The influence of the spiritual tourist destination attraction on international tourist's satisfaction And Return Intention: Empirical evidence of Danang City, Vietnam

Phan Thanh Hai[*]
Faculty of Accounting
Institute of Research and Development
Duy Tan University, Da Nang, 550000, Vietnam
Email: phanthanhhai@duytan.edu.vn
ORCID ID: 0000-0003-2176-9153

Mai Thi Thuong
Faculty of International Hospitality Management
Hospitality & Tourism Institute
Duy Tan University, Da Nang, 550000, Vietnam
Email: maithuong18081988@gmail.com

Corresponding author*

Abstract

The purpose of this study was to determine the factors and impact of attraction of the spiritual tourist destination on the international tourist's satisfaction and return intentions in Danang, a key tourist city in central Vietnam. This research was based on interview results through questionnaires to 270 international visitors who were respondents to Danang city. The results show that the attraction of the spiritual tourist destination affects the international visitors' satisfaction and return intention towards Danang city. Besides, there are two factors affecting the visitors' return intention and these include their beliefs and word-of -mouth influence which are found to be very important considerations.
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Key words: Destination attraction, satisfaction, return intention, spiritual tourism, Danang city, Vietnam.

Introduction

Up to now, spiritual tourism has always been a beautiful type of tourism and a way of expressing beliefs, learning about cultural identity, national events and culturally diverse peoples. There have been many studies on the different aspects of spiritual tourism, including the relationship between the destination attraction to visitor's satisfaction and return intention. Typically those are studies of Timothy and Olsen (2006), Chi and Qu (2008), Um et al., (2006), Wu (2016), Nyaupane et al., (2015), Abubakar et al., (2017), Bigne et al., (2001), and also Prayag (2008). In Vietnam, the studies in terms of the relationship as mentioned above are few in number and those done have been done recently, including those of Nguyen Dinh Tho (2009), Phan Minh Duc and Dao Trung Kien (2017). Particularly, the studies by Than Trong Thuy and Le Anh Tuan (2018) have been published based on the surveying of 551 domestic visitors at nine famous spiritual tourist destinations in Vietnam.

Danang is located in central Vietnam with almost equal distance between Hanoi the capital and Ho Chi Minh city. Danang is also the center of three world cultural heritages: Hue citadel, Hoi An ancient town and My Son sanctuary. It borders Thua Thien Hue to the north, Quang Nam to the West and South and the East Sea to the East. Danang is located on the north-south traffic axis of road, rail, sea, air and lies at the end of the east-west economic corridor stretching from Vietnam, Laos, Thailand and Myanmar. According to statistics from the Department of Tourism, the city's tourism status in recent years has had very positive growth.

The city has always maintained the growth rate of related indicators with an average increase of 15-20% this year higher than the previous year. In 2018, the number of visitors to Da Nang increased by a good 15.5% year-on-year to an estimated 7.6 million, including 2.8 million foreigners, and this represents a 23.3% increase from a year earlier(Danang Department of Tourism, 2018).

Not only famous for its beautiful places and landscapes, Da Nang city is also the home to many temples, pagodas, churches, and has large parishes. These places, besides their role as places to maintain cultural beauty, also promote beliefs and faiths and are also places for tourists to visit andworship thus satisfying their religious needs. Danang is also home to many famous spiritual sites such as Linh Ung Son Tra pagoda, Linh Ung Non Nuoc, Linh Ung Ba Na pagoda, Quan The Am pagoda, Rooster church that attracts a lot of domestic and foreign tourists.

But until now, there have not been studies of any authors done about the relationship between the attraction of spiritual destinations and tourists' satisfaction, return intention, especially for international tourists in Danang city and also elsewhere (Nicolaides, 2016). Therefore, an empirical study is needed based on data collected from the actual survey of tourists visiting the spiritual sites in the city. This is also the view of the authors in this article.

The purpose of this study was to determine the factors and impact of attraction from the spiritual tourist destination to the international tourist's satisfaction and return intention in Danang. The article contributes to the overview of the factors affecting the international tourist's satisfaction and return intention. The research results provide useful information to local leaders and tourism managers for appropriate policies in the future.The article structure consists of the following sections: section 2 presents background theories to propose a model and research hypotheses related to factors affecting the attraction of a destination, its relationship with satisfaction and return intention, the effect of word of mouth, beliefs on the attraction of destination and visitors' return intention. Section 3 presents and analyzes the results on the basis of processing and analyzing the results of the empirical survey. Section 4 presents the conclusions and recommendations and puts forward the research limitations as a basis for developing new research directions in the future.

