 384 self-administered questionnaires which were handed out by the researcher. Respondents filled them out individually without any help from the researcher.

4.5 PRE-TEST

A pretest of the questionnaire is necessary for research using primary data since it will ensure the reliability of a self – administered questionnaire. Jennings (2001) states that

pretest enables the researcher to determine whether categories provided for questions are valid and reliable measures, the terms are understandable, the question order flow and how long the tool takes, as well as the suitability of the measures for analysis. In this research, researcher had distributed 30 questions to visitors in Hoi An. The result showed a coefficient of Cronbach's reliability test in Table 4.5:

Table 4.5 Reliability Analyses – Scale (ALPHA) of Pre-test Result

Tourism Products and Attributes	Reliability Coefficients
Cultural and historical values	0.650
Architecture	0.701
Local residents	0.822
Tourists' activities	0.640
Average Reliability Coefficients	0.7032

4.6 STATISTICAL TREATMENT OF DATA

This section described the use of statistical package for social sciences (SPSS) program version 14.0 to encode and interpret the data after it is completely collected from the total sample of 384 questionnaires. Also, this section described the method for the hypothesis testing. A table of testing method was recommended with the left column for the hypothesis to be tested and the right column for the testing methods.

4.6.1 DESCRIPTIVE STATISTICS

Descriptive statistics enable researchers to describe the aggregation of raw data in numerical terms (Neuman, 2000). This means that it is used to describe percentage, mean, and standard deviation of the demographic. Together with simple graphic

analysis, they form the basis of virtually every quantitative analysis of data (Trochim, 2000).

4.6.2 HYPOTHESES TESTING

T-test

The t-test is a technique used to test the hypotheses that the mean scored on some interval – scaled variable will be significantly different for two independent samples or groups (Zikmund, 2000).

ANOVA

Analysis of Variance (ANOVA) will be used to determine whether there are any differences of the means occurring between two or more groups in one independent variable. ANOVA stands for variance, which tests for significant differences in variables among multiple groups (Jennings, 2001). In this study, it was used to identify the differences in the overall perception of international tourists in terms of international tourists' demographic characteristics.

Table 4.6 Statistic tools use for data analysis

Hypothesis	Statistic Tests
<p>H₀1: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by nationality groups.</p> <p>Ha1: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by nationality groups.</p>	One – way ANOVA
<p>H₀2: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by gender groups.</p>	T- test

Ha2: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by gender groups.	
<p>H₀3: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by education groups.</p> <p>Ha3: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by education groups.</p>	One – way ANOVA
<p>H₀4: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by income group.</p> <p>Ha4: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by income group</p>	One – way ANOVA
<p>H₀5: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by tourists who have previous travel experience with Hoi An.</p> <p>Ha5: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by tourists who have previous travel experience with Hoi An.</p>	T-test
H ₀ 6: There are no differences in the perception of	One - way ANOVA

<p>international tourists about the architecture of Hoi An when classified by nationality groups.</p> <p>Ha6: There are differences in the perception of international about the architecture of Hoi An when classified by nationality groups.</p>	
<p>H₀7: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by gender groups.</p> <p>Ha7: There are differences in the perception of international tourists about the architecture of Hoi An when classified by gender groups.</p>	T-test
<p>H₀8: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by education groups.</p> <p>Ha8: There are differences in the perception of international tourists about the architecture of Hoi An when classified by education groups.</p>	One – way ANOVA
<p>H₀9: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by income group.</p> <p>Ha9: There are differences in the perception of international tourists about the architecture of Hoi An when classified by income group.</p>	One – way ANOVA
<p>H₀10: There are no differences in the perception of international tourists about the architecture of Hoi An An</p>	T- test

<p>when classified by tourists who have previous travel experience with Hoi An.</p> <p>Ha10: There are differences in the perception of international tourists about the architecture of Hoi An when classified by tourists who have previous travel experience with Hoi An.</p>	
<p>H011: There are no differences in the perception of international tourists about Hoi An residents when classified by nationality groups.</p> <p>Ha11: There are differences in the perception of international about Hoi An residents when classified by nationality groups.</p>	One – way ANOVA
<p>H012: There are no differences in the perception of international tourists about Hoi An residents when classified by gender groups.</p> <p>Ha12: There are differences in the perception of international tourists about Hoi An residents when classified by gender groups</p>	T-test
<p>H013: There are no differences in the perception of international tourists about Hoi An residents when classified by education groups.</p> <p>Ha13: There are differences in the perception of international tourists about Hoi An residents when classified by education groups.</p>	One – way ANOVA
<p>H014: There are no differences in the perception of</p>	One – way ANOVA

<p>international tourists about Hoi An residents when classified by income group.</p> <p>Ha14: There are differences in the perception of international tourists about Hoi An residents when classified by income group.</p>	
<p>H₀15: There are no differences in the perception of international tourists about Hoi An residents when classified by tourists who have previous travel experience with Hoi An.</p> <p>Ha15: There are differences in the perception of international tourists about Hoi An residents when classified by tourists who have previous travel experience with Hoi An.</p>	T – test
<p>H₀16: There are no differences in the perception of international tourists about tourists' activities when classified by nationality groups.</p> <p>Ha16: There are differences in the perception of international about tourists' activities Hoi An residents when classified by nationality groups.</p>	One – way ANOVA
<p>H₀17: There are no differences in the perception of international tourists about tourists' activities residents when classified by gender groups.</p> <p>Ha17: There are differences in the perception of international tourists about tourists' activities when classified by gender groups</p>	T – test

<p>H₀18: There are no differences in the perception of international tourists about tourists' activities when classified by education groups.</p> <p>Ha18: There are differences in the perception of international tourists about tourists' activities when classified by education groups.</p>	One – way ANOVA
<p>H₀19: There are no differences in the perception of international tourists about tourists' activities when classified by income group.</p> <p>Ha19: There are differences in the perception of international tourists about tourists' activities when classified by income group.</p>	One – way ANOVA
<p>H₀20: There are no differences in the perception of international tourists towards tourists' activities when classified by tourists who have previous travel experience with Hoi An.</p> <p>Ha20: There are differences in the perception of international tourists towards tourists' activities when classified by tourists who have previous travel experience with Hoi An.</p>	T- test

Methodology on Qualitative approach:

Researcher interviewed 17 international tourists along the famous tourist spots like Japanese Bridge, Shopping streets, and Restaurants. The feedback concerning international tourist's perception towards tourism products in Hoi An, Viet Nam.

CHAPTER FIVE

PRESENTATION OF DATA AND CRITICAL DISCUSSION OF RESULTS

This chapter consists of four parts: tourist demographics and the experience of previous travel, results of hypothesis testing, discussion of statistical results and results from an additional qualitative study.

5.1 Tourist's Demographic and Experience of Previous Travel

The results of statistical analysis concerning demographic and experience of previous travel of respondents are as follows: (n=384):

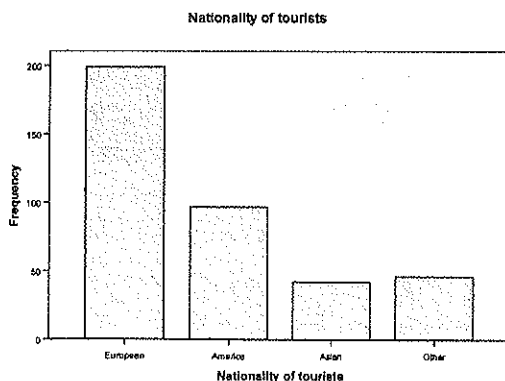
5.1.1 Nationality

The nationalities of respondents are presented in Table 5.1.1 and Figure 5.1.1:

Table 5.1.1: Summary of respondents by Nationality

Nationality of tourists					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	European	199	51.8	51.8	51.8
	American	97	25.3	25.3	77.1
	Asian	42	10.9	10.9	88.0
	Other	46	12.0	12.0	100.0
	Total	384	100.0	100.0	

Figure 5.1.1: Nationality



From Table 5.1.1 and Figure 5.1.1 shown above 199 respondents or 51.8 percent were European tourists such as: France, Germany, England, and Denmark; 97 respondents or 25.3 percent were American; 42 respondents or 10.9 percent were Asian tourists such as Thai and Japanese; and 46 responders or 12 percent were other nationalities such as Nicaraguans and Australians. The reason European tourists visited Hoi An more than other nationalities is because Hoi An used to be a busy town port where there were many Europeans used to do business. Knowing the profile of this nationality together with other profiles, marketers would be easier to drive their tourism products in the way they can get tourist's satisfaction.

