



**A STUDY OF THE DECISION OF CHOOSING DA NANG AS
A TOURIST DESTINATION FOR DOMESTIC TOURISTS**

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
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Abstract

Title: A Study of The Decision of Choosing Da Nang As A Tourist Destination For Domestic Tourists

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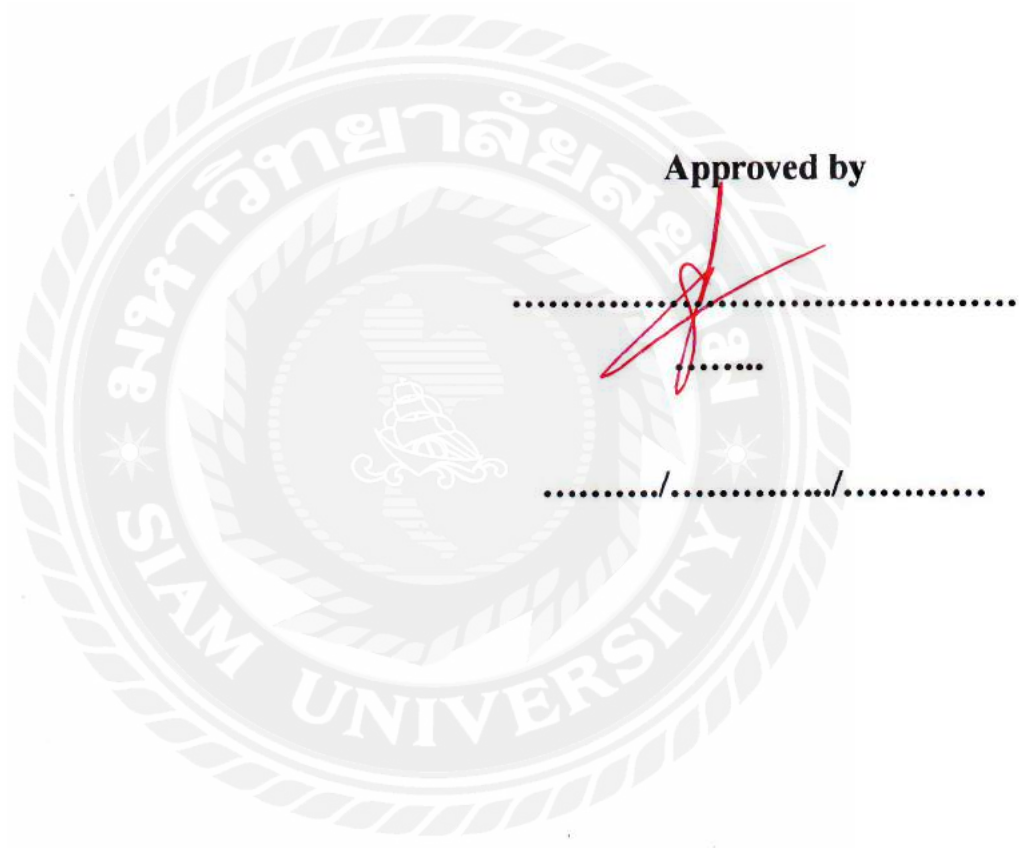
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The fulfillment of visitors was one of the foremost imperative factors deciding the rate of return visitors and the development of tourism goals. The higher their fulfillment was, the more achievable the goals become, particularly through customers' loyalty, the city will have numerous other visitors. Results of the study were used to analyze the components influencing the choice decisions of tourists to the visitor number goals of Da Nang City. The study results showed that there were 8 group factors affecting as follows: Human resources, Reasonable service prices, Variety of service products, Safe destinations, Natural environment, Infrastructure, Attitude travel, Determine destination selection. After the information was analyzed, the main objectives of this research was to:

First, recognize the components influencing the choices of outside visitors to the traveler goals of Da Nang City. Second, decide the need to arrange the effect degree of the components influencing the choices of remote sightseers to the tourist goals of Da Nang City. Third, propose arrangements to enhance the fascination of remote visitors to the traveler goals of Da Nang City.

Keywords: Destination, Decision, Tourists And Da Nang Tourism.



