

**MINISTRY OF EDUCATION AND TRAINING
THE UNIVERSITY OF DANANG**

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**THE MEASUREMENT OF DESTINATION IMAGE
AMONG FOREIGN TOURISTS -THE CASE
OF DANANG CITY**

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LIST OF SCIENTIFIC ARTICLES

1. Nguyen Thị Bích Thủy (2011), APPLICATION OF UNSTRUCTURED TECHNIQUES TO THE DETERMINATION OF DA NANG TOURIST DESTINATION IMAGE IN INTERNATIONAL TOURISTS' EYES. *Journal of Science and Technology – University of Danang* - No. 2 (43). 2011.
2. Nguyen Thị Bích Thủy (2012), RELATIONSHIPS BETWEEN DANANG DESTINATION IMAGES AND MOTIVATION CHARACTERISTICS OF INTERNATIONAL TOURISTS. *Journal of Science and Technology – University of Danang* - No. 2 (51).

Chapter 1 – INTRODUCTION

1.1. The necessity of the research

1.1.1 Tourism in international context and the situation of Vietnam

After the years 2008 and 2009 with the effects of global economic recession, tourism industry has recovered with several emerging markets and international tourism has accelerated in 2010 and reached the peak of before crisis. In 2011, the economic contribution of the industry, including indirect contribution, was 6.3 billion US dollars to GDP. The industry generated 255 million jobs, contributed 743 billion US dollars to global capital investment, and 1.2 thousand billion in export (WTTC, 2012). Global tourism industry's growth is expected to reach 2.8% in 2012 and the annual average growth rate will reach 4% from now to 2022 (WTTC, 2012). Therefore, tourism industry continues to play a critical role in the global economy.

In Vietnam, tourism, especially international tourism, being considered as a critically important sector. However, in 2011, competitiveness of Vietnamese tourism industry ranked 80th in the ranking list of 139 countries in the world and took up the 26th among Asia Pacific area (Blanke and Chiesa, 2011). According to the report, although Vietnam has gone up 9 places compared with the previous rankings (2009), Vietnam is limited in its competitive capability.

1.1.2 International tourism in Danang

1.1.2.1 *The potential of Danang in international tourism*

Danang is the economic focal point of Central Vietnam and Western Highland. With its natural characteristics, culture, local people, and tourism facilities, Danang has developed a diversity of tourism products and services: beach tourism, eco-tourism, relaxing tourism, culture tourism to meet the needs of tourists in general and foreign tourists in particular.

1.1.2.2 Foreign tourists travelling to Danang

Although in general the number of tourists travelling to Danang has increased in the past few years, foreign visitors to Danang only took up a low proportion of the total foreign tourists travelling to the country. Foreign tourists coming to Danang with the main purpose for sightseeing, their staying time in the city is short, their spending is low (SVHTTDL, 2011).

1.1.2.3 The objectives of Danang tourism in the coming years

With the great potential in tourism, Danang has defined tourism will be one of the industries having critical contribution to the city's GDP. The specific objective is to attract approximately 700 thousand foreign tourists in 2015 and 1.4 million in 2020.

1.1.3 The necessity of the research

In order to attract tourists in general and foreign tourists in particular, developing the positive image of Danang is very important because the image which the tourists possess has a strong impact on potential tourists' behavior, play an important role in choosing destination image (Mayo, 1973; Crompton, 1979; Gartner, 1986; Chon, 1992). Although the destination image is important, the research on the image in general and the measurement of a specific destination has not received much attention in Vietnam. In order to promote the image in the market segments, one of the important aspects of marketing Danang destination image is to have objective information about the tourists (demand) and always make efforts to create a positive and unique image based on the potential of the destination and know how to manage it effectively. The importance of the image as well as the lack of information about the demand side for management decisions in general, the research is implemented to measure the destination image, an empirical study of Danang.

1.1.4 An overview of the research in the world and in the country

The researches on destination image start from the years 1970 and later became the topic which has been popular in the field of tourism research. The researches on the destination in the world in certain periods have been reviewed in the studies done by several researchers in the field: Chon's (1990); Echtner và Ritchie (1991); Pike (2002); Pike (2007); Tasci và ctg (2007); and recent studies. Domestically, a research on tourism marketing related to the destination image of Vietnam among Japanese tourists (Anh, 2010).