5.1.2 Gender

The gender groups of respondents are presented in Table 5.1.2 and Figure 5.1.2

Table 5.1.2: Summary of Respondents by Gender

Gender of Tourists					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	173	45.1	45.1	45.1
	Female	211	54.9	54.9	100.0
	Total	384	100.0	100.0	

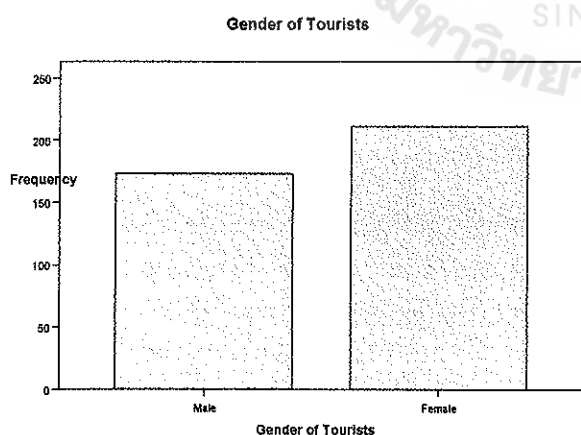


Figure 5.1.2: Gender

From Table 5.1.2 and Figure 5.1.2 shown above, 173 respondents or 45.1 percent were male and 211 respondents or 54.9 percent were female.

5.1.3: Income:

Table 5.1.3 Income of tourist

Income of Tourist					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below \$ 20,000	14	3.6	3.6	3.6
	\$ 20,001 - \$40,000	66	17.2	17.2	20.8
	\$ 40,001 - \$ 60,000	84	21.9	21.9	42.7
	Over 60,000	220	57.3	57.3	100.0
	Total	384	100.0	100.0	

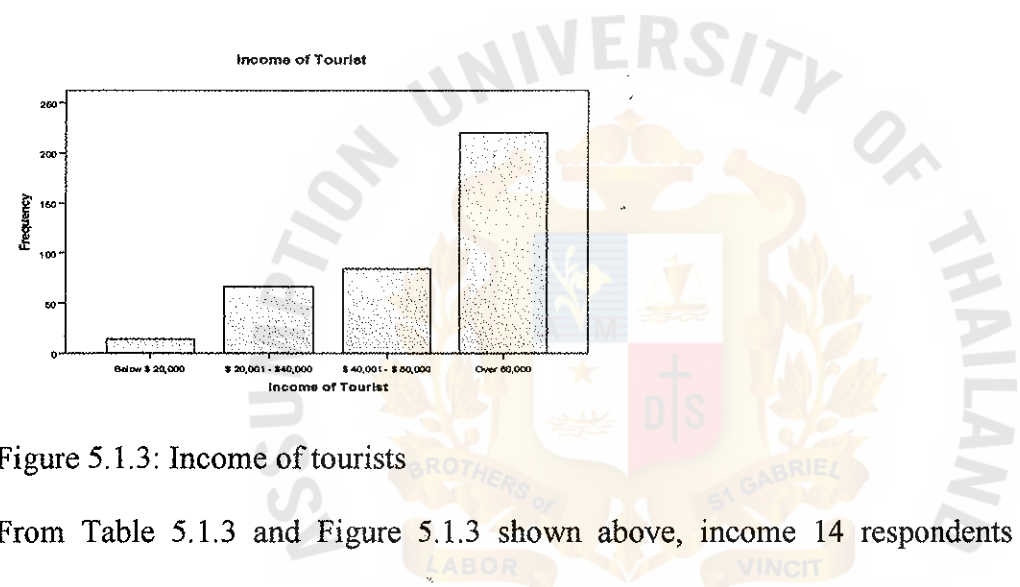


Figure 5.1.3: Income of tourists

From Table 5.1.3 and Figure 5.1.3 shown above, income 14 respondents or 3.6 percent have income below \$20,000, 66 respondents or 17.2 percent have income between \$20.001 – 40,000. 84 respondents or 21.9 respondents have income between \$ 40,001 – 60,000 and 220 respondents or 57.3 percent have income over \$ 60,000.

5.1.4 Education

Table 5.1.4 Education of tourist

Education of Tourist					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or below	59	15.4	15.4	15.4
	Bachelor Degree	98	25.5	25.5	40.9
	Master Degree	153	39.8	39.8	80.7
	Doctor Degree	74	19.3	19.3	100.0
	Total	384	100.0	100.0	

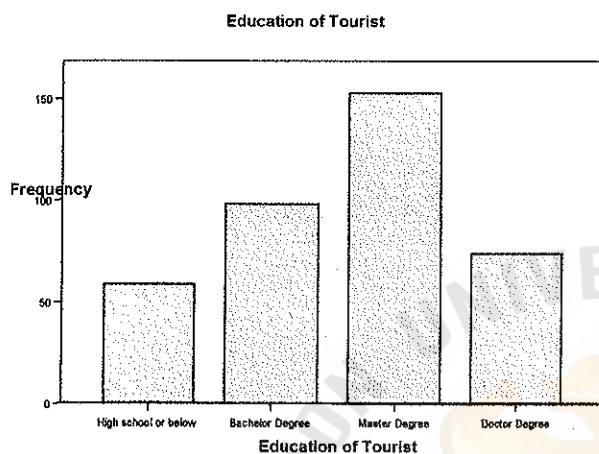


Figure 5.1.4 Education

From Table 5.1.4 and Figure 5.1.4 shown above, 59 respondents or 15.4 percent had high school or below degree, 98 respondents or 25.5 percent had bachelor degree, 153 respondents or 39.8 percent had master degree and 74 respondents or 19.3 percent had doctor degree.

5.1.5 Number of revisit tourists

Table 5.1.5 Number of revisit tourists to Hoi An
Did you visit Hoi An before?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	90	23.4	23.4	23.4
	No	294	76.6	76.6	100.0
	Total	384	100.0	100.0	

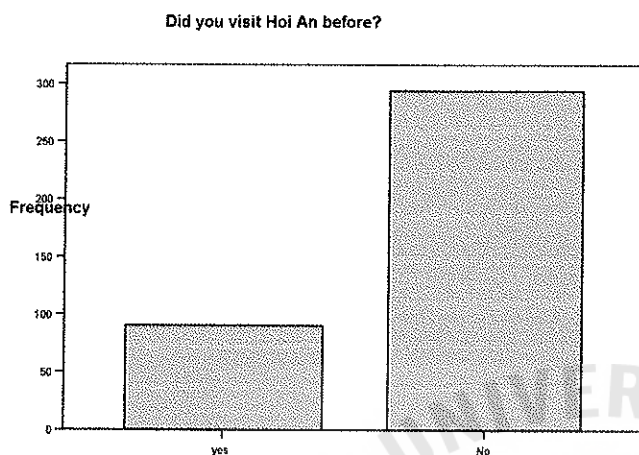


Figure 5.1.5 Number of revisit tourist

From the table 5.1.5 and Figure 5.1.5 shown above, 90 respondents or 23,4 percent already visit Hoi An before, 294 respondents or 76,6 percent never visited Hoi An before.

