

Research on Factors Influencing on Revisit Intention of International Tourist in Ho Chi Minh City

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Abstract

Together with the economic development, tourism plays a significant role in not only culture exchange but also international trade of Vietnam. Hence, this study aims to find out the influencing factors that make tourists willing to travel, and the research location is mainly realized in Ho Chi Minh City, Vietnam. The purpose of this study is to systematize the theoretical basis and reality of tourism in Ho Chi Minh City, to determine the factors that affect international tourists' revisit to Ho Chi Minh City, and to determine the impact of these factors on tourists' revisiting. Based on the previous researches, this paper has applied the sampling method to the international tourist attractions in Ho Chi Minh City. By visiting at different places and times, the disadvantages of convenient sampling method are generally conducted, and the collected samples can represent the total number of international visitors of the city. Using factor analysis research method and SPSS 20 software to make empirical analysis, which determines the factors that influence on the image of Vietnam's destination, and to find the most powerful factors for planning international tourists to repeat tourism. The results of this study found that 12 factors that affect the return of international tourists in Ho Chi Minh City: (1) political security, (2) transportation, (3) satisfaction of the previous tour, etc. will be carried out and specifically analyzed in this study. Through empirical research, new arguments and suggestions are compared and discussed on the basis of reliable evidence, and the research results are helpful for tourism managers and enterprises to understand the factors affecting tourists, and provide solutions to attract tourists.

Keywords

international tourists, safety, satisfaction, factor analysis, influencing factors.

1. Introduction

In the field of tourism, the issue of coming once and not revisiting of tourist is a lack of strategic vision and sustainability (or in other words, this is such a very unprofessional problem). Thus, we need to overcome the limitations and come up with the solutions to make tourists want to come back to the city. In order to do this, it is necessary first to answer the most basic question: what factors affect the return of international tourists?

In previous domestic and foreign research documents, a number of factors have been found to influence the intention of international tourists to return. However, the author realized that there are many other significant factors affecting the revisit of international tourists that the authors have not mentioned before. Therefore, this study aims to identify the factors affecting the return of tourists in the city, from which there are suggestions to improve the tourism situation in Ho Chi Minh City.

The goal of the study:

Objective 1: Identify factors affecting on international tourists' revisit to Ho Chi Minh City

Objective 2: Determine the level of impact of the factors affecting the revisit of international visitors.

Objective 3: Propose some policy implications and recommendations.

2. Briefly Summary of Previous Researches

Recently, there have been many studies on the return of tourists, both domestic and foreign. The following are some typical studies:

Bo Hu's study (2003) on "The impact of destination participation on the intention to return to tourism" has found two factors that influence the intention to return to tourism are: (1) The Participation of destination and (2) Satisfaction.

The work of Huang Songshan, S., (2006) studied on "The impact of tourism dynamics, past experiences, limiting perceptions and attitudes to intention to return to tourism" - a study Hong Kong tourism research has concluded that there are 4 factors affecting the intention to return to tourism are: (1) Motivation of tourism,

(2) Past experience, (3) Limiting awareness, (4) Attitude to intention to return to tourism.

The work of Ho Huy Tuu and Tran Thi Ai Cam (2012) studied "Intent of returning and positive word of mouth of international tourists to Nha Trang" and gave 4 factors affecting the intention. Return to travel and word of mouth:

(1) Environment, (2) Culture and society, (3) Cuisine, (4) Differences.

Phung Vu Bao Ngoc (2014) has a study "The influence of destination image on the loyalty of tourists: Case study of destination in Ho Chi Minh City" and concluded that there are 7 factors. Affecting visitor loyalty is: (1) Entertainment, (2) Political economy, (3) Landscape environment, (4) Infrastructure, (5) Cuisine - shopping, (6) Infrastructure, (7) Cultural history.

Nguyen Thi Phuong Trang (2014) studied "Some solutions to increase the attraction of international tourists to Da Nang by 2020" and concluded that there are 7 factors including: (1) Architectural works, (2) Quality of accommodation, (3) Food, (4) Transportation, (5) Foreign language proficiency of tourism manpower, (6) Quality of service, (7) Shopping and sightseeing

The study of Pratminingsih et al. (2014) studied "The role of motivation and destination image in predicting the intention to return to tourism: A study in Bandung - Indonesia" has concluded about The forecast of intention to return to tourism consists of 2 factors: (1) Motivation of tourism, (2) Destination image.

The work of Tran Thi Kim Thoa (2015) on "Studying the factors influencing tourists' decision to choose a tourist destination - the case of choosing Hoi An destination for Western European - North American tourists ". The research model has 8 factors including: (1) Motivation for traveling, (2) Attitude, (3) Experience, (4) Destination image, (5) Reference group, (6) Tour prices, (7) Media, (8) Trip characteristics.