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Thank you,

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Chapter 1. Introduction

1.1 Research background

Tourism is the main economic sector, bringing many values to the country's economy. Tourism not only creates jobs with stable income for millions of workers but also contributes to promoting acculturation, conservation and cultural development among regions, countries, and territories.

It can be said that tourism is an increasingly popular need for people in modern society. It not only helps people broaden their horizons, understanding the outside society but also helps them to balance their emotions, states, souls and maintain good health. Choosing the destination is also one of the important stages of the tour, it depends on many factors involving in need of tourists such as Space, time, places, landscapes, price, food, entertainment ...

Da Nang is really an ideal destination for travelers on vacation. With the advantage of topographic structure including the Sea, Mountains, Rivers, Lakes and monuments, landscapes being rich in spirituality and spiritual enjoyment. All these favorable conditions have turned Da Nang into one of the most attractive destinations in Vietnam.

1.2 The problem to be investigated

Preparing for a travel itinerary, choosing a destination is one of the important steps. It will determine visitors' satisfaction, or dissatisfaction spirit, deciding whether the tour's success or failure, customers will believe and use it again or never come back. There are many reasons for travelers to choose the ideal destination, suitable for their abilities, interests, and convenience. Depending on the circumstances, time, interests, or period of holidays, visitors will choose the most suitable destination. Choosing a destination has been studied by many indoor and outdoor scholars. Among them, the studies of Keating and Kriz (2012), Mutinda and Mayaka (2012) focused on modeling the destination

selection process and factors affecting tourist destination selection. (Nguyen Xuan Hiep, 2016).

Up to now in Vietnam, a number of studies have been conducted such as Tran Thi Kim Thoa (2015) on "Study the factors affecting the decision to choose tourist destinations of tourists - In case of choosing the destination of Hoi An by Western European tourists - North America ". The author also researched relatively in-depth and show the right and reasonable judgments and solutions on the issue of tourism destination selection. However, this thesis is mainly focused on tourist consumption behavior of Western European - North American tourists from which to propose travel marketing solutions to attract foreign visitors. There is also a study by Tran Phi Hoang - Ha Trong Quang - Nguyen Nguyen Phuong - Nguyen Thu Ha (2016): "Factors affecting the decision to choose foreign tourists for a tourist destination: A study in Da Nang city, Vietnam "also researched and offer similar problems and solutions.

However, in general, these studies only focus on analyzing the competitiveness or destination image of a locality but haven't explored the problem of choosing the destination of tourists, especially domestic tourists, in order to see factors or reasons which determine the choice of destination for domestic tourists.

The decision for a destination includes many factors. However, our experiences in the long-term with tourism have seen that people don't put the choice of domestic tourists for destinations in right & important positions. Visitors can have their last decision with less information (may not be verified), or the reason is very rudimentary and follow the effect of others, or with wants of "High quality – Good service – Cheap price", convenience, easy to move,...

Da Nang is one of such choices for domestic tourists. Therefore, we chose the topic "Factors for choosing a destination of domestic tourists" to research more deeply the reasons for tourists' choices. And offering solutions and recommendations through practical research.

1.3 The objective of the study

The overall target is bringing out the deciding factors to choose Da Nang of domestic tourists. Therefore, to achieve the general target, the topic needs to finish the following specific targets:

1. Identify the important factors deciding the destination of visitors, namely domestic tourists to Da Nang.
2. Finding the factors deciding domestic the destination of visitors in Da Nang.
3. Proposing directions and solutions to enhance the attraction of tourists to Da Nang through proper assessment of visitors' choices.

1.4 The scope of the study

The study is the factor affecting the decision of Da Nang tourists to choose destinations. The essential relationship between the factors such as sources of information on the destination, inner motives, tourists' perception of the destination, attitude towards the destination and destination choice behavior. This research will be looking at the factors affecting the decision of Da Nang tourists to choose destinations.

1.5 Research Significance

Discovering the factors affecting the decision to choose tourist destinations of tourists. Thereby, tourism marketers have a deeper understanding of tastes, trends, and behaviors to decide on the destination of visitors.

