



Research on the determinants that form Hoi An world heritage tourism destination, Vietnam

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Abstract

The suggested model was considered in order to research the determinants that form Hoi An world heritage tourism destination, the model included six constructs with 23 indicators. The findings found that tourism products and safety significantly affected Hoi An world heritage tourism destination, while the other constructs (motivation, accommodation, word – of – mouth and environmental attitudes) did not influence Hoi An heritage destination. The research contributes to extending knowledge in world heritage tourism destinations in the condition of an emerging economy, especially in the case of Hoi An City, Vietnam. Hoi An Town is an remarkably well-preserved illustration of a Southeast Asian trading port dating from the 15th to the 19th century. Its structures echo the influences, both indigenous and foreign, that have collectively shaped this very unique heritage site.

Keywords: Tourism destination, Structural equation modelling, Hoi An City, Vietnam.

Introduction

Travel and Tourism creates jobs, drives exports, and generates prosperity across the world. In 2017, Vietnam tourism received over 12.9 million international visitors, an increase of 29% compared to 2016. Tourism became a bright spot in the Vietnamese economy when the total contribution (direct and indirect contribution) of Travel & Tourism to GDP was VND 468,291.0bn in 2017 (9.4% of GDP) (World Tourism Barometer, 2018) .The number of international visitors to Vietnam in 2017 reached two new records: The highest number of visitors and the highest increase over the year (over 3 million). Vietnam's tourism is rapidly closing the gap with Indonesia (about 14 million), Singapore (17.5 million), Philippines (7 million), Cambodia (about 6 million), and also Myanmar (about 33 million).

Hoi An City located in Quang Nam province, in the central Vietnam. Hoi An, or Faifo, was a famous port town of the Vietnam in the sixteenth and seventeenth centuries, which had trade relations with Japan and China in the North, with Southeast Asian countries such as Cambodia, Thailand, Malaysia, etc., and South Asian and European countries such as Portugal, Holland, France and England. Hoi An was also a center of extensive cultural interaction, which was reflected in the unique outlook and cultural mosaic on the town. Hoi An and My Son are the two World Cultural Heritage sites, located in Quang Nam Province, Viet Nam. In them, Hoi An ranked is 7th in the World's Top 15 cities list of the Travel & Leisure magazine with the total score of 90.31.

Hoi An now still retains much of its Asian authentic architecture as well as its nostalgic ambience. In this UNESCO World Heritage Site, there are various constructions of different Asian cultures



still standing, among which are the Japanese Pagoda Bridge and Chinese Phuc Kien Assembly Hall and these are the most outstanding. Hoi An's handicrafts and tailor-ship are renowned worldwide. Aside from all of these sightseeing and shopping experience, the rural area surrounding Hoi An is ideal for bicycle, beach and boat-cruise trips. Besides, tourists can take part many activities as visiting Cham Island and My Son Sanctuary, swimming and fishing at Ha My beach, enjoying International Kite Festival, etc... In year 2017, Hoi An welcomed over 3.22 million visitors, an average growth rate of over 20% per year in the period 2014 -2017, in which there were 1.78 million international tourists and 1.76 million domestic tourists. The chief tourist beach near Hoi An is called Cua Dai and is five kilometers from the Ancient Town.

Hoi An City has a beautiful natural environment and several heritage destinations in addition to its cultural diversity, which gives it a competitive edge in the global tourism industry. Therefore, it is necessary to have improvements in service quality in order to compete with the other global tourist destinations. The town has a fascinating history, and wooden boats still float down the river, while traditional clothing and the typical Vietnamese wicker hat is worn by most people.

Literature review

The five factors of cognitive image of a popular vacation destination in Spain, Lanzarote (Beerli & Martin, 2004) are: Cultural and natural resources, tourism infrastructure in general, atmosphere, social and natural environment, and sun and sea. The two authors also defined two affective factors of the tourism destination image, including two bipolar feelings: "unpleasant-pleasant" and "sleepy- arousing." The authors concluded that the affective image that tourists form after the visit influences the intention to recommend the destination and to spread positive word-of-mouth.