Hoang Trong Tuan (2015) with a study on "Factors affecting tourist satisfaction at tourist destinations in Ho Chi Minh City" concluded that there are 9 factors that affect humor. The hearts of tourists at tourist destinations in Ho Chi Minh City include: (1) Fare tickets, (2) Quickly and promptly meeting the requirements of tourists, (3) Calculating originality of sightseeing content, (4) Attraction of sightseeing content, (5) Reasonable facilities and techniques, (6) Friendly service staff, (7) Safe to go again, (8) Tourism security, (9) Food safety and hygiene.

Based on the research of domestic and foreign authors, this research has inherited the factors that are suitable for Ho Chi Minh City and added the factors affecting the return of international tourists.

3. Data and Concept Model

From the research results of the previous authors, this study has synthesized and proposed a research model consisting of 12 independent variables and 1 dependent variable. The model of researching factors affecting the return of international tourists in Ho Chi Minh City is proposed as follows.

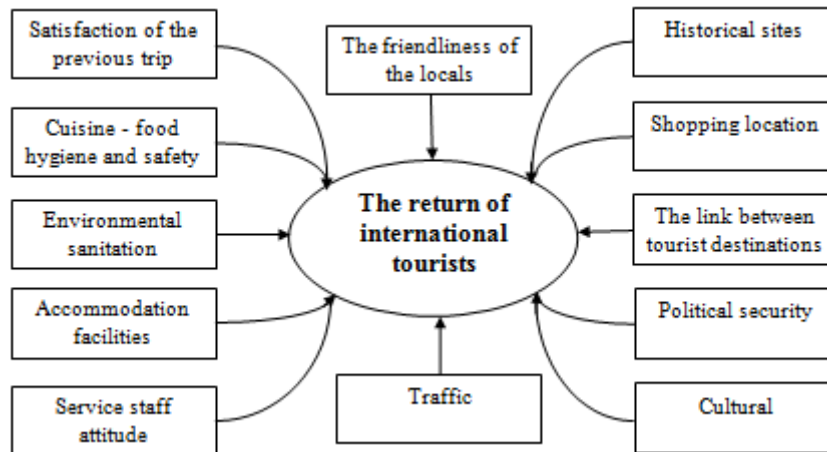


Figure 1. Research model

Quantitative research was conducted by direct interviews with international tourists visiting Ho Chi Minh City. The sample was selected using a convenient sampling method. This method is a non-probability sampling method in which the researcher accesses research subjects by convenient methods. This means researchers can choose the objects that they approach. The advantage of this approach is that it is easy to reach the target audience and is often used when time and cost are limited. However, this method has the disadvantage of not being able to identify errors due to sampling.

According to Tabachnick and Fidell (1996) quoted by Nguyen Dinh Tho (2012), in order to regress the best results, the sample size must satisfy the formula for calculating the sample size: $n \geq 50 + 8p$. Where n is the minimum sample size and p is the number of independent variables in the model. Specifically $n \geq 50 + (8 * 12) = 146$

According to Bentlou and Chou (1987), "the number of observations for each parameter was estimated to be 5 observations". Specifically, in the proposed research model, this study has 12 independent variables and 1 secondary variable equivalent to 46 observed variables that can be used in exploratory factor analysis. Whereby with 46 observed variables the minimum sample is $46 \times 5 = 230$ samples.

In order to reduce sampling errors, the criteria for this survey were in the right conditions, the more research data collected, the more representative the population was. Therefore, the sample size that the author chose is 500 samples.

4. Empirical Results

The analytical data is based on data collected from 446 valid survey questionnaires from international tourist visiting Ho Chi Minh City, Vietnam.

4.1. Testing the Research Model

Table 1. Statistics describing the study variables

Variables	Samples	Smallest value	Greatest value	Medium	Standard deviation
Satisfaction of the previous trip (SPT1)	446	1	5	4.14	.860
SPT2	446	2	5	4.19	.803
SPT3	446	1	5	4.16	.838
SPT4	446	1	5	4.17	.845
Cuisine - food hygiene and safety (CFHS1)	446	1	5	3.93	.919
CFHS2	446	1	5	4.03	.850
CFHS 3	446	1	5	4.14	.760
CFHS 4	446	1	5	4.12	.843
Shopping location (SPLC1)	446	1	5	3.81	1.179
SPLC 2	446	1	5	3.80	1.178
SPLC 3	446	1	5	3.78	1.201
SPLC 4	446	1	5	3.80	1.200
Environmental sanitation (EVST1)	446	1	5	3.81	.941
EVST 2	446	2	5	3.97	.844
EVST 3	446	2	5	4.07	.808
EVST 4	446	1	5	3.85	.979
Service staff attitude (SSA1)	446	1	5	4.02	.889
SSA 2	446	1	5	4.02	.982
SSA 3	446	1	5	4.13	.797
SSA 4	446	1	5	4.11	.824
Cultural (CTR1)	446	1	5	4.12	.856
CTR 2	446	1	5	4.14	.852
CTR 3	446	1	5	4.09	.840
CTR 4	446	2	5	4.13	.776