Literature Review and Theoretical Research Model

The destination attraction

Based on some studies by authors like Sun et al., (2013), Um et al., (2006), Wu (2016), Than Trong Thuy and Le Anh Tuan (2018) it was found that the attraction of a tourist destination is a positive perception of the destination's image, reflected by actions such as understanding, impression, appreciation, and a visitor's personal emotion to a specific tourist destination. The studies of other scientists such as Phan Minh Duc and Dao Trung Kien (2017), Zhang et al., (2014), Than Trong Thuy and Le Anh Tuan (2018) all agreed that the destination attraction is measured by factors such as the tourism environment, the natural and cultural conditions, the infrastructure for tourism and local authority support of all tourism activities in the area.

According to the study by Bigne et al., (2001), and also Prayag (2008), the tourism environment is characterized by a sense of safety when traveling, the friendliness of local residents, the cleanliness of tourist sites, the price of services and goods at the destination is preferred to be reasonable, the necessary information about the tourist destination must be easy to access, and tourists should be able to find out about a destination and what it offers.

The study by Sun et al., (2013), Lin et al., (2007) suggests that natural and cultural conditions bring positive experiences and attract visitors. These conditions are assessed through indicators such as pollution of habitats, landscapes and structures around an area and on the tourist sites, and typical products for culture and heritage. For tourism, infrastructure is a decisive factor that affects visitors. This is the system of roads, the means of serving the

movement of tourists, and staying or visiting of visitors. This is clearly shown in the studies by Nguyen Dinh Tho (2009), Piewdang et al., (2013), Phan Minh Duc and Dao Trung Kien (2017). The attraction of the destination is also evident through administrative services, systems of information, guidance, counseling to visitors, the security, and a response hotline in case of an incident. This is the support of the local authorities at the tourist sites and this good support will tend to create a positive effect on visitors when visiting the local tourist sites. This is clearly shown in the studies by Nguyen Dinh Tho (2009), Piewdang et al., (2013), Phan Minh Duc and Dao Trung Kien (2017) and is quoted in the research by Thuy Trong Thuy and Le Anh Tuan (2018). Religious tourism additionally allows visitors to become eyewitnesses and contributors in the religious and historical recollection of the host community (Nicolaides 2014).

The destination attraction strongly influences visitors' satisfaction and return intention (Nicolaides & Grobler, 2017). Therefore, this attraction creates the belief and experience to visitors. This result is shown in the study by Stylos et al., (2016), Chi and Qu (2008), Sun et al., (2013), Than Trong Thuy and Le Anh Tuan (2018).

Tourist satisfaction

Satisfaction is the emotional state of the product or service used (Spreng et al., 1996). Satisfaction is also the level of a person's sense of place that results from comparing the results obtained from consuming product/service with his expectations (Kotler & Armstrong, 1996; Nicolaides & Grobler, 2017). For tourism services in general and spiritual tourism in particular, the level of visitors' satisfaction is the feeling and emotional state of visitors after enjoying a tourist site compared to their expectations before arrival. The research by Thuy Trong Thuy and Le Anh Tuan (2018) and previous studies by Chen and Chen (2010) have shown that the more the visitors feel satisfied, the more they will be excited and that influences their return intentions, giving them more experience to share their good experiences with the people around them.

Return intention

Studies by many earlier authors like Wu (2016), Chi and Qu (2008), Stylos et al., (2016), Sun et al., (2013), Prayag (2008) affirm that return intention is the level of return readiness to the same destination that visitors have personally experienced there. This level is expressed through visitors' awareness and return commitment to the tourist destination or at least through introducing and encouraging their relatives and friends to visit the place. This is the consequence, the decision of visitors is thus influenced by various factors such as the attraction of the destination, satisfaction attained, word of mouth and beliefs. This is clearly shown in the latest research by Than Trong Thuy and Le Anh Tuan (2018) on spiritual tourism in view of the survey of domestic visitors at nine spiritual tourist sites throughout the country.

Word of Mouth (WoM)

Word-of-mouth is what is shared and commented on from the experiences related to the tourist site where a person previously who shared an experience and commented on it (Abubakar et al., 2017). The research by Abubakar et al., (2017) suggests that the impact of WoM will be greater when visitors themselves evaluate and verify services and this leads to the formation of a return intention to the destination after experiencing it. Previously, according to the research results of Jalilv and et al., (2012) electronic WoM positively influences the destination image, tourist attitude and travel intention; However, according to research by Than Trong Thuy and Le Anh Tuan (2018), this factor does not affect the return intention, but the author also admitted this WoM information itself has a certain influence because it derives from those considered to be reliable sources, especially when it is from the relatives and friends (Chi & Qu, 2008).