Buhalis (2000) opines that most tourism destinations comprise the six components as attractions, accessibility, amenities, available packages, activities, and ancillary services. The destination is seen as a combination or a brand of all the products, services, and experiences provided on site. With the demand perspective, Pike (2008) asserted that tourism destinations are places that attract visitors for a temporary stay, and are an arena for tourists from all continents to countries, from states to cities, towns or resorts, or even depopulated places. With the sociocultural approach, Saraniemi and Kylanden (2010) proposed that destinations are spaces resulting from social interaction, exchange of values and meanings, rather than physical divisions.

Chang (2014) conducted an empirical examination of the tourist images of Taiwan prior and after visiting a Taiwanese tourist night market. The data was collected from 230 responses arrived at from Japanese, Canadian and Mandarin-speaking Chinese tourists. The research suggested that the Taiwan Tourism Bureau and organizations associated with the tourist night market, should build marketing strategies for the promotion and further product development on the basis of their nationality and cultural background.

Meira and Rossini (2016) applied the Tourism Territorial System model in the destination Balneario Camboriu. They divided the subsystem of resources through the natural elements, mainly made up of beaches, and the built elements, restaurants, churches, composed of hotels, parks, squares, and other man-made tourism attractions. They discussed the subsystem of flows through the economic elements, consisting mainly of tourism and construction development, and the socio-cultural elements.

Anjos et al., (2017) conducted the research: "Evaluation of the image of a coasted tourism destination in Brazil", in this study the authors used the model of Pena (2012) and implemented exploratory and confirmatory factor analysis to test the factors that comprise the image. The result of this research found that there existed between the components of the image and the weight of

the various components (cognitive, affective and conative) on the overall image of the destination.

Materials and Methodology

Conceptual Model

About determinants form tourism destination, there were above –mentioned researches. In this study, the author proposes the research model about Hoi An heritage tourism destination with the six constructs included environmental attitudes, motivation, tourism products, safety, accommodations, word –of –mouth as figure 1. The constructs and the indicators of this study are shown in Table 1

The data

For data collection, the convenience sampling method was used as supported by Hair et al. (2014) because this method allows the researcher to receive responses in a cost-effective way (Martins, 2014). The five-point Likert scale was used in the questionnaire (SD - strongly disagree, D - disagree, N - neutral, A - agree, SA - strongly agree) for the collection of primary data. The investigated tourists went to Hoi An heritage destination at least one time. The survey was conducted from August 2018 to December 2018 in Hoi An City, Vietnam, with 320 respondents, in which, there were 20 surveys unfit for analysis, leaving 300 samples that were suitable for analysis. 70 per cent of the responders were international tourists (equivalent of 210 responders), and amongst them there were 140 female tourists.

