

**FACTORS AFFECTING TOURISTS SATISFACTION AND
INTENTION TO REVISIT CAN THO CITY,
VIETNAM**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE GRADUATE SCHOOL
STAMFORD INTERNATIONAL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
ACADEMIC YEAR 2014**

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Stamford International University
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Title: Factors Affecting Tourists Satisfaction and Intention to Revisit
Can Tho City, Vietnam

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Can Tho City, Vietnam

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Abstract

The objectives of this study were to find how visitors evaluate the quality of different attributes of a destination image of Can Tho, how satisfied they are with Can Tho, the level of loyalty intention to revisit and the willingness to recommend Can Tho to others (friends and relative); (2) To investigate what “image” is most important to explain global satisfaction with visiting Can Tho; (3) To analyze how visitors perceived quality, satisfaction and other motivational factors (e.g. variety seeking) relate to travel intention to revisit and the willingness to recommend the placeto others.

Research Methodology: The sample consisted of 400 international tourists travelling or having just finished their tours to Cai Rang Floating Market and Ninh Kieu District, the two most famous travel destinations of Can Tho City, Vietnam, obtained by probability sampling. The employed research instrument was a survey questionnaire comprising of 54 items for selected respondents. Content validity of the survey scale was verified by the item-objective congruency (IOC) index. This study used quantitative descriptive research as the majority of techniques employed.

Research findings were as follows: (1) The group of destination attributes (i.e. environment, local food, infrastructure and accessibility, culture and society, tourist leisure and entertainment) had an impact on tourist satisfaction of international tourists, with correlation coefficient between tourist satisfaction and destination attributes of 0.995, significance of 0.000; (2) Variety seeking had a positive effect on tourist satisfaction, with correlation coefficient of 0.995, significance of 0.000; (3) Tourist satisfaction and travel intention had a positive relationship, with correlation coefficient of 0.999, significance of 0.000.

Keywords: Tourist satisfaction, destination attributes, variety seeking, travel intention

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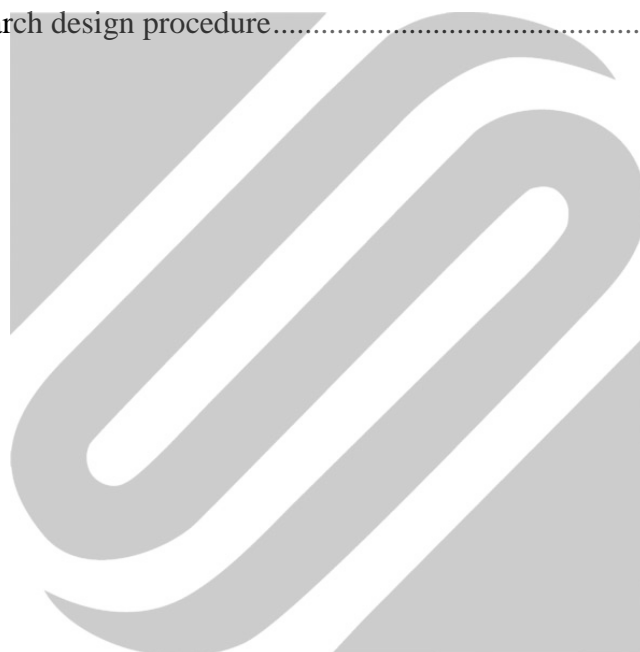
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CHAPTER 1

INTRODUCTION

1.1. Statement of the Problem

Tourism in contemporary times is highly socialized and has become a key driver of economic growth and prosperity for many nations. In fact, no-one can deny the great contribution of tourism to the growth and development of a country. Also, tourism has become an economic and social phenomenon, in which all stakeholders are receiving certain benefits.

According to the ITC TradeMap, import growth rate of world tourism was 2.86% per year in 2008-2012. Analysis of the growth trend of the world tourism market reported by the UNWTO (2013) Travel Highlights, suggested that, despite economic difficulties, traveling is still a common habit of people in most countries. Accounting to 6% in total of the world GDP, the tourism industry gained more than 1 billion international passengers in 2012. This figure is expected to continue growing at a rate of 3.3% to reach 1.8 billion passengers by the year 2030. In particular, it is noteworthy that the emerging markets will reach double-digit growth when compared to the previous times – with the estimated number of visitors to the private market to reach approximately one billion passengers in 2030.

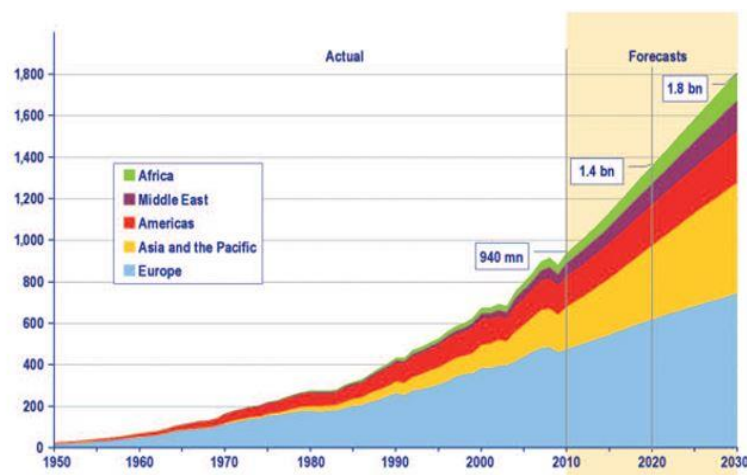


Figure 1.1 Forecast growth in the number of international tourists worldwide 2030

Source: UNWTO, 2013

The demand for tourism products and services should require a more adaptive approach. As tourists are more likely to shift from simple vacations as “visiting and sightseeing” to combine their vacations with learning more about the value and the lives of the local indigenous population, to develop themselves their own individual understanding of local cultures. This genre of vacation has become known as ‘health tourism’ (Spirit and Mind - Wellness Tourism).

Vietnam is known as a country with a long coastline, and a location that holds many conditions to lure both domestic and international visitors and travelers, both on holiday and/or on business. The region boasts some of the world’s most spectacular landscapes, local attractions, and historical relics. There are vast ecosystems with incredible wildlife species, and a rich culture involving various traditional festivals. Although Vietnam has a tourism industry that is rather young, especially when compared to other countries in the region and worldwide, it has certainly made great progress and contributed significantly to economic and social development of the nation as a whole. In the context of international integration, the Vietnam government has focused more and more on investing in tourism promotion, by enhancing the service quality and by expanding the operation fields. The direct contribution of tourism to the nation GDP was VND149,753.0 billion (4.6% of total GDP) in 2013, and is forecast to rise by 8.9% in 2014, and to rise by 6.3% pa from 2014-2024, to VND299,846.0 billion (4.7% of total GDP) in 2024 (World Travel and Tourism Council, 2014). There is a huge potential for developing tourism and attracting far more foreign tourists, as well attracting and gaining more investment in to the tourism business sector.

Table 1.1 International visitors statistics from 2010 to 2013

	2010/2009 (%)	2011/2010 (%)	2012/2011 (%)	2013/2012 (%)
Total	134.8	119.1	113.86	110.6
By means of transportation				
By air	134.2	123.9	110.82	107.2
By sea	76.6	91.8	616.45	67.7
By road	143.0	99.8	105.35	141.9
By purposes of trips				
Travel	138.8	117.4	114.23	112.2
Business	137.9	98.0	116.25	108.7
Visiting relatives	110.9	175.5	114.26	109.4
Others	138.6	103.1	102.11	102.5
By countries and territories				
China	174.5	156.5	100.84	133.5
South Korea	137.7	108.2	130.67	106.8
Japan	124.0	108.9	119.70	104.8
USA	106.9	102.1	100.90	97.4
Cambodia	215.2	166.3	78.39	103.1
Taiwan	123.7	108.1	113.39	97.5
Australia	128.1	104.2	100.06	110.3
Malaysia	127.6	110.3	128.27	113.5
France	115.3	106.1	103.91	95.6
Thailand	139.7	81.6	124.22	119.1

Although Vietnam's tourism industry is still young when compared with many of the other Southeast Asia countries, it has made progress and contributed significantly to the economic development and social advancement of the country. In the context of international integration, the Vietnamese government has focused on developing the tourism industry, by enhancing the service quality and expanding the scale of operations. The Vietnamese National Administration of Tourism (VNAT) reported that the number of international visitors to Vietnam of the year 2013 was about 7,572,352 arrivals, which increased by 10.6% when compared to the number of visitors in 2012. Among them, the majority of travelers were from the China (which rose by 33.5%), Thailand (which rose by 19.1%), Australia (which rose by 10.3%), Malaysia (which rose by 13.5%), and the rest came from the USA, South Korea, Cambodia, Taiwan, France and other countries around the world (VNAT, 2014).

The Mekong Delta Region includes Vietnam and the area has many resources with the positive potential to develop many types of tourism. The different types to explore includes areas such as ecotourism associated with agriculture tourism, waterline, orchards; cultural tourism with the specific local characteristics of Oc Eo Heritage. However, the development of tourism in the Mekong River Delta undertaken so far has not yet been able to commensurate with the real potential. International tourist arrivals to the region are very limited. Short stays are common, tourist products are limited, and it is an uncompetitive business; whereas low value leads to inefficient low tourism activities. Low level traffic connection points to the difficulties, plus more investment, and lack of professional human resources, marketing the destination is very limited.

To promote the development of tourism in the Mekong Delta provinces, including Can Tho City, the Ministry of Culture, Sports and Tourism issued Decision No.803/QD-BVHTTDL, dated March 9, 2010, which approved Tourism Development Scheme for the Mekong Delta in 2020. This project has set out the views, goals and solutions to develop tourism in the Mekong Delta provinces. The development will be based on the strengths of the region, creating the tourism product of unique characteristics, and opening the possibility to connect the tourism product in the region, inter-regional, inter-state program to create tourist attractions in order to build tourism as a brand in the Mekong Delta.

The aim is specifically to promote the potential ecological and cultural characteristics, based on the agricultural community and to develop tourism into an important economic sector in the economic structure of the region, promoting poverty reduction by implementing the following strategies:

Development of tourism products characteristics of the region:

- Marine tours, combined with the local orchards and gardens, cultural tourism, local people' lifestyle; understanding in the region.
- Eco-tourism based on diverse ecosystems of the region, luxury tourism with resort islands (in Phu Quoc, Ha Tien).

Distributing tourism organization into four tourism clusters:

- The centre, including the city of Can Tho and An Giang, Kien Giang and Hau Giang with outstanding products of the region's river sightseeing tours, travel for the purpose of trade, travel and tourism festivals.

- Ca Mau peninsula, comprising the provinces of Ca Mau, Bac Lieu and Soc Trang; offer tourism products to visit the southernmost point of the country; ecotourism in the mangroves; cultural festivals associated with the Khmer people in Soc Trang.

- East coast comprises the provinces of Tien Giang, Ben Tre, Tra Vinh, Vinh Long with key products are river tours, gardens tours, home stay tours, visits to traditional trade villages and historical relics.

- Dong Thap Muoi includes Dong Thap and Long An provinces with a flagship product focusing on eco-tourism in the SUF inland wetlands Plain of Reeds.

Finally, establishing and promoting affiliated products in each province, to create very highly competitive programs for general tourism of the whole region.

Can Tho is located right on the Hau River. The terrain is in the form of alluvial delta of very low, flat level plain. It is crowded with river systems and several canals which provide a large amount of water to the fruit gardens throughout the four seasons. It also provides fresh water to maintain the rice fields, as well as supplying the local villages in the area. The people within the Can Tho area are sincere and hospitable, leading a rustic lifestyle based on a unique cultural identity of river residents. All these factors made the area an idyllic location which is very impressive for tourists coming from cities. Can Tho certainly holds the huge advantage in being able to exploit the existing natural resources, especially in the field of ecotourism.

Previous practice has proven that the economic benefits brought by tourism to developing countries are often very large. Travel and tourism in general for Vietnam and in particular for Can Tho, is on track to strengthen its position and its role. The young, fledgling, tourism industry in Vietnam faces very stiff and direct competition from the neighboring countries. The competition became even more intense when Vietnam became an official member of the WTO (World Trade Organization) in 2007. Vietnam tourism also faced some new phenomenon, which is when visitors do not come back for a second trip. This phenomenon has lasted for many years, especially in the Mekong Delta tour, because most visitors believe that traveling in one province to

witness the ecology of the Delta there will be exactly the same ecology in the remaining provinces. Thus, the only possible short tours are available in Long An, Tien Giang, Vinh Long. As the tour is a long travel day, there is only the combination tour of An Giang over Cambodia. Guests, who stay for a very short time, suffer a lack of entertainment areas; shopping malls and the quality of tourism services are not high. It is what has restrained the rise of tourism and tourists arrivals to Can Tho. Therefore, the requirement of setting up ways to resolve these issues and a specific roadmap to improve the competitiveness of the region, in order to effectively meet the needs of visitors in the future, is crucial.

As a plan ahead, it is hope that in 2020 Can Tho will become a gateway city of the Mekong Delta Region, acting as the key economic and strategic area; and the industrial centre of commerce and tourism of the country. Besides this, Can Tho strives to increase the share of services in the GDP, making tourism a key economic sector, as motivation for development of tourism in the country. In 2013, Can Tho tourism was striven to reach and surpass shear signed targets. There were a total number of approximately 1,250,000 arrivals of visit stays, which was an increase of 7% when compared to 2012. When including 210,000 international arrivals, this accounted for 16.8%, and reached the 100% target set forth, with an increase of 10.5% when compared to the figure of the same period in the year before. The total revenue of the tourism industry was 976 billion, which was an increase of 15% when compared with 2012, and achieved 102% of target set (Can Tho Department of Culture, Sports and Tourism, 2014). However, this growth rate is still modest when compared with the advantages of local nature and local people living in and around Can Tho. There are a number of hotel-restaurants that hold the standards and level of international countries but, at the same time, the level of training for tourist employees is not professional enough for them to be able to meet the needs of most tourists, especially foreign tourists.

Obviously over time, effectively exploiting tourism in Can Tho is still relatively low and is clearly not commensurate with the great potential of the region. The key investment problem was that improper and incorrect objects caused the loss and waste of the significant local landscape and natural resources, and particular the local socio-cultural factors of the communities who live there. A real tourist location

is highlighted by creating a step change in the performance breakthroughs of travel, city tours to promote the rapid development and sustainability of the local economy. This problem can only be solved by “improving the quality of the tourism product”, investors should focus on the factors that strongly influence the quality of tourism services in the city. When establishing this, such tourists truly become a lever to change the local population’s lives in the coming years.

Considering the problem of the practical aspects, the author decided to perform the research topic based on: “Factors Affecting Tourist Satisfaction and Intention to Revisit Can Tho City, Vietnam”. The author believes that in achieving the completion of this study, it will provide the information necessary for organizations and individuals, as well as the active management in the tourism sector of Can Tho to promote the city’s tourism. At the same time it could also be the source of information as the basis of reference for more future research projects in this area.

1.2. Research objectives

The purposes of this study are threefold:

1. To determine and analyze factors affecting “tourist satisfaction” and “intention to revisit” Can Tho as a tourist destination.
2. To analyze how perceived quality of destination attributes of Can Tho tourism relate to tourist satisfaction; and the relationship between tourists to Can Tho’s satisfaction and their intention to revisit and recommend Can Tho to other people.
3. To propose some possible and reasonable solutions to attract more tourists to Can Tho by promoting quality of destination attributes of the city.

1.3. Significance of the Study

The author hopes that the research will provide valuable information to tourism marketers and planners in Can Tho in evaluating and giving marketing strategies and management in the future. Can Tho will be able to attract more foreign tourists and potential tourists from many different countries all over the world. The significant factors that are important to the event organizers and the government of Can Tho City are:

1. To help event organizers, tourism operators, and the government have more in-depth information about the destination attributes that take effect on the satisfaction of the tourists;

2. To help event organizers, tourism operators, and the government have the information about the relationships between variety seeking to tourist satisfaction and tourist satisfaction to become tourist loyalty;

3. To help event organizers, tourism operators, and the government focus more on enhancing, improving and maintaining the factors that contribute to tourists' loyalty that makes tourists revisit or recommend people to visit Can Tho.

4. To propose implications and strategies for promoting and improving visitors' satisfaction and loyalty of previous and potential tourists visiting Can Tho.

1.4. Scope and Limitation of the Study

1.4.1. Scope of the Study

This research paper attempted to explain the relationship between the destinations attributes of tourist satisfaction for visiting Can Tho City, Vietnam, as well as to identify which among the five attributes of destination (Scenery, Infrastructure & Accessibility, Culture & Society, Tourist Leisure & Entertainment, and Local Food) is the most important influence that effects tourist satisfaction. In addition, this research will measure the relative importance of variety seeking to tourist satisfaction, and the adequacy of the intention to revisit and the intention to recommend the location to others, as measures of tourist loyalty.