Beliefs

According to the study by Than Trong Thuy and Le Anh Tuan (2018) and Nicolaides (2014),

belief is a reflection of the perceptions and obligation of faith that directly and indirectly influence the attraction of destination and visitors' return intention. Spiritual tourist sites are often associated with legends, anecdotes of sacredness for people who have faith and beliefs. Tourists tend to be attracted, in a charismatic manner, and they trust and wish to learn when d going on pilgrimages or performing their spiritual rituals in their particular faith. So tourists with strong religious beliefs would feel better about the attraction of destination and increase their return commitment for the obligatory commitment to faith (Nicolaides, 2014; 2016).

As mentioned above, based on the results of many studies previously published, the authors decided to apply the original research model of Than Trong Thuy and Le Anh Tuan (2018) to use for their researches:
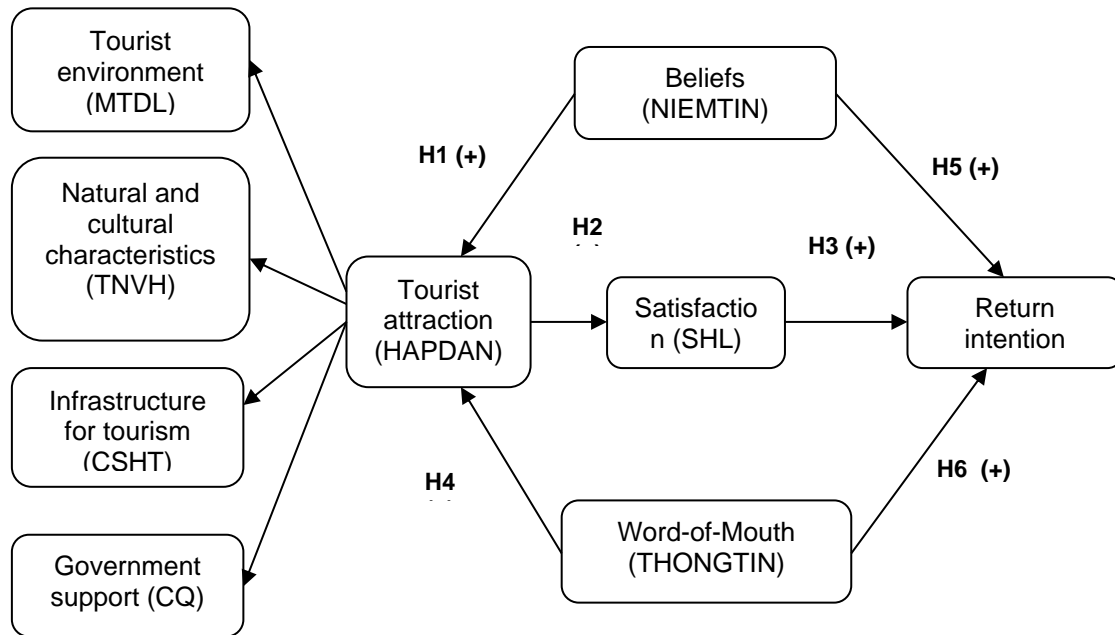

Figure 1. Research model and hypothesis
Source: Than Trong Thuy & Le Anh Tuan (2018)

The hypothesis of the research model:

H1: Beliefs positively affect the attraction of a destination

H2: The attraction of a destination positively affects tourist satisfaction

H3: The satisfaction gained positively affects tourists' return intentions

H4: Word-of-Mouth positively affects the attraction of a destination

H5: Beliefs positively affect tourists' return intentions

H6: Word-of-Mouth positively affects tourists' return intentions

Data and Research Methodology

Data collection

The authors have collected data for analysis by conducting surveys with 10-15 minute interviews in time at a number of spiritual tourist sites in the city, such as inter alia Linh Ung-Son Tra pagoda, Linh Ung-Ba Na pagoda, Avalokitesvara pagoda, Linh Ung-Non Nuoc pagoda, Nam Son pagoda and Danang Rooster church.. The authors focus on the tourists who are resting and visiting these destinations to ask questions in the questionnaire.

In Danang city, tourists come to the city for the new year , but with the characteristics of a coastal city, the most attractive season is in the summer months with the period from June to August as most popular, As found by the assistants who conducted interviews with visitors lasting from June to August 2018. The survey results were analyzed using SPSS software, and its scales were tested to determine reliability. The model was then established to test the hypothesis.