Research results help marketers see the strengths and weaknesses of the destination's tourism products and activities in attracting visitors.

The research topic can be a reference for further research on the factors affecting the decision to choose tourist destinations of tourists.

Chapter 2. Literature Review

2.1 Concept of travel

Mari Hatavara, Lars-Christer Hydén (2013) explained that travel is a narrative about function as a travel advertisement. His intention is not to celebrate the travel as that is to analyse the transformation. According to Dong Xuan Dam (2017), Tourism is research as an elegant, experienced and knowledgeable predictor of subsequent evaluation of destination after comparing with others. Travel is a part of the human experience. He depicted travel is tourism as a holiday activity or leisure, the activities of persons traveling to and staying in new places or old places.

2.1.1 Tourists

Truong Thanh Cong (2015) explained tourism embraces nearly all aspects of our society. Apart from its importance to economic changes, human socio-cultural activities and environmental development, tourism is related to other academic subjects such as geography, economics, history, languages, psychology, marketing, business, and law, etc. He argued that the World Tourism Organization that tourism is the fastest-growing economic sector, and the sector is bringing in a lot of foreign exchange earnings. Employment is not the only benefit brought by the tourism industry, but also the tourism industry can help other sectors to employ more people like construction, transport, catering. Tourism can be the catalyst to help in the development of developing countries, and it can often bring economic opportunities to local communities. There are several factors that affect the decision of choice, such as: (Human resources, Reasonable service prices, Variety of service products, Safe destinations, Natural environment, Infrastructure, Attitude travel, Determine destination selection).

2.1.2 Tourism Destination

Arvid Viken, Brynhildr Granas (2016) suggested destination is the direction the outline of a book. This is uncontroversial to the many readers of tourism theory, a basic understanding of ways of approaching the world. A destination still cannot be considered a stable and nuanced analytical concept for social scientists who approach tourism. In other words, a Destination is a form of a pillar in the model of the tourism system and fundamental unit in tourism. The tourist destination region is where the tourists can realize their temporary goal of travel and go through a memorable tourism experience. It provides them with attractions of various types and creates a stage on which planning and management strategies be carried out, Youcheng Wang, Abraham Pizam (2011).

Destination: Another factor is the destination choice, which can affect the industry. Historical places are very common tourist destinations to visit. Many popular places are in higher demand within the tourism industry. In addition, the rules and regulations also impact the travel and tourism industry. When people traveling to a tourist destination then they should bear in mind that, all the rules and regulations stated by that government and should follow during the visit of that particular place. For example, if the camera is prohibited from the site, then it means no videos would be recorded and customers need to be informed by the travel company so that they can follow the rules, and will not affect the agency (Khuong, 2014).

2.2. Domestic tourists.

According to Shalini Singh (2009) suggested that domestic tourism is a resource of the countries with economic and cultural. This is relatively more social anthropologists, social historians, and urban planners have all contributed to the field of domestic holiday making and leisure travel, especially in Vietnam. He argued international tourism and precludes our understanding of domestic

tourism, in general, including indigenous holiday and travel practices. Kevin Hannam, Anya Diekmann (2011), In this definition a domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels for any of the purposes of pleasure, pilgrimage, religious and social functions, business, conferences and meetings and study and health. Domestic tourism is including travel for pilgrimage, visiting friends and relatives. Domestic tourism is not a language barrier. This type of travel is generally individualized and seldom organized. There are 8 group factors affecting as follows: Human resources, Reasonable service prices, Variety of service products, Safe destinations, Natural environment, Infrastructure, Attitude travel, Determine destination selection.

Human Resource: Dr. Darren (2010) explained that human resource is many elements of personnel. This is also divided into hard and soft models of polite, happy, enthusiastic, professional style. This is working conditions in some areas of the tourism industry may impact on establishing a coherent human resource strategy.

Reasonable service prices: According to Dao Ngoc Hai (2015), service prices it is activities and the results of which a particular party. Service prices are difficult to determine and no effective management strategies. Problem awareness, testing, price control of services are major problems faced by the researchers. Actual quality and the factors governing it have not yet been quantified. However, services prices and tourist guides of Vietnam are considered as weakness factor and the causes of low return rate for the tourism industry in Vietnam in general and Danang in particular.

