

## Research on factors affecting domestic tourists' choice of Hoi An (Quang Nam) destination

Nghiên cứu các yếu tố ảnh hưởng đến việc lựa chọn điểm đến Hội An (Quảng Nam) của khách du lịch nội địa

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### Abstract

In 2022, more than 1.5 million tourists (including 60% domestic travelers) visited Hoi An (Quang Nam Province). This number represents 384% of the annual plan and is 939% higher compared to 2021. Facing the very positive recovery situation of Hoi An's tourism industry after the impact of the COVID-19 epidemic, the article wants to research the factors influencing domestic tourists' destination choice of Hoi An in order to suggest some solutions to enhance the attraction of Hoi An to domestic tourists. For data collection, the author conducted a survey of 250 domestic tourists visiting Hoi An from March 2023 to April 2023. After processing, the research team found 4 factors that affect domestic tourists' choice of Hoi An as a destination, including: travel motivation, travel attitude, travel experience and destination characteristics. On that basis, the article also proposes solution orientations to help attract domestic tourists to Hoi An in the future.

*Keywords:* Hoi An; domestic tourists; factors; tourist destination selection.

### Tóm tắt

Năm 2022, có hơn 1,5 triệu lượt khách (trong đó có 60% là khách du lịch nội địa) đến Hội An (tỉnh Quảng Nam). Con số này bằng 384% so với kế hoạch cả năm và bằng 939% so với năm 2021. Trước tình hình phục hồi rất khả quan của ngành du lịch Hội An sau ảnh hưởng của dịch COVID-19, bài báo muốn nghiên cứu các nhân tố ảnh hưởng đến việc lựa chọn điểm đến du lịch Hội An của khách du lịch nội địa nhằm gợi ý một số giải pháp tăng cường thu hút khách du lịch nội địa đến Hội An. Để có dữ liệu, tác giả đã tiến hành khảo sát khách du lịch nội địa đến Hội An từ tháng 03/2023 đến tháng 04/2023 với 250 mẫu. Sau xử lý, nhóm nghiên cứu đã tìm được 4 nhân tố tác động đến việc lựa chọn điểm đến Hội An của khách du lịch nội địa là: động cơ du lịch, thái độ du lịch, kinh nghiệm điểm đến và đặc trưng điểm đến. Trên cơ sở đó, bài báo cũng đề xuất giải pháp nhằm giúp thu hút khách du lịch nội địa đến Hội An trong thời gian tới.

*Từ khóa:* Hội An; khách du lịch nội địa; yếu tố; lựa chọn điểm du lịch.

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## 1. Introduction

Due to the impact of the COVID-19 pandemic, the production and business situation in Hoi An area faces many difficulties, especially tourism and service business activities. Since the COVID-19 epidemic, Quang Nam tourism industry has identified domestic tourists as an important market. The Quang Nam tourism industry has strategically pivoted to focus on domestic tourism, setting an ambitious target of attracting 7 million domestic tourists by 2030, which would constitute nearly half of the 15 million total visitors expected.

This study aims to explore and analyze the determinants influencing domestic tourists' decisions to visit Hoi An. It seeks to answer the following research questions: What factors influence the choice of Hoi An as a destination for domestic tourists? And, based on these influences, what strategies can be formulated to enhance the attractiveness of Hoi An for domestic travelers?

The significance of this study lies in its potential to contribute to the broader field of tourism research by providing empirical insights into the behavioral patterns of domestic tourists amidst a global crisis. Furthermore, it endeavors to offer evidence-based recommendations to local policymakers and business stakeholders, which may help in devising effective marketing and operational tactics to bolster domestic tourism and aid in the economic revival of the Hoi An region post-pandemic.

## 2. Literature review and research methods

### 2.1. Literature review

Research has consistently identified destination characteristics as the primary influence on tourists' travel choices. Pioneering studies by Haider and Ewing (1990) [8], Morey et al. (1991) [12], Crompton (1979) [5], Hsu et al. (2009) [9], and Schroeder and Louviere

(1999) [14] have highlighted the significance of factors such as price, accommodation services, proximity to the beach or city center, distance from the airport, and availability of shopping and activities. These studies also consider health, safety, and security issues as pivotal.