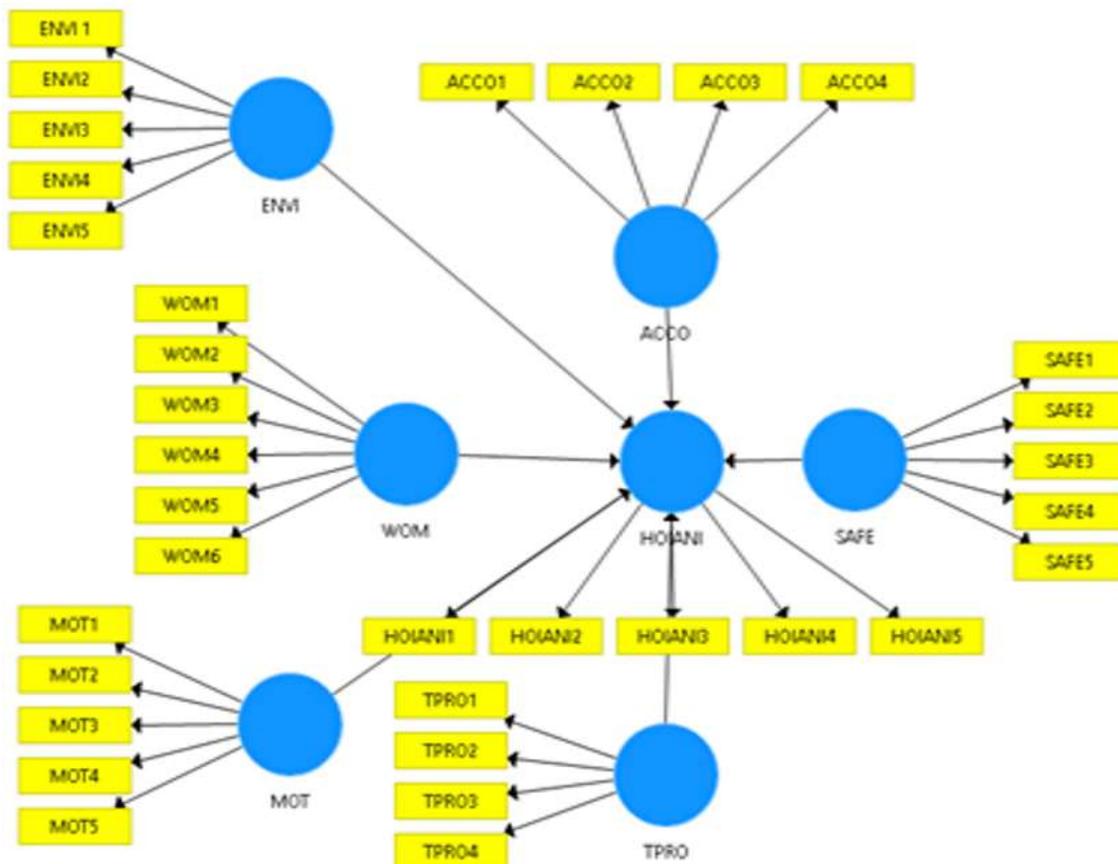


Figure 1. Research Model

Source : Compiled by the authors



Table 1. Constructs and Indicators used in the study

	Scale in the model	Epoxy
I	Environmental attitudes	
1	The local people has perception about protecting the environment	ENV11
2	Hoi An has reserved and reconstructed the Asian authentic architecture as well as nostalgia ambiance; especially the old town, Japanese Pagoda Bridge and Chinese Phuc Kien Assembly Hall	ENV12
3	Hoi An has promoted propaganda to leader, officials, enterprises and every people in order to raise awareness and responsibility in the protection and promotion of the tourism resources.	ENV13
4	In the last years, Hoi An was invested cultural and historical tourism products, developing new tourism activities	ENV14
5	I care about reducing harm to the environment	ENV15
II	Word-of-Mouth	
6	I will lead tours for my friends when they travel to Hoi An	WOM1
7	I speak favorably about Hoi An as a tourism destination to people that I know	WOM2
8	Hoi An offers historical and cultural attractiveness, I shall introduce Hoi An to my friends	WOM3
9	Hoi An aroused the best tourism destination in Asia when my family/friends were considering a destination, I suggested Hoi An	WOM4
10	I will supply all the information needed to have a good time in Hoi An	WOM5
11	Hoi An destination has the special food and good sewing services	WOM6
12	I will show them all the good stuff in Hoi An	WOM7
III	Motivation (MOT)	
13	I want to travel to destinations that have the attractive and eco environment	MOT 1
14	I want to travel to destinations that have the cultural heritage and natural beaches	MOT 2
15	I want to experience different cultures that are different from mine	MOT 3
16	I want to see how other people live and their way of sustainable life	MOT 4
17	I want to travel to a destination that I have never visited before and escape from my daily life	MOT 5
IV	Safety	
18	Hoi An is the safe and secure destination	SAFE1
19	Hoi An is clean and well maintained, the local people are friendly and it is easy to communicate with them	SAFE2
20	The destination offers quality accommodation facilities	SAFE3
21	The city has signage (directions and instructions)	SAFE4
V	Tourism Products	
22	Hoi An is both coasted city and cultural heritage city, but until now Hoi An is still shortage marine recreational services such as sightseeing, scuba diving tours, Jet-ski service, Night Yacht Service	TPRO1
23	Hoi An need to continue reconstructing the Asian authentic architecture as well as nostalgia ambiance; especially the old town	TPRO2
24	Hoi An need to diversify tourism activities, developing ecotourism products, handicraft villages, heath care tourism, agricultural tourism, event tourism v.v...	TPRO3
25	The potential of Hoi An marine tourism has not been used properly to attract tourists.	TPRO4
VI	Accommodation and food service	
26	In Hoi An, room price is cheaper than many other international destinations	ACCO1
27	Room quality is moderate but staffs service warranty and always response to the tourist request	ACCO2
28	Taste and quality of food	ACCO3
29	Food price is suitable	ACCO4
VII	Hoi An Destination Image	
30	Hoi An authorities need to build planning for developing sustainable environment in the next years.	HOIAN1
31	I support environmental inventiveness and visit the sustainable tourism site in the future	HOIAN2
32	I intend to find out ways for promoting sustainable environmental activities	HOIAN3
33	Reducing harm to the environment that is responsibility of every people.	HOIAN4
34	I do NOT want to support environmentally sustainable activities in the future	HOIAN5