1.2 Research purposes and objectives:

The dissertation has specific objectives:

- Review of theories and research practice related to destination image.
- Identify elements of Danang destination image come in the minds of foreign tourists based on the Three – part model of Echtner and Ritchie (1991) and identify a measurement scale on the basis of attributes of Danang destination image.
- Identify Danang destination image attributes which are the most favourably evaluated and ones which are the least favourably evaluated.
- Identify differences of the images in the minds of different groups of tourists having different tourism motivation and behaviour to validate and develop additional variables in the model of factors affecting the destination image.
- Indicate several administration policies.

1.3 The subject and scope of the research

Subject: Measure the destination image, the influence of motivations and several factors forming tourists' behaviors on destination image.

Scope: the destination image of Danang city among foreign tourists.

1.4 Research methods

The research combines literature review and qualitative and quantitative

methods:

-Literature review: theories and practical researches are reviewed to have a system of theories and practice which is based on to choose measurement methods and develop the research framework.

-Qualitative research: use interview with open questions to collect primary data to measure qualitative aspect of the destination image and develop items for quantitative scale measuring destination image based on attributes of Danang city.

-Quantitative research: use interview method using questionnaire to develop and validate the scale developed, quantitative measurement of Danang destination image as well as validate the relationship among variables affecting destination image in the proposed research framework.

1.5 Contribution of the research

From the theoretical point of view, first, the research confirms the logic and the usefulness when using the combination of qualitative and quantitative methods to measure the destination image in Vietnam. This approach provides the theoretical background for the future researches in Vietnam. Second, the research contributes to literature on destination image measurement scale development based on the attributes of a specific destination according to the process of Churchill (1979). This process can be applied to other destinations in Vietnam. Third, the research contributes to the model of factors relating motivation and behavior of tourists affecting destination image which has little empirical research. Specifically, the research adds a behavior variable of travelling type of tourists to the model, which has not been considered in the previous researches to confirm the important role of tourism agents in establishing the destination image. *From the practical point of view*, first, this is the first research conducted to measure Danang destination image

among foreign tourists. Therefore, it provides useful and sufficient information of Danang destination for destination and tourism business managers. Second, based on the results of the research, managerial implications were made to enhance Danang destination image in foreign tourists market.

1.6 The dissertation structure

The dissertation consists of 5 chapters. Chapter 1: introduction. Chapter 2: review of extant literature to provide theoretical and empirical foundation for measuring destination image. The research model of the dissertation is built with research hypotheses presented in chapter 3. Chapter 4: research results. Finally, chapter 5 presents conclusions, implications for managers, limitations of the research and future research orientations.

Chapter 2 – THEORETICAL AND EMPIRICAL FRAMEWORK OF DESTINATION IMAGE MEASUREMENT

2.1. Overview of tourism

2.1.1. *Tourism concept*

- According to WTO, (1995).
- According to Vietnamese tourism ordinance (1999)

2.1.2. *Tourism products*

Tourism products are goods, services provided to tourists. They are created by the combination of exploiting natural, social features and using physical and human resources in a place, a city, an area or a certain nation (Dinh and Hoa, 2004).

2.1.3. *Tourists*

Destination image research among foreign tourists with the purpose of managing the destination in order to attract and maintain the number of foreign tourists, the foreign tourist concept is considered from the

definitions of conferences and international organizations related to tourism. Taking the approach of these definitions (Dinh and Hoa, 2004), tourists are all people who depart for leisure, family, health; people who depart to meet, communicate relationships about science, diplomatic, religion, sport, work purposes; people who depart for business and study purposes; people who dock after voyages, even when they stop by for less than 24 hours.

2.1.4. Tourism destination

Destination is a geographical area which comprises a group of tourism resources and attractive features, infrastructure, equipments, service providers, other supporting areas and authorities where the interaction and coordination of activities take place to provide tourists the expected experience at the destinations they choose (Rubies, 2001).

2.2. Tourism destination image

2.2.1. Tourism destination image definition

2.2.1.1. Issues in destination image research

Destination image research can be seen as a subset of a more general set of image measurement. According to MacInnis.&Price (1987), the image is identified by psychologists as a unique way of processing and recording information to the memory. Product information is a combination of fragile and unique information about it, and its image. In other words, products are perceived according to their individual features and overall impression. While some researchers have debates on the advantages of measuring overall impression and their individual features as well as functional and emotional characteristics, there are some typical researches indicate that there should be a more complete set of elements of the image (Dichter, 1985).