Scales

The research's questionnaire design with 35 observations included 2 dependent variables, using a 5-point Likert scale (Score 1: Absolutely disagree, Score 5: Absolutely agree). Questionnaire and its scales were tested and calibrated on 4 bases: (1) Qualitative research, (2) 10 expert interviews, (3) 10 visitor in-depth interviews, (4) 30 samples test results. The scale of tourist environment (MTDL) had 5 observations, the scale of infrastructure for tourism (CSHT) had 4 observations, scale of natural and cultural characteristics (TNVH) with 5 observations, scale of government support (CQ) had 4 observations, scale of word-of-mouth (THONGTIN) had 5 observations, and scale of beliefs (NIEMTIN) had 4 observations.

Two dependent variables were: scale of tourist satisfaction (SHL) with 4 observations and scale of return intention (YDINH) with 4 observations.

Table 1. The scale of research (Dimesions of and scales)

Symbol	Scales and dimensions	Symbol
I. ATTRACTION OF SPIRITUAL TOURIST SITES		**HAPDAN**
1. Tourist environment (MTDL)		
MTDL1	I feel safe when traveling at this spiritual tourist site.	Bigne et al., (2001); Prayag (2008); Than Trong Thuy & Le Anh Tuan (2018)
MTDL2	Residents around the tourist site are friendly, polite.	
MTDL3	Environment at the tourist site is clean.	
MTDL4	Management activities at the tourist site are well done.	
MTDL5	Information about the tourist site is clear, detailed, easy to get.	
2. Natural and cultural characteristics (TNVH)		
TNVH1	Spiritual sites have beautiful cultural works.	Bigne et al., (2001); Prayag (2008); Than Trong Thuy & Le Anh Tuan (2018)
TNVH2	Scenery at the tourist site is very impressive	
TNVH3	The history of the spiritual destination is special	
TNVH4	Environment and atmosphere at the tourist site are fresh, unpolluted	
TNVH5	There are many impressive souvenirs with distinctive features.	
3. Infrastructure for tourism (CSHT)		
CSHT1	Traffic system leading to the tourist site is good.	Nguyen Dinh Tho (2007), Phan Minh Duc & Dao Trung Kien (2017); Than Trong Thuy & Le Anh Tuan (2018) and developed by the authors.
CSHT2	Transportation to spiritual tourist sites is convenient.	
CSHT3	Infrastructure at the tourist site is conveniently arranged and located	
CSHT4	Easy to find places to stay before, during and after travel to.	
4. Support from local authorities (CQ)		

Symbol	Scales and dimensions	Symbol
CQ1	The government has hotlines to assist visitors in time.	Nguyen Dinh Tho (2007), Phan Minh Duc & Dao Trung Kien (2017); Than Trong Thuy & Le Anh Tuan (2018) and developed by the authors.
CQ2	Security system at the tourist sites ensure visitors' safety.	
CQ3	Communications program to raise awareness for local people and visitors.	
CQ4	Requiring to publicly announce the prices of tourist products and services.	
II. SATISFACTION (SHL)		
SHL1	This spiritual tourist site well meets the visitors' needs.	Lee et al., (2007); Chen & Chen (2010); Than Trong Thuy & Le Anh Tuan (2018)
SHL2	This spiritual tourist site offers an enjoyable experience to yourself.	
SHL3	This spiritual tourist site is one of the best places I have ever come.	
SHL4	Overall, I am satisfied with the decision to travel to this destination.	
III. RETURN INTENTION TO TRAVEL (YDINH)		
YDINH1	I look forward to the opportunity to return to this destination.	Prayag (2008); Sun et al., (2013); Than Trong Thuy & Le Anh Tuan (2018)
YDINH2	I intend to return to travel at a near future time.	
YDINH3	I will recommend this tourist destination to friends and relatives.	
YDINH4	I encourage people to go to this destination to experience.	
IV. FAITH - BELIEFS (NIEMTIN)		
NIEMTIN1	I chose this destination for my belief in faith.	Than Trong Thuy & Le Anh Tuan (2018) and developed by authors.
NIEMTIN2	I travel here for the tradition of family beliefs.	
NIEMTIN3	I chose this destination because of the customs and beliefs of the community where I live.	
NIEMTIN4	I visited this destination by feeling that this place is consistent with my beliefs.	
V. WORD-OF-MOUTH (THONGTIN)		
THONGTIN1	I consulted other people before deciding to choose this tourist site.	Abubakar et al., (2017); Than Trong Thuy & Le Anh Tuan (2018) and developed by authors.
THONGTIN2	I have read other people's comments on this spiritual tourist site.	
THONGTIN3	I believe that good comments will help choosing a spiritual tourist destination be easier.	
THONGTIN4	I believe that consulting other people helps me to more trust and decide to choose my tourist destination.	
THONGTIN5	I think that I should regularly consult other people before traveling.	