Source: compiled by the authors



Methodology

The study uses Smart PLS 3 for analyzing. PLS –SEM (partial least squares –structural equation modeling) generally allows for more flexibility in terms of data requirements and the specification of relationships between constructs and indicator variables (Sarstedt et al., 2017). PLS –SEM relies on a bootstrap procedure to test coefficients for their significance (Davison & Hinkley, 1997). This study’s the main goals are:

To research the determinants form the Hoi An world heritage tourism destination and define constructs affecting the Hoi An heritage destination.

The study anticipates the following hypotheses:

H1: Motivation of tourists is positively related for formatting Hoi An heritage destination.

H2: Environmental attitudes of tourists are positively for formatting Hoi An heritage destination.

H3: Tourism products of tour destination are positively related for formatting Hoi An heritage destination.

H4: Word –of – mouth of tourists is positively related for formatting Hoi An heritage destination

H5: Safety of tourist is positively related for formatting Hoi An heritage destination.

H6: Accommodations and food service are positively related for formatting Hoi An heritage destination.

Results of study

Outer Loading

This study uses reflective measurement constructs, it includes six constructs. There are 34 indicators in the measurement model, but 11 indicators (ENVI5, WOM1, MOT1, MOT4, MOT5, SAFE3, SAFE4, TPRO4, ACCO2, ACCO4, HOIANI5) were eliminated because their outer loadings are smaller than 0.70 (Table 2). The study analyzes the outer loading of the indicators and the average variance validity to evaluate the convergent validity of the reflective constructs. The outer loadings of all indicators should be statistically significant and the standardized outer loading should be above 0.70 (Hair et al., 2017).

Table 2. Outer Loading

	ACCO	ENVI	HOIANI	KNOW	MOT	SAFE	WOM
ACCO1	0.958						
ACCO3	0.923						
ENVI1		0.774					
ENVI2		0.887					
ENVI3		0.852					
ENVI4		0.796					
HOIANI1			0.787				
HOIANI2			0.720				
HOIANI3			0.705				
HOIANI4			0.703				
KNOW1				0.776			
KNOW2				0.722			
KNOW3				0.712			
MOT2					0.934		



MOT3					0.860		
SAFE1						0.815	
SAFE2						0.774	
WOM2							0.803
WOM3							0.833
WOM4							0.827
WOM5							0.955

Composite Reliability

Cronbach’s Alpha and Composite Reliability are the popular method to measure of internal consistency reliability based on the intercorrelations of the observed indicator variables. Cronbach’s Alpha is sensitive to the number of the items in the sample and generally tends to underestimate the internal consistency reliability. Therefore, in this case, Composite reliability (CR) is used (Hair et al., 2017). The composite reliability (CR) method depicts the degree to which the construct indicators represent the latent constructs. With a value of 0.939 (ACCO), 0.916 (WOM), 0.897 (ENVI), 0.892 (MOT), 0.820 (HOIANI), 0.781 (TPRO) and 0.774 (SAFE), all seven reflective constructs have a high level of internal consistency reliability (Table 3).

Discriminant validity

Discriminant validity is used to consider whether a construct is truly distinct from other constructs by empirical standards, this means that discriminant validity implies that a construct is unique and captures phenomena not represented by other constructs in the model. A common measure to establish convergent validity on the construct level is average variance extracted (AVE). An AVE value of 0.50 or higher is accepted, which means that the construct explains more than half of the variance of its indicators. Thus, the reflective measurement construct possesses discriminant validity.

Table 3. Construct Reliability and Validity

	Cronbach’s Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
SAFE	0.419	0.421	0.774	0.632
TPRO	0.588	0.591	0.781	0.544
HOIANI	0.709	0.723	0.820	0.532
MOT	0.766	0.833	0.892	0.806
ENVI	0.849	0.882	0.897	0.686
WOM	0.895	1.377	0.916	0.733
ACCO	0.872	0.929	0.939	0.885

The R-Square values are shown inside the blue ellipse for endogenous latent variables (Figure 2). R² value of 0.25, 0.50 or 0.75 for endogenous latent variables can be respectively described a weak, moderate, or substantial (Henseler et al., 2009). For the endogenous variable Hoi An Image, the R Square value is 0.908, meaning that about 90.80 % of the variance in Hoi An Image is explained by the model (Table 4); this is a substantial level.

