

“Research on Factors Affecting Tourists’ Choices of Destinations -- A Study in Da Nang, Viet Nam”

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Abstract

Since the reform and opening up, Vietnam's overall social, economic and cultural development situation is getting better and better, people's living standards are improving, material life is also satisfied, and people begin to pay attention to tourism experience. In recent years, Vietnam's tourism industry has developed continuously and its growth rate has increased. Tourism has become one of the important industries in the country's economic development. Vietnam's achievements and efforts in tourism have been highly praised by the world. The World Tourism Organization (unwo) ranks Vietnam sixth among the 10 countries with the fastest growth in tourism in the world. However, while developing opportunities, tourism has to face many problems, and the demand of tourists is increasing; The tourism market will be more subdivided; Fierce competition between tourism destinations; The development of destination resources and tourism marketing will face great challenges. In this case, we must study how tourists make destination choice and which factors affect tourists' tourism decision-making. Firstly, by consulting the literature and referring to the relevant research results of predecessors, a questionnaire survey on the influencing factors of destination selection in Da Nang, Vietnam is designed. Finally, it is decided to conduct the survey in seven dimensions: motivation, attitude, destination image, reference group, new media communication, tourism cost and formation characteristics. Then the questionnaire is processed and analyzed by SPSS statistical software, and the research conclusions are as follows: motivation, attitude, destination image, reference group, new media communication and tourism cost have a positive impact on destination choice intention; Formation characteristics have a negative impact on destination choice intention. Finally, according to the results of empirical analysis, give the corresponding opinions of local tourism, improve tourism products and services, promote communication and marketing activities, develop tourism resources and improve management ability.

Keywords

Tourist; Destination selection; Influence factor.

1. Introduction

Since the reform and opening up, Vietnam's overall social, economic and cultural development situation is getting better and better, people's living standards are improving, material life is also satisfied, and people begin to pay attention to tourism experience. In the past decade, great changes have taken place in the direction of sustainable development of tourism, and the tourism industrial structure has been constantly transformed from a series of hardened types to more flexible and friendly forms of tourism. However, while developing opportunities, tourism has to face many problems. With the improvement of life quality, the demand of tourists is increasing; The tourism market will be more subdivided and diversified; With the increasing abundance of tourism products, tourists have more choice opportunities, resulting

in fierce competition among tourism destinations; The development of destination resources and tourism marketing will face great challenges. In this case, we must study how tourists make destination choice and which factors affect tourists' tourism decision-making. By discovering tourists' demand and decision-making process, destination management or enterprises can deeply understand the changes and actual situation of tourists' perception, demand and desire, predict future tourists' behavior and effectively control tourism choice behavior. By analyzing the influencing factors, destination managers can find the advantages and disadvantages and put forward effective measures. At the same time, in the case of market segmentation, we can find the corresponding tourist groups, so as to carry out targeted marketing and attract more tourists.

Da Nang has its own rich tourism resources, beautiful mountains and rivers, wonderful man-made resources, pollution-free environment, pollution-free food and profound cultural heritage. However, the tourism image has not been prominent, the promotion work has not been fully implemented, and the attraction of tourists has not been ideal. At the same time, the research on the scenic spots with advantageous tourism resources has not been paid much attention. Therefore, taking Da Nang destination as an example, this paper empirically investigates the behavior characteristics of tourists, applies the method of statistical analysis to Da Nang tourism market, and analyzes the influencing factors of Da Nang destination selection, so as to provide a certain reference theory for local governments and enterprises to develop tourism and make scientific decisions.

2. Tourism Decision Process Theory

Tourism decision-making process is the step that tourists go through in the process of purchasing tourism products or services, which means that tourists should collect a lot of information before traveling, analyze according to personal needs and tourism environmental conditions, screen their own purposes, and then give the final decision. Once tourists make a decision, they will travel according to the prepared plan [1]. Woodside & MacDonald [2] believes that the decision-making process of travel service selection includes the following three stages: pre decision behavior: seeking information, evaluating information and forming intention; Decide to choose travel services; Post purchase behavior: experience evaluation, satisfaction evaluation and plan making for future choice. Generally speaking, tourism decision-making is a complex process. Before tourists make a decision, it is not only a simple process of tourism destination selection, but also a series of stages of search, analysis, evaluation and selection. In this process, tourism information search has become an important part of tourism decision-making, which runs through the whole tourism process. Therefore, this paper draws lessons from this part of the theory to explore the influencing factors of new media communication. Tourists' decision-making behavior is affected by personal heart, destination characteristics and external environment. This paper will use tourism decision-making process theory to analyze the influencing factors of Da Nang's destination selection.

3. Tourism Destination Selection Model

There are many destination selection models, but the most typical model to be proposed is um and Crompton tourism destination selection model. Um and Crompton [3] believe that tourism attitude plays an important role in the choice of tourism destination. The model points out that destination choice is affected by external and internal factors. External factors refer to social environment (such as destination conditions) and marketing environment (such as media promotion, word-of-mouth and information search) , the internal environment refers to tourists' social and psychological factors (such as attitude, motivation and demographic factors). The author emphasizes that in this model, attitude is very important for tourists'

decision-making. The process of destination cognition is the result of the interaction of external and internal factors. Finally, tourists' decision-making is restricted by internal and external factors and affected by cognitive process.