5.1.6 Satisfaction from previous trip to Hoi An

Number of tourists satisfied with their previous trip to Hoi An presented in Table 5.1.6 and Figure 5.1.6:

Table 5.1.6 Summary of respondent's satisfaction with their previous trip

Did you satisfy with your previous trip to Hoi An?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	88	22.9	97.8	97.8
	no	2	.5	2.2	100.0
	Total	90	23.4	100.0	
Missing	System	294	76.6		
Total		385	100.0		

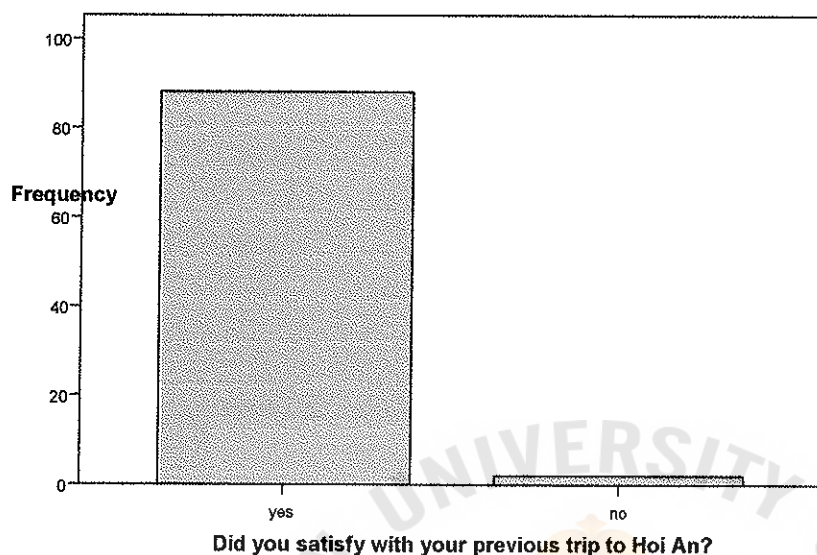


Figure 5.1.6 Tourist's satisfaction from previous trip to Hoi An

From the Table 5.1.6 and Figure 5.1.6 shown above, 88 respondents out of 90 respondents who had visited Hoi An before (or 22.9% out of 23.4%) said they were satisfied with their previous trip to Hoi An, 2 respondents out of 90 respondents (or 0,5% out of 23.4%) said they were not satisfied with their previous trip to Hoi An.

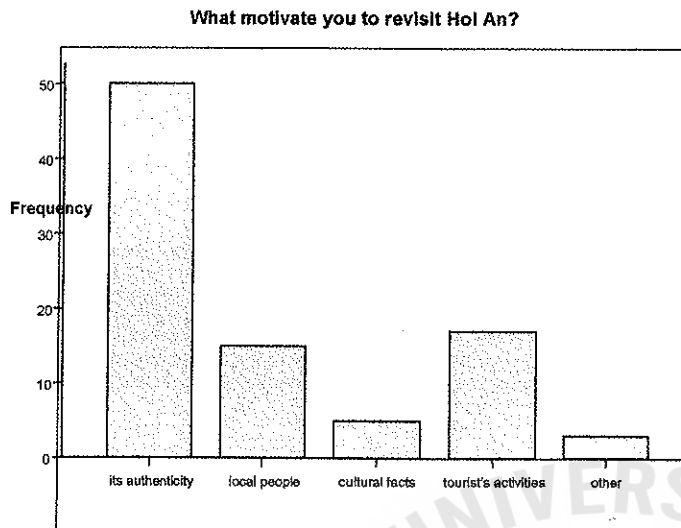
5.1.7 Motivation to revisit

Table 5.1.7 Motivation to revisit

What motivate you to revisit Hoi An?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	its authenticity	50	13.0	55.6	55.6
	local people	15	3.9	16.7	72.2
	cultural facts	5	1.3	5.6	77.8
	tourist's activities	17	4.4	18.9	96.7
	other	3	.8	3.3	100.0
	Total	90	23.4	100.0	
Missing	System	294	76.6		
Total		384	100.0		

Figure 5.1.6 Motivation to revisit



From the Table 5.1.6 and Figure 5.1.6 shown above, 50 respondents or 13 percent said they were motivated to revisit by Hoi An's authenticity, 15 respondents or 3.9 percent said they were motivated to revisit by local people, 5 respondents or 1.3 percent said they were motivated to revisit by cultural facts, 17 respondents or 4.4 percent said they were motivated to revisit by tourist's activities and 3 respondents or 0.8 percent said they were motivated to revisit because they have family living in Hoi An.

5.2 Discussion of Statistic Result

5.2.1 Descriptive Statistics of international tourist's perception toward tourism products in Hoi An, Viet Nam

Table 5.2.1 Descriptive Statistics of international tourist's perception toward tourism products in Hoi An, Viet Nam

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Cultural and historical values are very unique	384	2.00	5.00	4.1771	.83017
Culture and history of Hoi An are very informative	384	3.00	5.00	4.5208	.72952
Architecture of Hoi An is very attractive	384	3.00	5.00	4.3776	.56496
Local residents are hospitable	384	3.00	5.00	4.2578	.68835
Local residents are friendly	384	3.00	5.00	4.3542	.75069
Local resident are polite	384	3.00	5.00	4.3620	.75563
Hoi An has varied tourist's activities	384	3.00	5.00	3.2031	.76503
Shopping in Hoi An is interesting	384	3.00	5.00	3.3135	.50223
Attending cultural performance is very enjoyable	384	3.00	5.00	3.4932	.74508
Valid N (listwise)	384				

The mean value in Table 5.2.1 could be interpreted as follows:

4.5 – 5 = Strongly Agree

3.5 – 4.4 = Agree

2.5 – 3.4 = Neutral

1.5 – 2.4 = Disagree

1.0 – 1.4 = Strongly Disagree

1. The overall mean value for unique culture and history of Hoi An is 4.1771 which could be interpreted as “Agree”.
2. The overall mean value for informative culture and history of Hoi An is 4.5208 which could be interpreted as “Agree”.
3. The overall mean value for attractive architecture of Hoi An is 4.3776 which could be interpreted as “Agree”.
4. The overall mean value for hospitable local residents is 4.2578 which could be interpreted as “Agree”.

5. The overall mean value for friendly local residents is 4.3542 which could be interpreted as “Agree”.
6. The overall mean value for polite local residents is 4.3620 which could be interpreted as “Agree”.
7. The overall mean value for varied tourist’s activities is 3.2031 which could be interpreted as “Neutral”.
8. The overall mean value for interesting shopping in Hoi An is 3.3135 which could be interpreted as “Neutral”.
9. The overall mean value for enjoyable cultural performances is 3.4932 which could be interpreted as “Neutral”.

5.3 Results of Hypothesis Testing

This study tested 20 operational hypotheses by using t-test and ANOVA as follows:

5.3.1. Hypothesis 1

H₀1: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by nationality groups.

H_a1: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by nationality groups.

Table 5.3.1: One – way ANOVA test for hypothesis 1

ANOVA

Cultural and historical values

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.975	3	.325	.470	.703
Within Groups	262.983	380	.692		
Total	263.958	383			

As shown in Table 5.3.1, the significance value is 0.703, which is greater than 0.05 so the null hypothesis is accepted, meaning that there are no differences among

international tourists in their perception towards cultural and historical value of Hoi An when classified by nationality.

5.3.2 Hypothesis 2

H₀2: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by gender groups.

Ha2: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by gender groups.

Table 5.3.2: Independent t-test for hypothesis 2

Group Statistics												
		Gender of Tourists		N		Mean		Std. Deviation		Std. Error Mean		
Cultural and historical values	Male				173		4.1908		.77274		.05875	
	Female				211		4.1659		.87612		.06031	

Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Cultural and historical values	Equal variances assumed	2.928	.088	.292	382	.771	.02487	.08525	-.14274	.19249	
	Equal variances not assumed			.295	379.944	.768	.02487	.08420	-.14068	.19043	

As shown in Table 5.3.2, the significance value is 0.771 which is greater than 0.05, so the null hypothesis is accepted, meaning that there is no difference in the perception of international tourists about cultural and historical value of Hoi An when classified by gender group.

5.3.3 Hypothesis 3

H₀3: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by education groups.

Ha3: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by education groups.

Table 5.3.3: One – way ANOVA test for hypothesis 3

ANOVA

Cultural and historical values

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.203	3	.401	.580	.629
Within Groups	262.756	380	.691		
Total	263.958	383			

As shown in Table 5.3.3, the significance value is 0.629 which is greater than 0.05 so the null hypothesis is accepted, meaning that there is no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by education groups.

5.3.4 Hypothesis 4

H₀4: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by income group.

Ha4: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by income group

Table 5.3.4 One – way ANOVA test for hypothesis 4

ANOVA

Cultural and historical values

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.350	3	1.450	2.123	.004
Within Groups	259.608	380	.683		
Total	263.958	383			

As shown in Table 5.3.4, the significance value is 0.004 which is less than 0.05 so the null hypothesis is rejected meaning that there are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by income group.

5.3.5 Hypothesis 5

H₀5: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by tourists who are satisfied with their previous trip experience to Hoi An.

Ha5: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by tourists who are satisfied with their previous trip experience to Hoi An.