Table 4. R Square

	R Square	R Square Adjusted
HOIANI	0.908	0.906

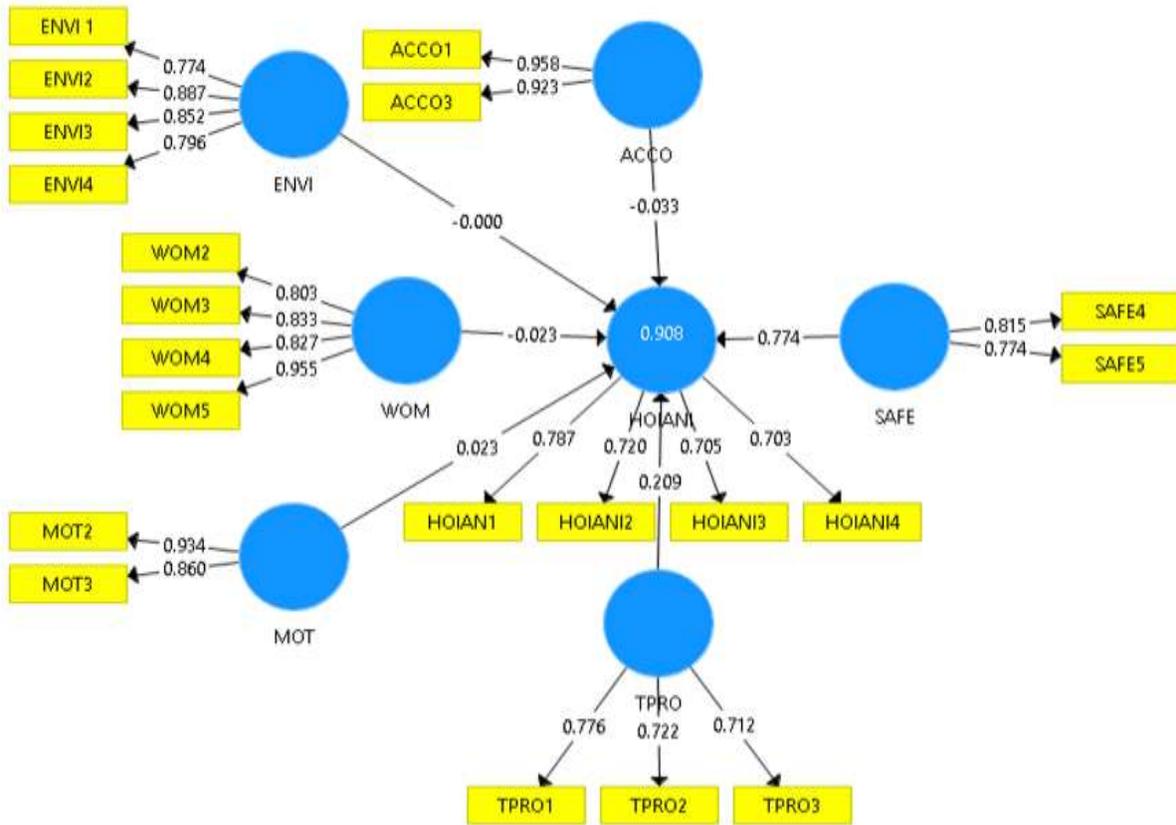


Figure 2. Measurement Model
 Source: Smart PLS 3

Hypothesis Testing

The bootstrapping procedure was used to assess the significance and relevance of the structural model relationships. Hair (2017) stated that commonly used critical values for two-tailed tests are 1.65 (significance level=10%), 1.96 (significance level=5%), and 2.57 (significance level=1%). When an empirical t-value is larger than the critical value, we conclude that coefficient is statistically significant with a certain error probability. The results in Table 5 represent that the path coefficients of the respective constructs with their level of significance in order to validate some of the considered hypotheses. The relationship between TPRO and HOIANI is accepted by H3: (t-statistic = 4.236, $p < 0.01$). Following, the relationship between SAFE and HOIANI is also accepted by H5: (t-statistic = 15.353, $p < 0.01$). The other relationships are rejected.

Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Is the Hypothesis valid?
ACCO -> HOIANI	-0.033	-0.032	0.024	1.368	0.171	No
ENVI -> HOIANI	0.000	0.001	0.018	0.014	0.989	No
TPRO-> HOIANI	0.209	0.209	0.049	4.236	0.000	Yes
MOT -> HOIANI	0.023	0.022	0.020	1.141	0.254	No
SAFE -> HOIANI	0.774	0.772	0.050	15.353	0.000	Yes
WOM -> HOIANI	-0.023	-0.022	0.022	1.053	0.292	No

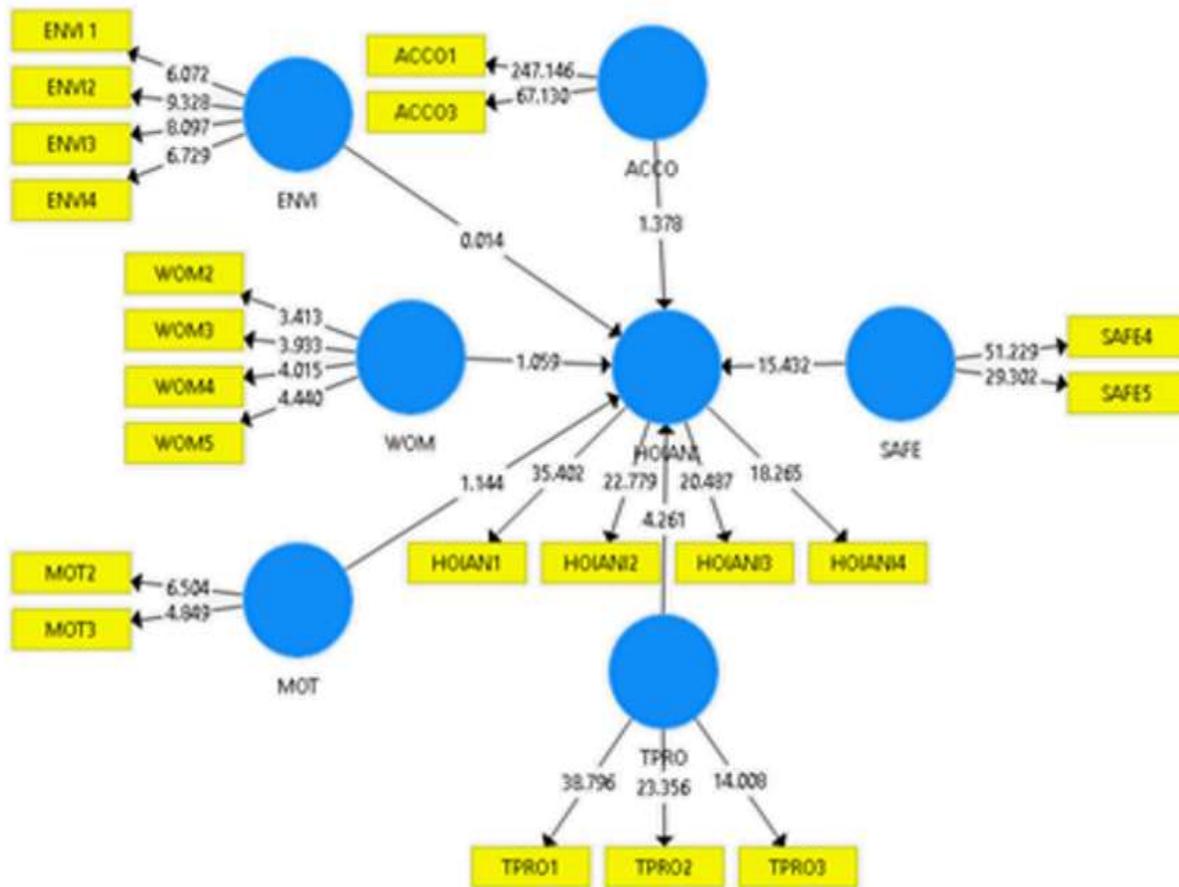


Figure 3. Path Coefficients
 Source: Smart PLS 3

Evaluating Effect Size

The change in the R^2 value when a specified exogenous construct is omitted from the model can be used to evaluate whether the omitted construct has a substantive impact on the endogenous constructs. This measure is referred to as the f^2 effect size and is increasingly encouraged by journal editors and reviewers. Guidelines for assessing f are that values of 0.02, 0.15 and 0.35, respectively, represent the small, medium, and large effects of the exogenous latent variable. Effect size values of less than 0.02 indicate that there is no effect (Cohen, 1988). The effect size of the constructs as TPRO and SAFE on the endogenous latent variable HOIANI are 0.058 and 0.708, therefore, the omitted constructs have substantive impact on the endogenous construct (Table 6).