1.4.1.1. Population and Sample

The respondents of this research are the visitors of Can Tho City, at two main research areas: Cai Rang Floating Market and Ninh Kieu District.

1.4.1.2. Research Timeline

The survey questionnaire was distributed to tourists in a survey area during October and November 2014.

1.4.2. Limitation of the Study

The study will be carried out in Can Tho City. Primary data has to be collected from international tourists visiting Can Tho. The sample size of respondents may not be statistically representative to the total population in Can Tho or Vietnam.

Measurements can be improved. Some questions will need to be adjusted in the process – excluding probability for some important attributes.

The conceptual model of this study also lacked some constructs, such as perceived value (Bigne et al., 2009; Chen & chen, 2010), cost (Bigne et al., 2009), perceived risk (Quintal & Polczynski, 2011).

1.5. Conceptual framework

This study developed a conceptual framework (as illustrated in Figure 1.2.) with the aims to study and predict the potential and positive relationship between perceived service quality (represented by destination attributes of a destination image), tourist satisfaction and revisit intentions, as well as the relationship of variety seeking as one of the traveler’s behavior and tourist satisfaction. All constructs and models were conceptualized to fit better into the current study setting.

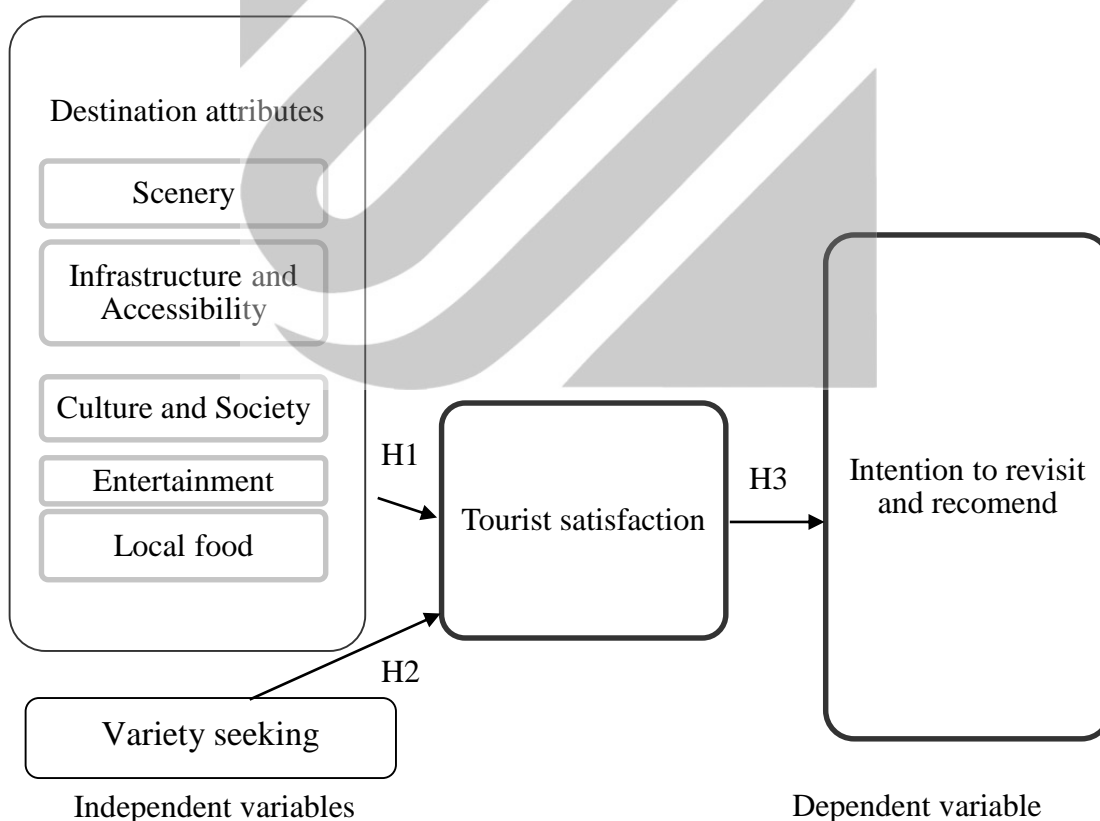


Figure 1.2 The conceptual model of this study

Source: Adapted from Cam Tran Thi Ai, 2011

1.6. Research hypotheses

Accordingly to the above objectives and considerations, the following research hypotheses were formulated:

H₁: “Destination attributes” have an effect on “Tourist satisfaction”

H₂: “Variety seeking” has an effect on “Tourist satisfaction”

H₃: There is a relationship between “Tourist satisfaction” and “Travel intention”

1.7. Basic Assumption

This study is expected to explain successfully the relationship between factors affecting tourist satisfaction and intention to revisit Can Tho City, Vietnam as a tourism destination. Besides these factors, the author also hopes to conduct an optimal and reasonable conceptual framework with meaningful variables, in order to explore the concepts, theories and relationships of tourism management aspects introduced by previous studies.

In testing the research model above, it is assumed that the relationship between evaluation of destination attributes and tourist satisfaction is positive. Variety seeking is also suggested to have a positive impact on satisfaction. Last but not least, there will also exist a notable relationship between tourist satisfaction and intention to revisit Can Tho City as a tourist destination.

1.8. Definitions of terms

1. Travel and Tourism: activities of travelers on trips outside their usual environment with duration of several weeks or months, but less than one year. Economic activities that relate to all aspects of such trips are measured within the research (WTTC, 2014).

2. Perceived quality of tourism: Mackay and Crompton (1990) defined service quality as: “the relationship between what customer’s desires from a service and what they perceive that they receive”. Additionally, service quality is also a way of thinking about how to satisfy customers so that they hold positive attitudes towards the services on offer and what they have received (Ostrowski, O’Brian, & Gordon, 1993).

3. Destination image: The concept consists of the functional characteristics of a tourist destination (e.g. the scenery, attractions, accommodation facilities, price

levels, concerning psychological characteristics and the more tangible aspects of the destination (e.g. level of friendliness, quality of service expected, fame and reputation of the location, etc.), or concerning with the more intangible aspects (e.g. relaxation, safety, general atmosphere).

4. Tourist behavior: Consumer behavior is the specific behavior related to the consumer. It is expressed in the actions of searching, purchasing, using and evaluating tourism products and services in order to meet the specific needs of the tourist (in this case, mostly tourist satisfaction).

5. Tourist satisfaction: This is the outcome of the comparison between the tourist's expectations and their actual experience (Truong & Foster, 2005). Satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experience (Pizam, Neumann & Reichel, 1978).

6. Variety seeking: This is a buying behavior that occurs when consumers buy products with low value and have a wide range of product categories. In this case, tourists, especially international tourists visiting to Can Tho, should have a variety of tourism seeking before they decide to go on the trips and tend to change tourism brands, or tourism services more often. The change of the brand is essential to seek diversity, but not because they were dissatisfied with the tourism products and services before buying them.

7. Revisit Intention: According to the tourism experts, revisit intention to a tourist destination is driven by many different factors. According Bigne et al. (2001), Chen and Tsai (2007), Chi and Qu (2008), perceived value, destination image, performance quality, service quality and satisfaction are all factors that are often used to explain the intention to revisit a tourist destination.

CHAPTER 2

LITERATURE REVIEWS

This section focuses on identifying the literature related to destination attributes of destination, image as perceived quality of tourism, and variety seeking as a tourists' buying behavior which influences tourist satisfaction. Furthermore, it includes the relationship of tourist satisfaction towards intention to revisit Can Tho City. The author will discuss the constructs and relationships in some detail and with a special focus on the literature from a tourist marketing perspective.

2.1. Concept of Perceived Quality of Tourism

2.1.1. Perceived Service Quality in Tourism Industry

The factor of Service Quality is a concept that has received a great deal of attention but also raises some controversial issues in the relevant literature. Researchers and experts within the marketing and tourism fields have made extended attempts to assess service quality in several research products since as early as the 1980s. There is the quality impact on the image the customers will initially hold and then the image that directly affects the process, moving from expected quality on to perceived quality (Prabaharan et al., 2008). There have been a significant amount of researchers who have defined the term "service quality" in different ways. This is mainly because they have often had difficulty in defining and measuring quality of service in a consistent and consensus way. For example:

Bitner, Booms and Mohr (1994) considered service quality as being: "the consumer's overall impression of the relative inferiority/superiority of the organisation and its services". However, other prominent researchers (e.g. Cronin and Taylor, 1994; Taylor and Cronin, 1994) defined service quality as being: "a form of attitude representing a long-run overall evaluation". Parasuraman, Zeithaml and Berry (1985) understood service quality as "a function of the differences between expectation and performance along the quality dimensions". This definition appeared to be consistent with Roest and Pieters' (1997), who defined it as this: "service quality is a relativistic and cognitive discrepancy between experience-based norms and performances concerning service benefits".

Parasuraman et al. (1985) carried out a qualitative research, in which the research results clearly presented a similar pattern of perceived service quality with discrepancy between customers' expectation and actual service performance. Based on the research findings, the co-authors proposed a conceptual model containing five stages. A few years later, Parasuraman et al. (1988) introduced the SERVQUAL model including 22 items grouped into five separate factors: reliability, tangibles, responsiveness, assurance, and empathy.

The SERVQUAL model is now considered to be an important instrument as a research tool to identify the quality improvement areas within individual service organisations in relation to enhancing total customer satisfaction. The model measures tangible and intangible elements of the service and investigates factors in the customer-supplier chain. This can highlight specific target areas where quality may be improved (Eraqi, 2008). These factors involved, include the gap between:

- Customers' expectations and the management team's perceptions of customers' expectations
- Management team's perceptions of customers' expectations and service quality specifications
- Service quality specifications and actual service delivery
- Service delivery and external communications to customers
- Customers' expectations and perceived services.

The application of SERVQUAL as a successful research tool depends on specific circumstances in which a specific tourist destination attempts to survive, develop and improve the absolute quality of the tourist products or services it provides (Eraqi, 2008).

Although the SERVQUAL model has been used in many various studies since it was initiated, the instrument has also received a lot of criticism from other scholars and academic research teams (e.g., Cronin & Taylor, 1992; Peter, Churchill, & Brown, 1993). The main problem they raised, concerning SERVQUAL, was: "its use of measurement with different scores which resulted in different numbers of factor dimensions, improper managerial approaches, and conceptual problems" (Brady, 1997). Carman (1990) and Cronin and Taylor (1992) presented the argument that the model only measures an increase in a variance when they removed the expectation

measure. Based on the above concern, Cronin and Taylor (1994) suggested that it would far be more efficient to use another set model which was entitled SERVPERF. The suggested that only the performance section of the SERVQUAL model should be included.

In spite of many serious efforts and debates to meet an agreement on these apparent issues of dispute, there is still no consistent consensus on the measure of service quality across all the tourist business industry.

Specifically regarding the tourism industry, there have been numerous studies relevant to service quality. Some have focused on service equality measurement and instrument development but very few studies have ever focused on the service quality on tourism. It could be argued that this is because there needs to be far more generalization required for the case of defining and measuring tourism, regarding its very complex levels of characteristics. The quality of service involved with tourism plays a very significant role in the process of service delivery (Wyllie 2000). In this case, it is the basic standard used to assess the effectiveness of a particular leisure service agency, including the tourism service sector (Godbey, 1997). According to the WTO (World Trade Organisation), quality in tourism is the end result of very a long process. This specifically suggests, or implies, that the satisfaction of all legitimate products and service needs, together with the requirements and expectations of the customer, are provided at an acceptable price. This lies in conformity with the underlying quality determinants: i.e. safety and security, hygiene, accessibility, transparency, the original authenticity and harmony of the tourism activity, concerned with its human and completely natural environment (WTO, 2008).

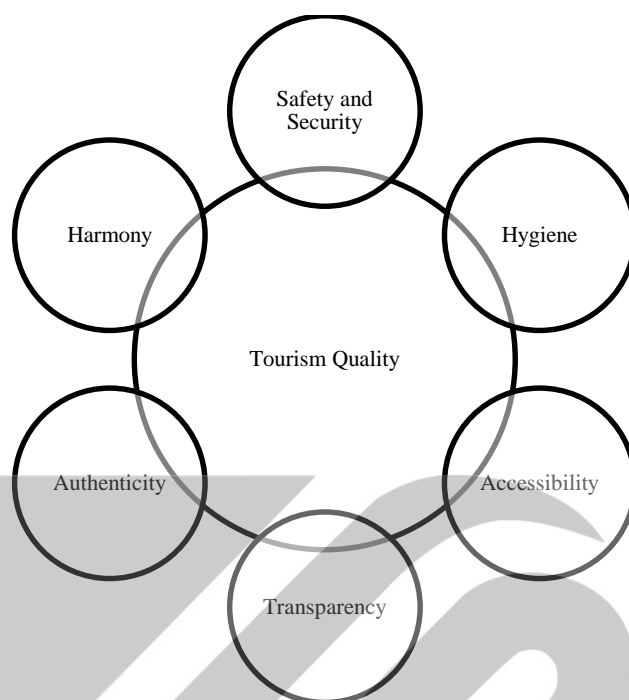


Figure 2.1 Tourism Quality Standards

Source: WTO, 2008

2.1.2. Destination Image as Perceived Quality of Tourism

The factor of Destination Image has become one of the major aspects of tourism research over the last forty years (Svetlana & Juline, 2010). Before people decide on their tourist destination for their holiday break, they tend to develop the image and a set of expectations based on previous experience, word of mouth, press and media reports, advertising and common beliefs (Chon, 1992; Baloglou and Bringmerg, 1997, cited in Buhalis, 2000). Destination image has been defined as an person's overall perception and subjective understanding, or a collection of a total set of impressions of a specific place (Hunt, 1975; Phelps, 1986; Fakeye and Crompton, 1991, cited in Ibrahim and Gill, 2005). It is, essentially, the mental portrayal of a chosen destination (Crompton, 1979; Woodside and Ronkainen, 1993; Kotler et al, 1993; Middleton, 1994; Milman and Pizam, 1995; Alhemoud and Armstrong, 1996; Seaton and Bennett, 1996, cited in Ibrahim and Gill, 2005). The whole image concept has generally been defined as: "the people feelings of anything that they aware of" (Boulding, 1956), and that it is: "an attitudinal construct consisting of an individual's mental representation of knowledge or beliefs, feelings and global impression about

an object or destination” (Baloglu & McCleary, 1999). According to Jenkins (1999), destination images often significantly influence a tourist’s travel decision-making procedure, their individual cognition and behavior at a given destination, as well as their total satisfaction levels and recollection of their experience.

The factor of Destination Image is primarily formed by a person who gathers together information about a specific location from various sources over a period of time (Leisen, 2001). Several researchers have assumed that there is a definite difference between the destination image that has encouraged tourists to visit a given destination and those who have not yet visited that destination when they plan their trip. The tourists who have already visited the location will have formed a destination image from their own personal experience. Therefore, any potential future tourists will use the existing information that has been provided to travel agencies, through advertisements, using the Internet, the television, mass media formats and general word of mouth reputation. Of course, there is also knowledge of the history of the country obtained from books and educational centres (Gunn, 1972, cited in Leisen, 2001). Certain images, or so-called ‘incomplete images,’ can differ from the images that tourists have gained from their previous visit to a destination (Leisen, 2001). Images based on past experiences are considered to be far more complex and subjectively differentiated (Chon, 1991; Fakeye and Crompton, 1991; cited in Leisen, 2001). However, it is important for holiday planners to identify significant destination attributes that contribute to image perception from past visitors (Bonn et al, 2005).

It is clear that the Destination Image can be influenced by numerous factors. Milman and Pizam (1995) suggested that a person’s familiarity with a destination could strongly affect their: “perception and image that tourists have of a destination”. Many other researchers (Chon and Olsen, 1991; Etchner and Ritchie, 1991; Fakeye and Crompton, 1991; Ross, 1993) actually considered that physical tourist experience at the destination can also influence and change the initial image of destination. Therefore, there is a powerful correlation between the destination image and tourist satisfaction after experiencing tourism products and services (Ibrahim and Gill, 2005).

2.1.3. Attributes of Destination Image

The factor of Destination Image is composed of various attributes which can be all divided into groups of controllable characteristics: (i.e. destination product,

price, place and promotion) and uncontrollable areas (i.e. personal characteristics) (Sirgy and Su, 2000, cited in Bonn et al, 2005). Destination image can also be strongly influenced by the environmental attributes – the atmospheric attributes (landscapes, historical attractions, infrastructure, accommodation and facilities) and service attributes.