Source : Developed by authors, 2018

The sample size

As presented in the introduction, Danang is a city that attracts millions of international visitors

every year. With the limitation of research subjects mentioned from the beginning, the authors aim to survey the opinion of foreign nationals. The survey languages are mostly English and Chinese made by authors and collaborators. Between June and August 2018, we surveyed over 300 international visitors and completed 285 responses. However, through screening, only 270 questionnaires were completely valid because of all the answers to all questions in the questionnaire. Compared to the original calculation: the questionnaire content includes 35 observations, the minimum number of sample needed is 35 x 5 = 175 samples, then the number of questionnaires processed is appropriate. According to Bollen (1989), the appropriate ratio for choosing the sample size with the number of parameters in the measured analysis variables should be 5: 1.

Analysis method

The authors tested the model with SPSS 20 software combined with AMOS 20 through the steps:

- *Scale testing:* The scales are tested in three techniques: Cronbach's Alpha Reliability, EFA Exploratory Factor Analysis, CFA Confirmatory Factor Analysis.

- *Model testing*: The proposed theoretical research model and theoretical hypotheses are tested by linear structural model analysis (SEM) with AMOS 20 software.

Result and Discussion

Based on the survey results of 270 international visitors at the main spiritual tourist sites of Danang City as described above, the author analysed the impact of each factor based on the original theoretical model. This result is presented as follows:

Descriptive statistics on research samples

SPSS 20 software was used for analysis in the study. Among the 270 international visitors with information about the research sample (270 people) presented in detail in Table 2.

Table 2. Descriptive statistics on survey samples

Characteristics	Frequency	Percentage
Gender	**N = 270**	**100%**
Male	150	55.55%
Female	120	44.45%
Nationality	**N = 270**	**100%**
Asia	180	66.67%
Europe	48	17.8%
America	17	6.3%
Africa	15	5.6%
Australia	10	3.63%
Age of visitors	**N = 270**	**100%**
From 23 to under 30 years old	45	16.7%
From 31 to under 40 years old	33	12.2%
From 41 to under 50 years old	55	20.3%
From 51 to under 60 years old	92	34.1%
Over 60 years old	45	16.7%

Source: The author's survey, 2018.

Testing Cronbach's Alpha coefficient

Table 3. Cronbach's Alpha coefficients results of testing the scales

Concept	Symbol	Number of obs. Variable	Cronbach's Alpha
Independent variables			
1. The destination attraction	HAPDAN		
Tourist environment	MTDL	5	0.911
Natural and cultural characteristics	TNVH	5	0.897
Infrastructure for tourism	CSHT	4	0.900
Government support	CQ	4	0.856
2. Beliefs	NIEMTIN	4	0.832
3. Word of Mouth	THONGTIN	5	0.899
Dependent variable			
1. Visitor's satisfaction	SHL	4	0.903
2. Return intention	YDINH	4	0.930

Source: Authors' survey, 2018.

Cronbach's Alpha test results for the scale shown in Table 3 show that these scales have a Cronbach's Alpha coefficient > 0.6 and a total variable correlation coefficient > 0.3. Thus, no observed variables were excluded and the model including 32 variables used in the subsequent EFA analysis.

EFA and CFA Exploratory Factor Analysis

EFA analysis the scale of factors

From the survey results, the data is analyzed by Factor Exploratory Analysis with the support of SPSS software, after eliminating the variables with Factor loading < 0.5, the results of the final factor analysis obtained as shown in Table 4.

Table 4. Results of EFA of factors

Observed variables	Factors							
	1	2	3	4	5	6	7	8
MTDL5	.850							
MTDL4	.829							
MTDL3	.828							
MTDL2	.828							
MTDL1	.812							
THONGTIN2		.876						
THONGTIN5		.848						
THONGTIN3		.834						
THONGTIN1		.833						
THONGTIN4		.761						
TNVH4			.900					
TNVH2			.874					
TNVH1			.820					

Observed variables	Factors							
	1	2	3	4	5	6	7	8
TNVH3			.819					
TNVH5			.693					
SHL1				.921				
SHL4				.855				
SHL2				.830				
SHL3				.818				
CSHT1					.933			
CSHT4					.917			
CSHT3					.764			
CSHT2					.744			
YDINH1						.841		
YDINH4						.815		
YDINH3						.793		
YDINH2						.776		
CQ1							.823	
CQ4							.776	
CQ3							.776	
CQ2							.697	
NIEMTIN4								.786
NIEMTIN3								.687
NIEMTIN2								.680
NIEMTIN1								.671
Eigenvalue	8.498	4.078	3.878	3.011	2.582	1.852	1.278	1.047
% of Variance	24.280	11.650	11.080	8.604	7.378	5.291	3.650	2.991
Cumulative %	24.280	35.931	47.011	55.615	62.993	68.284	71.934	74.925
KMO	.853							
Bartlett's Test	Chi-Square		7207.891					
	df		595					
	Sig.		.000					

Source: Author's survey, 2018.