Furthermore, Eymann and Ronning (1992) [6], and Lim (1999) [10] recognize two fundamental factors influencing tourist destination selection: destination characteristics, including pricing (airfare, hotel costs, tour fees, and currency exchange rates), and personal/demographic attributes, such as motivation (relaxation, cultural learning), previous travel experiences, and income levels.

Expanding upon this, Chen and Tsai (2007) [2] articulated three primary factors: sources of information (personal recommendations, word of mouth, advertising), destination evaluation (brand image, price, and tangible resources like transportation and services), and motivation (social trends, fulfilling curiosity, seeking unique experiences apart from daily life).

Correia and Pimpao (2008) [4] similarly identified three main influences: the source of information, destination attributes, and personal characteristics. Therefore, most research converges on the premise that tourists' choices are shaped by both internal (personal) and external (environmental) factors, although each study may emphasize different elements depending on its specific research context and objectives.

This study proposes a theoretical research model based on Crompton's (1979) [5] general travel motivation model and supplemented by the destination choice models of Um and Crompton (1992) [17], and Hill (2000) [7]. In this model, destination characteristics drawn from Mutinda and Mayaka (2012) [13] include factors such as the natural landscape, tourist atmosphere, cultural and historical landmarks,

outdoor activities, visa regulations, and service quality.

Trip costs are also a crucial factor, as highlighted by Mutinda and Mayaka (2012) [13]. Each tourist's income level and spending capacity must be considered, with the premise that more reasonable costs can increase tourism demand and influence destination choices.

Regarding destination choice, the research by Mutinda and Mayaka (2012) [13], Bigné et al. (2004) [1], Lam and Hsu (2005) [11], and Correia and Pimpao (2008) [4] suggests that it can be viewed from two perspectives: the initial commitment to choosing a destination by first-time tourists and the loyalty of repeat visitors, as indicated by their return at least once."

## 2.2. Research methods

The research was conducted in two phases: the preliminary phase and the official phase.

The preliminary phase involved using qualitative methods to develop the questionnaire, which comprised three main parts:

Part 1: Information about personal characteristics (demographics)

Part 2: Information used to evaluate internal and external factors influencing the decision to choose a destination.

Part 3: Evaluation of domestic tourists' preferences for the Hoi An destination.

The official phase was conducted using quantitative methods. Before surveying tourists in Hoi An, the questionnaire was reviewed by several experts, including tourism trainers,

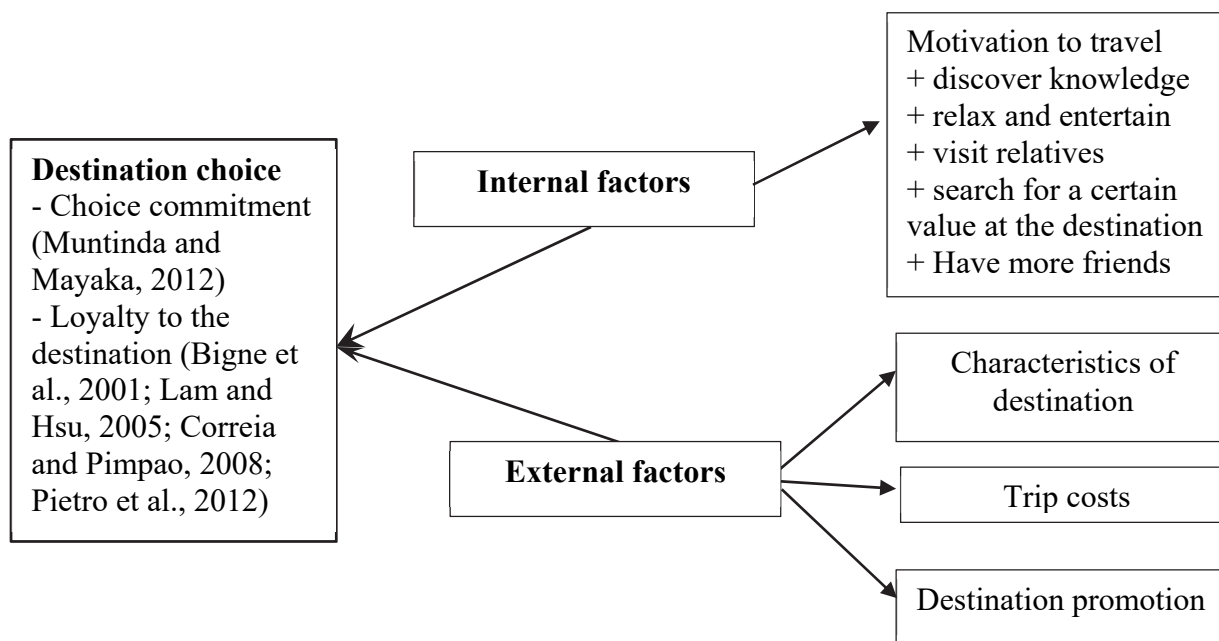
managers, and tour guides at several travel companies in Da Nang. This was done to gather feedback and improve the survey's scientific, professional, and logical rigor.