Variety of products and services: These sectors provide products and services for individuals or groups of tourists who travel away from home. Consequently, tourism is an amalgam of the products and services that its various subsectors make available for tourists such as Catering, shopping... Variety of products and services: understand is often quality regarded as the service

standards expected when purchasing a service, compared to their perceptions of service experiences, Connie Mok, Beverley Sparks, Jay Kadampully (2013).

Safe destination: The security visitors previously had about traveling to the destination because visitors are now coming to travel that regard it as a safe destination. Tourism provides economic benefits to the local economy, creating important effects for a safe destination. The activity of the members of this safe destination during the visit to destination consists mostly of shopping, and their high expenditure is a consequence of buying jewelry and handicrafts, as their motivation to visit the destination is shopping, Klaus Meyer Arendt, Alan A. Lew (2016).

Natural environment: It is consisting of natural factors, cultural factors, and elements, artificial factors. Tourism has a relationship with the natural environment. That exists between tourism and the natural environment it is necessary to comprehend the complexity of tourism (Holden, 2016). Cultural and environmental factors also influence the travel and tourism industry. There exist several cultural - environment factor that is likely to affect tourism profitability and grow. Environmental regulations such as carbon emission and noise pollution are fundamental issues that may influence the profitability of tourism (Leonard. K, 2016).

Tourism Infrastructure: Infrastructure is pivotal for the development of a country's tourism sector. Vietnam's poor public infrastructure is a major barrier to fully developing tourism domestically. The road systems within Vietnam are plagued with serious deficiencies, including traffic, potholes, efficient pathways between major cities, and unsafe driving. This can easily affect the tourist's image of the country and have a negative experience. Vietnam must develop a strategy to understand the demand for tourist and the competition since this industry is important to growth and business (Truong Thanh Cong, 2015).

Tourism Attitudes: According to Dogan Gursoy, Robin Nunkoo (2019) explained that destination is characterized by a high level of tourism

development, residents' attitudes can still be positive, and negative attitudes can also be experienced during early phases of tourism development. The intrinsic and extrinsic framework devised by them becomes useful as it takes into account the extrinsic and intrinsic factors influencing attitudes to tourism. In other words, Tourism attitudes could indicate that those living in active tourist zones are irritated by the presence of tourists. Although the local residents' attitudes towards tourism development are positive, it is still not expressed by their proactive actions during their interaction with tourists. (Dieter K. Muller, Marek Wieckowski (2017)).

Determine destination selection: The destinations selected are among the top tourist destinations in tourism, that can be used by the national and state tourism bodies to identify the destinations' strengths and weaknesses in terms. Hashim, Rahmat, Mohd Hanafiah, Mohd Hafiz, Jamaluddin, Mohd Raziff (2019).

2.3 Da Nang.

Da Nang city lies in the Centre of Viet Nam, from which Ho Chi Minh city in the south and Hanoi capital in the north. Da Nang is also the central point connecting three UNESCO World Heritage sites: Hue Citadel, Hoi An ancient town, and My Son Sanctuary. The city is located in the middle of the country. The city has an area of 1156.53 km² consists of 06 urban districts (Hai Chau, Thanh Khe, Lien Chieu, Ngu Hanh Son, Son Tra, Cam Le) and Hoa Vang rural district, the Hoang Sa island district, with a population of 942 132 inhabitants (as of to 31/11/2010) (Huan Nguyen, 2018).

Alesha and Jarryd (2020), depicted that Da Nang in Central Vietnam is one of those incredible backpacking destinations that is unfortunately skipped by so many travelers. Many people find themselves being short on time, and rush through Vietnam only aiming for the main destinations like Ho Chi Minh City and Ha Long Bay. From Da Nang and head straight to the fascinating UNESCO

World Heritage Site of Hoi An, only 30km away. People often use the city simply as a transit stop.