The analysis results show that KMO > 0.5, the Bartlett's test has a p-value = 0.000 < 0.05, variance extracted > 50%, the factors loading are > 0.5 and the Eigen Value > 1. Thus, the criteria using the EFA analysis show that the factors are consistent with the research data set.

The results of CFA Confirmatory Factor Analysis

Table 5. Test Results for composite reliability and variance extracted of research concepts

Concept	Symbol	Number of obs. Variable	Composite reliability (CR)	Variance extracted (AVE)
1. The destination attraction	HAPDAN			
Tourist environment	MTDL	5	0.911	0.672
Natural and cultural characteristics	TNVH	5	0.886	0.615
Infrastructure for tourism	CSHT	4	0.894	0.687
Government support	CQ	4	0.864	0.619
2. Beliefs	NIEMTIN	4	0.835	0.560
3. Word of Mouth	THONGTIN	5	0.888	0.618
4. Visitor's satisfaction	SHL	4	0.906	0.707
5. Return intention	YDINH	4	0.931	0.773

Source : Authors' survey, 2018.

Based on Table 5, the CR composite reliability is > 0.7, the total Variance extracted (AVE) is > 50%, so it can be concluded that the components in the scale reaches the reliability and convergence.
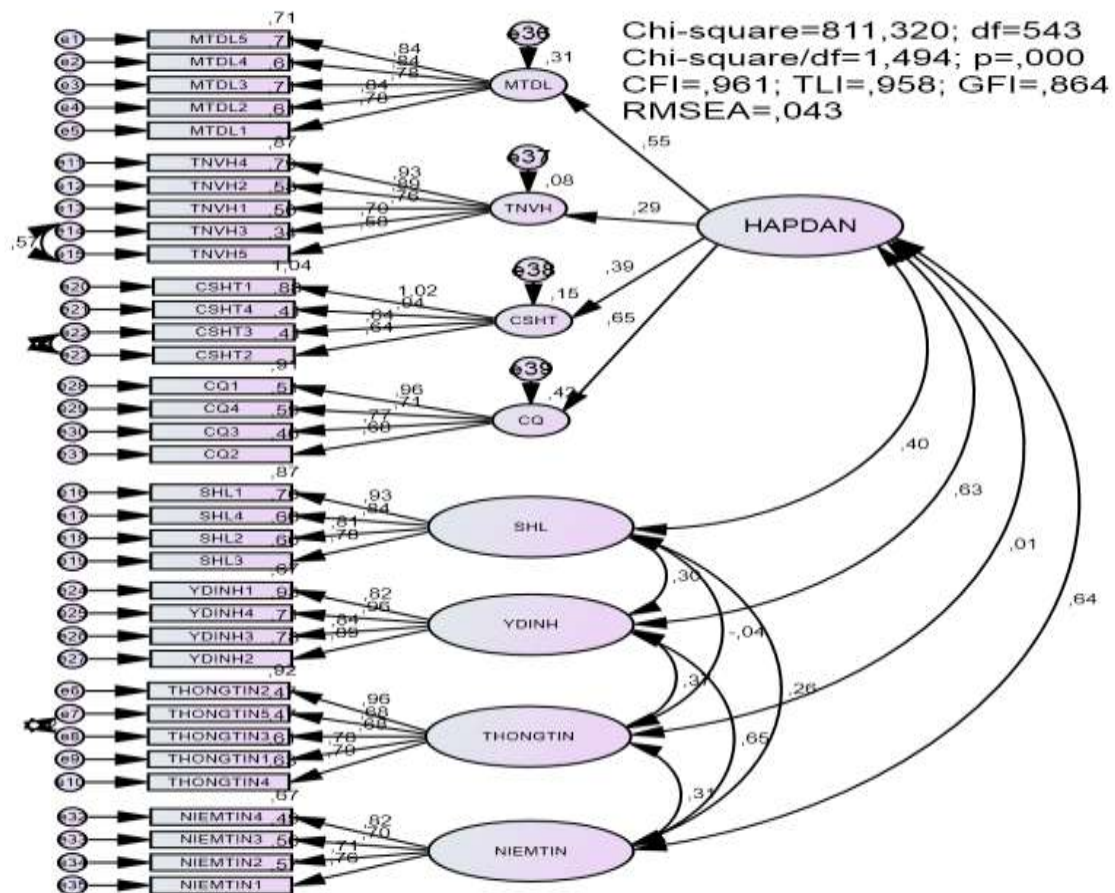

Chi-square=811,320; df=543
Chi-square/df=1,494; p=,000
CFI=,961; TLI=,958; GFI=,864
RMSEA=,043

Figure 2. Results of standardized CFA Source: Authors' survey, 2018

Notes: Chi-square/df. Ratio < 5 (Schumacker & Lomax, 2004), TLI > 0.90 (Hair et al., 2006), CFI > 0.95 (Hu & Bentler, 1999), RMSEA < 0.07 (Hair et al., 2006), p-value > 0.05 (Hair et al., 2006).