According to Charlotte and Ritchie (1991), the various destination image characteristics were used to measure the impact of the destination image. Researchers focused on the attributes of the scenery or natural attractions; the cost or price levels; the local climate; specific tourist sites or activities; the nightlife and various entertainment venues; the sports facilities or related events; national parks or wilderness activities. Also addressed was the local infrastructure: transportation, architecture or buildings, historic sites, museums, beaches, shopping facilities, accommodation facilities, city fairs, exhibits, festivals, local facilities for information and tours. Other, more personal issues, were taken into consideration, including the level of crowdedness, hygiene and cleanliness, personal safety. The region's economic development or affluence, accessibility, degree of urbanization, extent of commercialization, and even the political stability was also included. The reputation of the local community's hospitality or friendliness or receptiveness to outsiders; the different customs or local culture; the different cuisine of food and drink were a significant group of characterizations to be dealt with. Also, whether the location is considered to be restful or relaxing; the overall atmosphere; the opportunity for some adventure; the opportunity to increase one's knowledge; the potential for family or adult-oriented activities – together with the quality of services provided and whether the local area was famous or held a very popular reputation, were very important characteristics. Sonmez S. & Sriakaya E. (2002) used this immense list of attributes to measure destination image that would lead to an inevitable holiday full of good value for both time and money. Beerli and Martin (2004) categorized attributes into nine specific dimensions: (1) natural resources; (2) tourist leisure and recreation; (3) natural environment; (4) general infrastructure; (5) culture, history, and art; (6) social environment; (7) tourist infrastructure; (8) political and economic factors; (9) Leisure and recreations. Chi, C. G. Qing, & Qu, H. (2008) also decided to classify these attributes into nine specific aspects, (1) the travel environment; (2) natural attractions;

(3) entertainment & events; (4) historic attractions; (5) infrastructure; (6) accessibility to-and-from the location; (7) relaxation factors; (8) outdoor activities; (9) price and overall value of the place and services provided.

To the context of Can Tho city, attributes forming the city as a destination image include a variety of functional and psychological characteristics such as the local scenery with floating markets and a range of fruit gardens. There is also fresh and delicious local food on offer; the development of the infrastructure and accessibility to tourist attractions in the whole area. This is all surrounded with a very rich culture and the warm friendliness of the local community. There are various tourism leisure activities and entertainment for visitors of all ages to participate in. In this research project, the author defines Can Tho city as a destination image of highly perceived service quality by examining the destination attributes in further analyzing steps, as stated in the Table 2.1 below.

Table 2.1 Attributes forming the destination image

Scenery	Infrastructure & Accessibility	Culture and Social
Beauty of the scenery	Quality of roads	Hospitality of people
Attractiveness of the city	Public transport	Cultural events/ festivals
Floating markets	Hotels quality & service	Historical relics and traditional trade village
Islet	Restaurants quality & service	
Cleanliness	Bars/pubs/discotheques	
Safety	Easy access to the area	
Prices of accommodation	Well-communicated traffic flow	
Communication skills & services of staffs (Tour guide)		

Table 2.2 Attributes forming the destination image (Cont.)

Tourist leisure & entertainment	Local food
Sports activities	Variety & uniqueness of foods
Shopping possibilities	Quality of foods
Night life	Prices of foods

Source: Beerli & Martin, 2004; Chi & Qu, 2008

a. Scenery

To travel is to discover, to learn about new and unusual things or save and remember the amazing scenery of nature that one experiences. Each destination or local area has their own individual identification. For example, travelers living in the Northern regions and specific local climate, will generally spend a certain amount of their annual holiday break in the Southern region, where they can enjoy a different climate and different natural scenery, as well as enjoy new sea sports (Buhalis, 2000).

• Climate

Can Tho City is located in a tropical monsoon area of Vietnam (Loc, 2008).

- **Rainy season:** This lasts from May to November; Southwest monsoon. The average temperature in the rainy season ranges from 26 to 27 degrees Celsius. Precipitation is in September and October.

- **Dry season:** This lasts from December to April; Northeast monsoon. The average temperature ranges from 26 to 28 degrees Celsius. The highest number of sunshine hours in the year happens in the first quarter.

Considering the economic aspect of tourism, the number of hours of sunshine per year is considered to be a “competitive advantage” for Can Tho tourism. This factor is significant in the case of aiming at the target group of customers who come from cold countries, or who need to get warm in their own cold, winter days.

• Terrain and soil

Can Tho terrain is relatively flat and slopes slightly from north to south. Due to the frequent deposition of the Hau River and other rivers, Can Tho soil is relatively fertile (Can Tho Government Portal, 2013). In general, the climate and the local soil of

Can Tho are both very favorable for the development of a diversified agriculture with crops and livestock. This has brought Can Tho some great potential for tourism developments towards green tourism, eco-tours, combined with cultural tours. Another aspect is the potential to visit local historical relics, promoting the advantages of the river and orchards of the Mekong Delta. Tourism development is planned to meet the needs of sightseeing, entertainment and provide satisfaction to both local and international tourists.

- **Large-scale eco-environment sites**

Currently in Can Tho City there are twenty one orchards, including six sites offering guest accommodation, including My Khanh Tourist Village, Phu Sa Tourist Area, Thuy Tien Ecosite, Kim Phu Do Ecosite, Giao Duong and Gia Trung Quan Tourist Orchads. There are a total of 95 rooms and 144 beds (Can Tho City Department of Tourism, 2013). Most ecotourism sites cater for and organize traditional games for visitors such as climbing areca palm trees, beating pots, jumping in sacks, tugging, swinging, walking on stilts, etc. Some large sites, such as My Khanh and Phu Sa, also open Southern cuisine sites. This is combined with visits to traditional trade villages offering girdle cake, rice paper, sponge cake, brewery, fishing, etc. to serve the demand of exploring and understanding the local culture of the Mekong Delta Region.

- **Tourism personnel**

According to statistics from the Can Tho City Department of Tourism, that was collected from 108 local tourism operators, the labor force came to a total of 1,936 people. However, the number of professionally trained employees was only 454 people (including universities, colleges, secondary and primary educational levels of education), which accounted for 24% of all employees. The number of untrained workers for special techniques came to 1,482 people, which accounted for 76%. However, among them, the number of employees with a university or college degree majored in different industries was 231 people; 225 intermediate level; 296 primary level, and the remaining employees were unskilled workers.

However, the number of workers who were especially trained was only 31.44% of the total. Most of these had been trained through very short-term intensive classes (under one year long), so their professional competence was not high. That

lack of professional training and the lack of employee preparation of dealing with national and international tourists, was one of the reasons that leads to the decrease in the quality of the tours that are provided – because the tour guides' qualifications cannot meet the demand from the visiting tourists.

b. Infrastructure & accessibility

Infrastructure, or the tools and instruments which are fairly transparent for most people we know about, cover a wide range in both temporal and spatial scope, falling within familiar structures, including power-grids, water, and the Internet (Yates & Maanen, 2001, pp 305-306).

Accessibility can be defined as the ability to have an easy-to-reach desired destination by means of a specific transport system: by plane, train, car, coach, or ferry. Accessibility is of great importance both from the point of view of regional development and that of social welfare of local communities. It depends, to a great extent, on the building of transport infrastructures and in turn this influences the land use and the ability of mobility for locals and tourists alike (Gutierrez, 1987).

• Transportation system

- Roads: Can Tho City has intercity routes such as Highway 91 from Can Tho to An Giang and Highway 80 from Can Tho to Kien Giang. As it is located on the National Highway 1A, Can Tho City gains a great convenience in the level of traffic conditions that connect it to other provinces in the Mekong Delta (Can Tho City Department of Tourism, 2013).

- Waterways: Can Tho City is located on the banks of the Hau River, a section of the Mekong River which flows through six countries in total. The middle and lower part of the river runs through Laos, Thailand and Cambodia. Large tonnage vessels (over 1,000 of them) can travel in and out of the port very easily. In addition to this, Can Tho-Xa No route is an important bridge between Ho Chi Minh City, Hau Giang and Ca Mau provinces.

- Airways: Tra Noc Airport of the city is presently being upgraded and will become expanded to become an international airport to ease access for international tourists.

- Ports: Can Tho City has two ports serving the loading of goods: Can Tho Port is 60,000 m² large, and can take in ships weighing up to 10,000 tons. Can Tho

Port is the largest port of Mekong Delta, covering an area of 16 hectares. The port has three large capacity depots of 40,000 tons. Cargo volume can reach up to 200,000 tons/year. Cai Cui Port is still in the construction phase, designed to scale to serve ships between weights between 10,000-20,000 tons. The volume of cargo reaches approximately 4.2 million tons/year(Can Tho City Department of Tourism, 2013).

- **Hotels and tourism businesses**

The city currently has 183 accommodation establishments with a total of 4,863 rooms, 65 of which are hotels from 1 to 4 star qualities, which provide 2,321 rooms for all kinds of travelers. Victoria Hotel (in the Cai Khe area) offers 92 rooms and 125 beds; Golf Hotel (at 02 Hai Ba Trung, in the Ninh Kieu District) runs 101 rooms and 202 beds are the largest two accommodations of the city.

Currently there are 20 local travel operators and six representative offices of tourism agencies in Can Tho, as well as 4 tourist transportation companies (Can Tho Department of Culture, Sports and Tourism, 2014). Considering sustainable development, this is mainly focused on the waterways and hicks/orchards tourism, so local businesses should pay attention to investing in transportation and taking advantage of Can Tho and the surrounding geographic features.

- c. **Culture & social aspects**

Tourists who are drawn to a process orientation would very much enjoy meeting local artisans, hearing their stories, watching local craft demonstrations, and learning about the cultural and historical significance for a craft in its specific local context (Yu & Littrell, 2003). One of the most significant aspects that is attracting increasing attention for tourists, is the motivation of visitors to attend special events (Uysal et al., 1991; Uysal, Gahan & Martin, 1993; Mohr et al., 1993; Formica & Uysal, 1996; Crompton & McKay, 1997; Formica & Murrmann, 1998). Some researchers have focused on a single event, for instance, a country corn festival (Uysal, Gahan & Martin, 1993). Another popular event would be a hot-air balloon festival (Mohr et al., 1993) in South Carolina, or a jazz festival in Umbria (Formica & Uysal, 1996). People also tend to travel to cities on a personal pilgrimage for religious reasons, as this is where all major cathedrals, mosques, synagogues, temples and pagodas are usually located (Buhalis, 2000).

- **Historical and architectural relics**

Regarding Can Tho, one significant feature is the interwoven harmony between the architecture patterns of Vietnamese, Khmer and Hoa styles. This city is a collection of different cultural identity, in which each historical or architectural works have contributed to the community to have the unique look of its own. Uniqueness in structure and the architecture design of the village houses partly impresses lifestyles, habits and thoughts of the Southern people in the past and contemporary times.

Historical relics, together with annual festivals of Kinh, Hoa, and Khmer together with the specific architecture are commonly considered: “the value of intangible cultural” factors. They reflect the stages, or period of human history that the local land has undergone. This has been included in the famous paintings of nature of late West Capital, resulting in a certain attractive charm to travelers from all over the nation.

- **Traditional trade villages**

The traditional trade-village daily visit is a tourism product that exploits the value of both tangible and intangible cultural objects. The crafts are created as a tourist resource for objects of value, which are beneficial to learn the local culture through sightseeing undertaken by tourists.

The trade villages of the Mekong Delta local people have confirmed its powerful position in the increasingly vibrant tourism market. Characterized by waterways, the villages in Can Tho have contributed immensely to reflect the life associated with the nature of the people. A background ‘river civilization’ is reproduced in the village such as Di Tho Village (Thoi Long Commune, O Mon District) which is famous for craft-made items (e.g. a tool used to catch fish; very popular in Mekong River). There is also Thom Rom net village busy preparing nets for the annual flood season. Besides this, the village system of Can Tho is increasingly attracting many visitors to the local flower gardens (Thoi Nhut Flower Garden, Orchid Garden) or with the villages concentrated in O Mon – Thoi Long. There are oven duck eggs, a rice paper village, Di Thoa roofing village, and stared shaped leaves at Thoi Long village.

- **Festivals**

Festivals are an important and irreplaceable aspect of the spiritual life of the people of Vietnam. Based on history, the natural conditions and beliefs that each region has, several distinctive festivals are presented which express deep local traditions and lifestyles of the local people. Due to the impact of historical conditions, economic traditional festivals of the Mekong Delta residents have a number of specific distinctions. There is an existing legacy from a long-standing cultural spirit of the nation, adapting old themes to be modified to fit local realities. Festivals in the South in general and in particular in Can Tho, seem to focus on commemorating the local community's ancestors. They explore celebrity culture with national heroes, even though the core of it remains the church, with the blessed villagers who feel happy and wealthy.

In Can Tho, the Ky Yen Festival is celebrated every year in the Communal Houses in the village. Local festivals are closely associated with the life of a background 'wet rice civilization'. If the ceremony is held in the Spring, it is meant to represent the next season of gaining fullness in all things. If the festival is held in the autumn season, the harvest is to be honored and praised. If the celebration is held in Winter, it represents the full meaning of success.

d. Tourist leisure & entertainment

Tourists not only invest time in shopping during their travels, but it is estimated that they also spend approximately one-third of their total holiday budget on retail purchases (Gratton & Taylor, 1987; Littrell et al., 1994). Littrell et al., (1994). Researchers have identified four separate styles, according to the tourists' preferred travel activities, souvenirs, and shopping preferences. Some purchase souvenirs that symbolize their holiday locations, either through a name or logo on the products. Fridgen, (1996) noted that British tourists visiting North America ranked shopping and taking photographs as the first and second preferred activities to undertake while they are away. Other research undertaken by Page, (1994); Law, (1993, 1996); Mazanec, (1997) assessed the attractions of urban destinations. They chose several important attractions as well as entertainment opportunities such as the theatre, concerts, bars, restaurants, discotheques, the cinema and other related activities.

- **Shopping malls**

- Metro Hung Loi Tho Highway 91B – P. Hung Loi – TP. Tho.
- Maximark Supermarket: 02 Hung Vuong – TP. Tho.
- Mark Coop Supermarket: 01 Peace Avenue – TP. Tho.
- Supermarket Citimark: No. 51 Nguyen Trai – TP. Tho.
- VINATEX Trade Center: No. 42 St. 30-4 – TP. Tho.
- Cai Khe Trade Centre: Number 1 Tran Van Smart – City. Tho.

- **Recreation complex**

- Water Park – Cai Khe Ward, Ninh Kieu District, Can Tho City
- Luu Huu Phuoc Part – 30/4 Street - Can Tho. City
- West Cultural Park - CMT8 Street – Can Tho City. –Kayaks (Canoes) -

Victoria Hotel.

- e. **Local food**

During research that focused on the importance of food, Hudman suggested that local cuisine has become an increasingly significant factor in the tourist industry. Apparently, up to at least 25% of the total tourist expenditure budget is accounted for by the range of food they purchase (Hudman, 1986). Recently, in the literature on tourist destinations, more and more researchers have also focused on the aspect of food and its level of importance in both culture and tourism (Williams, 1997; Hegarty & O'Mahony, 2001). Food is no longer regarded as being just a basic human necessity for survival. Tourists generally consume local cuisine as a special aspect of their holiday adventure – especially if they visit a different region of their own country, a different country all together or a very different culture from their own (Jones & Jenkins, 2002). Different kinds of food and cuisine are one of the main factors that encourage tourists to travel. A wide variety of food can genuinely provide many extra opportunities for tourists to be in a far more memorable and enjoyable holiday atmosphere than they had initially expected (Quan & Wang, 2004). In tourism, food is essentially an extension of the familiar home comfort. For food suppliers at specific locations, it is obviously necessary for the company to understand the tourists' food culture such as their regular eating habits. This is in order to make sure the food that is used in catering is in matches to a great extent with the tourists' habits and customs.

Learning about the cultural differences in tourists' eating habits will effectively help improve the food service on offer and certainly enhance the overall customer satisfaction (Quan & Wang, 2004).

2.2. Concept of Tourist Behavior

From the perspective of what is so-called the consumption process, tourist behavior is divided into three main stages: pre-visitation, during visitation, and post visitation (Rayan, 2002; William & Buswell, 2003). Chen & Tsai (2007) stated that tourist behaviour includes: "choices of destination to visit, subsequent evaluations, and future behavioral intentions". The subsequent evaluations are the travel experience or the perceived value and overall visitors' satisfaction, whereas the future behavioral intentions refer to the visitor's judgment about the likeliness to revisit the same destination and their willingness to recommend it to others (Chen & Tsai, 2007).

