

A Study on the Influencing Factors of International Tourists' Consumption Satisfaction in Tourist Attractions in Vietnam

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Abstract

According to a survey of the World Tourism Organization, tourism has become an indispensable demand, especially in advanced economies. Vietnam is a country with great potential for tourism development, attracting a large number of international tourists every year. However, there is still no uniform standard for tourism in Vietnam, and it is also limited by some difficulties that affect the development of landscape tourism. By studying the influence factors of international tourists' consumption satisfaction on tourist attractions in Vietnam. This article focuses on the characteristics of international tourists' consumption satisfaction on the characteristics of tourist attractions in Vietnam. First, this article analyzes the connotation definition, driving factors and evaluation models of tourist attractions. Secondly, this paper obtains data on international tourists' consumption satisfaction through questionnaire surveys, and uses SPSS software to perform correlation analysis and multiple regression analysis. In this article, in addition to using a systematic analysis method, it also combines performance evaluation theory and empirical research to analyze international tourist consumption satisfaction, based on the evaluation of relevant documents and reference to the evaluation criteria of previous tourist attractions in Vietnam. Finally, this paper studies and summarizes the impact of international tourists' consumption behavior satisfaction on tourist attractions in Vietnam, and puts forward specific and relevant suggestions for Vietnamese tourist attractions.

Keywords

Tourist consumption, tourism, satisfaction, international tourists.

1. Introduction

Since the 1990s, Vietnam's tourism industry has continued to develop and promote its inherent internal resources. The number of Vietnamese participating in tourism projects has increased significantly, and the number of international tourists in Vietnam is also increasing. At present, a lot of changes have taken place in Vietnam's international tourism market, involving improvements in Vietnam's infrastructure and development. 52 international airlines participate in the Vietnam market and many flights directly connect Vietnam's destinations with other countries. The country has expanded with 28,000 accommodation facilities and more than 550,000 guest rooms. Compared with 2017, the number of guest rooms has increased by more than 2,400. Since the opening of Vietnam, the socialist market economy mechanism has been implemented, and economic growth and development have been remarkable, especially in the tourism industry. More and more tourists have come to Vietnam for tourism. Having attention. The general direction of tourism administration by the General Administration of Tourism is getting deeper and deeper. In particular, the sustainable development of tourist attractions plays an important role in social and economic life, helping to promote the development of other economic sectors, increasing foreign exchange income, balancing payment balance, improving infrastructure and creating employment opportunities.

Formulate and improve people's living standards. Therefore, the party and the state regard sustainable tourism development as the pioneer economic sector of the country.

2. Theoretical Basis and Model Given

2.1. Definition of Tourist Consumption Satisfaction

Luo Ziming believes that tourism consumption is a higher level of consumption needs after people's basic living needs are met. It includes the following five aspects: health tourism consumption, basic tourism consumption, cultural tourism consumption, hedonic tourism consumption and memorial tourism consumption. It is closely related to the income level of tourists and the structure of tourists. It is also closely related to the structure and quality of tourism products. Tourism consumption is an important way to satisfy people's curiosity, learning, adventure, challenge, and sense of pride. At tourist attractions that are completely different from daily life, tourists have a variety of novel experiences to relax their mood.

Lin Nanzhi, Tao Hanjun (2000) [1] pointed out that tourism consumption refers to people's behaviors and activities through the purchase of tourism products to meet personal enjoyment and development needs during the tour. Zou Shumei (2001) [2] pointed out that tourism consumption is the behavior and process of using and consuming information products and labor services in order to meet the needs of personal development and enjoyment in the process of traveling. Ning Shimin (2003) [3] pointed out that tourism consumption refers to the subject of tourism, starting from its own enjoyment and development needs under the conditions of time guarantee and capital guarantee, relying on the conditions created by the environment and tourism and media services in the tourism process. The total expenditure (income) of the purchase, enjoyment, and experience of travel, living, eating, traveling, shopping, and entertainment in the physical and immaterial forms. Luo Mingyi (2009) pointed out that tourism consumption is the sum of consumption of various material and spiritual data in order to meet the needs of development and enjoyment in the process of travel.