Accommodation facilities (ACDF1)	446	1	5	4.13	.890
ACDF 2	446	1	5	4.22	.845
ACDF 3	446	1	5	4.15	.856
The friendliness of the locals (FRL1)	446	1	5	4.20	.755
FRL 2	446	1	5	4.01	.831
FRL 3	446	1	5	4.06	.795
Traffic (TFC1)	446	1	5	3.90	1.059
TFC 2	446	1	5	3.91	1.063
TFC 3	446	1	5	3.55	1.284
Historical sites (HTS1)	446	1	5	4.00	.918
HTS 2	446	1	5	4.12	.793
HTS 3	446	1	5	4.13	.867
The link between tourist destinations (LBTD1)	446	1	5	4.06	.926
LBTD 2	446	1	5	4.01	.968
LBTD 3	446	1	5	4.02	1.010
Political security (PLCS1)	446	1	5	4.17	.800
PLCS 2	446	1	5	4.18	.801
PLCS 3	446	1	5	4.14	.792
The return of international tourists (RTI1)	446	1	5	4.09	.829
RTI 2	446	1	5	4.14	.823
RTI 3	446	1	5	4.19	.819
RTI 4	446	1	5	4.13	.810

According to descriptive statistical results, most observed variables have a perceived level from 1 (totally disagree) to 5 (totally agree). This proves that there is a difference in the level of return to Ho Chi Minh City tourism by different groups of customers.

4.2. EFA Discovery Factor Analysis

The results after EFA analysis showed that the KMO coefficient of the groups of variables is 0.775, satisfying $0.5 < KMO < 1$ with a significance level of Sig. = 0.000 in Barlett's test (Sig. < 0.05). Stops when extracting the factors at eigenvalues = 1,000, the total variance extracted is 73,182%, the observed variables have factor load factor > 0. This shows that the factor analysis results are consistent and the variables correlate with each other in the whole and

the number of factors extracted is 12 completely consistent with the theory of factors affecting the return of visitors to the city.

Table 2. KMO test results

	Result	Evaluate
Kaise- Meyer-Olkin Measure of Sampling Adequacy	0.775	Accept
Level of significance(Sig)	0.000	Accept

The results after EFA analysis showed that the KMO coefficient of the group revisit was 0.833, satisfying the condition of $0.5 < KMO < 1$ with significance level of Sig. = 0.000 in Barlett's test (Sig < 0.05). Stops when extracting factors at eigenvalues = 1,000, the total variance extracted is 74,978%, the observed variables have factor load factor > 0.5; This shows that the factor analysis results are consistent and the variables correlate with each other in the whole and the number of factors extracted is 1 completely in accordance with the theory of return to tourism.

Table 3. KMO test results and significance levels

	Result	Evaluate
Kaise- Meyer-Olkin Measure of Sampling Adequacy	0.833	Accept
Level of significance(Sig)	0.000	Accept

4.3. Regression Analysis

The results of regression analysis showed that twelve variables with significance level < 0.05 means that these six variables are statistically significant. Both of these twelve variables have a positive effect on the return of visitors to Ho Chi Minh City. Therefore the study accepts 12 hypotheses. The determination of Cronbach's Alpha coefficients and factor analysis helped the study to identify 12 magnetic elements in the scale components that are reliable in measuring the influencing factors.

5. Conclusion

By using analytical tool - SPSS software, the study has conducted the measurement and evaluation of the influencing factors on the revisit of international tourists in Ho Chi Minh City. The research results have met the research objectives.

In terms of the scale system: The results of qualitative research have built a scale including: The revisit of international tourists and its 12 components with 46 observed variables. Quantitative research results have adjusted a small part of observed variables to be more complete but still maintained 46 observed variables. The study contributes to the construction of a scale to measure the factors affecting the return of international tourists in Ho Chi Minh City.

In terms of research model and research hypothesis: Based on the theoretical basis of the thesis, the proposed initial research model includes 12 components.

More importantly, Cronbach 's alpha analysis results show that all observed variables and the independent variables ensure reliability in measurement, which can be used in the next analysis steps. The results obtained accepted 12 proposed factors.

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