Katie Kalmusky (2018), Danang is a laidback coastal city bursting with stunning beaches, rolling mountains, and religious relics. Danang is now drawing in its own tourists to gawk at the natural beauty and historical remnants. Here are 10 must-visit attractions. The Golden Bridge Hands, Son Trà Mountain, Ba Na Hills Sun World, The Marble Mountains, Museum of Cham Sculpture, My Khe Beach, My Son Sanctuary, Dragon Bridge, Linh Ung Pagoda, Art in Paradise.



Chapter 3. Research Methodology

3. Research Methodology

This research is to study the decision of choosing Da Nang as a tourist destination for domestic tourists. In other words, the aim of this one is to study disappearances, customer relationship, and operating strategies of the tourism. As this is documentary research, the research methodology was based on data from journals, books, articles, and some websites. Some of the data from them wrote in the next part of the result.



Chapter 4. Finding

4.1 Finding

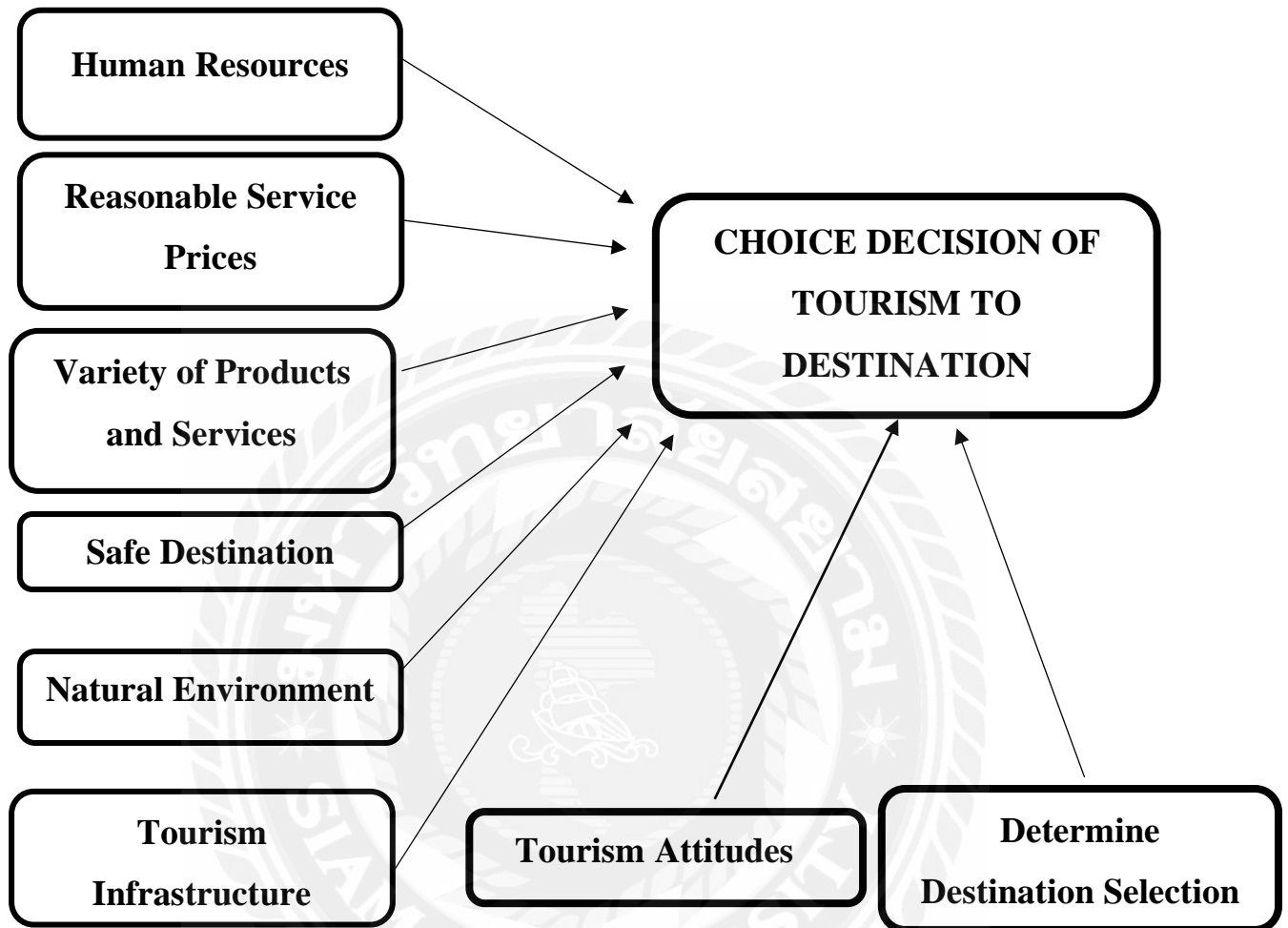


Figure 1: Model used as a guideline for this research

Human resources: The labour force of the tourism industry working in resorts, tourist sites, restaurants, hotels ... including travel managers, staff, guides, drivers, protection ... This is an extremely important factor for the development of tourism, this workforce has professional qualifications, skills, love for career, honesty, patience ... will contribute to attracting more Tourists to choose travel destinations.

Human resources: Tour guide, staff ... polite, happy, enthusiastic, professional style with the same direction with the choice of Da Nang tourist destination

Reasonable service price: The price of service is the kind of expenses that tourists come to Danang are paying for the service. This cost is equal, even lower than other localities (such as accommodation, meals ...). This is also an important factor in attracting many tourists with many different components to choose Da Nang tourist destination.