Based on the CFA analysis results, the model has 543 degrees of freedom; CFA shows that p-value is = 0.001; GFI value is 0.864, RMSEA = 0.043; Chi-Square/df = 1.494; TFI = 0.958, CFI = 0.961 all are > 0.9. Thus, it is concluded that this model fits the actual data.

Model testing and research hypothesis

Testing the research model

The authors used SEM to test the model and existing research hypothesis. The estimated results from research model show: the model tested has 547 degrees of freedom (p = 0.00) and the indicators indicate the model fits the data collected from the market (Chi-square/df = 1.550; GFI = 0.859; CFI = 0.957, TLI = 0.953, and RMSEA = 0.045).

The estimated results from the primary parameter showed both relationships are statistically significant (p <5%). Thus, the relation of concepts has reached the theoretical expectation.
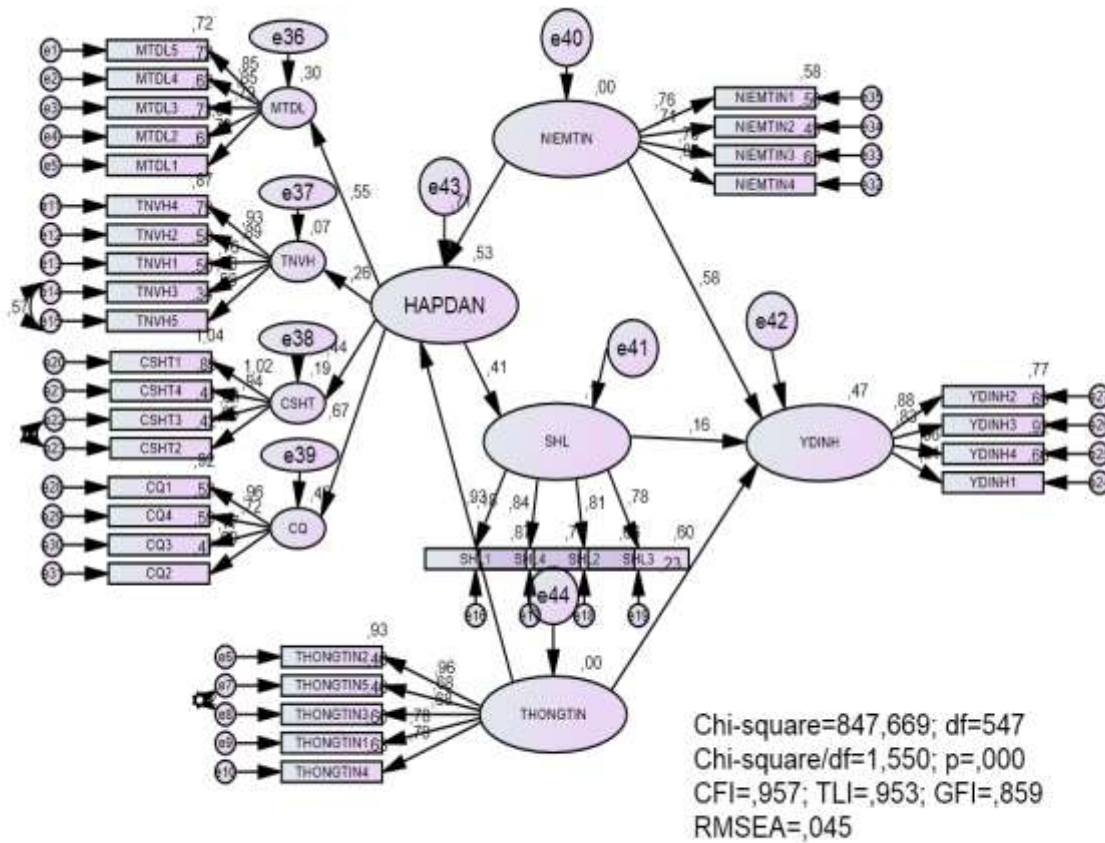

Figure 3. SEM Results of the formal research model (standardized)

Source: Authors' survey, 2018

Notes: Chi-square/df. Ratio < 5 (Schumacker & Lomax, 2004), TLI > 0.90 (Hair et al., 2006), CFI > 0.95 (Hu & Bentler, 1999), RMSEA < 0.07 (Hair et al., 2006), p-value > 0.05 (Hair et al., 2006).