Table 5.3.5 Independent sample t-test for hypothesis 4

Group Statistics					
	Were you satisfied with your previous trip to Hoi An?	N	Mean	Std. Deviation	Std. Error Mean
Cultural and historical values	Yes	88	4.4091	.75256	.08022
	No	2	4.5000	.70711	.50000

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Cultural and historical values	Equal variances assumed	.527	.470	.169	88	.866	-.09091	.53780	-1.15967	.97785
	Equal variances not assumed			.180	1.052	.886	-.09091	.50639	-5.81857	5.63675

As shown in Table 5.3.5, the significance value is 0.866 which is greater than 0.05 so the null hypothesis is accepted meaning that there is no differences in the perception

of international tourists about the historical and cultural value of Hoi An when classified by tourists who are satisfied with their previous trip experience to Hoi An.

5.3.6 Hypothesis 6

H₀6: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by nationality groups.

Ha6: There are differences in the perception of international about the architecture of Hoi An when classified by nationality groups.

Table 5.3.6: One – way ANOVA test for hypothesis 6

ANOVA					
Architecture of Hoi An					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.691	3	.564	1.777	.151
Within Groups	120.556	380	.317		
Total	122.247	383			

As shown in the table 5.3.6, the significance value is 0.151 which is greater than 0.05 so the null hypothesis is accepted, meaning that there is no differences in the perception of international tourists about architecture of Hoi An when classified by nationality groups.

5.3.7 Hypothesis 7

H₀7: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by gender groups.

Ha7: There are differences in the perception of international tourists about the architecture of Hoi An when classified by gender groups.

Table 5.3.7: Independent t-test for hypothesis 7

Group Statistics

	Gender of Tourists	N	Mean	Std. Deviation	Std. Error Mean
Architecture of Hoi An	Male	173	4.4162	.56050	.04261
	Female	211	4.3460	.56797	.03910

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Architecture of Hoi An	Equal variances assumed	.286	.593	1.212	382	.226	.07021	.05791	-.04365	.18408
	Equal variances not assumed			1.214	369.197	.226	.07021	.05783	-.04351	.18394

As shown in the Table 5.3.7, the significance value is 0.226 which is greater than 0.05 so the null hypothesis is accepted meaning there is no differences in the perception of international tourists about the architecture of Hoi An when classified by gender groups.

5.3.8 Hypothesis 8

H₀8: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by education groups.

H_a8: There are differences in the perception of international tourists about the architecture of Hoi An when classified by education groups.

Table 5.3.8: One – way ANOVA test for hypothesis 8

ANOVA

Architecture of Hoi An

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.968	3	.323	1.011	.388
Within Groups	121.280	380	.319		
Total	122.247	383			

As shown in Table 5.3.8, the significance value is 0.388 which is greater than 0.05 so the null hypothesis is accepted, meaning that there is no differences in the perception of international tourists about the architecture of Hoi An when classified by education groups.

5.3.9 Hypothesis 9

H₀9: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by income group.

H_a9: There are differences in the perception of international tourists about the architecture of Hoi An when classified by income group.

Table 5.3.9 One – way ANOVA testing for hypothesis 9

ANOVA

Architecture of Hoi An

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.534	3	.511	1.610	.187
Within Groups	120.713	380	.318		
Total	122.247	383			

As shown in Table 5.3.9, the significance value is 0.187 which is greater than 0.05 so the null hypothesis is accepted, meaning there are no differences in the perception of international tourists about the architecture of Hoi An when classified by income group.

5.3.10 Hypothesis 10

H₀10: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by tourists who are satisfied with their previous trip experience to Hoi An.

H_a10: There are differences in the perception of international tourists about the architecture of Hoi An when classified by tourists who are satisfied with their previous trip experience to Hoi An

Table 5.3.10 Independent t-test for hypothesis

Group Statistics					
	Were you satisfied with your previous trip to Hoi An?	N	Mean	Std. Deviation	Std. Error Mean
Architecture of Hoi An	yes	88	4.2045	.40568	.04325
	no	2	4.0000	.00000	.00000

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Architecture of Hoi An	Equal variances assumed	3.645	.049	.709	88	.480	.20455	.28845	-.36868	.77778
	Equal variances not assumed			4.730	87.000	.000	.20455	.04325	.11859	.29050

As shown in Table 5.3.10, the significance value is 0.000 which is less than 0.05 so the null hypothesis is rejected, meaning there are differences in the perception of international tourists about the architecture of Hoi An when classified by tourists who are satisfied with their previous trip experience to Hoi An.

5.3.11 Hypothesis 11

H₀11: There are no differences in the perception of international tourists about Hoi An residents when classified by nationality groups.

Ha11: There are differences in the perception of international about Hoi An residents when classified by nationality groups.

Table 5.3.11 One – way ANOVA test for hypothesis

ANOVA

Local residents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.436	3	.145	.305	.822
Within Groups	181.041	380	.476		
Total	181.477	383			

As shown in Table 5.3.11, the significance value is 0.822 which is greater than 0.05 so the null hypothesis is accepted meaning there are no differences in the perception of international tourists about Hoi An residents when classified by nationality groups.

5.3.12 Hypothesis 12

H₀12: There are no differences in the perception of international tourists about Hoi An residents when classified by gender groups.

Ha12: There are differences in the perception of international tourists about Hoi An residents when classified by gender group.

Table 5.3.12: Independent t-test for hypothesis

Group Statistics

	Gender of Tourists	N	Mean	Std. Deviation	Std. Error Mean
Local residents	Male	173	4.2601	.68749	.05227
	Female	211	4.2559	.69069	.04755

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Local residents	Equal variances assumed	.004	.950	.059	382	.953	.00419	.07069	-.13481	.14319
	Equal variances not assumed			.059	368.033	.953	.00419	.07066	-.13476	.14314

As shown in Table 5.3.12, the significance value is 0.953 which is greater than 0.05 so the null hypothesis is accepted, meaning there are no differences in the perception of international tourists about Hoi An residents when classified by gender groups.

5.3.13 Hypothesis 13

H₀13: There are no differences in the perception of international tourists about Hoi An residents when classified by education groups.

H_a13: There are differences in the perception of international tourists about Hoi An residents when classified by education groups

Table 5.3.13 One – way ANOVA test for hypothesis

ANOVA					
Local residents					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.317	3	.106	.221	.882
Within Groups	181.160	380	.477		
Total	181.477	383			

As shown in Table 5.3.12, significance value is 0.882 which is greater than 0.05 so the null hypothesis is accepted, meaning there are no differences in the perception of international tourists about Hoi An residents when classified by education groups.

5.3.14 Hypothesis 14

H₀14: There are no differences in the perception of international tourists about Hoi An residents when classified by income group.

H_a14: There are differences in the perception of international tourists about Hoi An residents when classified by income group.

Table 5.3.14 One – way ANOVA test for hypothesis

ANOVA

Local residents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.482	3	.161	.337	.047
Within Groups	180.994	380	.476		
Total	181.477	383			

As shown in Table 5.3.14, the significance value is 0.047 which is less than 0.05 so the null hypothesis is rejected, meaning there are differences in the perception of international tourists about Hoi An residents when classified by income group.

5.3.15 Hypothesis 15

H₀15: There are no differences in the perception of international tourists about Hoi An residents when classified by tourists who are satisfied with their previous trip experience to Hoi An.

H_a15: There are differences in the perception of international tourists about Hoi An residents when classified by tourists who are satisfied with their previous trip experience to Hoi An.

Table 5.3.15 Independent sample t-test for hypothesis

Group Statistics

	Were you satisfied with your previous trip to Hoi An?	N	Mean	Std. Deviation	Std. Error Mean
Local residents	yes	88	4.2841	.78709	.08390
	no	2	5.0000	.00000	.00000

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Local residents	Equal variances assumed	7.784	.006	-1.279	88	.204	-.71591	.55964	1.82808	.39626
	Equal variances not assumed			-8.532	87.000	.000	-.71591	.08390	.88268	.54914

As shown in Table 5.3.15, the significance value is 0.000 which is less than 0.05 so the null hypothesis is rejected, meaning there are differences in the perception of international tourists about Hoi An residents when classified by tourists who are satisfied with their previous trip experience to Hoi An.

5.3.16 Hypothesis 16

H₀16: There are no differences in the perception of international tourists about tourists' activities when classified by nationality groups.

H_a16: There are differences in the perception of international about tourists' activities Hoi An residents when classified by nationality groups.