2.2.1. Tourist satisfaction

Several researchers (Oliver, 1981; Brady and Robertson, 2001; Lovelock, Patterson and Walker, 2001) have consistently conceptualized customer satisfaction as being: "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations (Philip Kotler, 2000). A wide selection of variables and determinants have also been used by many tourism experts and researchers in order to measure tourist satisfaction related to tourism destination. The understanding of customer satisfaction can be estimated with a single item, which measures the overall satisfaction (Fornell, 1992; Spreng and Mackoy, 1996; Bigne et al., 2001). Mai and Ness (2006) confirmed that the degree of satisfaction can be evaluated through specific service attributes. Moreover, satisfaction can be evaluated by means of the theory of expectation and/or confirmation in which pre-journey expectations either meet or contradict the real-life experience at the given destination (Oliver, 1980; Francken and Van Raaji, 1981; Chon, 1989; Bigne et al., 2001).

Further research covering this specific issue led to two clearly distinct results. One claims that: "the visitor's overall satisfaction largely depends on his/her satisfaction with the destination's many attributes" (Alegre and Cladera, 2006; Baker and Crompton, 2000; Crompton and Love, 1995; Danaher and Arweiler, 1996; Kozak, 2002; Kozak and Rimmington, 1999; Murphy, Pritchard and Smith, 2000; Pizam and

Ellis, 1999; Yoon and Uysal, 2005). The other result clearly notes that one of the main determining factors for the return of the visitor (if not the most significant) is their level of satisfaction with their previous stay(s) at the given destination (Ross, 1993; Juaneda, 1996; Appiah-Adu, Fyall and Singh 2000; Baker and Crompton, 2000; Kozak and Rimmington, 2000; Kozak, 2001, 2003; Bigné, Sánchez and Sánchez 2001; Caneen, 2003; Yoon and Uysal, 2005; Alegre and Cladera, 2006).

2.2.2. Variety seeking

Keaveney (1995) and Reichheld (1996) stated that customers have a tendency of changing their decision when purchasing even when they have been satisfied with the previous outcomes that were provided by using any individual product. Previous research projects on this 'product switching' behavior for general products can actually be explained by using the variety seeking theory (McAlister, 1982). In the specific context of tourism, the concept of variety seeking has been found to be particularly important in relation to tourist locations that are chosen as the ultimate holiday destination (Crompton, 1979; Dann, 1981; Feng & Jang, 2004; Scott, 1996; Uysal & Hagan, 1993).

Variety seeking was established from the conceptual foundation where "consumers seek optimal levels of stimulation in their choice of behavior" (Hebb & Thompson, 1954). Variety is often defined as: "the degree of contrast between present perception and past experience, making it the opposite of familiarity" (Pearson, 1970).

It has widely been recognized that the aspect of variety seeking plays an important role in tourist decision-making (Petrick, 2002). The search for variety is often seen as being a basic and natural tendency in the make-up of most travelers (Cohen, 1979; Lee & Crompton, 1992). In fact, those visitors who focus on seeking a high degree of constant variety, will rarely return to any previously visited destinations. Opposite to that mentality, those travelers who seek a high degree of familiarity (or a rather low degree of variety) always tend to return to the very same places they have previously frequented (Assaker, Vinzi & O'Connor, 2010). Therefore, variety seeking is expected to have a potentially positive effect on tourist revisit intention.

2.2.3. Revisit intention

There clearly appears to be a rather wide range of factors that involve social demographic characteristics and trip-related features that may well directly affect not just tourist satisfaction aspects, but also the overall satisfaction with the holiday, and the intention to revisit the said destination.

A person's intentions are obviously subjective judgments about how each individual person will behave in the future. It usually serves as one of the dependent variables in many service research and satisfaction models (Boulding et al., 1993; Soderlund and Ohman, 2003). Rust, Zahorik and Keiningham (1995) argued that it is important to understand and accept that repurchase intentions and the actual repurchase patterns themselves, are not necessarily the same.

Butcher (2005) agreed that repurchase intention is regarded as a sound service outcome that is clearly measurable. While Soderlund and Ohman (2003) considered repurchase intentions as intentions-as-expectations, Hellier et al. (2003, p.1764) defined repurchase intention as: "the individual's judgment about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances."

Gitelson and Crompton (1984) noted that tourist satisfaction that is given to a particular destination appears to be a necessary condition for explaining the number of repeated visits to the same location. However, it is not sufficient enough, in itself, to explain the phenomenon because many respondents reported satisfactory experience, but did not ever return to the same destination again. Other research declares that totally satisfied customers are more likely to repurchase products than those who are merely satisfied customers (Jones and Sasser 1995). Petrick, Morais & Norman (2001) investigated the relationship amongst entertainment travelers and their past holiday behavior. They wanted to indicate the various aspects of holiday satisfaction, perceived holiday value, and the intention to revisit and repurchase. The research results suggested that the tourists' past travelling behavior, their satisfaction, and perceived value can positively be used to predict fairly accurately the travelers' intention to revisit a destination.

2.3. Relationship between perceived quality and tourist satisfaction

An in-depth review of both the existing and the emerging literature suggests that there appears to be relative consistent agreement amongst marketing researchers and research. The main consensus is that service quality and customer satisfaction are separate entities which are unique and share a very close relationship (Cronin and Taylor, 1992; Oliver, 1993). A great deal of previous research projects within the services field have also maintained that these paradigms are, indeed, quite distinct (Bitner, 1990; Carman, 1990; Boulding et al., 1993; Spreng and Mackoy, 1996). As presented in Table 2.2 below, the information identifies a number of key elements that distinguish customer satisfaction from service quality.

Table 2.3 The distinction between Customer Satisfaction and Service Quality

Customer Satisfaction (Tourist Satisfaction)	Service Quality
Customer satisfaction can result from any dimension, whether or not it is related.	The dimensions underlying quality judgments are rather specific.
Customer satisfaction judgments can be formed by a large number of non-quality issues, such as needs, equity, perceptions of fairness.	Expectations for quality are based on ideals or perceptions of excellence.
Customer satisfaction is believed to have more conceptual antecedents.	Service quality has less conceptual antecedents.
Satisfaction judgments do require experience with the service or provider.	Quality perceptions do not require experience with the service or provider.

Source: Fen et al. 2006

One common assumption is that if a visitor is satisfied with their trip, then they also become very interested in re-visiting the location at some point in the future. Tourist satisfaction is a positive perception or feeling portrayed as an expressed

degree of great pleasure that tourists tend to gain from a visit (Beard and Ragheb 1980). The difference between one's satisfaction and one's perceived service quality has been analyzed and assessed in some research projects (Baker and Crompton 2000; Tian-Cole and Crompton 2003). In many studies both these ideas have become far too similar to each other, which makes the two somewhat overlap. However, they specifically focus on very different objects. The perceived service quality is an evaluation of the quality of services, whereas satisfaction, in itself, is an evaluation of the visit experience at the specific location, or an experience of using different services, in general (Tian-Cole and Crompton 2003). Previous research results have often highlighted the fact that both a high perceived service quality and high satisfaction of the receiver has made revisits far more likely (Appiah-Adu, Fyall, and Singh 2000; Baker and Crompton 2000; Bigné, Sánchez, and Sánchez 2001; Cai, Wu, and Bai 2004; Huang and Hsu 2009; Lee, Graefe, and Burns 2007; Petrick 2004; Yoon and Uysal 2005; Um, Chon, and Ro 2006). This connection has been found in several different contexts. Some results relate to eco-friendly tourists at nature tourism locations (Lee 2006, 2009; Lee, Graefe, and Burns 2007). However, other research feature very different holiday destinations (Bigné, Sánchez, and Sánchez 2001; Huang and Hsu 2009; Lee, Yoon, and Lee 2007; Yoon and Uysal 2005; Um, Chon, and Ro 2006). From a managerial perspective, the subjective perceptions of service quality are more likely to provide very useful information than just some general visitor satisfaction. The former offers far more beneficial guidance for management changes and improvements, since service quality is under the management team's control (Baker and Crompton 2000). Added to this, it has been recognized that perceived service quality attributes have been found to strongly affect the behavioral intentions much deeper than any broad and general satisfaction.

2.4. Relationship between tourist satisfaction and revisit intention

Several research projects within the field of tourism trade and business have identified that tourist satisfaction with travel experience is one of the major reasons behind the revisit intention (Oppermann, 2000; Baker & Crompton, 2000; Petrik et al., 2001; Kozak, 2001; Jang & Feng, 2007; Alexandris et al., 2006; Chi & Qu, 2008). It has also become fully appreciated that positive satisfaction has an equally positive influence on tourists' repurchase intention (Gotlieb et al., 1994).

Zabkar et al. (2010) explored the deeply complex relationship between the main concepts and behavioral intentions. Based on their own model, destination attributes definitely affect perceived quality which then goes on to affect satisfaction. The latter factor leads on further to promote the revisit intention.

The traditional consumer behaviour theory presents several specific steps in the buying process: need arousal; information search; evaluation behavior; purchase decision; and post-purchase feelings (Kotler, 1980). In the case of this research study, the above steps can be utilized in the buying process with specific relation to the purchase of a holiday, day-trip, cruise, or a tour. Therefore, within the general buying process of a tourism buying decision and behavior, Marcussen (2011) suggested some of the factors that directly and indirectly affect satisfaction elements and the intention to revisit a tourist destination, which are illustrated in Figure 2.2 below:

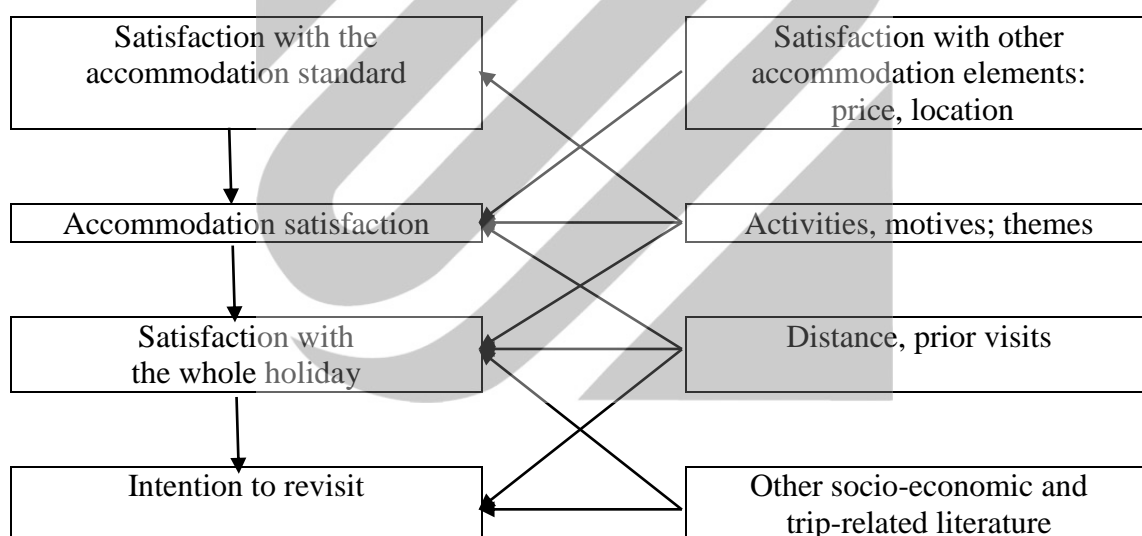


Figure 2.2 Model of Satisfaction and Revisit Intention

Source: Carl H. Marcussen, 2011

Related to this, Petrik (2002) suggested that ‘variety seeking’ plays a very significant role in the tourist decision-making process. Pearson (1970) defined the concept of ‘variety seeking’ as: “the level of contrast between current perception and past experience”. Within the tourism industry, variety seeking is also investigated as an enhancer and motivator for most tourists’ maximum satisfaction (Crotts, 1993).

2.5. Tourism situation in Can Tho City

2.5.1. Some facts and figures

Can Tho city is a large urban area located within part of the Mekong River Delta. It is situated at a junction with other provinces in the region to Ho Chi Minh city and Cambodia. In terms of tourism development, Can Tho city has the following potentials:

- Uncle Ho Monument, City Museum, Military Zone 9 Museum, Binh Thuy Mumunal House, Khanh Quang Pagoda, Ong pagoda, Nam Nha Duong pagoda, Hoi Linh pagoda, Munir Ansay pagoda, Long Quang pagoda, Bui Huu Nghia First Tester Grave, Grave of Poet Phan Van Tri, Can Tho University, Mekong River Delta Rice Research Institute, Hau River farm. These are all great potential locations for tourism development.

- The interlacing system of rivers and channels and some traditional trade villages offer great potential locations in the ecological landscape, including Cai Khe Plain, Kuong plain, Au plain, Tan Loc Island, Thoi Nhat flower village, Cage House in Can Tho Ancient Market, Walking street along Ninh Kieu bank, Cai Rang floating market, Phong Dien floating market, Pleasure-boat on the river. All these potential tourist activity locations are connected with the centre of the city by a convenient roadway and waterway. These places contain great potential for ecological tourism development. The city has invested, constructed and developed some of the projects already, including the Tay Do Cultural Centre, Khmer Nam Bo Cultural centre, Arc Road Restoration Project, Binh Thuy Ancient Village Restoration Project.

Aiming to take maximum advantage of the ecological environment and the natural landscape surrounding the area, the city is focusing on developing the four main types of tourism, which focus on: ecotourism; watery tourism; traditional culture associated with the historical, celebrity, temples, handicraft villages; and MICE (Meetings, Incentives, Conferencing, Exhibitions).

Tourism development will attract many more tourists, both national and international; to visit and participate in the local social activities in Can Tho. Further to that, the tourists will be able to purchase the famous local products. In addition to the benefits derived from tourism such as growing employment in travel agencies, tours, hotels, local transportation, communications, insurance, etc, as well as foreign

tourist's consumption purchasing and eating out, this will also be a major source of foreign exchange for the city. One particular area of profit would especially come from the more high value-added products, such as local handicrafts.

In 2013, Can Tho tourism fought hard to reach and even surpass the assigned targets. There were a total number of approximately 1,250,000 tourist arrivals on visit stays, which was an increase of 7% when compared to 2012. This included 210,000 international arrivals, which accounted for 16.8%, and reached 100% of the set target. This was an increase of 10.5% when compared to the figure from the same period in the previous year. The total revenue of the tourism industry was 976 billion, which was an increase of 15% when compared with the figure in 2012. It managed to achieve 102% of the set target (Can Tho Department of Culture, Sports and Tourism, 2014).

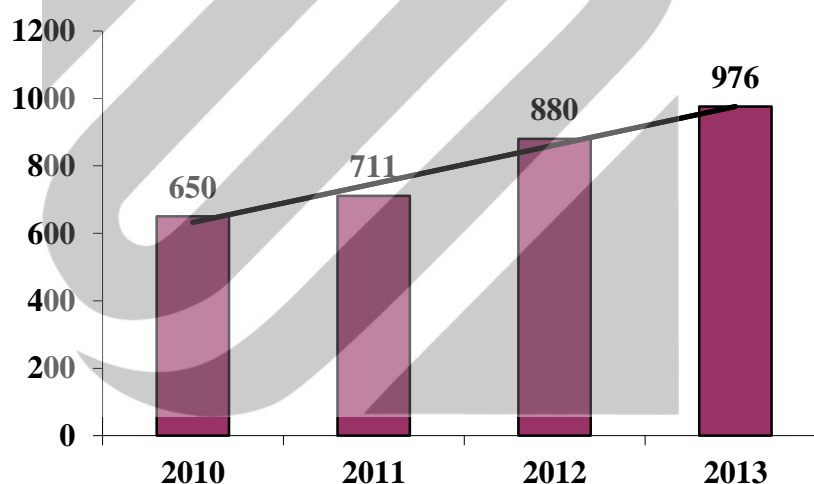


Figure 2.3 Revenue of Can Tho Tourism in 2010 to 2014 (Unit: VND billion)

Source: Sports and Tourism, 2014

Forecasting for the period from 2011 to 2020, with more investment projects in tourism development to be operated, Can Tho city will attract more domestic and foreign tourists to visit. The set target to reach is approximately 1.7 million tourists, of which around 20-25% are expected to be international visitors. The set target for the total revenue is aimed to reach \$141 million in 2015 and \$476 million in 2020.

2.5.2. Number of international visitors to Can Tho from 2010 to 2013

Tourism is considered to be a certain sector where Can Tho city has some outstanding advantages. This, in part, is due to its location with many beautiful local landscapes of the Mekong Delta; the vast diversify of local cultures within it; the history of the region; together with the stability, safety and security of the local and national political factors. In recent years, the number of international tourists who went specifically to visit Can Tho city has constantly increased.