### *Data collection methods:*

Data collection methods included an online survey conducted from April 15, 2023, to April 25, 2023. Regarding sample size, according to Hoang Trong and Chu Nguyen Mong Ngoc (2008) [16], the number of observations (sample size) should be at least four to five times the number of variables in a factor analysis. The minimum sample size for Exploratory Factor Analysis (EFA) is suggested to be at least 50, but preferably 100, with a recommended ratio of five observations for each measured variable. This means there should be a minimum of five observations for each variable. In the context of the research model being discussed, 22 observed variables were used for the exploratory factor analysis, which leads to a minimum required sample size of 110. It's generally accepted in the field that a factor is considered reliable if it comprises three or more measurement variables.

The questionnaire, including 39 observed variables, necessitated determining a minimum sample size of  $39 \times 5 = 195$  samples. The expected sample size was  $n = 190$ ; therefore, the study aimed to collect in excess of 250 samples to ensure robustness and reliability."

Data analysis method: We use statistical methods for each group of indicators obtained from the survey using SPSS 20 software.



(Source: compiled by the author)

Figure 1. Summary of factors affecting tourists' choice of destination

### 3. Research results

#### 3.1. Characteristics of the survey sample

Descriptive statistical results of the sample indicated that among the 250 guests surveyed:

The gender distribution among surveyed tourists showed a minor discrepancy, with male and female visitors constituting 41.6% and 58.4%, respectively. A smaller portion identified as other genders, representing 6.8%.

The most represented age category was 25-30 years old, comprising 55.2% of the customers, followed by the 31-40 age group at 13.2%. The 18-25 bracket made up 12%, the 50-60 age group 6.8%, and the least represented was the over 60s at 4.8%.

There was a significant variance in income levels among the guests. The largest group, earning under five million, accounted for 55.6%—three times the proportion of those earning between 5-15 million (18%). The group earning 15-25 million was smaller, at 13.6%, and only 10% of the respondents earned between 25 to 35 million. A very small number reported incomes over 35 million, indicating that most Hoi An visitors were in the lower income bracket.

In terms of educational background, individuals with university degrees made up the largest proportion at 52.8%. Students represented the primary demographic of Hoi An visitors, accounting for 41.6% of the total.

As for the nature of the trips, a significant majority, being students, favored self-organized travel, making up 65.6%.

The frequency of travel showed that a majority, 68.4%, traveled once a year.

#### 3.2. Investigation results

##### *Cronbach Alpha Analysis*

Test the scale of factors affecting service quality at attractions through analyzing the Cronbach Alpha reliability coefficient. Analysis results on 250 samples showed that 3 scales of travel motivation variables were eliminated while all scales of the remaining factors had Cronbach Alpha coefficient  $> 0.7$ ; in which the total variable correlation coefficient of the scales is greater than 0.5 (Table 3). Therefore, the information collected from the survey sample can be trusted for subsequent EFA analysis.