2.2.1.2. Tourism destination image definition

Tourism destination image is under research since 1970s and the

topic became popular in the next 3 decades (Pike, 2002) and continues to receive attention in recent years (Pike, 2007). In an agreement with many image researchers' points of view in general as well as tourism destination image researchers in particular, in which destination image is an overall impression, multi-dimensional and each destination has its own characteristics, Crompton (1979) defines: *Destination image is a combination of beliefs, opinions, and impression which people have about a destination* and Echtner and Ritchie (1991): *destination image is a perception of individual characteristics and overall impression of the destination. It consists of functional characteristics more related to tangible aspects and emotional characteristics more related to intangible aspects. Moreover, it can be arranged continuously from characteristics which can be used to compare all destinations to characteristics which are unique with few destinations* are definitions of destination image used in this dissertation

2.2.2. Elements of tourism destination image

Definitions proposed on destination image indicate that destination image is quite abstract, and is not shown that whether the researchers examine the image on individual attributes or overall basis. Nevertheless, when it comes to researches about methods of measuring destination image, it can be seen that the image is often conceptualized according to a list of attributes rather than overall impression. On the other hand, although researchers in general agree that destination image shows an overall impression, they have different opinions on the elements creating such an overall impression. (According to Compton (1979); Echtner and Ritchie (1991/2003, 1993); Gartner (1996), Dann (1996); Baloglu and Brinberg, 1997; and some other researcher).

2.2.3. Attributes of tourism destination image

Lacking the agreement in defining destination image leads to the

inconsistency in measuring it. There are differences in attributes used to evaluate destination image. Literature review shows that a challenge for destination researchers is that there are no fixed sets of destination image attributes. In other words, when conducting the researches, destination researchers always develop individual attributes of the destination under research. Choosing attributes used in researching destination image mostly bases on attractive attributes of each destination under research, and objectives of the research.

2.2.4. Measuring tourism destination image and measurement scale development

2.2.5. Measuring destination image

Complicated nature of destination image structure leads to a big challenge for measuring it. Limitations of many researches on destination image are related to methods which researchers use in measurement.

The research measuring Danang destination image takes the approach of Echtner and Ritchie model (1991) by combining structured and unstructured measurement to ensure destination image composite is objective, suiting empirical image in tourists' minds with a complete set of functional – psychological, common – unique .

2.2.5.1. Scale development

A model for developing a good scale for a concept in marketing field proposed by Churchill (1979) is a process consisting of 8 steps.

2.2.6. Tourists' destination image formation

Two aspects of forming a destination image are the destination and the recipient. The image formed according to plans and the image perceived are not always the same because of the changes occurring in the message communication process. The models referenced are Gunn's model (1988); Fakeye and Crompton's model (1991); Chon's model (1990); Suosheng Wang's model (2003).

Chapter 3 – RESEARCH MODEL AND METHODOLOGY

3.1. Research suggestions from the previous researches

3.1.1. Measuring and describing destination image with Echtner and Ritchie model (1991)

Through a review of destination image researches, Tasci et al. (2007) confirm that Echtner and Ritchie's research suggestions (1991, 1993) lead to positive response in researching destination image. Nevertheless, according to a review table of methodology of Tasci & ctg (2007), there have not been many researches combining qualitative and quantitative methods and the image's elements measured are mainly perception or perception and emotion, overall impression is very few and such combined researches do not take the unique element of destination into account.

According to Taci et al. (2007), there are still several issues which have not been mentioned in their research or mentioned briefly and needed more attention such as value, reliability and managerial implication. Suggestions of Echtner and Ritchie (1991) have not been examined fully in the later researches or have been examined limitedly. In the process of developing a destination image measurement scale, Echtner and Ritchie (1991, 1993) conducted qualitative with unstructured method with 3 open-ended questions and identified attributes to develop quantitative measurement scale. Nevertheless, with their research objectives, Echtner and Ritchie (1991, 1993) only finished the first four steps of the model. Besides, the attributes used in developing measurement scale only focus on common functional and psychological attributes in order to compare destinations. Therefore, the first suggestion of the dissertation is to measure and describe Danang as a destination image based on the 3-part model of Echtner and Ritchie (1991) among foreign tourists, in which quantitative includes scale confirmation and

destination image is evaluated on the basis of common and unique attributes to have information of Danang destination image improvement.

3.1.2. Research on the differences in groups of tourists having different tourism motivation and behaviours

Destination image is considered as a factor affecting tourists' decision making of choosing a tourism destination and their future intention. Destination image is acquired not only by information source but only can be affected by tourists' experience at the destination and their characteristics. Tasci et al. (2007) has proposed a review of destination image research and relationships among variables. Many researches conducted researches on the relationships among such variables as information sources, tourists' characteristics in order to achieve a clear insight into destination image establishment. Nevertheless, among variables, while there are many researches on demographic characteristics, there are few on other variables like tourists' motivations. Research on the experience affecting the image is limited. Since they are basic issues for marketing activities of a destination, empirical studies need more attention to clarify the issues in destination image research and have useful information for making specific decisions in a certain destination. Therefore, the second suggestion of the dissertation is related to the effects of tourists' motivations, and behaviour on destination.