According to the statistics of the Can Tho Department of Culture, Sports and Tourism, the number of foreign tourists visiting Hanoi is increasing as the figure below shows, as presented in Figure 2.4

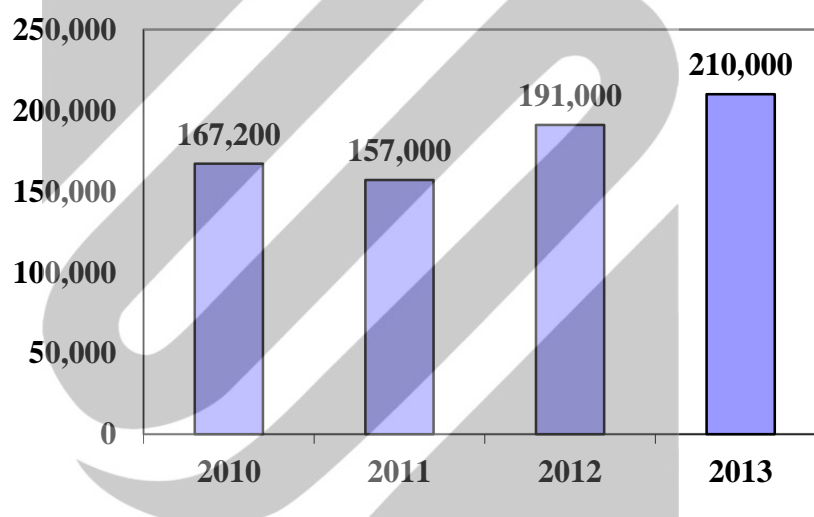


Figure 2.4 International visitors to Can Tho in 2010 to 2014 (Unit: arrivals)

Source: Sports and Tourism, 2014

The information presented in Figure 2.4 above, compares the figures of international guests visiting Can Tho from 2010 to 2013. There was an upward trend in the total quantity of international visitors who travelled to Can Tho, rising from 167 thousand in 2010 to 210 thousand in 2013. This means that the actual percentage of the average number of annual international tourists is 79%. It can be easily noticed that the number of travelers choosing to go to Can Tho increased quite dramatically within the given period, even taking into consideration the slight drop that occurred between 2010 and 2011.

With the energy and motivation to boost tourism promotion in response to the open policy globalization trend of the country to keep pace with developing nations, the People's Committee of the Cuu Long (Mekong) Delta city of Can Tho had now set a target of attracting 1.3 million tourists, including 300,000 foreigners, in 2014. This figure would be 4% higher than the number of visitors in 2013. To this end, it is necessary to study about what factors directly and indirectly affect the tourists' satisfaction towards Can Tho as a tourist location. This will help to understand how the local tourist industry can encourage the tourists to return back to the local area, by stimulating their travel intention and encourage their willingness to recommend Can Tho to other people from their native countries. The research of this specific research project, therefore, shall focus primarily on collecting comments, feedback, and suggestions from mainly international visitors who travel to Can Tho. Gathering this information is in order to have the foundation to then be able to promote the potential situation of the city's attraction as a tourist destination.

2.6. Related studies on tourism

On the basis of a vast number of tourism-related research projects, it is easily possible for a researcher to find a great range of useful and credible information for the author to refer and collect. From this information, it is then possible to confirm a new proposal to research that directly relates to the tourist satisfaction and travel intention aspects of Can Tho tourism in particular. The following six research papers were the significance references that the author examined and therefore, would like to introduce as the related work based on tourism-related studies:

2.6.1. Master's Thesis: The Cai Rang Floating Market, Vietnam: Towards Pro-Poor Tourism?, Bich Tram Huynh, 2011

The research in this thesis pointed out that there has been a lack of community and social participation in tourism, and a lack of co-ordination between tourism stakeholders, especially the local authorities of different departments in Can Tho City. The results revealed one of the main reasons why tourism in Can Tho has not been optimized so far and that there should be far more research and solutions proposed to the marketing activities related to these issues.

2.6.2. Master's Thesis: Study of the effective factors for attracting medical tourism in Iran, Zahra Kazemi, 2007

The research paper's objective was to determine the effective factors that especially attract tourists to visit Iran. The researcher also examined the actual potential that foreign tourists represented, based on the costs of the visit, the quality of what services they received as well as recognizing other aspects of marketing mix. The project also investigated the role of the Iranian government and directly related organizations in the tourism industry. By studying the research area, the author understood that some costs and quality of tourism have a great effect on the decision to visit a certain country for international visitors.

2.6.3. Master's Thesis: Destination Positioning Analysis through a Comparison of Cognitive, Affective and Cognitive Perceptions, Steven Pike and Chris Ryan, 2008

The paper analyzed the market positions held by a competitive set of destinations, through a comparison of affective and cognitive perceptions. Cognition was identified by testing on trial a specific factor by analytical adaptation of the importance-performance analysis. The affect was measured using an effective response grid, while the cognition was gauged by obtaining the stated intention of the person's reason to visit. The alignment of the results from these techniques identified leadership positions held by two quite different destinations on two quite different dimensions of destination attractiveness (Pike & Chris, 2008). This method of analysis offered a more practical approach that allowed the tourist location planners in the Canadian tourism industry to understand what they faced with the challenge of identifying the one or few features from their own diverse and multi-attributed product range which could be developed further, to differentiate their specific location in a meaningful way to tourists.

2.6.4. PhD Doctorate Dissertation: An Application of AHP approach to investigate tourism promotional effectiveness, Wen-Hsiang Lai, Nguyen Quang Vinh, 2013

This study provided very valuable information and detailed knowledge of tourism promotional effectiveness to be fully shared and passed on in the tourism industry.

**2.6.5. Scientific Article: Eco-Tourism Market Segmentation in Can Tho City,
Pham Le Hong Nhung, Dinh Cong Thanh, Nguyen Quynh Nhu, 2012**

The study aimed towards identifying the different eco-tourism market sections in Can Tho city. The results identified three distinct segments: simple life/simple beauty seeker, nature, family and outdoor activities seeker, and novelty seeker. The study also identified the demographic, certain behavior characteristics, and the benefits sought by tourists within each separate segment. The results of the study provided the principal researcher with very useful information which could be used to develop future product strategies to target a specific market for tourism suppliers in Can Tho city, in order to develop the whole area of eco-tourism in Can Tho to make it an efficient contributor and participant of the local tourism industry.

**2.6.6. Scientific Article: Analysis of the Relationship between Tourists’
Expectation of Heritage Attributes and Satisfaction in the Cross River
State Carnival Festival, Nigeria, Gertrude Nnanjar, 2012**

In this research project, the author became far more aware about the Calabar Carnival Festival as a unique cultural destination and that it has accounted for most movement to Nigeria and Cross River State in recent years. The research team explored ways through which the Calabar Carnival can be sustained to meet up with tourists’ delights, enjoyments and expectations by integrating certain specialized fields such as surveyors to chart possible routes of this attraction. This approach, in a brief summary, can be used as a useful lesson to learn from for the Can Tho tourism marketers.

By examining the theories and concepts that relate to the two major aspects of tourism management: the perceived quality of destination image and tourist behavior, enabled the author of this research project to identify significant definitions, relationships and inter-correlations between research terms of the study. This helped in order to make further steps of analyzing the hypothesis and conceptual framework that was proposed in a previous chapter. Specifically, the destination attributes and variety seeking should be identified in order to form a positive relationship with tourist satisfaction, whilst tourist satisfaction and intention to revisit a tourism location should also be confirmed as being related to each other.

CHAPTER 3

RESEARCH METHODOLOGY

The purpose of this chapter is to present the process of collecting data and explain the analysis methods used. The research investigation attributes what satisfies tourists who visit Can Tho by surveying international visitors. This research project used primary data from a survey for the analysis.

3.1. Description of Research Design

3.1.1. Research Procedure

The figure below shows the research design procedure of this research:

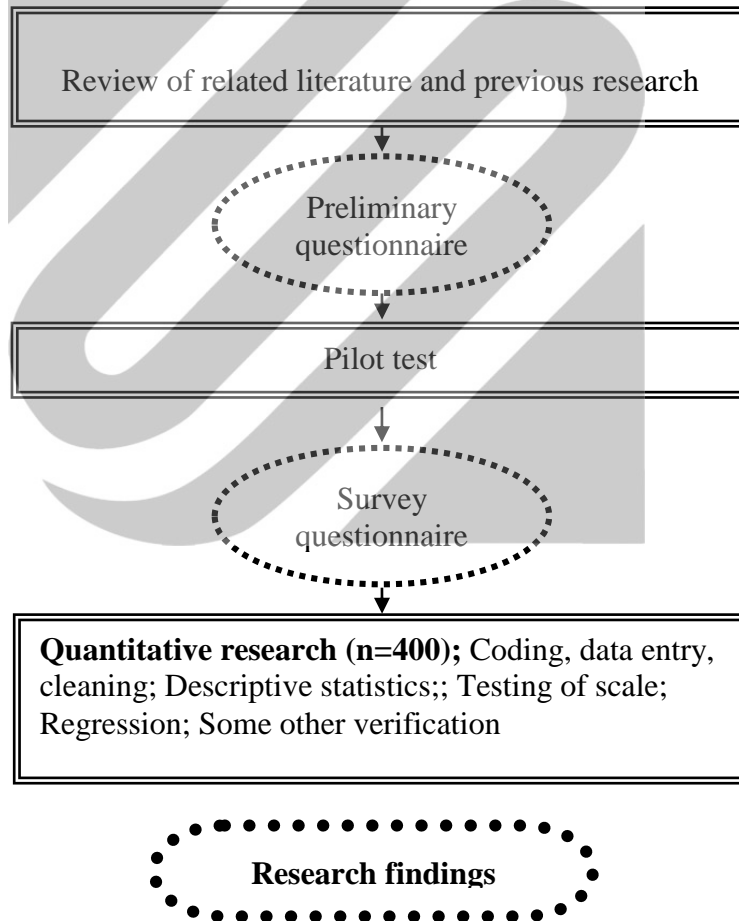


Figure 3.1 Research design procedure

The study was conducted in two main phases: qualitative study to establish the interviews and discussions for the results, and quantitative research to gather information to factor analysis to build regression model.

3.1.2. Research Methods

This study used quantitative descriptive research as the majority of techniques employed. Descriptive statistics were used to present quantitative descriptions in a manageable form, and they also helped to simply analyse and understand large amounts of data in a sensible way. Each descriptive statistic reduces lots of data into a simpler summary. Descriptive statistics analysis implies a simple quantitative summary of a data set that has been collected. It helps a researcher understand the experiment or data set in detail and presents the required details that help put the data into a meaningful perspective.

3.2. Population, Sampling and Population size of the Research

3.2.1. Population

The target population should represent the critical characteristics of the population (Zikmund, 2003). The subjects that the author shall investigate by survey questionnaires were all international tourists travelling or had just finished their tour to Cai Rang Floating Market and Ninh Kieu District, in Vietnam. Cai Rang Floating Market is the most recommended visits in Can Tho. While Ninh Kieu is an urban district of Can Tho in the Mekong Delta region of Vietnam. Ninh Kieu and Cai Rang are also located at the centre of the city. Most of Can Tho's municipal offices and most crowded population is located here. (Insights Can Tho, 2011)

3.2.2. Sample and Sampling

The sampling method for this research was probability sampling. Probability sampling is a sampling method where every member of the population has a known, non-zero probability of selection (Zikmund, 2003). Data was collected solely from international tourists in Can Tho, especially who were visiting Cai Rang floating market and Ninh Kieu District within September and October, 2014.

There are various formulas for calculating the required sample size based upon whether the data collected is to be of a categorical or quantitative nature. However, it is possible to use one of them to construct a table that suggests the optimal sample size – given a population size, a specific margin of error, and a desired confidence interval. This can help researchers avoid the formulas altogether. Based on the sample size table, the sample size for this research was 400 respondents (see Table 3.1).

The sample of this research was calculated based on the formula of Taro Yamane (1967). The formula applied to this research used a 95% confidence level with the precision rate of $\pm 5\%$ and P-value of 0.50. So, this means that the researcher is sure that 95% out of the respondents come from the true population, with precision of $\pm 5\%$. P-value of 0.50 means that the probability of the researcher to reject the null hypothesis is 50%.

The survey was undertaken in September and October 2014, when 200 questionnaires were distributed to foreign visitors travelling to Cai Rang Floating Market, and another 200 were given to international tourists in the Ninh Kieu District. The total number was 400 respondents.

3.3. Research Instruments

3.3.1. Scales value

Based on the fundamentals about Course Experience Questionnaire proposed by Ramsden (2007), the researcher of this project used Likert 7-point scale to evaluate the agreement and indication for observatory variables in this study. For performing quantitative analysis through the data collected from survey questionnaire, the researcher indicated the range of values for each point of Likert statements as follows:

Table 3.1 These values will be used for calculating indexes for further steps.

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

3.3.2. Questionnaire Structure

This research project used a survey questionnaire as the tool. The questionnaire was in six major sections. The first section covered some general information about the experience visitors had already obtained with Can Tho. The second section required respondents to indicate their variety seeking, concerning their reasons for visiting Can Tho. The third section concerned the evaluation of different aspects or attributes with Can Tho as a place to visit. The fourth and fifth sections were respectively arranged to evaluate tourist satisfaction and tourist loyalty. The last section exploited some demographic characteristics of the respondents. Based on the

theory of scales CEQ (Course Experience Questionnaire), proposed by Ramsden (1991), the researcher used the 7-point Likert scale to assess the level of agreement with each observed variable.

Table 3.2 Structure of survey questionnaire

Section	Scale of measure	Question number	Description
1. Demographic characteristics	Multiple choices	1 → 5	
2. Travel experience	Multiple choices	6 → 14	
Section	Scale of measure	Question number	Description
3. Destination attributes	7-point Likert	15, including 18 attributes distributed into 5 groups	<p>Scenery (attribute 1 → 4): Beauty of the scenery; Attractiveness of the city; Floating markets; Fruit gardens.</p> <p>Infrastructure and Accessibility (attribute 5 → 9): Quality of roads; Public transport; Hotels quality & service; Restaurants quality & service; Easy access to the area.</p> <p>Culture and Society (attribute 10 → 12): Hospitality of people; Cultural events/ festivals; Historical relics and traditional trade village.</p> <p>Leisure and Entertainment (attribute 13 → 15): Sports activities; Shopping possibilities; Night life</p> <p>Local food (attribute 16 → 18): Variety & uniqueness of foods; Quality of foods; Prices of foods.</p>
4. Variety seeking	7-point Likert	16, including 5 items	<ul style="list-style-type: none"> - I like to visit many different destinations. - I prefer to go to destinations I have not visited yet. - I do not usually change destination I visit from time to time.

Table 3.2: Structure of survey questionnaire (Cont.)

Section	Scale of measure	Question number	Description
			<ul style="list-style-type: none"> - I would like to return to a destination I am familiar with - I find myself visiting the same places time after time I am travelling
5. Tourist satisfaction	7-point Likert	17, including 8 items	<ul style="list-style-type: none"> - I really enjoyed my visit - I am satisfied with my decision to visit Can Tho - I prefer this destination - I have positive feelings regarding Can Tho - This experience is exactly what I need - My choice to purchase this trip was a wise one - This was a pleasant visit - This visit was better than what I had expected
6. Travel intention	7-point Likert	18, including 4 items	<ul style="list-style-type: none"> - I will visit Can Tho again in the future - If I could have done it again, I would have chosen this destination - I would recommend Can Tho to others - I would praise Can Tho to others

A copy of questionnaire is attached in the appendix

3.3.3. Validity and Reliability Testing of Survey Questionnaire

3.3.3.1. Validity testing

The validity test is to be conducted to ensure that all questions in the questionnaire propose and deliver the right message and meaning to collect information aiming to the purpose of this research. To this end, the research used Index of Conjugate (IOC) test to ask three experts in the field to examine whether the questions are of standard condition of the research's method. The experts scored separated items in the questionnaire, giving 1 point if they considered the questions

were correct, 0 point for neutral comment, and -1 point if they thought the questions lacked being clear and lacked a precise meaning to address the problems. The author then calculated the scores collected from the experts and summarized them. If the score of an item was at least 2, that item was valid and the research could use it for data analyzing. Otherwise, appropriate modification should be implemented.

From Table 3.3 to Table 3.8 below show the summary of the validity test using the IOC method. All the questions of the research were of acceptable interpretation for proving the index of conjugate greater than 0.6, except for only one highlighted item that was supposed to be excluded from the questionnaire or needed more adjustment. But regarding its minor affect taken to the construct of the study, the author decided to still remain using it as an item for the data collection.