Table 5.3.16 One – way ANOVA hypothesis

ANOVA

Tourist's activities

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.547	3	.182	.310	.018
Within Groups	223.609	380	.588		
Total	224.156	383			

As shown in Table 5.3.16, the significance value is 0.018 which is less than 0.05 so the null hypothesis is rejected, meaning there are differences in the perception of international tourists about tourists' activities when classified by nationality groups.

5.3.17 Hypothesis 17

H₀17: There are no differences in the perception of international tourists about tourists' activities residents when classified by gender groups.

Ha17: There are differences in the perception of international tourists about tourists' activities when classified by gender groups.

Table 5.3.17 Independent sample t-test for hypothesis

Group Statistics										
		Gender of Tourists	N	Mean	Std. Deviation	Std. Error Mean				
Local residents	Male		173	4.2601	.68749	.05227				
	Female		211	4.2559	.69069	.04755				

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Local residents	Equal variances assumed	.004	.950	.059	382	.953	.00419	.07069	-.13481	.14319
	Equal variances not assumed			.059	368.033	.953	.00419	.07066	-.13476	.14314

As shown in Table 5.3.17, the significance value is 0.953 which is greater than 0.05 so the null hypothesis is accepted, meaning that there are no differences in the perception of international tourists about tourists' activities residents when classified by gender groups.

5.3.18 Hypothesis 18

H₀18: There are no differences in the perception of international tourists about tourists' activities when classified by education groups.

Ha18: There are differences in the perception of international tourists about tourists' activities when classified by education groups.

Table 5.3.18 One – way ANOVA test for hypothesis

ANOVA					
Tourist's activities					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.852	3	.284	.483	.044
Within Groups	223.305	380	.588		
Total	224.156	383			

As shown in Table 5.3.18, the significance value is 0.044 which is less than 0.05 so the null hypothesis is rejected, meaning that there are differences in the perception of international tourists about tourists’ activities when classified by education groups.

5.3.19 Hypothesis 19

H₀19: There are no differences in the perception of international tourists about tourists’ activities when classified by income group.

H_a19: There are differences in the perception of international tourists about tourists’ activities when classified by income group.

Table 5.3.19: One – way ANOVA test for hypothesis

ANOVA					
Tourist's activities					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.227	3	.409	.697	.554
Within Groups	222.929	380	.587		
Total	224.156	383			

As shown in Table 5.3.19, the significance value is 0.554 which is greater than 0.05 so the null hypothesis is accepted, meaning that there are no differences in the perception of international tourists about tourists’ activities when classified by income group.

5.3.20 Hypothesis 20

H₀20: There are no differences in the perception of international tourists towards tourists’ activities when classified by tourists who are satisfied with their previous trip experience to Hoi An

Ha20: There are differences in the perception of international tourists towards tourists' activities when classified by tourists who are satisfied with their previous trip experience to Hoi An.

Table 5.3.20 Independent sample t-test for hypothesis

Group Statistics					
	Were you satisfied with your previous trip to Hoi An?	N	Mean	Std. Deviation	Std. Error Mean
Tourist's activities	Yes	88	4.1023	.74340	.07925
	No	2	4.0000	.00000	.00000

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Tourist's activities	Equal variances assumed	3.488	.045	.193	88	.847	.10227	.52857	-.94815	1.15270
	Equal variances not assumed			1.291	87.000	.020	.10227	.07925	-.05524	.25978

As shown in table 5.3.20, the significance value is 0.020 which is less than 0.05 so the null hypothesis is rejected, meaning that there are differences in the perception of international tourists towards tourists' activities when classified by tourists who are satisfied with their previous trip experience to Hoi An.

5.4 Favorite Tourism Feature and Intention to Revisit Hoi An

In terms of how tourists know Hoi An, the frequency is as follows:

Table 5.5.1 Frequency of how tourists know Hoi An

How do you know Hoi An?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Via Friend's recommendation	64	16.7	16.7	85.7
	Via tour program offered	175	45.6	45.6	52.3
	Via its popularity	64	16.7	16.7	69.0
	Via internet, online marketing	26	6.8	6.8	6.8
	Other	55	14.2	14.2	100.0
	Total	384	100.0	100.0	

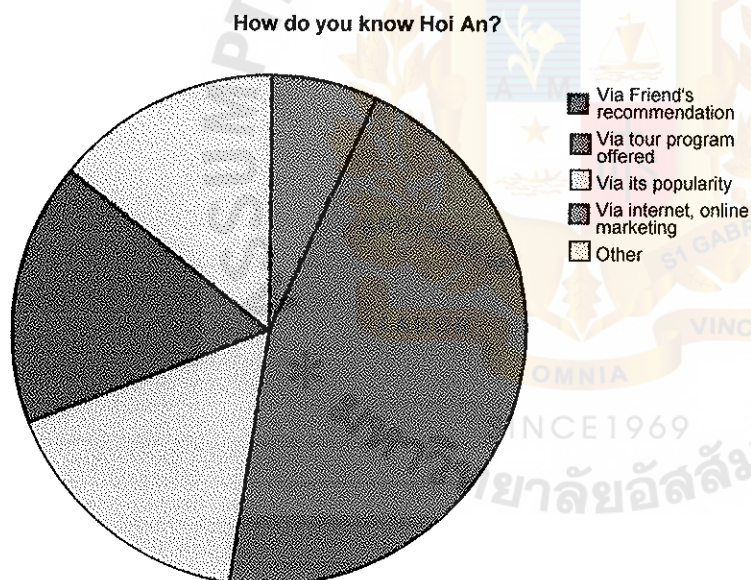


Figure 5.5.1 How tourists know Hoi An

In terms of tourist's activities that tourists (expect to) visit while in Hoi An:

Table 5.5.2 Tourist activities

Tourist's activities that tourist (expect to) visit	Frequency	Percentage
Ancient town sightseeing	175	21%
Conventional villages	150	18%
Shopping	140	17%
Natural sites	100	12%

Cooking and/or craft making class	123	15%
Explore unique architecture	147	17%

In terms of tourist's intention to revisit Hoi An, the frequency came as follows:

Table 5.5.3: Intention to revisit

Would you re-visit Hoi An?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	62	16.1	16.1	16.1
No	213	55.5	55.5	71.6
Not plan yet	109	28.4	28.4	100.0
Total	384	100.0	100.0	

In terms of potentiality to recommend Hoi An as a destination to friends and relatives, the frequency came as follows:

Table 5.5.4: Potentiality to recommend Hoi An

Would you recommend Hoi An as a destination to your friends or relatives?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	347	90.4	90.4	90.4
no	37	9.6	9.6	100.0
Total	384	100.0	100.0	

In terms of preferred tourism features among tourists, the frequency came as follows:

Table 5.5.5 Preferred tourism feature

What tourism feature do you like the most in Hoi An?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Cultural and historic values	175	45.6	45.6	45.6
Environment and atmosphere	112	29.2	29.2	74.7
Architecture	76	19.8	19.8	94.5
Tourist's activities	21	5.5	5.5	100.0
Total	384	100.0	100.0	

In terms of preferred type of accommodation, the frequency came as follows:

Table 5.5.6 Preferred type of accommodation

What type of accommodation do you prefer while visiting Hoi An?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid five - star resort	148	38.5	38.5	38.5
Four to two star hotel	78	20.3	20.3	58.9
Guest house	78	20.3	20.3	79.2
Local resident's house	63	16.4	16.4	95.6
Other	17	4.4	4.4	100.0
Total	384	100.0	100.0	

In terms of preferred cuisine, the frequency came as follows:

Table 5.5.7 Preferred type of cuisine

What type of cuisine do you prefer while visiting Hoi An?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Western cuisine	132	34.4	34.4	34.4
Vietnamese cuisine	116	30.2	30.2	64.6
Local Hoi An cuisine	92	24.0	24.0	88.5
Chinese cuisine	44	11.5	11.5	100.0
Total	384	100.0	100.0	

5.5 Results from Additional Qualitative Study

Researcher interviewed 17 international tourists along the famous tourist spots like Japanese Bridge, Shopping streets, and Restaurants. The feedback concerning international tourist's perception towards tourism products in Hoi An, Viet Nam.

1. What do you think about tourist's activities here?

A French couple, aged 65 years old, commented "I like attending the boat tour along the river, very peaceful and I enjoyed it a lot. Also, I find shopping in Hoi An is interesting, since it's reasonable and there are many kind of goods like clothes, and

souvenirs. However, I find it a little bit difficult to communicate with the sellers because they do not understand French and I do not speak English much”.