The above definitions have different emphases. Luo Mingyi emphasized that tourism products have both physical and spiritual attributes from the perspective of categories. Tourism consumption is considered as a sum of consumption, focusing on the results of tourism consumption behavior. Lin Nanzhi and Tao Hanjun from From a social perspective, it is pointed out that tourism consumption is the behavior and activity of purchasing tourism products, and that tourism consumption is regarded as a "behavior and activity", focusing on the process of tourism consumption behavior. Because the definition is concise and clear, it is widely used; Zou Shumei divides tourism products into tangible products and intangible services from a social and cultural perspective, and emphasizes that tourism consumption is not only a behavior but a process; the first three definitions None of them make it clear that tourism consumption is a monetary expense, only the definition under Ning Shimin includes consumption purpose, nature, and level; points out the necessary and sufficient conditions for the realization of consumption; exists in common with general consumption, and reflects consumption Subject, object and mediator are in the same time and space. From the perspective of capital expenditure, it is pointed out that tourism consumption is the sum (currency) of the tourism object. In general, the above definitions have one thing in common with the definition of the World Tourism Organization, that is, they all believe that tourism consumption is the consumption that occurs when the consumer's social role is changed to a specific "tourist", emphasizing that tourism consumption is tourism The expenses incurred by tourists in purchasing all tourism products during the tourism process. Therefore, tourism consumption is both a social phenomenon, an economic phenomenon and a cultural phenomenon.

2.2. Briefly Summary of Previous Researches

Consumer travel needs are also often reflected in related research on consumer satisfaction and travel experience, mainly from scenic area accessibility, scenic area management services, tourism security, environment, infrastructure, shopping, landscape taste, tour arrangements, prices, and Scenic features and other aspects to consider. Wan Xucai and others defined tourist destination consumer satisfaction as a comprehensive assessment of the degree to which tourist destinations meet their needs for tourism activities in terms of tourist attractions, infrastructure, tourism environment, and social services [4]. Alison J. McIntosh researched tourists' needs from the perspective of tourism preferences, and summarized the consumer's preferences for heterogeneous cultural tourism products into the following five aspects: hunting for strangers, understanding local traditions and modern lifestyles, and authenticity of culture, Opportunities to communicate with locals, and to teach and enjoy learning [5]. Ma Lijuan and Shi Min believe that the sustainable development of ecotourism must meet the sustainability of the ecological environment. After analyzing the causes of environmental problems in the ecotourism, the author puts forward countermeasures to implement environmental protection [6].

Zhang Zhaozhi (2005) learned about tourists' attitudes and perceptions on passenger transportation vehicles such as cableways in the scenic spot through an empirical survey of consumers in Wulingyuan Scenic Area. The construction of transportation means has no direct effect on improving the overall satisfaction of consumers' destinations [7]. Xiao Zhaoxia (2005) carried out a dynamic monitoring study on consumer satisfaction in Shangri-La Bita Ocean View Area in 2001 and 2002. The study found that tourists' protection of the ecological environment of the scenic area, convenience and safety of transportation facilities, and sanitary facilities in 2002 Satisfaction with the quality of the caravan service has declined. The main reason is that the imperfect management of scenic spots has stimulated consumer demand in this regard [8]. Li Qiuqiang (2006) selected Fuzhou National Forest Park as an example for investigation and research. The results show that consumers are highly dissatisfied in terms of transportation convenience, food and sanitation, shopping characteristics, guide signs and public toilets. It is also a project that the scenic area strives for improvement [9]. Wang Qun (2006) surveyed the tourist satisfaction of Huangshan Scenic Area, and distinguished four types of factors through the importance evaluation and satisfaction evaluation of various factors by consumers. "One is that urgent improvement factors are important for tourists. However, the evaluation of satisfaction is low; the second is the competitive advantage factor, which is high in importance and satisfaction; the third is the secondary improvement factor, which is low in importance and satisfaction; the fourth is the icing on the cake, although it is not important to tourists", But the satisfaction rating is high" [10]. The study found that Huangshan's current competitive advantage is mainly natural scenic areas, and the main areas in need of reconstruction are the quality of accommodation, transportation, water supply, service attitude of employees, medical security, rest facilities, and prices of accommodation. Some scholars analyze the requirements of tourists from a psychological perspective. Ross and Aesoyahura of the University of Maryland conducted a tourism motivation survey of 225 tourists in Washington, USA in 1991. The survey results show that "spiritual motivation is the main motivation for 225 tourists to visit Washington, and tourism is mainly based on knowledge. The need for information, the need for information and the need for joy "[11]. Xie Yanjun cooperated with British scholars Douglas and D Jeffrey to survey the British holiday tourism market in China from 1993 to 1994. Through factor analysis of 26 tourism motivations, it was concluded that the characteristics of British market demand are highly Tendency, in a nutshell, this is a typical "tourism-type" market and presents a strong tendency of social and cultural needs [12]

2.3. Model Proposal

By understanding the theoretical basis and research content of the research topics of authors at home and abroad, and suitable for the tourist market in Vietnam. Summarizing the factors influencing the above-mentioned international tourists 'consumption satisfaction decision-making will become the basis of a research model of the influencing factors of international tourists' consumption satisfaction. Since then, the author has put forward a research model of "factors affecting the consumption behavior of international tourists". The model includes direct factors:

- (1) Perceived value, (2) Perceived risk, (3) Perceived quality, (4) Perceived experience, (5) Perceived behavior , (6) Perceived intention