3.2. Research model and hypotheses

3.2.1. Research model

Based on the analysis mentioned above, the dissertation measures and describes information of Danang as a destination image as well as examines the effects of tourists' characteristics variables on the destination, but only focuses on few variables received little attention of researchers in the field. The research model is illustrated in Exhibit 3.1:

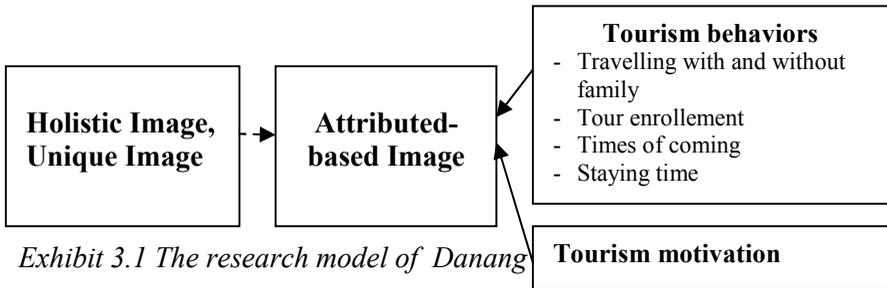


Exhibit 3.1 The research model of Danang destination image

3.2.2. Developing research hypotheses

3.2.2.1. The relationship between behaviour and destination image

Travel with family and without family

H1: There are significant different in Danang destination image groups with family and those without family.

Tour travel and non-tour travel

H2: There are significant differences in Danang destination image among tour travel people and non-tour travel.

Times of coming to the destination

H3: There is a significant correlation between destination image and times of coming to Danang to experience the city.

The length of the journey (staying time)

H4: There is a significant correlation between destination image and the length of the stay.

3.2.2.2. The relationship between destination image and tourists motivation

H5: There are significant differences in the destination image of Danang among tourists having different tourism motivations.

3.3. Research methodology

3.3.1. Research design

Empirical studies measure Danang destination image with the combination of structured and unstructured research (Exhibit 4.1).

3.3.2. Qualitative research

This research is conducted with a questionnaire including 3 open-ended questions to find free associations of foreign tourists travelling to Danang with a sample of 250 foreigners travelling to Danang. Data is analyzed by Nvivo 8.

3.3.3. Quantitative research in exploring destination image measurement scale

3.3.3.1. Questionnaire design

The list of 30 variables to measure Danang as a destination image was used in quantitative research and was measured with Likert scale with the questionnaire is translated into 6 languages which are English, French, Japanese, Chinese, Lao, and Thai.

3.3.3.2. Pilot test to complete questionnaire

The questionnaire is tested in a sample of 50 foreign tourists in Danang.

3.3.3.3. Sampling and data collection

The target population of this research is foreign tourists coming to Danang. The sample is taken according to the quota based tourist's continent. Data collection was conducted in 2010 in Danang with the size of 750 foreign tourists.