Reasonable service prices: Service prices have the same impact with the selection of Da Nang tourism destination.

The diversity of products and services: The diversity of products and services herein is understood as Service products with many types and riches for tourists to freely choose in accordance with their needs (many traditional products of ethnic groups, products from Agriculture, aquatic products ...)

Variety of products and services: Variety of products and services: Catering, shopping ... have the same impact with the choice of Da Nang tourist destination.

Safe destination: Safety is understood as safety both in life and property for tourists when travelling, including safety in order and safety, safety in life, property and safety food production, no tightening of customers, begging ...

Safe destination: Tourist destinations always ensure safety for visitors who have the same impact with the choice of Da Nang tourist destination.

Natural environment: Natural environment including climate, geographical location, forest, sea ... specifically, there is a cool and warm climate with many beautiful natural and wild landscapes and clear sea blue, white sand, golden sunshine ...

Natural environment: The pure natural environment, beautiful, rich and harmonious wild landscapes have the same impact with the choice of Da Nang tourist destination.

Infrastructure: The system of complete tourism infrastructure and good transport links with national highways, railways, waterways, stable communication systems, many entertainment and entertainment areas, sports ... standard.

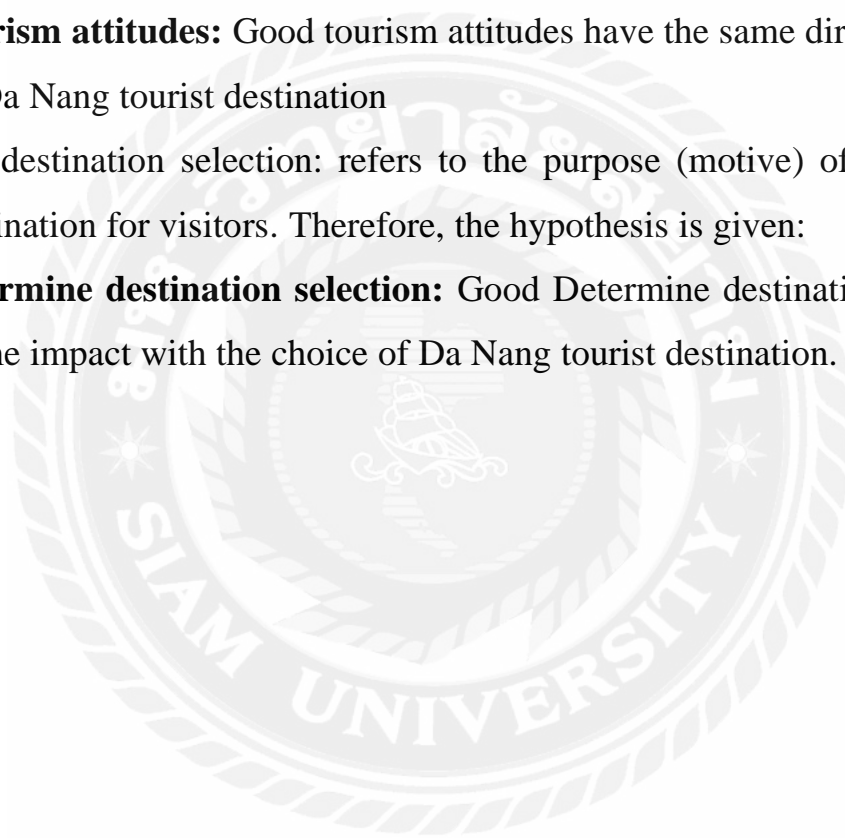
Tourism infrastructure: Good tourism infrastructure has the same impact with the choice of Da Nang tourism destination.