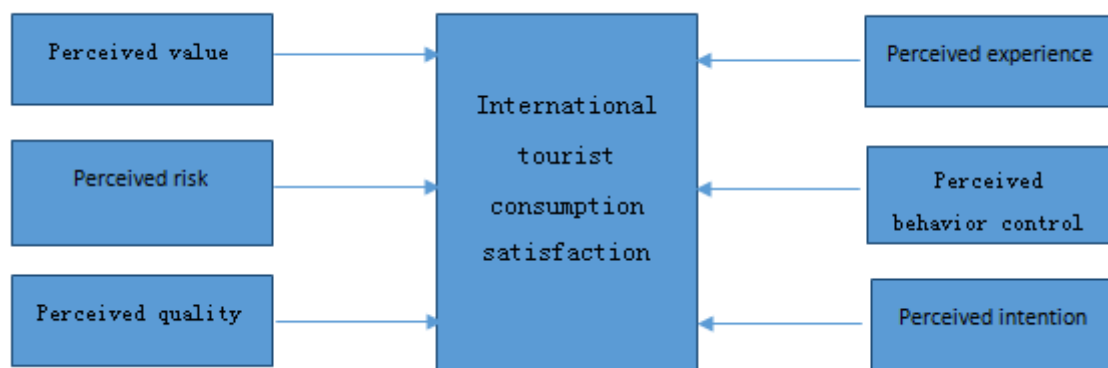


Figure 1. A research model of factors affecting the consumption behavior of international tourists

3. Methodology

3.1. Measure Assessment

The research purpose of this article is the influence of tourist consumption satisfaction on tourist attractions in Vietnam. In order to have a strong representative, this article first takes tourist satisfaction as the survey object. The survey document in this article has two parts in total. The first part is mainly about the survey of tourist's basic information (including: gender, age, industry, income), and the second part is the survey of tourist's consumption behavior (including: perceived value, perceived risk, perceived quality). , Perceived experience, perceived behavioral control, perceived intention) and other six variables. The research questionnaire was standardized using five-point scale indicators, and the response format was from: (1) strongly disagree to (5) strongly agree.

The formal questionnaire after the discussion had 22 questions. These issues correspond to six factors that are thought to affect international tourists 'consumption satisfaction in Vietnam 's tourist attractions.

Table 1. The survey of tourist's consumption behavior

variable	Measurement mention
perceived price	MOT1 : Food, souvenirs and services at destination are overpriced
	MOT2 : The price of the same product is much higher than the local guests
	MOT3 : The price paid is too high compared to the value of the product
perceived risk	ATT1 : Unstable political situation at destination
	ATT2 : No theft or beggars
	ATT3 : Forced product buying and theft are common
	ATT4 : Robbery and deception are common
perceived quality	COM1: Landscape Features
	COM2: Landscape Traffic
	COM3: Environmental Sanitation
	COM4: Landscape facilities
perceived experience	DDA1:I have been to many places, domestic and foreign
	DDA2: I have repeatedly experienced similar destinations
	DDA3: I have experienced trips like that again and again
perceived behavior control	MTT1: I feel nervous when I see the scourge of tourism at my destination
	MTT2: I am happy with my destination
	MTT3: I'm upset about the evil in my destination travel
	MTT4: I think it is fair to value the value received at the destination compared to the cost
perceived intention.	GCH1: When that place is no longer sick, I will return to my destination
	GCH2: When satisfied with the point image, I will return to the destination
	GCH3: I will go back to the destination time anytime
	GCH4: Affected by marketing campaigns, I will return to my destination

3.2. Data Collection Procedure

The author conducts interviews with international tourists in three major cities, Hanoi City, Ho Chi Minh City and Da Nang City. In this chapter, the variables of this paper are defined by referring to mature and interviews.

A 5-point Likert table was used for standardization. A questionnaire survey for this research was established and the statistical software SPSS20.0 was used to analyze the research results. Half of the questionnaires issued in this article are filled out on the Internet (facebook.com; wechat.com) and half of the site visits. There are 250 visitors planned to be surveyed, but only 240 questionnaires were returned. The questionnaires were qualified to be 233. It was 93.2%.

4. Results

4.1. Exploratory Factor Analysis (EFA) Dependent Variable

In this paper, EFA is performed for the first time, and 21 variables are composed of 6 factors. After performing the maximum variance orthogonal rotation method twice, it is found that there are 6 formal factors.

Table 2. KMO coefficients and Barlett test of the dependent variable

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,722
Bartlett's Test of Sphericity	Approx. Chi-Square	324,222
	Df	3
	Sig.	,000

The results of Barlett's sphericity test showed that there was a correlation between global variables (Sig = 0.000 < 0.05 rejected Ho, accepted H1). At the same time, the KMO coefficient = 0,722 is greater than 0.5 (> 0.5), which proves that the factor analysis of the group variables is suitable and the data are suitable for analysis.