Table 3.3 to 3.8 : can see at Appendix C

3.3.3.2. Reliability Testing

Reliability test is used to consider if the measures used are free of errors and generating a consistent result. The method used for this test was Cronbach's Alpha. To conduct this test, the author distributed 30 questionnaires to random tourists visiting Can Tho and asked them to fill out the questionnaires. Therefore, a summary could be drawn from the calculation using the data collected and Microsoft Excel software to generate the index of Cronbach's Alpha. The index ranged around 0 to 1 (the higher the better). The Table 3.9 below shows the result of the reliability test of the questionnaire.

Table 3.3 Cronbach's Alpha Co-efficiency Table

Indicator	Cronbach's alpha
Destination attributes	0.927
Evaluation of variety seeking	0.826
Tourist satisfaction	0.904
Travel intention	0.892
Future	0.929
Total	0.912

From the Table, it can be seen that all the items were of a reliable range. This means that the questionnaire was credible and reliable.

3.4. Data Analysis

When the data was finally collected, the data was analyzed statistically by using descriptive statistics (e.g. Mean, Mode, Median, Standard Deviation, Variance, Range). Two-tailed Independent t-test and One-way Analysis of Variance (ANOVA) were used for data analysis and hypothesis testing by SPSS 20.0. It is important to mention that setting up and testing hypotheses is an essential part of statistical inference. In order to formulate such a test, usually some theory has been put forward, either because it is believed to be true or because it is to be used as a basis for argument, but has not yet been proven.

Table 3.4 Data analysis and statistical methods used

Collected data	Scale of measure	Statistical method
Section 1: Demographic characteristics	Multiple choices	Descriptive Statistics Frequency Percentage
Section 2: Travel experience	Multiple choices	Descriptive Statistics Frequency Percentage
Section 3: Destination attributes	7-point Likert	Descriptive Statistics Mean, Mode, Median Standard Deviation, Variance, Range
Section 4: Variety seeking	7-point Likert	Descriptive Statistics Mean, Mode, Median Standard Deviation, Variance, Range
Section 5: Tourist satisfaction	7-point Likert	Descriptive Statistics Mean, Mode, Median Standard Deviation, Variance, Range
Section 6: Travel intention	7-point Likert	Descriptive Statistics Mean, Mode, Median Standard Deviation, Variance, Range

Table 3.5 Hypothesis Testing

Hypothesis	Type of test	Statistical method
H₁:		
“Destination attributes” have a positive effect on “Tourist satisfaction”	Kruskal-Wallis or Goodness Fit Test	Pearson Correlation
H₂:		
“Variety seeking” has a positive effect on “Tourist satisfaction”	Kruskal-Wallis or Goodness Fit Test	Pearson Correlation
H₃:		
There is a relationship between “Tourist satisfaction” and “Travel intention”	Kruskal-Wallis or Goodness Fit Test	Pearson Correlation

CHAPTER 4

RESEARCH FINDINGS

This Chapter presents the empirical study results and analysis from the primary data collection of 400 samples. The results will be presented in three major sections. The first section presents the demographic profile and travel behavior of the respondents. The second section presents the results of the descriptive analysis, and the third section presents the results of the inferential analysis to prove the hypothesis of the study.

4.1. Demographic profiles and travel experience review

This section is the summary description of respondents' profile in terms of demographic details by using frequency and percentage distribution to describe the data.

4.1.1. Demographic profiles

Table 4.1 Demographic characteristics of the respondents followed by Gender

Variable	Frequency	Percentage (%)
Gender		
Male	206	51.5
Female	194	48.5
Total	400	100.00

- **Gender**

The figures above show that female visitors have a tendency to go on a holiday trip more than male tourists. However, the disparity between the two genders is not too considerable. As it can be seen clearly, there is just an amount of 3% difference.

Table 4.2 Demographic characteristics of the respondents followed by Age

Variable	Frequency	Percentage (%)
Age		
18 -35	228	57
36 – 55	88	22
> 55	84	21
Total	400	100

- **Age**

It can be seen from the figure that the number of people who are less than 35 years old dominates with the percentage of 57%. Followed by that group of age are tourists from 36 to middle aged range of 55, which accounted for 22%. It comes as no surprise that people in the age group of over 55 take the least proportion of 21%.

Table 4.3 Demographic characteristics of the respondents followed by Nationality

Variable	Frequency	Percentage (%)
Nationality		
Europe	122	30.5
America	101	25.25
Asia	91	22.75
Australia	86	21.5
Total	400	100.00

- **Nationality of respondents**

Of 400 surveys collected from international tourists, they came from different continents which showed that the majority were European visitors who loved to spend their holiday in Can Tho, and accounted for 30.5%. Unsurprisingly, Americans came in second with 25.25%. Tourists living in Asian countries have a slightly less tendency to choose Can Tho as their destination, with only 22.75%. Last but not least, Australia accounted for the smallest proportion among all with 21.5% which is just around 1% lower.

Table 4.4 Demographic characteristics of the respondents followed by Level of education

Variable	Frequency	Percentage (%)
Level of education		
Primary school	56	14
High school	77	19.25
College/vocational	29	7.25
Bachelor's Degree	153	38.25
Master's Degree or Doctorate	85	21.25
Total	400	100.00

- **Educational level**

Table 4.4 shows that there are different educational levels among the tourists. Among the 400 respondents, bachelor's degree (38.25%) and Master's or Doctorate higher degrees (21.25%) accounted for the majority of tourists in this group. This makes sense because these groups may spend more money on travelling. Only a small amount of the respondents were just holding primary (14%) and high school (19.25%) education attainment levels. These results may have come from respondents who were under 18 years of age and were possibly the children of the higher degree holders who responded. In addition, there were just 29 out of 400 tourists (7.25%) with the collegial or secondary vocational level of education.

Table 4.5 Total of household income (USD)

Variable	Frequency	Percentage (%)
Total of household income (USD)		
Less than \$3,000	129	32.25
\$3,001 - \$4,500	77	19.25
\$4,501 - \$6,000	92	23
\$6,501 - \$7,500	61	15.25
\$7,501 - \$9,000	29	7.25
More than \$9,000	12	3
Total	400	100.00

4.1.2. Travel experience

Almost 84.6% of the respondents visited Can Tho 1 to 3 times. Whereas, 8.4% of the respondents visited Can Tho 4 to 6 times and 7% of the rest of the respondents visited 7 times or more. Most of the respondents intended to stay for 1 to 3 days (55%), followed by group of the respondents who intended to stay for 4 to 6 days (26.7%), and 18.3% of the respondents stayed for 7 days or more. Lastly, the great majority of international visitors stayed at hotels (70.3%), followed by a guesthouse (23.3%), whereas only 6.4% stayed at a rental house or a private house.

4.2. Descriptive statistics and descriptive analysis

Descriptive statistics are used to describe data in a concise, understandable way. Descriptive statistics are summary indicators of larger groups of data. The example above illustrates how descriptive statistics may be used to reduce large amounts of information into a few summary indicators--thus reducing class scores to a class average.

4.2.1. Destination attributes

Table 4.6 Mean value of the evaluation of destination attributes

Environment	Mean	Std. Deviation	Rank
Beauty of scenery	3.92	1.514	1
Attractiveness of city	3.72	1.713	3
Floating markets	3.89	1.530	2
Fruit gardens	3.72	1.713	3
Total	3.82		

From Table 4.6 found that among the four items, respondents gave highest mean value score to the beauty of natural scenery (3.92) of the city to assess it as the most important attribute concerning the Environment factor of Can Tho destination. Following is the floating markets as the iconic attribute of Can Tho, ranked 2nd among the four items. This is evidently that Can Tho is famous for its nature and active systems of floating markets.

Table 4.7 Infrastructure & Accessibility

Infrastructure & Accessibility	Mean	Std. Deviation	Rank
Quality of roads	3.72	1.713	1
Public transport	3.72	1.713	1
Hotels quality & service	3.72	1.713	1
Restaurants quality & service	3.72	1.713	1
Easy access to the area	3.72	1.713	1
Total	3.72		

From table 4.7 found that revealed even no differences in perception of the respondents given to Can Tho's infrastructure and accessibility. All five criteria suggested received the same mean value (3.72). This indicated that the city infrastructure and accessibility has not yet outstandingly impressed the increasing demand of the visitors.

Table 4.8 Culture and Social Factors

Culture and Social Factors	Mean	Std. Deviation	Rank
Hospitality of people	3.72	1.713	1
Cultural events/festivals	3.73	1.712	2
Historical relics and traditional trade villages	3.73	1.712	2
Total	3.73		

From table 4.8 found that comprised of three items and hospitality of people of Can Tho ranked 2nd in the table (3.72). The openness and sociable of the citizens of Can Tho did prove its remarkable contribution to the city as a tourism destination. Festivals and historical attractions, however, played a slightly higher role than hospitality of people when both ranked 1st in the table (3.73).

Table 4.9 Tourist leisure & entertainment

Tourist leisure & entertainment	Mean	Std. Deviation	Rank
Sports activities	3.67	1.724	3
Shopping possibilities	3.68	1.732	1
Night life	3.68	1.732	1
Total	3.68		

From table 4.9 found that showed three items of tourist leisure in Can Tho received rather lower scores in comparison with other groups' items. Where shopping activities and night life both attained a modest score of 3.68 and sports activities received 3.67. This indicated more investments should be made to improve and offer a wider range of leisure activities for tourist enjoying their stays in Can Tho.

Table 4.10 Local food

Tourist leisure & entertainment	Mean	Std. Deviation	Rank
Variety & uniqueness of food	3.89	1.530	1
Quality of food	3.72	1.713	2
Prices of food	3.72	1.713	2
Total	3.78		

Table 4.10 proved a significant result that its three items scored almost highest among all attributes. The variety and uniqueness of food (3.89) played an important role in attracting tourists coming to Can Tho. Coming 2nd are the quality and prices of food (3.72), they were affordable and of acceptable standard to foreign visitors.

Table 4.6 to 4.10 below clearly showed the mean value of tourists for five dimensions and the corresponding attributes of destination image. The mean values indicated that the most attractiveness value is Can Tho's environment, followed by local food and culture and the social facets. The less attractiveness values were Infrastructure & Accessibility and Tourist Leisure & Entertainment. The tourists reported that the environment related to beauty scenery, attractiveness of the city, floating markets and fruit gardens; and beautiful scenery and destinations of Can Tho to be the most interesting to attract tourists visiting to Can Tho (average mean value was 3.82). Moreover, they also reported that the local food factor related to aspects as variety and uniqueness, quality. Also, prices ranked second amongst tourists' perceptions, with an average mean value was 3.78. The culture and social dimension comprised of the hospitality of people, cultural events and festivals, and historical relics & traditional trade villages ranked third with the mean value of 3.73.

In addition, the average mean value of infrastructure & accessibility and Tourist Leisure & Entertainment respectively gained 3.72 and 3.68 which indicated that both of these factors were evaluated to perform less quality and less value associated with Can Tho as a destination.

4.2.2. Variety seeking

Table 4.11 Mean value of indicators of variety seeking

In this table which is related to the items of Variety Seeking, the mean of each question and the mean of all questions are greater than 3.5. In other words, the frequency of the answers to 'agree' are more than to 'disagree.'

	Mean	Std. Deviation	Rank
I like to visit many different destinations	3.65	1.711	1
I prefer to go to destinations I have not visited yet	3.66	1.716	2
I do not usually change destination I visit from time to time	3.66	1.716	2
I would like to return to a destination I am familiar with	3.66	1.716	2

In this table which is related to the items of Variety Seeking, the mean of each question and the mean of all questions are greater than 3.5. In other words, the frequency of the answers to 'agree' are more than to 'disagree.'

4.2.3. Tourist satisfaction

Table 4.12 Mean value of indicators of tourist satisfaction

	Mean	Std. Deviation	Rank
I really enjoyed my visit	3.68	1.737	1
I am satisfied with my decision to visit Can Tho	3.67	1.743	2
I prefer this destination	3.67	1.743	2
I have positive feelings regarding Can Tho	3.68	1.742	1
This experience is exactly what I need	3.68	1.742	1

In this table which is related to the items of Tourist Satisfaction, the mean of each question and the mean of all questions are greater than 3.5. In other words, the frequency of the answers to 'agree' are more than to 'disagree.'

4.2.4. Travel intention

Table 4.13 Mean value of indicators of travel intention

	Mean	Std. Deviation	Rank
I will visit Can Tho again in the future	3.68	1.738	1
If I could have done it again, I would have chosen this destination	3.68	1.738	1
I would recommend Can Tho to others	3.68	1.738	1
I would praise Can Tho to others	3.68	1.738	1

In this table which is related to the items of Travel Intention, the mean of each question and the mean of all questions are greater than 3.5. In other words, the frequency of the answers to ‘agree’ are more than to ‘disagree.’

4.3. Inferential Statistics and Correlation Test

Unlike descriptive statistics, which are used to describe the characteristics of a single variable, inferential statistics are used to make inferences about the larger population based on the sample. Since a sample is a small subset of the larger population (or sampling frame), the inferences are necessarily error prone. Therefore, it is not possible to say with 100% confidence that the characteristics of the sample accurately reflect the characteristics of the larger population (or sampling frame) too. Hence, only qualified inferences can be made, within a degree of certainty, which is often expressed in terms of probability (e.g., 90% or 95% probability that the sample reflects the population). Typically, inferential statistics deals with analyzing two (called bivariate analysis) or more (called multivariate analysis) variables. There are different types of inferential statistics that are used. The type of inferential statistics used depends on the type of variable (i.e. nominal, ordinal, interval). While the type of statistical analysis is different for these variables, the main idea is the same: It is very important to try and determine how one variable compares to another. Values of one variable could be systematically higher/lower/ or the same as the other (e.g., men’s and women’s wages). Alternatively, there could be a relationship between the two (e.g. age and wages), in which case, we find the correlation between them (Karl, 2001).

- **Pearson Correlation Coefficient test**

Correlation is a technique for investigating the relationship between two quantitative, continuous variables. For example, age and blood pressure. Pearson's correlation coefficient (r) is a measure of the strength of the association between the two variables. Positive correlation indicates that both variables increase or decrease together, whereas negative correlation indicates that as one variable increases, so the other decreases, and vice versa.

Pearson's r formula:
$$r = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$$

In order to know the relationship between components of destination attributes to tourist satisfaction, Pearson Product Moment Correlations were performed to determine the relationship between the overall tourist satisfaction and the eighteen components of destination attributes.

Table 4.14 Pearson Correlation Coefficient test between Tourist satisfaction and destination attributes

		Destination	Tourist Satisfaction
Destination Attributes	Pearson Correlation	1	,995**
	Sig. (2-tailed)		,000
	N	400	400
Tourist Satisfaction	Pearson Correlation	,995**	1
	Sig. (2-tailed)	,000	
	N	400	400

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

From the Pearson Correlation test in the Table above, the results shown indicate that there was a significant correlation between destination attributes and tourist satisfaction, which were very high ($r=0.999$). With the two-tailed significance of 0.000 this is less than the 0.05 level of significance.

It could be summarized that the general tourist attitude toward the satisfaction did have a relationship with the values of Can Tho as a tourism destination can influence, through such factors as the environment, local food, and culture and social facets.

Table 4.15 Pearson Correlation Coefficient test between Tourist satisfaction and Variety seeking

		Variety Seeking	Tourist Satisfaction
Variety Seeking	Pearson Correlation	1	,995**
	Sig. (2-tailed)		,000
	N	400	400
Tourist Satisfaction	Pearson Correlation	,995**	1
	Sig. (2-tailed)	,000	
	N	400	400

From the Pearson Correlation test in the Table above, the results shown indicate that there was a significant correlation between variety seeking and tourist satisfaction, which were very high ($r=0.995$). With the two-tailed significance of 0.000 this is less than 0.05 level of significance.

It could be summarized that the general tourist attitude toward the satisfaction did have a relationship with tourist variety seeking.

Table 4.16 Pearson Correlation Coefficient test between Tourist satisfaction and travel intention

		Tourist Satisfaction	Travel Intention
Tourist Satisfaction	Pearson Correlation	1	,999**
	Sig. (2-tailed)		,000
	N	400	400
Travel Intention	Pearson Correlation	,999**	1
	Sig. (2-tailed)	,000	
	N	400	400

From the Pearson Correlation test in the Table above, the results shown indicate that there was a significant correlation between travel intention and tourist satisfaction, which were very high ($r=0.999$). With the two-tailed significance of 0.000 this is less than 0.05 level of significance.