Table 1. Cronbach's Alpha reliability coefficient

Ingredient	Cronbach's Alpha	Lowest total variable correlation coefficient
Motivation to travel (DC)	0, 863	0, 733
Characteristics of destination (ĐT)	0, 840	0, 610
Trip cost (CP)	0, 853	0, 743
Destination promotion (TT)	0, 872	0, 840
<b>Destination choice</b>	<b>0, 884</b>	<b>0, 842</b>

(Source: Calculated from survey data)

#### EFA exploratory factor analysis

After performing Cronbach alpha analysis, the author returned the data of 33 observed variables of 4 independent variable components and 6 dependent variable components of domestic tourists' choice of Hoi An destination to visit, included in the EFA analysis.

Table 2. Independent and dependent factors for EFA exploratory factor analysis

Sign	The scale
<b>Travel motivation</b>	
<b>DC1</b>	Visit places you've never been to
<b>DC2</b>	Learn about the culture in Hoi An region
<b>DC3</b>	Meet and interact with new people in different localities
<b>DC4</b>	Experience a new and different lifestyle at your destination
<b>DC5</b>	Looking for strong, new and exciting feelings
<b>DC6</b>	Looking for a fun place to enjoy life
<b>DC7</b>	Opportunity to leave where you live
<b>DC8</b>	Opportunity to get away from busy work
<b>DC9</b>	Looking for a place to relax, do nothing
<b>DC10</b>	Visit friends and relatives
<b>DC11</b>	Going to places my friends have never been to
<b>DC12</b>	Hoi An is home to attractions that meet your needs
<b>DC13</b>	The destination offers fun and entertaining activities for the whole family
<b>Destination characteristics</b>	
<b>ĐTĐĐ1</b>	Natural landscape in Hoi An
<b>ĐTĐĐ2</b>	Happy, fresh atmosphere in Hoi An
<b>ĐTĐĐ3</b>	Clean hygiene, friendly people
<b>ĐTĐĐ4</b>	The weather is suitable for tourism activities
<b>ĐTĐĐ5</b>	The beach is beautiful and clean
<b>ĐTĐĐ6</b>	There are architectural works and tourist attractions with cultural and historical value

<b>ĐTĐĐ7</b>	Rich tourist activities
<b>ĐTĐĐ8</b>	Hoi An meets the travel needs of tourists
<b>ĐTĐĐ9</b>	Road system, accommodation facilities, and facilities
<b>Trip costs</b>	
<b>CP1</b>	Destination suitable to the financial conditions of tourists
<b>CP2</b>	Destinations bring values commensurate with travel costs
<b>CP3</b>	Bring the highest benefits that visitors feel
<b>Destination promotion</b>	
<b>TTQC1</b>	Advertising communications from social networks
<b>TTQC2</b>	Advertising media from family and friends
<b>TTQC3</b>	Advertising media from articles in print newspapers, magazines, radio, and TV
<b>TTQC4</b>	Advertising communications from websites of companies and travel agencies
<b>TTQC5</b>	Advertising through word of mouth
<b>Destination choice</b>	
<b>LC1</b>	I already know about the destination but I need more information to decide whether to travel there or not
<b>LC2</b>	I will travel there when possible
<b>LC3</b>	I enjoy going to the destination more than any other tourist destination
<b>LC4</b>	I am sure I will travel to that destination in the future
<b>LC5</b>	I will return to the destination as soon as possible
<b>LC6</b>	I will introduce the beauty of the destination to my friends, relatives, and colleagues

(Source: Calculated from survey data)

The results of EFA analysis shown in table 5 show that with KMO value = 0.960 > 0.5, factor analysis is appropriate for research data. The results of EFA factor analysis have Eigenvalue = 1.011 and Reliability coefficient = 70.502%.