A Spanish tourist, aged 65, commented that “I love staying in the resort along the beach because the beach in Hoi An is very beautiful and calm. I like shopping in Hoi An, because the variety of goods from which I can understand something about the culture of Hoi An. The activity I like most is attending the traditional village program “Let’s become a farmer in one day” which I can experience a very interesting moment with local people.

A female Thai tourist, aged 45 years old, commented “Attending the cooking class program is very interesting. I like Vietnamese food so I will come back here to attend another class.”

2. How about culture of Hoi An in comparison with other destination that you used to visit?

A male American student, aged 19 commented “Culture here is very interesting. I love exploring the uniqueness here. Every destination has its own culture so that I cannot compare Hoi An with other place, but I can say that culture of Hoi An is very informative and I can see that it deeply represents in many ways and this is why it is interesting.”

A male New Zealander commented that “I come here because of culture, I want to know how Hoi An become a port town in the past. However, I am not spending much money here since there is not many things to buy compared with Thailand or Singapore.”

3. What tourist’s activities you like the most in Hoi An?

A Thai female tourist aged 55 commented “I like shopping here, it is cheap and the people are lovely. However, there are not enough shops here; I mean, in terms of the

variety of goods compared with other destinations that I traveled to before. Also, I love to attend cooking class very much because I like Vietnam cuisine”

An American male tourist, age 23, commented “I love to take a boat tour along the river the most, because Hoi An has a very clean environment”

A Japanese female tourist, age 60, commented “I love visiting the ancient town where there are memories of Japanese in the old day. I learn from here a lot about a part of Japanese history”

4. What elements/ activities you do not like in Hoi An?

A French couple commented “I love all the activities here; however, I find it difficult to find a public rest room here. Also, there are not many shops and services here like other destinations. I did not even spend one third of my budget when traveling here. I wish there would be more shops, supermarkets or services so that I can enjoy more.”

The Russian male tourists commented “Some roads in the town are not in good condition, there should be some maintenance to make them look nicer.

A French female tourist aged 64 noted “I like Hoi An but I find it difficult to find some instruction signs here, even though Hoi An is small and you cannot get lost, still I think Hoi An should have more sign boards or staff to be at the destinations in case tourists need help from them.”

An American male tourists complained that the bars and pubs close too early, they close at 12 o’clock, and after that I do not know where to go except go back to hotel to sleep even I still want to hang out more.”

5. What motivated you to revisit Hoi An? (for revisiting tourists)

A European couple, age 70, commented “I visited Hoi An 3 years ago, and I like this place very much. I came back this time because I want to enjoy the atmosphere here

in which there are no neon – advertising lights, no vehicle noise, things move slowly so that I can ride my bicycle around the town and the people is very friendly”

An Italian male tourist said “I came back to Hoi An because I want to experience the full moon night here which I had seen in the previous trip to Hoi An. Hoi An looks more attractive when every house switched off their lights and light up the candle in the lanterns.”

An American female tourists, aged 45, said “I came back to Hoi An because I love the beach here, not too many people, clean and calm.”



CHAPTER SIX

SUMMARY AND RECOMMENDATIONS

This chapter is a summary of what was mentioned and discussed in the previous chapters.

The first part of this chapter will show the summary of tourist's demographic and their previous travel experience to Hoi An. The second part will show a summary of international tourist's perception of tourism products and attributes in Hoi An. The third part will focus on the summary of hypothesis testing. The fourth part will give the recommendation of this research to improve tourism products and attributes. The last part will give the suggestions of this study with some recommendations for further research.

6.1 Summary of Tourist's Demographic and Travel Frequency

Table 6.1: Summary of Tourist's Demographic and Previous Travel Experience

Tourist's Demographic and Previous Travel Experience	Findings
Nationality	European (51.8%), American (25.3%), Asian (10.9%), Other (12%)
Gender	Male (45.1%), Female (54.9%)
Annual Income	Below US \$ 20,000: 3.6% US \$ 20,001 – 40,000: 17.2 % US \$ 40,001 – 60,000: 21.9% US \$ over 60,000: 57.3%
Education	High school or below: 15.4%, Bachelor Degree: 25.5 %, Master Degree: 39.8%, Doctor Degree: 19.3%
Revisiting Tourists	First time: 76.6%, revisiting tourist: 23.4%

As shown in Table 6.1, in terms of nationality the number of European tourists is dominant with 51.8 %, followed by American with 25.3 %. In terms of gender, the dominant gender is female with 54.9 %, in terms of annual income, the dominant group is over US \$ 60,000 with 57.3 %, and in terms of education the dominant group is master degree group with 39.8%. In terms of percentage of revisit tourist, the revisiting tourist accounts for 23.4 % while the first timer accounts for 76.6 %.

6.2 Summary of International Tourist’s Perceptions towards Tourism Products in Hoi An, Viet Nam

Table 6.2: Summary of tourism products in Hoi An, Viet Nam

Research Items	Mean
Cultural and historical values	4.3489
Architecture	4.3776
Local residents	4.3247
Tourist’s activities	3.3366

From the Table 6.2, the overall perception of international tourists towards tourism products and attributes in Hoi An could be interpreted as follows:

4.5 – 5 = Very good; meaning tourists are absolutely pleased with their trip regarding accommodation, travel facilities, and tourism products at the destination.

3.5-4.4= Good; meaning tourists are pleased with their trip still there some minor things that they may not satisfied due to the subjective reasons.

2.5 – 3.4: Fair; meaning tourists feel acceptable to most of the tourism activities and attributes at the destination. However, they would prefer to consume and enjoy a

better activities and attributes at the destination. They are not satisfied with the products somehow.

1.5 – 2.4= Not Good; meaning tourists are not satisfied with most of services and products they consume.

1-1.4= Very poor, meaning tourists are not satisfied with every services and products they consume.

1. For cultural and historical value of Hoi An, the overall mean value is 4.3489 which could be interpreted as “Good”.

2. For architecture, the overall mean value is 4.3776 which could be interpreted as “Good”.

3. For local residents, the overall mean value is 4.3247 which could be interpreted as “Good”.

4. For the tourist’s activities, the overall mean value is 3.2031 which could be interpreted as “Fair”.

6.3. Summary of Hypothesis Testing

Hypothesis	Statistics Test	P-Value	Result
<p>$H_0$1: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by nationality groups.</p> <p>H_a1: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified</p>	One – way ANOVA	0.703	Accepted

by nationality groups.			
<p>H₀2: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by gender groups.</p> <p>Ha2: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by gender groups.</p>	t-test	0.771	Accepted
<p>H₀3: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by education groups.</p> <p>Ha3: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by education groups.</p>	One-way ANOVA	0.629	Accepted
<p>H₀4: There are no differences in the perception of international tourists about cultural and historical value of Hoi An when classified by income group.</p> <p>Ha4: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified</p>	One – way ANOVA	0.004	Rejected

by income group			
<p>H₀5: There are no differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by tourists who are satisfied with their previous trip experience to Hoi An.</p> <p>Ha5: There are differences in the perception of international tourists about the historical and cultural value of Hoi An when classified by tourists who are satisfied with their previous trip experience to Hoi An.</p>	t-test	0.866	Accepted
<p>H₀6: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by nationality groups.</p> <p>Ha6: There are differences in the perception of international about the architecture of Hoi An when classified by nationality groups.</p>	One – way ANOVA	0.151	Accepted
<p>H₀7: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by gender groups.</p> <p>Ha7: There are differences in the perception of international tourists about the architecture of Hoi An when classified by gender groups.</p>	t-test	0.226	Accepted

<p>H₀8: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by education groups.</p> <p>Ha8: There are differences in the perception of international tourists about the architecture of Hoi An when classified by education groups.</p>	<p>One – way ANOVA</p>	<p>0.388</p>	<p>Accepted</p>
<p>H₀9: There are no differences in the perception of international tourists about the architecture of Hoi An when classified by income group.</p> <p>Ha9: There are differences in the perception of international tourists about the architecture of Hoi An when classified by income group.</p>	<p>One – way ANOVA</p>	<p>0.187</p>	<p>Accepted</p>
<p>H₀10: There are no differences in the perception of international tourists about the architecture of Hoi An An when classified by tourists who are satisfied with their previous trip experience to Hoi An</p> <p>Ha10: There are differences in the perception of international tourists about the architecture of Hoi An when classified by tourists who are satisfied with their previous trip experience to Hoi An</p>	<p>t-test</p>	<p>0.000</p>	<p>Rejected</p>