It could be summarized that the general tourist attitude toward the satisfaction did have a relationship with the tourist's travel intention.

The summary of findings based on each research hypothesis are as follows:

H0: Destination attributes and tourist satisfaction do not relate to each other.

H1: Not H0

First hypothesis:H1: “Destination attributes” have an effect on “Tourist satisfaction.”

According to the correlation coefficient between tourist satisfaction and destination attributes in the table above, which is 0.995, it shows a positive relationship between them. According to P-value, which is significant in $0.000 < 0.005$ so we can reject H0: “Destination attributes have no effect on tourist satisfaction” and therefore the first hypothesis of this study is accepted.

Second hypothesis:H2: “Variety seeking” has an effect on “Tourist satisfaction”

According to the correlation coefficient between tourist satisfaction and destination attributes in the table above, which is 0.995, it shows a positive relationship between them. According to P-value, which is significant in $0.000 < 0.005$ so we can reject H0: “Variety seeking has no effect on tourist satisfaction” and therefore the second hypothesis of this study is accepted.

Third hypothesis: H3: There is a relationship between “Tourist satisfaction” and “Travel intention”

According to the correlation coefficient between tourist satisfaction and destination attributes in the table above, which is 0.999, it shows a positive relationship between them. According to P-value, which is significant in $0.000 < 0.005$ so we can reject H0: “There is no relationship between Tourist satisfaction and Travel intention and therefore the third hypothesis of this study is accepted

CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

The main purpose of this research project was to find how visitors evaluate the quality of different attributes of a destination image of Can Tho, the relationships between how satisfied they were with Can Tho, and intention to revisit Can Tho as a qualified destination image. The survey was carried out in Can Tho City and a sample of 400 respondents was used. In this study, all items used to measure the constructs in the conceptual model were adopted from previous research and revised to be appropriate to the characteristics of Can Tho City, Vietnam. In particular, descriptive and inferential statistics were used to conduct the analysis. The following refers to main the main findings and discussion about the results, the implications as well as recommendations withdrawn from the research findings for improving the current situation of the Can Tho tourism industry and for referencing more related future research.

5.1. Conclusion

Researcher can draw detailed results from this research in certain areas, as follows:

5.1.1. To determine and analyze factors affecting “tourist satisfaction” towards Can Tho as a tourism destination.

There are many factors that affect the level of satisfaction of tourists who visit Can Tho, but there are five specific groups that primarily make an impact on tourist satisfaction to Can Tho (e.g. Scenery, Infrastructure and Accessibility, Culture and Society, Leisure and Entertainment, and Local Food).

Table 5.1 Pearson correlation of factors affecting tourist satisfaction

Factors	Pearson Correlation	Significant Level	Relationship with Tourist Satisfaction
Scenery	.991**	.000	Positive relationship
Infrastructure & Accessibility	.991**	.000	Positive relationship
Culture & Society	.995**	.000	Positive relationship
Tourism Leisure and Entertainment	.996**	.000	Positive relationship
Local Food	.994**	.000	Positive relationship

Regarding the information provided in Table 5.1 above, each attribute of destination image has a significant correlation with tourist satisfaction, which proved a positive relationship with each individual factor towards tourist satisfaction.

5.1.2. To analyze how perceived quality of destination attributes of Can Tho tourism relates to tourist satisfaction; and the relationship between tourists to Can Tho and their satisfaction and their intention to revisit and recommend Can Tho to other people.

The study also confirmed the positive relationship between these factors. However, the results also included variety seeking with tourist satisfaction, as well as between tourist satisfaction and intention to revisit Can Tho.

Table 5.2 Hypothesis testing conclusion

Relationships between variables	Pearson Correlation	Significance	Analysis result
Tourist satisfaction and destination attributes	.995**	.000	Accept
Tourist satisfaction and variety seeking	.995**	.000	Accept
Tourist satisfaction and travel intention	.999**	.000	Accept

The information provided in Table 5.2 reflects the correlation between tourist satisfaction and destination attributes, tourists' satisfaction and variety seeking; and the relationship between tourist satisfaction towards travel intention. All Pearson Correlation coefficients showed a very positive and significant relationship between

destination attributes and tourist satisfaction (99.5% correlated, positive at .000 sig. level); of variety seeking and tourist satisfaction (99.5% correlated, positive at .000 sig. level); and between tourist satisfaction and revisit intention (99.6% correlated, positive at 0.000 sig. level).

5.1.3. To propose some possible and reasonable solutions to attract more tourists to Can Tho by promoting the quality of destination attributes of the city.

All of the above findings suggest that, in order to develop tourism in Can Tho and improve the quality of tourism, it is evitable to improve many aspects of tourism of the area, which concern stakeholders both directly and indirectly working and using Can Tho tourism's products and services. The suggestion should be expressly addressed in the Recommendations section of this study (see 5.3.2. For Can Tho Tourism stakeholders).

5.2. Discussion

5.2.1. Relationship between Destination Attributes and Tourist Satisfaction

It can be noted from both related literature and findings of previous research team analysis that the quality of tourism service, explained in this specific study as groups of destination attributes, is a factor which greatly affects tourist satisfaction. This is in conformity with many marketing researchers' perceptions on service quality and customer satisfaction, particularly seen in the work of Cronin and Taylor (1992) and Oliver (1993), who claimed: "service quality and customer satisfaction are separate constructs which is unique and share a close relationship" (see Chapter 2).

The positive relationship indicates that if service providers are able to give tourists the qualified products that meet their needs, this would be the very first step towards making customers satisfied with the whole tour or entire visit. Therefore, to improve customer satisfaction, tourism agencies and concerning authorities genuinely need to improve the quality of services that are presently on offer. The close relationship between these two significant factors is a key issue in most of the research on customer satisfaction, both previous and future projects.

5.2.2. Relationship between Variety Seeking and Tourist Satisfaction

Through this study, the positive correlation coefficient between these two variables also confirmed all the initial presumptions and perceptions that were held on

the issue. Such a positive relationship could be explained on the fact that tourists need more and more reliable resources of information about the tourism destination so as to potentially have full access to have maximum preparation time – and enjoy the majority of their journey. They can change the visit destination after some recommendations and credible criticism, but satisfaction will be the most essential determinant that insists them to return, and encourage the same location to others too.

Within the context of tourism, variety seeking has been found to be particularly important in relation to tourist destinations (Crompton, 1997; Dann, 1999; Feng & Jang, 2004; Scott, 1996; Uysal & Hagan, 1993). In combination it has been proven that there is a significantly high level of correlation between variety seeking and tourist satisfaction. In that case, it is fairly obvious to notice that tourists in contemporary times certainly need far more sources and resources of trusted and credible information to be available. They also require a solid length of time to be able to look through all the details very carefully before making any serious final decision on the specific tourism destination or location for their utmost satisfaction at those chosen places.

5.2.3. Relationship between Tourist Satisfaction and Travel Intention

Another confirmation concluded from the data analysis and hypothesis testing was that, the overall satisfaction of travel has a great relationship with the image of Can Tho in the minds of international travelers. These findings also indicated that overall satisfaction after the trip did have a positive impact on the intention of return again for many visitors. Therefore, in this case, planning and executing a smart strategy with the aim of meeting the needs of international travelers involving the unique characteristics of Can Tho tourism, will be a task that most certainly cannot be ignored by the stakeholders of travel and tourism promotion in Can Tho. Moreover, the corporate side of the travel and tourism industry should co-ordinate more closely in order to meet the best needs and wishes of both international and domestic tourists. This will help to create a very positive image and reputation of the city, which will lead on to attract far more domestic and international tourists to continue to visit and re-visit Can Tho in the future.

As was mentioned in Chapter 2, several previous research projects in tourism studies have identified tourist satisfaction with travel experience as the major reason

for motivating the re-visit intention (Oppermann, 2000; Baker & Crompton, 2000; Petrik et al., 2001; Kozak, 2001; Jang & Feng, 2007; Alexandris et al., 2006; Chi & Qu, 2008). Also, positive satisfaction has proven to provide a positive influence on many tourists' repurchase intention (Gotlieb et al., 1994). Based on both the findings and the theoretical references, this close relationship between the two factors should certainly provide a lot of positive help for the tourism stakeholders to plan and execute the strategic promotion of Can Tho City in the coming years. The reasons for this will be presented in a further, more detailed, discussion in the next section.

5.3. Recommendations

5.3.1. From this study

The study was carried out in Can Tho City in Vietnam. Primary data was collected from international tourists visiting Can Tho. The sample size of respondents may not be statistically representative to the total population in Can Tho or the whole of Vietnam.

Measurements can certainly be improved. Some questions could be adjusted in the process – with the option of excluding probability and some important attributes.

The conceptual model of this study also lacked some constructs, including perceived value (Bigne et al., 2009; Chen & chen, 2010); cost (Bigne et al., 2009); and also perceived risk (Quintal & Polczynski, 2011).

5.3.2. For Can Tho Tourism stakeholders

5.3.2.1. For the Bureau of Tourism

The Mekong Delta general tourism development planning, which belongs to the Southern region's main tourism zone, aims towards bringing into play the potential and actual strengths of each individual locality, and guides towards avoiding any repetition. This can be supported by forming locally distinctive tourism products to create unique attractions to both domestic and international travellers.

Topics should be considered and submitted to the Ministry, Faculty, Central Department for early approval of the establishment of Can Tho high school of tourism operations. Also, there should be a clear calling for financial and other types of sponsorship from international organizations for the construction of the school so as to satisfy the training demands for The Mekong Delta region's source of tourism.

It is important to determine the important position of Can Tho – located in the centre of the West-Southern tourism sub-region – in the plan for developing tourism in the Mekong Delta and the whole country of Vietnam. From that, it would be possible to develop plans for support of capital investment, some tourism infrastructure in accordance with the objective program, communication and tourism promotion – involving advertisements, and possibly advanced foreign human resource training funding.

5.3.2.2. For Can Tho Department of Tourism

The department needs to cooperate with other Departments, i.e the Department of Planning and Investment in managing tourism registration businesses, including hotels, restaurants, travel agencies, eco-tourism subprefectures. This is in order to ensure a solid growth of the tourism industry while, at the same time, avoiding massive development, and any imbalance between different sectors. Tight management would greatly help in improving the situation of every person doing business in tourism.

Combined with the Department of Culture and Sports to organize events, Can Tho tourism image marketing campaign, can move forwards to building the ‘Can Tho tourism’ brandname. It is obligatory, in order to be able to recognize the crucial role of marketing in tourism. As a result, the task of research and application of tourism marketing strategies will require the complete cooperation of experts to draw out the correct, up-to-date and effective direction to follow.

Beyond this, co-operation with the Department of Resource and Environment will aim towards protecting the ecology and local nature. This is especially necessary for the two most renowned tourism sites in the area, being Cai Rang and Phong Dien floating market. This aspect is truly vital as the development of tourism activities equals the increase in the number of visitors to tourist attraction sites. Moreover, the development of tourism infrastructure would entirely increase the demand for the use of local resources, which would eventually negatively affect the natural environment.

It is important to encourage tourism businesses to improve their services quality via investment in both infrastructure and human resources. The Department is also responsible for consulting businesses on the methodology for ‘standardizing’ the quality of services and periodical service quality evaluation methods. At the same

time, the Department will be responsible for training local tourism business managers to make sure their guidance of how to operate is consistent. It is necessary to propose plans for development of crafting villages on the verge of the city area and human resource training measures for the development of crafting village-tourism to the City's people Committee for support and relevant management.

The Department of Tourism shall also act as a link between travel agencies and other service suppliers with a view to creating a firm connection in the whole industry.

Forms of tourism training should also be publicly organized and varied at work education centres, callable classes, work clubs and other locations. Links can be made at universities, work education centres with artisan villages, mainly in economics, travelling, design and art to assist the local people. Courses can help to provide them with necessary business skills, along with the necessary manufacture knowledge, certifying as well as creating the platforms for students to further contribute to local tourism trade.

Another possibility would be to organize more short-term courses on tourism and tourism-related services, training high-quality tourism services human resources: e.g. holiday tours, mental relaxation, and health care as some examples.

The ability to apply technology and science in serving state management works in the field of tourism, building market strategies would be progressive to develop Can Tho's products of tourism. Besides this, it would be highly recommended that scientific research projects are undertaken to solve the limitations of the industry, by elevating the investment budget for projects on tourism, along with the enhancement on researching and applying highly possible topics.

Education is a vital tool, in order to enhance the local resident's recognition of their personal advantages in the contribution to tourism, both directly and indirectly. This can be shown via their participation in the protection of regional resources related to the tourism environment. It would be possible for locals to train for free to heighten the habitats' tourism knowledge, especially in communication, on how to communicate with foreign tourists, securing the tourism environment, and maintaining the local culture's unique character. It is obviously vital to avoid any states of indifference, or pertain to any guerilla business or service provision attitude, leaving a not-so-good impression on visiting tourists.

5.3.2.3. For the City People Committee

It would be important to create a grandstand investment environment, which would prove to be a simple procedure to attract domestic and foreign investors to join in the field of local tourism. It could be possible in modern times to recommend investors with financial capability to vigorously invest in extensive projects so that Can Tho can swiftly progress into the home of an international standard 5 Star Hotel, to establish associated zones of restaurant-hotel-tourist; site-recreation; center-supermarket-sport; stadium-multifaceted stadium. Also, it could be a potential option to recommend investment in habitation bases in the suburban area in coordination with the general planning of the city as a whole.

Clearly, it is important to closely check-up on the execution of any infrastructure upgrade and resolving any transportation problems (both by road and sea). It is essential to give care for the quality and make plans for frequent amendments in the crucial traffic knots, which will include Tra Noc airport and the Can Tho bridge. Being able to provide a clear way to accessibility to the local area is a very significant attraction for both domestic and international tourists.

Another potential area would be to provide funding and technology for tourism gardens with the aim to diversify the local plants, expand and deliver more recreation services: e.g. harvesting, planting, on-site picnicking as examples.

It would be very positive to guide the Department of Tourism towards cooperating with the Department of Culture and Sport to soon hold a competition for the most creative ideas of the Can Tho travel image.

To advertise the location, it would be vital to widely propagate detailed information about the city and its surroundings, by educating people, raising the recognition and role of the location; promote the position of eco-tourism; highlight the crafting village-tourism, and culture tourism. This will lead to the total development of the local economy and the increase in the local people's living standards. From that, there should also be a call for the local people's assistance in protecting and bringing into play the natural ecology of the location and surroundings. Together with that, they should promote the region's variety of cultures, while considering it to be a tourism resource to attract tourists, and creating a yield of its own.

It is also an idea to recommend certain families with sufficient capability to cooperate with tourism companies to perform home stay tours. This will partly help in easing the pressure on hotels, especially at peak times.

5.3.2.4. For local communities

Local residents should have a much better awareness of tourism benefits on the growth of the regional economy and individuals taking part in tourism services. From that information they can adjust their attitude towards the need to protect local resources and serving tourists, and especially foreign tourists.

Each and every citizen is required to raise self-awareness of the preservation of the national cultural values, to “integrate not blend” while, at the same time, show respect for the culture and practices of travelers.

Locals should obviously not make profit from illegal activities, or by disguise, or over-advertised, over-priced businesses, which can clearly cause loss in the traveller’s trust and faith.

All the people involved need to contribute to creating a gorgeous and positive image of the Can Tho people by high-pitched gestures, truthful to the name of “wise, active, gracious, gallant, elegant” Can Tho people as the reputation.

5.3.3. For future research

This study has made an important contribution in shaping the scale of satisfaction of tourists in Can Tho. Besides this, it also contributed to understanding the factors of quality tourism services, as well as the relationship of the components that affect the satisfaction of tourists and travel intention aspects of tourists.

However, the subject still has some limitations, mostly as follows:

First, the study sample was not representative for the most part. Any future research should apply different sampling methods that are more representative and more generalized to achieve higher statistical efficiency.

Second, the study was conducted with respondents as tourists knowing English language, so future research should expand the language to be able to collect information from visitors from other countries around the world in other major world native languages.

Third, the model studied the satisfaction of tourists in this research project through the component elements of service quality. However, there were still some

other factors missing and these should be included in further research in order to extend the scope of research and apply much more research components.

Fourth, the study was only aimed towards tourists to visit directly at the two most popular tourist destinations. In the future, restaurants, hotels, orchards, and several other tourist locations, even those placed outside the main city of Can Tho are recommended to be supplemented in order for the research project to achieve far more objectivity for the research results.