Table 3. EFA exploratory factor analysis

Observed variables	Factor			
	first	2	3	4
<b>DC 1</b>	,741			
<b>DC 2</b>	,736			
<b>DC 3</b>	,702			
<b>DC 4</b>	,667			
<b>DC 5</b>	,653			
<b>DC 6</b>	,650			
<b>DC 7</b>	,648			
<b>DC 8</b>	,643			
<b>DC 9</b>	,639			

<b>DC10</b>	,602			
<b>DC11</b>	,563			
<b>ĐTĐĐ1</b>		,754		
<b>ĐTĐĐ2</b>		,715		
<b>ĐTĐĐ3</b>		,703		
<b>ĐTĐĐ4</b>		,700		
<b>ĐTĐĐ5</b>		,686		
<b>ĐTĐĐ6</b>		,673		
<b>ĐTĐĐ7</b>		,650		
<b>ĐTĐĐ8</b>		,622		
<b>ĐTĐĐ9</b>		,604		
<b>CP1</b>			,701	
<b>CP2</b>			,615	
<b>CP3</b>			,608	
<b>TTQC1</b>				,803
<b>TTQC2</b>				,754
<b>TTQC3</b>				,663
<b>TTQC4</b>				,600
<b>TTQC5</b>				,562
Eigenvalue	1 8,764	1,512	1,273	1,011
Extracted variance (%)	58,637	63,363	6 7,341	70,502

(Source: Calculated from survey data)

### 3.3. Model of factors affecting domestic tourists’ choice of destination of Hoi An

The study uses the following multivariate linear regression model to evaluate factors affecting destination choice of domestic tourists:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

In there:

Y: Destination choice

X<sub>1</sub>: Motivation to travel

X<sub>2</sub>: Characteristics of the destination

X<sub>3</sub>: Trip cost

X<sub>4</sub>: Destination promotion

Table 4. Regression model results

Observed variables	Regression coefficient (β)	t-test value	Significance level (sig.)
Intercept coefficient	0.028	0.235	.815
X <sub>1</sub>	0.339	6.121	.000
X <sub>2</sub>	0.481	7.921	.000
X <sub>3</sub>	- 0.076	-1.657	.001

X <sub>4</sub>	0.003	0.063	.950
F test value		205.004, Sig =0.000	
Coefficient of determination R <sup>2</sup>		,837	
Adjusted coefficient of determination R <sup>2</sup>		,833	

(Source: Calculated from survey data)

The regression results of the model show that the R<sup>2</sup> value (R Square) = 0.837; this means that the model's suitability is 83.7% or in other words, about 83.7% of the effects of the components is considering the destination choice of domestic tourists coming to Hoi An. The adjusted R<sup>2</sup> value (Adjusted R Square) more accurately reflects the model's fit for the whole population. We have an adjusted R<sup>2</sup> value of 0.833 (or 83.3%), which means that there is a linear regression model between the choice of destination by domestic tourists and the influencing factors.

The results of ANOVA analysis of variance show that the F value has a significance level of Sig.=0.000 (less than 0.05), meaning the regression model fits the collected data and the included variables are statistically significant at the 5% level.

The results of analyzing the regression coefficients in the model show that the significance level of some components is  $p < 0.05$ , including: Motivation to travel (X<sub>1</sub>), characteristics of the destination (X<sub>2</sub>), Trip cost (X<sub>3</sub>). However, the advertising communication component (X<sub>4</sub>) has a value of  $p > 0.05$ , so the component affecting the choice of destination of domestic tourists has low reliability. Therefore,

this component has no meaningful impact on domestic tourists' choice of Hoi An destination. Among the three components that affect domestic tourists' choice of Hoi An destination, the two components of travel motivation and destination characteristics have the same impact on tourists' choice of Hoi An destination. In contrast, the trip cost component has a negative impact on domestic tourists' choice of Hoi An destination. The regression results and construction of the proposed model are as follows:

$$Y = 0.339 X_1 + 0.481 X_2 - 0.076 X_3$$

#### 4. Discussion

The model measuring factors affecting domestic tourists' choice of Hoi An destination indicates that the characteristics of the destination have the strongest impact. The survey data, as presented in Table 5, shows that domestic tourists give high ratings to the specific attributes of the Hoi An destination, with scores ranging from 3.83 to 3.99. Among these, the following factors receive high marks (above 3.90): The road system, accommodation facilities and services; diverse tourist activities; favorable weather for tourism; beautiful and clean beaches; and the joyful and vibrant atmosphere in Hoi An is greatly valued.