4. Analysis on Influencing Factors of Da Nang destination selection

4.1. Tourism Motivation

Crompton (1979) emphasized that travel motivation is an important factor in destination selection. Travel motivation is the internal force generated by individual psychological characteristics (cognition, psychological state, travel demand...) [3]. This internal force promotes and maintains individual activities and makes them happen according to the expected goals. Travel motivation is not only the reason of travel purchase behavior, but also the result of travel product purchase. Kau and Lim (2005) found that travel motivation escape and relaxation are one of the factors that affect Chinese mainland tourists' travel to Singapore in China's tourism research for tourists to Singapore [4].

4.2. Tourism Attitude

According to TPB theory, there is a positive proportional relationship between behavior attitude and behavior intention. The more positive the attitude, the greater the individual's intention to implement a specific behavior; The more negative the attitude, the smaller the individual's intention to implement a specific behavior [5]. According to the research of UM and Crompton (1990), attitude is an important indicator for potential tourists to choose a specific destination [3]. The attitude of travel consumers towards tourism destination is the combination of tourists' views, beliefs, experiences, needs and reactions to tourism destination. On this basis, tourism consumers maintain the relationship with the destination, and comment, choose and buy products at the same time.

4.3. Destination Image

Echtner [6] pointed out that the tourism destination image is the tourists' personal view of the overall image and overall characteristics of the destination. The impression and expectation formed by people's subjective perception, cognition and emotion for a specific purpose. I think the image of a tourist destination refers to someone's perception, cognition and feelings for a specific destination, so the destination terrain image will have a significant impact on the choice of tourists. Wang Jiayan (1994) believes that the greater the tourists' perceived image, preference and expectation of tourism destination, the lower the possibility of tourists choosing the destination [7]. Sirakya (2002) and other scholars studied the impact of tourism destination terrain image on College Students' destination selection. The results show that some destination image characteristics are concerned and affect the selection behavior of universities. College students divide the destination image characteristics into several different parts according to the important order, and then select the tourism destination according to the importance they think [8]. Therefore, a beautiful, attractive and ideal destination will be selected by the majority of tourists.

4.4. Reference Group

In the process of choosing, tourists must generally collect through various channels, understand the basic information of the destination, and change the unknown into known, so as to integrate all aspects of the destination and realize tourism choice behavior. The data collection channel is the introduction of relevant groups, which can be divided into relatives, friends, travel agencies, local people, etc. When choosing credible information, tourists have high reliability in the opinions of relatives and friends, so they are more willing to choose the destination they recommend. In addition to referring to the opinions of relatives and friends, tourists also pay

attention to other groups, so it is more important to discuss which group has an impact on tourists' destination choice.

4.5. Tourism Cost

Xu Lu [9] believes that tourism expenditure is the direct cost of completing tourism activities, generally including consumption expenditure on food, housing, transportation, tourism, shopping, entertainment and so on; Travel cost determines the travel time and distance of tourists, and then affects consumers' choice of tourism destination. When choosing a destination, tourists will choose their own income. Different prices have different effects on tourists. Therefore, the impact of which price on tourists' destination choice is worthy of attention and research.

4.6. New Media Communication

With the development of science and technology, new media has become an indispensable part of human life and an effective marketing tool. Tourists can search through Internet media, browse tourism information, and then compare the choice of tourism information. New media communication can be divided into Internet advertising, social network promotion, short video promotion, personal communication and music and film promotion. Wang Yihan [10] believes that in the process of the continuous development of tourism, the changes of media in a certain era have also had a certain impact on the dissemination of tourism information in that era; Social media will affect tourists' choice of tourism destination by influencing the formation of tourism destination impression in tourists' mind.

4.7. Stroke Characteristics

Mathieson and wall (1982) emphasized that the factors of travel characteristics directly affect different aspects of tourism choice behavior. The travel characteristics mention how the short or long distance from the residence to the destination will affect the decision of destination selection, travel cost, destination risk, etc. Before traveling, tourists usually consider all aspects of travel characteristics, such as geographical distance, travel cost, stay time, safety and so on.

5. Conclusion

Through literature review, the author summarizes the factors affecting Vietnamese tourists' destination choice. Next, this paper will build a conceptual model affecting tourists' destination choice and conduct empirical analysis, deepen tourists' choice behavior, more specifically understand and make more accurate market forecasts according to different statistical characteristics, and put forward a more comprehensive development strategy for the development of Da Nang tourism market. By studying the impact of factors on tourists' choice of destination, it is helpful for destination managers to determine the relationship between influencing factors and tourists' choice behavior, and then take targeted measures to meet the different needs of tourists and improve the destination image. The development of local tourism is also conducive to the better development and protection of Da Nang's tourism resources.

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