Travel attitude: by attributes such as awareness and beliefs about a tourist destination, tourists' feelings for that tourist destination, personal intent for destination travel there.

Tourism attitudes: Good tourism attitudes have the same direction as the choice of Da Nang tourist destination

Determine destination selection: refers to the purpose (motive) of choosing a tourist destination for visitors. Therefore, the hypothesis is given:

Determine destination selection: Good Determine destination selection has the same impact with the choice of Da Nang tourist destination.



Chapter 5. Conclusion and Recommendations

5.1 Conclusion

As we know, tourism is one of the service tourism industries which "psychological" factors are very important for the success of attracting tourists. Therefore, understanding and identifying the internal influences of visitors is extremely essential not only for high-level departments but also very useful for small and medium enterprises in the city. However, Vietnam in general and Da Nang in particular, this topic is quite new with less number of studies.

Theoretically, this research has helped to provide a clear and coherent theoretical basis. Follow previous studies, this study found factors that influence visitor choice.

Practically, research can help managers understanding visitors' behavior and needs and help them have the right orientation. It is also describe marketing strategies to maintain current visitors and attract more domestic visitors.

5.2 Recommendations

5.2.1 Solutions for "Subjective Standard"

Local authorities should develop strategies to raise awareness of travelers on Danang destination such as through the role of associations, tourism ambassador and image-building strategies on forums and social networks. These activities will help visitors identify Danang's image destination which is beautiful, attractive, safe and friendly. Specifically, the database service providing travel information is built via the Internet. More sites, forums providing information, sharing travel experiences for travelers both domestic and domestic need setting up. Publications and articles serving tourism promotion, etc. to increase the impact on the choice decision of the domestic tourists to Da Nang destination in the future.

5.2.2 Solutions for " Perceived Value"

Product strategies towards diversification and a unique characteristic of Danang destination need building besides maintaining festivals, cultural events, the environmental advantages, and tourism resources are the competitive advantages of this destination in order to further enhance the perceived value of the tourists to Danang destinations Danang in the future.

5.2.3 Solutions for "Informative Strategies"

A comprehensive information system needs building to implement promoting the destination image in a professional manner and emphasized to create a good impression for visitors. Building information systems helps travelers identify Danang destination sustainable tourism brand “green - clean - friendly - cultural - civilized and safe”. The process of gathering information and feedback from tourists helps authorities improve service quality at a tourist destination.

5.2.4 Solutions for "Marketing Strategies"

The psychological needs for each market need studying in order to build appropriate customer service product strategy, pricing strategy, distribution strategy and promotion strategy for each market. In particular, a uniquely special and different product strategy from other destinations in Vietnam and Asian needs building to create a focal point to Danang destination. The facts prove if the more customers' demands any destination comprehend and satisfy, the higher success they get and vice versa. A deep and comprehensive marketing strategy to Da Nang destination needs building to develop fast and sustainably.

5.2.5 Solutions for "Tourism Environment"

Agencies and departments need coordinating to develop and implement communications activities for advertising to ensure Danang destination friendly, hospitality, culture, civilization and hygiene food destination and security for

travelers. Besides, awareness for local communities needs improving to conserve, preserve, restore and promote the heritage, values, traditions, cultural identity of the nation so that they become the unique attractive tourism products for tourists.



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