Table 5. Results of factor analysis of destination characteristics

(N= 250)

Variables	Mean	Std. Deviation
ĐTĐĐ1	3.86	.998
ĐTĐĐ2	<b>3.99</b>	.986
ĐTĐĐ3	3.87	1.075
ĐTĐĐ4	<b>3.97</b>	.935
ĐTĐĐ5	<b>3.97</b>	.981
ĐTĐĐ6	<b>3.98</b>	.990
ĐTĐĐ7	<b>3.90</b>	1.019
ĐTĐĐ8	3.83	1.004
ĐTĐĐ9	<b>3.90</b>	1.027

*(Source: Calculated from survey data)*

At the same time, the author also examined differences in gender, age, and education level that impact destination characteristics, travel motivation, and trip cost factors through Anova analysis.

Based on Table 6, the Levene's Statistic suggests that variances are mostly homogeneous across groups since all significance (Sig.) values are above the commonly used threshold of 0.05, indicating no significant differences in gender, age and educational level.

Table 6. Test of variances homogeneity

Variable	Travel motivation		Destination characteristics		Trip costs	
	Levene Statistic	Sig.	Levene Statistic	Sig.	Levene Statistic	Sig.
<b>Gender</b>	2.88	0.058	0.637	0.53	1.416	0.245
<b>Age</b>	0.478	0.793	0.234	0.948	0.978	0.432
<b>Educational level</b>	1.377	0.25	1.744	0.159	1.855	0.138

*(Source: Calculated from survey data)*

Table 7. One-Way ANOVA Summary Table

Variable	Travel motivation		Destination characteristics		Trip costs	
	F	Sig.	F	Sig.	F	Sig.
<b>Gender</b>	2.069	0.128	2.589	0.077	0.791	0.455
<b>Age</b>	3.583	<b>0.004</b>	1.958	0.086	0.804	0.548
<b>Educational level</b>	0.355	0.786	0.113	0.953	0.106	0.957

*(Source: Calculated from survey data)*

Based on Table 7, the study provided that:

Gender does not significantly affect travel motivation, destination characteristics, or trip costs as the Sig. values are all above 0.05.

Age shows a significant effect on travel motivation with a Sig. value of 0.004, which is below the common alpha level of 0.05, suggesting that different age groups have different travel motivations. This shows that different age groups of tourists show differences in life cycle stages, travel conditions and travel purposes, so travel motivations are clearly different.

Educational level does not have a significant effect on travel motivation, destination characteristics, or trip costs, with all Sig. values well above 0.05. This shows that with the advancement in technology, tourists can easily update information about Hoi An, so even though they have different levels of education, there is no difference about trip motivation factors, destination characteristics and trip costs affecting domestic tourists' choice of Hoi An destination.

## 5. Conclusion

Research results indicate that tourists' decisions to visit Hoi An are largely influenced by the destination's specific factors. These include cultural and religious learning opportunities, Hoi An city's lively and pleasant atmosphere, hospitable locals, and favorable weather conditions, which are highly valued by visitors. Moreover, there is a noticeable difference in how age influences the travel motivation of domestic tourists.

The model testing and hypothesis validation reveal that approximately 70% of the destination choice is attributable to the model's proposed factors. Notably, the destination's characteristics exert the most substantial impact, followed by the motivation to travel, and lastly, the cost of the trip. However, the cost factor has a reverse

effect; as the cost increases, it tends to diminish the likelihood of tourists choosing Hoi An.

Based on the theoretical framework and the findings from the current situation analysis, the author suggests several strategic directions to enhance Hoi An city's appeal to domestic tourists. These strategies include improving the destination's image, diversifying tourism products, emphasizing human resources development and training, as well as introducing pricing solutions to attract more visitors.

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