Table 3. Extraction factor variance table

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,341	78,037	78,037	2,341	78,037	78,037
2	,394	13,119	91,155			
3	,265	8,845	100,000			
Component Matrix ^a						
		Component				
		1				
	Y2	,907				
	Y1	,885				
	Y3	,858				

Extraction Method: Principal Component Analysis. ^a

a. 1 components extracted.

From the results in Table 3, using the principal component analysis method and the maximum variance orthogonal rotation method (Varimax), a factor was extracted from the observed variables, and the cumulative variance contribution rate was 78,037% > 50%.

Conclusion: From the above analysis results of EFA and Cronbach’s Alpha, the formal theoretical research model is adjusted to include six factors that analyze the consumption behavior of international tourists. Specifically, the model has 7 constituent variables, including 6 independent variables (perceived value, perceived risk, perceived quality, perceived experience, perceived behavior control, perceived intention) and one dependent variable (factors of international tourist consumption behavior).

4.2. Analysis of Multiple Linear Regression Models

Select all inputs (Enter method) to run multiple linear regression, where:

X1: perceived price, X2: perceived risk, X3: perceived quality, X4: perceived experience, X5: perceived behavior control, X6: perceived intention.

Y: Analysis of consumer satisfaction of international tourists. The factor scale is from 1 to 5 points, where:

1 point: Strongly disagree, 2 points: Disagree, 3 points: Fair, 4 points: Agree, 5 points: Strongly agree.

Table 4. Statistical parameters in the regression model by Enter method

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-,234	,171		-1,372	,172		
MOT	,125	,031	,162	3,987	,000	,747	1,338
ATT	,148	,030	,197	5,007	,000	,793	1,262
DDA	,142	,034	,159	4,161	,000	,845	1,183
MTT	,235	,042	,215	5,631	,000	,838	1,193
GCH	,298	,033	,389	8,948	,000	,650	1,539
COM	,180	,043	,165	4,147	,000	,775	1,290

a. Dependent Variable: Y

4.3. Evaluation

According to the data table in Table 4, the regression equation can be obtained:

$$Y = -234 + 162 * X1 + 197 * X2 + 159 * X3 + 215 * X4 + 388 * X5 + 165 * X6$$

Among them:

Y: International tourist consumption satisfaction

X1: Perceived value

X2: Perceived risk

X3: Perceived quality

X4: Perceived experience

X5: Perceived behavior

X6: Perceived intention

From the above, you can see a total of 6 factors, that is: X1 Perceived value, X2 Perceived risk, X3 Perceived quality, X4 Perceived experience, X5 Perceived behavior, X6 Perceived intention.

Therefore, the results of formal theoretical model tests, especially the regression results of COM, DDA, MTT, ATT, MOT, and GCH. This study adjusted the formal theoretical model as follows:

(1) Perceived value, (2) Perceived risk, (3) Perceived quality, (4) Perceived experience, (5) Perceived behavior, (6) Perceived intention

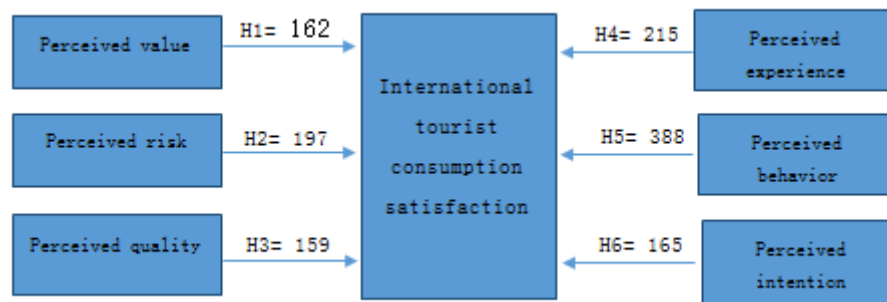


Figure 2. A formal research model of international tourists' consumer satisfaction

5. Conclusion

Through the evaluation of tourism resources, it is found that Vietnam not only has natural tourism resources, but also cultural tourism resources, and has huge tourism development potential. In addition, by analyzing the business conditions of Vietnam in recent years, we can see that Vietnam's tourism activities have developed rapidly and the goals are constantly increasing. These are the current status of tourism development in Vietnam, but this reality can also meet the needs of tourists. This article tests hypotheses on the quality of service components that affect visitor satisfaction. The analysis results have 6 factors affecting visitor satisfaction: perceived value, perceived risk, perceived quality, perceived experience, perceived behavior control, and perceived intention. This factor has a positive impact on visitor satisfaction. If visitors appreciate these factors, Satisfaction will also increase.

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