<p>H₀11: There are no differences in the perception of international tourists about Hoi An residents when classified by nationality groups.</p> <p>Ha11: There are differences in the perception of international about Hoi An residents when classified by nationality groups.</p>	<p>One – way ANOVA</p>	0.822	Accepted
<p>H₀12: There are no differences in the perception of international tourists about Hoi An residents when classified by gender groups.</p> <p>Ha12: There are differences in the perception of international tourists about Hoi An residents when classified by gender groups</p>	t-test	0.953	Accepted
<p>H₀13: There are no differences in the perception of international tourists about Hoi An residents when classified by education groups.</p> <p>Ha13: There are differences in the perception of international tourists about Hoi An residents when classified by education groups</p>	<p>One – way ANOVA</p>	0.882	Accepted
<p>H₀14: There are no differences in the perception of international tourists about Hoi An residents when classified by income</p>	<p>One – way ANOVA</p>	0.047	Rejected

group. Ha14: There are differences in the perception of international tourists about Hoi An residents when classified by income group.			
H ₀ 15: There are no differences in the perception of international tourists about Hoi An residents when classified by tourists who are satisfied with their previous trip experience to Hoi An Ha15: There are differences in the perception of international tourists about Hoi An residents when classified by tourists who are satisfied with their previous trip experience to Hoi An.	t-test	0.000	Rejected
H ₀ 16: There are no differences in the perception of international tourists about tourists' activities when classified by nationality groups. Ha16: There are differences in the perception of international tourists about tourists' activities Hoi An residents when classified by nationality groups.	One – way ANOVA	0.018	Rejected
H ₀ 17: There are no differences in the perception of international tourists about tourists' activities residents when classified	t-test	0.953	Accepted

by gender groups. Ha17: There are differences in the perception of international tourists about tourists' activities when classified by gender groups			
H ₀ 18: There are no differences in the perception of international tourists about tourists' activities when classified by education groups. Ha18: There are differences in the perception of international tourists about tourists' activities when classified by education groups	One – way ANOVA	0.044	Rejected
H ₀ 19: There are no differences in the perception of international tourists about tourists' activities when classified by income group. Ha19: There are differences in the perception of international tourists about tourists' activities when classified by income group.	One – way ANOVA	0.554	Accepted
H ₀ 20: There are no differences in the perception of international tourists towards tourists' activities when classified by tourists who are satisfied with their previous trip experience to Hoi An Ha20: There are differences in the perception	t-test	0.02	Rejected

of international tourists towards tourists' activities when classified by tourists who are satisfied with their previous trip experience to Hoi An.			
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As shown in Table 6.3, 13 null hypotheses are accepted while 7 null hypotheses are rejected. So it could be concluded that there were no differences among international tourist's perception towards the cultural and historical values of Hoi An when classified by nationality, gender, education and previous trip experience to Hoi An.

Regarding their perception towards the architecture of Hoi An, it could be concluded that there are no differences in their perception towards architecture when classified by nationality, gender, income, and education.

Regarding their perception towards local residents, it could be concluded that there are no differences in their perception towards local residents when classified by nationality, gender, education.

Regarding their perception towards tourist's activities, it could be concluded that there are no differences in their perception towards tourist's activities when classified by gender, income.

On the other hand, there were differences among international tourists visiting Hoi An regarding their perception towards the cultural and historical value of Hoi An when classified by income group.

Similarly, there were differences among international tourists visiting Hoi An regarding their perception towards architecture when classified by tourists who are satisfied with their previous trip to Hoi An.

Regarding their perception towards Hoi An residents, it could be concluded that there were differences in the perception of international tourists about Hoi An residents when classified by income group and how satisfied tourists were with their previous trip experience to Hoi An.

Regarding their perception towards tourist's activities, it could be concluded that there were differences in the perception of international tourists towards tourist's activities when classified by nationality, education, and tourists who are satisfied with their previous trip experience to Hoi An group.

Findings from hypothesis testing, the difference in nationality, education, and previous trip experience is significant. Tourists coming from Europe they prefer visiting cultural site while American visitors are interesting in natural sites rather than cultural sites while Asian tourists are keen on shopping activities. Tourists who have previous trip experience with Hoi An are very interested in natural sites while most first timers participate in the tour around the town to visit most of cultural sites. Regarding tourist gender, there is slight significant difference among male and female tourists. Generally, male and female tourists have the same perceptions towards tourism products in Hoi an, however; female tourists tend to join cooking class for tourist more than male. Regarding education, there is slight significant difference in their perception towards tourism products. For those who have master degree they tend to join in cultural and historic sites more often while a small number of bachelor degree tourists tend to do shopping and enjoy the beaches. Regarding the features that induce tourist to revisit Hoi An, the dominant feature is its uniqueness followed by the natural sites and local residents. 23 % of revisit tourists out of 100 target population claimed that they were attracted by the Hoi An's authentic and environmental sites

like beaches, islands, and mountains. And these features did have affect on their decisions to revisit Hoi An.

6.4 Conclusion

In general, regarding the demographic factors of tourists towards the tourism products in Hoi An, policy makers and tourism marketers should create tourism products in Hoi An that are based on the nationality, income, education. The dominant profile of tourists visiting Hoi An has the nationality from Europe with high income and high education. Because Hoi An is famous with its cultural and historical values, it is necessary that tourism products development should take this profile into consideration. It is assumed that this profile would have high demand in tourism products. From the finding coupled with personal interviews with selected tourists, the researcher found that there are differences in tourist's perceptions towards local residents and tourist's activities in Hoi An. It is understandable that tourists who used to visit Hoi An before had experienced local residents and tourist's activities in Hoi An. Also from the findings and interviews with revisiting tourists, the researcher found their previous experience trip with Hoi An did have influence on their decision to revisit Hoi An. Out of 90 respondents revisit Hoi An, there are only two claimed that they were not satisfied with the trip, the rest claimed they were satisfied with the trip. From the findings, 50 revisiting tourists out of 90 said that the dominant element that motivates them to revisit is the authenticity of Hoi An. With this finding, policy makers and tourism marketers should focus on maintenance and marketing the authenticity of Hoi An. They should take these features into consideration and combine this with the high end profile of visitors to have the right policy to attract tourists who will visit and revisit Hoi An.

The findings also revealed a problem that even with tourists who are satisfied with their trip, only 16.1% of respondents said they would revisit Hoi An, 55.5% said they would not and 28.4% said they had not planned yet. While in comparison with the intention to recommend Hoi An to friends and relatives, 90.4 % of respondents said they would recommend. One can conclude that tourists are satisfied with their trip to Hoi An, but since Hoi An is just a small town with valuable culture and history tourists can explore the whole town in their first trip and are not interested in visiting a second time without a greater number of interesting activities available. To solve this problem, policy makers and marketers should create more tourists' activities, and launch different programs in different time periods. The marketing policy should be stronger in launching different tourists' activities so that the destination can attract tourists to visit Hoi An and experience a new atmosphere and new activities. This is possible because Hoi An has many tourism resources like Cham Islands, river and Hoi An is also rich in conventional villages like the vegetable planting village and the lantern making village. Tourism activities can take advantage of these resources.

6.5 Recommendations

This research study focused on understanding the international tourist's perceptions in terms of demographics and influences of previous trip's satisfaction on the decision to revisit Hoi An. Based on the result of the findings, coupled with additional interviews with some other tourists, the researcher found that traveler's own holiday satisfaction depends on many external factors, outside of the control of destination managers. With this idea in mind, service providers and local authorities should cater to different interests and they stand to benefit from reaching a consensus when planning tourism development (Gunn, 1994). Today's tourists are more experienced, and therefore

discerning with the type of holiday they take. Tourist companies need to find out what they are good at and use their strengths to create differential marketing strategies. Similarly, it is necessary to adapt the tourism products to what tourists want to attract them to visit. With the findings on the profiles of segmented tourists together with their preferred tourism features in Hoi An, the researcher would like to suggest some following solutions to attract tourists visit and revisit Hoi An:

6.5.1 Take advantage of the culture and history to appeal to tourists and attract them by authentic tourist activities. Because Hoi An is famous for Europeans and Americans because of its authenticity (46.6%) in history and the high percentage in the culture, there should be more diverse cultural activities like creating culture – based products and make use of cultural events, characteristics and heritage to increase the number of visitors. Research also revealed that tourists are motivated to revisit Hoi An because of its authenticity (50%) while cultural facts accounts for 5%, the rest fall on local people (15%), tourists' activities (17%). Policy makers should recognize that for the first timers they may interest in cultural facts but to motivate them to revisit it is the tourists' activities and other tourism elements rather than cultural facts. As such, marketers should first make use of popularity in culture and history of Hoi An to attract them to visit Hoi An and satisfy them with related activities. Additionally, it is important to develop and maintain the best condition of cultural attractions because visitors generally do not consume just one cultural product at a time but a cluster of products like temples, houses with special architecture, walking streets, hotels and foods.