Testing the hypothesis of the research model as follows:

Table 6. Results of hypotheses testing

Variables			Estimate	S.E.	C.R.	P	Label
HAPDAN	<---	NIEMTIN	,689	,110	6,248	***	H1 Accepted
HAPDAN	<---	THONGTIN	-,092	,035	-2,583	,010	H4 Accepted
SHL	<---	HAPDAN	,815	,175	4,656	***	H2 Accepted
YDINH	<---	NIEMTIN	,823	,095	8,688	***	H5 Accepted
YDINH	<---	SHL	,121	,040	3,025	,002	H3 Accepted
YDINH	<---	THONGTIN	,169	,037	4,512	***	H6 Accepted

Source: Authors' survey, 2018

The study specifically determined: the attraction of spiritual tourist destinations has a positive impact on the visitors' satisfaction as well as their return intention to tourist sites (Nicolaides, 2016). This result shows there is similarity with many studies previously published in other countries, such as studies of Sun et al (2013), Yoon and Uysal (2005), Chi and Qu (2008). Compared with the studies in Vietnam, this result is quite consistent with that of Than Trong Thuy and Le Anh Tuan (2018), Phan Minh Duc and Dao Trung Kien (2017). Nicolaides & Grobler (2017).

This study also indicates that WoM has a positive impact on the return intention, but has the opposite impact on the destination attraction. This is the key difference of the research results compared with other results, especially the result by Than Trong Thuy and Le Anh Tuan (2018) who suggested that word of mouth does not affect the visitors' return intention. However, the result of research on the impact of beliefs affecting the attraction of the spiritual tourist destination and visitor's return intention is consistent with that of many previous studies such as Nicolaides (2014), Nyaupane et al., (2015), Than Trong Thuy and Le Anh Tuan (2018).

Conclusion and Recommendations

Academically, the results of this study further contribute to the background theory regarding the attractiveness of the destination, and also the satisfaction and the intention to return of tourists. This study also provides useful information for further research done at various locations in Vietnam and in many developing countries in the tourism industry.

Practically, the results of this study provide for tourism managers in Vietnam in general and Danang City in particular, with information to further improve the factors related to tourism and investment in the environment, and upgrade of infrastructure. Especially spiritual tourist destinations, tend to improve the effectiveness of tourism management, preserve and develop cultural and natural conditions, improve communication and also information to increase the attractiveness of the city. From there, it contributes to improving the satisfaction and increasing the intention to return of tourists in thefuture.

Through our research, the authors have a number of recommendations as follows:

City leaders and tourism managers need to build a strategy of sustainable and reasonable tourism development for Danang. The strategies of the city's tourism development in general and developing spiritual tourist sites in particular should be carefully analyzed with special attention to historical factors, customs and the cultural identity of local residents. Each spiritual tourist site is often associated with historical events, people and religious beliefs, so it plays a very important role in the socio-economic development of the locality.

In order to enhance the destination attraction and the city's spiritual tourist sites being exploited more, the local government and also the city residents have to constantly protect the environment, maintain and preserve the cultural heritage, diversify specific tourism products. Managers and the city residents should pay more attention to upgrading and improving the

traffic infrastructure, accommodation and auxiliary services for tourism, enhancing supportive policies towards tourism activities of local government. It is necessary to regularly survey and collect visitors' opinions on tourist sites in order to timely receive feedback about limitations, shortcomings and timely adjust and improve them (Nicolaides, 2016).

Word of mouth and beliefs have a significant impact on the destination attraction and visitors' satisfaction, and return intention to the spiritual tourist sites in the City. Meanwhile, these two factors are very difficult to control because word of mouth is not always accurate, belief is not always reasonable, but sometimes it is also negative, and based on superstition. Therefore, the city's policy makers and tourism managers need to build information channels on tourism marketing, paying special attention to spiritual tourism sites that help international visitors know them better with the correct, complete information required which is true to the identity, historical events, and people in each place visited.

This research was conducted using by a convenient sampling method, the results thus have the author's subjectivity, reducing its objectivity and generalization. Therefore, for any future research it should be considered that a probability sampling method be used because it ensures a higher representation and increases the sample size for more accurate, generalized analytical results. The research scope was only conducted at the main spiritual tourist sites in Danang city, Vietnam, in a short time period and interviews were directly with 270 international visitors, so the empirical results only allow a short-term number of conclusions and recommendations.

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