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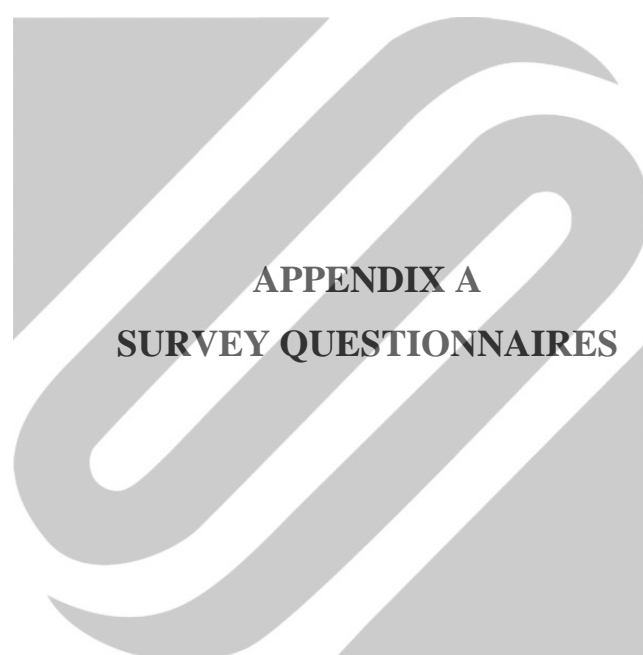
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APPENDIX A
SURVEY QUESTIONNAIRES

Name in full:...

Section 1. Personal information

Firstly, I would like to ask for some personal information of yourself.

1. Your gender (One cross ☒)

Male

Female

2. What is your age range? (One cross ☒)

Under 20 years old 21-25 years old

26-30 years old 31-35 years old

36-40 years old 41-45 years old

46-50 years old 50 years old or over

3. Where do you live?

City/ Province:

Country:

4. What is your highest completed education? (One cross ☒)

Below undergraduate degree

Undergraduate

Master degree or over

5. What is your monthly income? (One cross ☒)

Less than \$3,000

\$3,001 - \$4,500

\$4,501 - \$6,000

\$6,501 - \$7,500

\$7,501 - \$9,000

More than \$9,000

Section 2: Travel experience

Below we would like you to describe your experience with visiting Can Tho?

(One cross ☒ per line)

6. Have you ever been to Can Tho before?

No

Yes

Number of times: ____

7. How much time does it take you to plan your trip to Can Tho?

- Less than 3 months
- 3-6 months
- More than 6 months

8. How long do you intend to stay this time?

- 1-5 days
- 5-10 days
- More than 10 days

9. Which of the following best describes your group of travel?

- Alone
- A couple
- Family members
- Friends and relatives
- Spontaneous group

10. Where do you seek information about Can Tho Tourism?

- Magazines/Newspapers/Books/Guides
- Internet
- Word-of-mouth (from friends/relatives/etc.)
- Media
- Fairs/Exhibitions
- Others, please stat one: _____

11. Which form of travel do you prefer?

- Self-organized
- On tour

12. What kind of accomodation will you choose this time?

- Hotel
- Serviced Apartment
- Friends/Relatives' houses
- Others: ...

Section 6. Travel intention

18. Please select which word best describes how you think about your revisit to Can Tho on a scale from 1 (strongly disagree) to 7 (strongly agree). (One cross ☒ per line)

	1	2	3	4	5	6	7
I will visit Can Tho again in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I could have done it again, I would have chosen this destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend Can Tho to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would praise Can Tho to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your participation and time to answer the questions!



APPENDIX B
FORM OF INDEX OF ITEM –
OBJECTIVE CONGRUENCE FOR VALIDITY TESTING
OF RESEARCH INSTRUMENT

Research Topic:

**FACTORS AFFECTING TOURISTS SATISFACTION AND
INTENTION TO REVISIT CAN THO CITY, VIETNAM**

Name of Researcher: Le Thi Nguyet

Please indicate your evaluation for the following questions, which are used in the survey questionnaire of the above research topic. The rating scale is: 1 = item clearly objective; 0 = no comment; -1 = clearly does not objective (Put a “ ” where appropriate)

Question	Evaluation			Comment
	-1	0	1	
Part 1: Personal Information				
Your gender				
What is your age range?				
Where do you live?				
What is your highest completed education?				
What is your monthly income?				
Part 2: Travel Experience				
How many times have you visited Can Tho during the last 10 years?				
How long do you intend to stay this time?				
What kind of accommodation will you choose this time?				
What is the purpose of your visit this time?				
What main transportation used in the region?				
Part 3: Destination Attributes				
Beauty of scenery				
Attractiveness of city				
Floating markets				
Islets				
Cleanliness				
Safety				

Prices of accommodation				
Tour guide				
Quality of roads				
Public transport				
Hotels quality & service				
Restaurants quality & services				
Bars/pubs/discotheques				
Easy access to the area				
Well-communicated traffic flow				
Hospitality of people				
Cultural events/ festivals				
Historical relics and traditional trade village				
Sports activities				
Night life				
Shopping possibilities				
Variety & uniqueness of foods				
Quality of foods				
Prices of foods				
Part 4: Variety seeking				
I like to visit many different destinations				
I prefer to go to destinations I have not visited yet				
I do not usually change destination I visit from time to time				
I would like to return to a destination I am familiar with				
I find myself visiting the same places time after time I am travelling				
Part 5: Tourist Satisfaction				
I really enjoyed my visit				
I am satisfied with my decision to visit Can Tho				
I prefer this destination				
I have positive feelings regarding Can Tho				

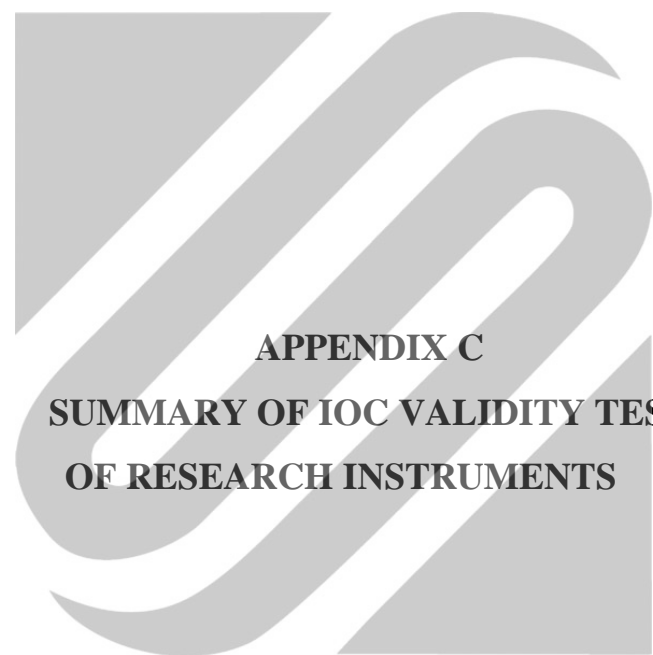
This experience is exactly what I need				
My choice to purchase this trip was a wise one				
This was a pleasant visit				
This visit was better than what I had expected				
Part 6: Travel Intention				
I will visit Can Tho again in the future				
If I could have done it again, I would have chosen this destination				
I would recommend Can Tho to others				
I would praise Can Tho to others				

Your Full Name: _____

Date of Evaluation: _____

Signature: _____

Thanks for your time.



APPENDIX C
SUMMARY OF IOC VALIDITY TEST
OF RESEARCH INSTRUMENTS

Travel experience

Question	Expert			Total	IOC	Interpretation
	1	2	3			
How many times have you visited Can Tho during the last 10 years?	1	1	0	2	0.67	Acceptable
How long do you intend to stay this time?	1	1	1	3	1.00	Acceptable
What kind of accommodation will you choose this time?	1	1	1	3	1.00	Acceptable
What is the purpose of your visit this time?	0	1	1	2	0.67	Acceptable
What main transportation used in the region?	1	1	1	3	1.00	Acceptable

Demographic characteristics

Question	Expert			Total	IOC	Interpretation
	1	2	3			
Your gender	1	1	1	3	1.00	Acceptable
What is your age range?	1	1	1	3	1.00	Acceptable
Where do you live?	1	1	1	3	1.00	Acceptable
What is your highest completed education?	0	-1	1	0	-	Acceptable
What is your monthly income?	-1	1	1	1	0.33	Acceptable

Destination attributes

Question	Expert			Total	IOC	Interpretation
	1	2	3			
Beauty of scenery	1	1	1	3	1.00	Acceptable
Attractiveness of city	1	1	1	3	1.00	Acceptable
Floating markets	1	1	1	3	1.00	Acceptable
Islets	1	1	1	3	1.00	Acceptable
Cleanliness	1	1	1	3	1.00	Acceptable
Safety	0	1	1	2	0.67	Acceptable
Prices of accommodation	1	1	1	3	1.00	Acceptable
Tour guide	1	1	1	3	1.00	Acceptable
Quality of roads	0	1	1	2	0.67	Acceptable
Public transport	1	1	1	3	1.00	Acceptable
Hotels quality & service	1	1	1	3	1.00	Acceptable
Restaurants quality & services	1	1	1	3	1.00	Acceptable
Bars/pubs/discotheques	1	1	1	3	1.00	Acceptable
Easy access to the area	1	1	1	3	1.00	Acceptable
Well-communicated traffic flow	0	1	1	2	0.67	Acceptable
Hospitality of people	1	1	1	3	1.00	Acceptable
Cultural events/ festivals	1	1	0	2	0.67	Acceptable
Historical relics and traditional trade village	1	1	1	3	1.00	Acceptable
Sports activities	1	1	1	3	1.00	Acceptable

Question	Expert			Total	IOC	Interpretation
	1	2	3			
Night life	1	1	1	3	1.00	Acceptable
Shopping possibilities	1	1	1	3	1.00	Acceptable
Variety & uniqueness of foods	1	1	1	3	1.00	Acceptable
Quality of foods	1	1	1	3	1.00	Acceptable
Prices of foods	1	1	1	3	1.00	Acceptable

Evaluation of variety seeking

Question	Expert			Total	IOC	Interpretation
	1	2	3			
I like to visit many different destinations	1	1	1	3	1.00	Acceptable
I prefer to go to destinations I have not visited yet	1	1	1	3	1.00	Acceptable
I do not usually change destination I visit from time to time	1	1	1	3	1.00	Acceptable
I would like to return to a destination I am familiar with	1	1	1	3	1.00	Acceptable
I find myself visiting the same places time after time I am travelling	1	1	1	1	1.00	Acceptable

Tourist satisfaction

Question	Expert			Total	IOC	Interpretation
	1	2	3			
I really enjoyed my visit	1	1	1	3	1.00	Acceptable
I am satisfied with my decision to visit Can Tho	1	1	1	3	1.00	Acceptable
I prefer this destination	1	1	1	3	1.00	Acceptable
I have positive feelings regarding Can Tho	1	1	0	2	0.67	Acceptable
This experience is exactly what I need	1	1	0	2	0.67	Acceptable
My choice to purchase this trip was a wise one	1	1	1	3	1.00	Acceptable
This was a pleasant visit	1	1	0	2	0.67	Acceptable
This visit was better than what I had expected	1	1	0	2	0.67	Acceptable

Travel intention

Question	Expert			Total	IOC	Interpretation
	1	2	3			
I will visit Can Tho again in the future	1	1	1	3	1.00	Acceptable
If I could have done it again, I would have chosen this destination	1	1	1	3	1.00	Acceptable
I would recommend Can Tho to others	1	1	0	2	0.67	Acceptable
I would praise Can Tho to others	1	1	0	2	0.67	Acceptable



APPENDIX D
RELIABILITY TESTING FOR RESEARCH INSTRUMENT
BY CRONBACH'S ALPHA COEFFICIENT

1. Cronbach's alpha coefficient of destination attributes

Case Processing Summary

	N	%
Valid	400	100.0
Cases Excluded ^a	0	.0
Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.999	24

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Beauty of scenery	85.31	1529.683	.952	1.000
Attractiveness of city	85.35	1527.700	.959	1.000
Floating markets	85.51	1508.942	.998	.999
Islets	85.51	1508.942	.998	.999
Cleanliness	85.51	1508.942	.998	.999
Safety	85.51	1508.942	.998	.999
Prices of accomodation	85.51	1508.942	.998	.999
Tourguide	85.51	1508.942	.998	.999
Quality of roads	85.51	1508.942	.998	.999
Public transport	85.51	1508.942	.998	.999
Hotels quality & service	85.51	1508.942	.998	.999
Restaurants quality & services	85.51	1508.942	.998	.999
Bars/pubs/discotheques	85.51	1509.023	.998	.999
Easy access to the area	85.52	1509.228	.998	.999
Well-communicated traffic flow	85.52	1509.228	.998	.999
Hospitality of people	85.52	1509.228	.998	.999
Cultural events/ festivals	85.56	1507.641	.997	.999
Historical relics and traditional trade village	85.56	1507.641	.997	.999
Sports activities	85.56	1507.641	.997	.999
Night life	85.56	1508.332	.996	.999
Shopping possibilities	85.58	1509.508	.995	.999
Variety & uniqueness of foods	85.58	1509.508	.995	.999
Quality of foods	85.58	1509.508	.995	.999
Prices of foods	85.58	1509.568	.994	.999

2. Cronbach's alpha coefficient of variety seeking

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
1.000	5

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I like to visit many different destinations	14.63	47.241	.999	1.000
I prefer to go to destinations I have not visited yet	14.63	47.176	1.000	1.000
I do not usually change destination I visit from time to time	14.63	47.176	1.000	1.000
I would like to return to a destination I am familiar with	14.63	47.176	1.000	1.000
I find myself visiting the same places time after time I am travelling	14.62	47.029	.998	1.000

3. Cronbach's alpha coefficient of tourist satisfaction

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
1.000	8

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I really enjoyed my visit	25.75	148.771	.999	1.000
I am satisfied with my decision to visit Can Tho	25.75	148.588	.999	1.000
I prefer this destination	25.75	148.588	.999	1.000
I have positive feelings regarding Can Tho	25.75	148.591	1.000	1.000
This experience is exactly what I need	25.75	148.591	1.000	1.000
My choice to purchase this trip was a wise one	25.75	148.591	1.000	1.000
This was a pleasant visit	25.75	148.591	1.000	1.000
This visit was better than what I had expected	25.74	148.507	.999	1.000

4. Cronbach's alpha coefficient of tourist satisfaction

Case Processing Summary

		N	%
	Valid	400	100.0
Cases	Excluded ^a	0	.0
	Total	400	100.0

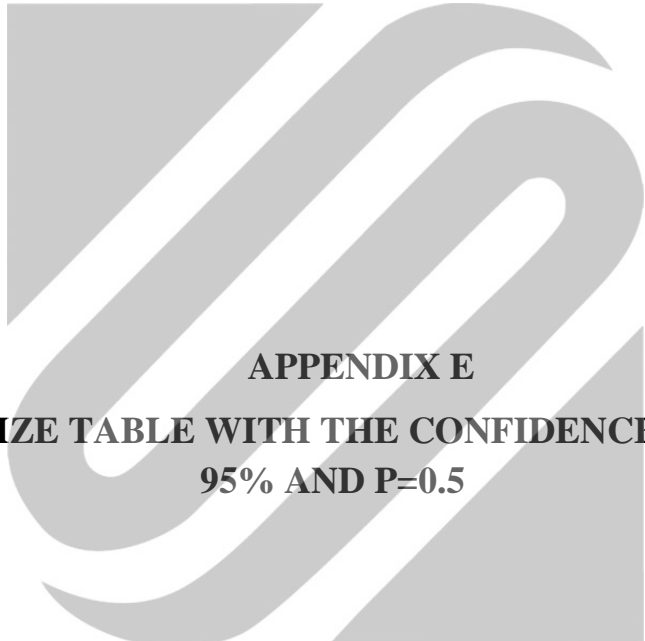
a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
1.000	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I will visit Can Tho again in the future	11.03	27.189	1.000	1.000
If I could have done it again, I would have chosen this destination	11.03	27.189	1.000	1.000
I would recommend Can Tho to others	11.03	27.189	1.000	1.000
I would praise Can Tho to others	11.03	27.189	1.000	1.000



APPENDIX E
SAMPLE SIZE TABLE WITH THE CONFIDENCE LEVEL OF
95% AND P=0.5

Size of Population	Sample Size for Precision of			
	+/- 3%	+/- 5%	+/- 7%	+/- 10%
500	a	222	145	83
600	a	242	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = assumption of normal population is poor, the entire population should be sampled

BIOGRAPHY

NAME	Le Thi Nguyet Linh
DATE OF BIRTH	06 February 1985
EDUCATION	
2014	Master of Business Administration Stamford International University
2008	Foreign Trade Economics Foreign Trade University – Ho Chi Minh City – Viet Nam
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