6.5.2 Achieve tourist's satisfaction to get their destination loyalty

From the findings, the researcher concludes that 90.4% of tourists satisfied with their trip to Hoi An are willing to recommend Hoi An as a destination to friends and relatives. However, they still do not want to revisit Hoi An (16% would revisit Hoi An, 55.5 % would not revisit, and 28.4 % have not plan yet). Coupled with other findings and interview results, this problem is mainly because of lack of variety in tourist's activities which accounts for 5.5% out of 100 % in the tourism feature that tourists like the most in Hoi An. International tourists may hear about the popularity, the unique culture and after visiting and exploring these values, they want to join some other activities like any other destinations with shopping, healthy services and relaxation. From the findings researcher see that most tourists visiting Hoi An have a high income (over US \$ 60,000 accounts for 57.3%) so marketers should focus on high quality products so that the quality can meet the demand of high end tourists. With a profile of dominant number of tourist is female tourists who have high income and high education, the solutions for getting revisit tourists is not easy since even tourists are satisfied with Hoi An tourism products they still want to experience other destinations (Gunn, 2001). Joseph (2001) stated that destination's loyalty can be measured by tourist's recommendation to friends or relatives so that it is necessary for marketers and policy makers to develop this channel to increase number of tourists visiting Hoi An. Tourism policy makers should talk and listen to customers and intermediaries (tour operators and travel agents) to get the idea and information so as to conduct specific strategy which can meet the segmented target visitors. The findings showed that tourists were motivated to revisit Hoi An because of its authenticity (13 % out of 23.4 %), and the findings show 30.2 % of tourists like

Vietnamese cuisine so there should be development of more cooking classes with Vietnamese cuisine to attract female tourists attend this activity.

6.5.3 Diversify tourist activities to offer higher quality products which relate to tourist's expenses at Hoi An

From the personal interviews with selected tourists, there were a few complaints about the tourist's activities and service so that tourists can spend money. Marketers should think of creating additional services that tourists can spend money on. This is also a way to increase income for the industry.

6.5.4 Improving tourism infrastructure, facilities and marketing channel

There should be gradual maintenance of infrastructure as well as on destination sites. Findings from interviews with tourists revealed that the tourism sector authority should equip more instructional signs or assistant officers at some destinations so that visitors may ask for instructions. Also, there should be enough public rest rooms and services so that visitors can feel they are in a hygienic atmosphere when they are traveling. Staff should be more competent in language and service skills so as to meet the demands of high end visitors. There should be a greater variety of goods to be sold in Hoi An rather than clothes and food. Marketers and policy makers should create and direct some additional marketing channels rather than only focusing on advertising on tour programs (45%), and marketers should develop marketing channels via the cheapest and effective word of mouth method which accounts only 16.7 % in this study.

6.6 Recommendation for Further Research

This study has provided general profile of international tourist's perceptions towards tourism products and the relationship between their previous travel experience to Hoi An with their intention to revisit this destination. Future research should investigate in the relationship between motivation of re-visitation and specific tourism products in Hoi An, Vietnam.

The majority of participants in this study were international tourists. Vietnamese tourists should be included in future studies. Therefore, utilizing other methods for data collection is also recommended.

Further research about any issue of tourism in Hoi An could be conducted regarding international tourist's perception towards tourism products and attributes. It can also attempt to measure the perception of tourists regarding their satisfaction, purpose of visit and their preference in relation to their decision to visit Hoi An.

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Vietnam Tourism Statistic Board

QUESTIONNAIRE

Dear Respondent:

My name is Van T. To Hoang - student of MBA – TRM - Assumption University of Thailand. I am doing a thesis on International Tourists' Perception on Cultural Tourism Products in Hoi An, Viet Nam

I would appreciate if you spare me a few minutes to respond to the following questionnaire. Your information would be used for academic purpose only, and would be treated as confidential

Thank you very much for your kind understanding

Sincerely yours,

Van T. T. Hoang

Part I: Tourists' Demographics

1. What is your nationality?

☐

European

☐

America

☐

Asian

☐

Other, please specify: _____

2. What is your gender?

☐

Male

☐

Female

3. What is your annual income?

☐

Below 20,000 US\$

☐

20,001 to 40,000 US \$

☐

40,001 to 60,000 US \$

☐

Over 60,000

4. What is your education background?

☐

High School or Below

☐

Bachelor Degree

☐

Master Degree

☐

Doctor Degree

5. Did you visit Hoi An before?

☐ If yes, please continue to answer question number 6, 7

☐ If no, please turn to question number 8

6. Did you satisfy with your previous trip to Hoi An?

☐ Yes I did

☐ No, I did not

7. What motivate you to re-visit Hoi An? (Please tick only one)

☐ Its authenticity

☐ Its local people

☐ Its cultural fact

☐ Its tourist's activities

☐ Other, please specify:

Part II: Relationship among tourist products and international tourists' perception

Please rate your perception of tourist products in Hoi An, using the following Five – Point Rating Scale:

5: Absolutely agree, 4: Agree, 3: Neutral, 2: Disagree 1: Absolutely disagree

Research Items	Rating scale				
	5	4	3	2	1
Cultural and historical values:					
8. Culture and history of Hoi An are very unique.					
9. Culture and history of Hoi An are very informative.					
Architecture					
10. The mixture of varied feature of architecture in Hoi An is very attractive.					
Local residents					

11. Local residents are hospitable.					
12. Local residents are friendly.					
13. Local residents are polite.					
Tourist's activities					
14. Hoi An has varied tourism activities.					
15. Shopping in Hoi An is interesting.					
16. Attending cultural performance is enjoyable					

Part III: Your Favorite Tourism Features and Intention to Revisit Hoi An.

17. How do you know Hoi An?

- ☐ Via friends' recommendation
 ☐ Via tour program offered
☐ Via its popularity
 ☐ Via internet, online marketing
☐ Other: (please specify):

18. What tourist activities you (expect to) to visit while you are in Hoi An? (You may tick more than one)

- ☐ Ancient town sightseeing
 ☐ Conventional villages
☐ Shopping
 ☐ Cooking and/or craft makingclass
☐ Visit natural sites
 ☐ Explore unique architecture

19. Would you re-visit Hoi An?

- ☐ Yes
 ☐ No
 ☐ Not plan yet

20. Would you recommend Hoi An as a destination for your friends and relatives?

- ☐ Yes I would
 ☐ No, I would not

21. What tourism feature that you like in Hoi An the most? (Please tick only one)

- ☐ Cultural and historic values ☐ Environment and atmosphere
☐ Architecture ☐ Tourist's activities

22. What type of accommodation do you prefer while visiting Hoi An?

- ☐ Five - star resort ☐ Four to two star hotel
☐ Guest house ☐ Local resident's house
☐ Other, please specify:

23. What type of cuisine do you prefer while visiting Hoi An?

- ☐ Western cuisine ☐ Vietnamese cuisine
☐ Local Hoi An cuisine ☐ Chinese cuisine
☐ Japanese cuisine

Thank you very much for your kind cooperation.



Office of Graduate Studies

MBA -TRM

Grammar Checking form

Form signed by Proofreader of the Thesis

I, David Levitch, have proofread this thesis entitled
International tourist's perception towards tourism
products of Hoi An, Vietnam

and hereby certify that the verbiage, spelling and format is commensurate with the quality
of internationally acceptable writing standards for a masters degree in business.

Signed David Levitch
(David Levitch)

Contact Number/Email address dayvit 78 @ yahoo.com

Date: 23 / 04 / 2008