Table 6. f-Square

	ACCO	ENVI	HOIANI	KNOW	MOT	SAFE	WOM
ACCO			0.005				
ENVI			0.000				
HOIANI							
TPRO			0.058				
MOT			0.005				
SAFE			0.708				
WOM			0.006				



Conclusion and Recommendation

The suggested model was crafted in order to research the determinants that form Hoi An world heritage tourism destination, and the model included the six constructs with 23 indicators.

Smart PLS 3 was used to analyze data extracted in the study. The results showed that there are two constructs affecting the format of Hoi An heritage tourism destination and these are tourism products and the safety of the destination. With these, tourism products have the strongest drive to setup Hoi An heritage tourism destination.

Hoi An was used as a foremost Southeast Asian trading post in the 16th and 17th centuries, and at that time many Chinese and Japanese immigrants settled. This is evident in the many heritage buildings in the earliest town. There are wooden shop-houses and a range of French-colonial houses. There are also Chinese temples and pagodas, and a very famous Japanese-designed bridge. Hoi An was declared a UNESCO World Heritage in 1999, because it was viewed as a melting pot of indigenous and foreign cultures. It has been described as the place “where time stood still” (McInerney, 2018).

This study suggests some recommendations as below:

Creating a good image of Hoi An tour destination, investing in cultural and historical tourism products, the scope of sea tourism, developing and exploiting new tourist activities effectively such as waterway tours, golf tours and community-based tourism are all essential. Simultaneously, developing ecotourism products, handicraft villages, shopping tours, health care tourism, agricultural tourism, tourism that is associated with conferences, seminars and events all create interest, stimulate and motivate foreign tourists in their decision to select Hoi An destination. The more the tourism products on offer, the greater number of tourist arrivals are likely to come. There are also ways in which to limit the seasonality of the Hoi An tourism destination.

Hoi An City is a World Cultural Heritage site and ranked 7th in the World’s Top 15 cities by the Travel & Leisure Magazine. Hoi An City has also shown it has clean and beautiful beaches, and there are tours to villages and nature sightseeing; friendly local people and food safety for tourists. The local authority and tourism companies need to design the marketing programs to introduce the Hoi An tour destination to the entire world, so implementing effective marketing activities to attract foreign tourists is critical.

Hoi An needs to reserve and reconstruct much of it’s Asian authentic architecture as well as its nostalgic ambience and especially in the old town. The Japanese Pagoda Bridge and Chinese Phuc Kien Assembly Hall need attention. This once done, will create an impression of an attractive destination, which is both safe and friendly, and the foreign tourists will stay longer and spend more needed foreign currency. Travel groups will agree eventually, that they will gain the satisfactions for selecting the Hoi An tour destination as a destination of choice.

Public information about listed prices and quality standards of accommodations and services in Hoi An destination is needed. The local authorities must control and inspect such issues strictly for implementation; that is the necessary aspects to strengthen the management of destinations, to ensure security, environmental sanitation and food safety for the tourists.

In the Global Competitiveness Report in 2017, Vietnam was ranked as 116th on entry requirements, the lowest among the ASEAN countries which are ranked. Therefore, in the next year the Vietnam Government need to review the visa policy, detaching and simplifying procedures in order to make foreign tourists have a convenient exposure to entry requirements.



Hoi An must promote effective marketing to leaders, officials, enterprises and every people in order to raise awareness and responsibility in the protection and promotion of the tourism resources. The local authority really need to be concerned in related issues to protect the tourism environment and to promote its sustainability.

The massive inflows of tourists to destinations such as Hoi An, Da Nang, Phu Quoc, Khanh Hoa are mounting tremendous pressure on these localities. Vexing problems such as overloading, traffic jams, lack of hotel rooms and littering need urgent solutions. Hoi An needs to continue to attract investors in infrastructure development, tourism promotion to social security plan and all aimed at economic restructuring in the direction of tourism development, services, and soon it will likely become a spearhead economic sector, contributing in developing the economy of the city.

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