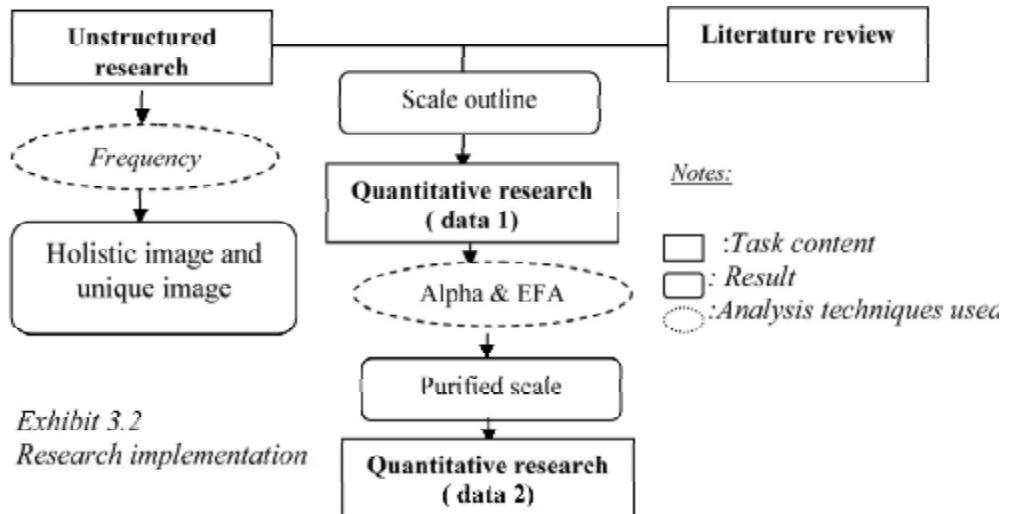
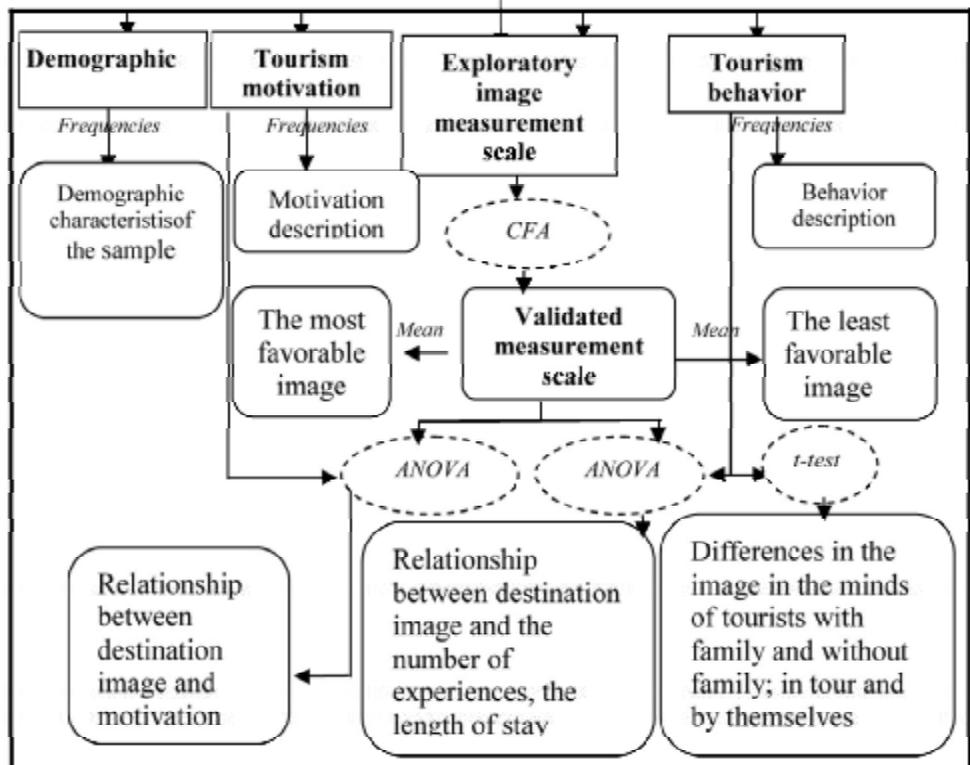


Exhibit 3.2
Research implementation



3.3.3.4. Data checking, missing value treating, and outlier detecting

Questionnaire with missing value occur at a low rate used and the regression imputation method is applied to those missing value. Outliers which have too high or too low in value compared with other values in the dataset will also be omitted.

3.3.3.5. Data analysis

Factor analysis is conducted to identify factors with items to measure Danang destination image. Testing the reliability of the scale is implemented with Cronbach's Alpha coefficient. Such data analysis is performed with SPSS 16.0.

3.3. 4. Quantitative research confirm destination image measurement and validation of hypotheses

3.3.4.1. Data collection instrument design

A 3-part structured questionnaire with 6 languages namely is used to collect data. The first part consists of questions about behaviour and motivation of foreign tourists. The second part consists of questions is about Danang destination image in foreign tourists' minds with 29 items. The third part is about their demographic characteristics.

3.3.4.2. Sampling and data collection

The target population of this research is foreign tourists in Danang with a sample size of 725, which is approached according to 3 criteria: continent, motivation to travel to Danang, and staying time in Danang. Data collection was conducted at the 2010 and 2011 in Danang.

3.3.4.3. Data checking, missing value treating, and outlier detecting

The tasks are performed similarly to those in scale exploration stage

3.3.4.4. Data analysis

The confirmatory factor analysis (CFA) and many statistical analysis techniques were used, including descriptive analysis with frequency table and average value, standard deviation; independent

samples t-Test; ANOVA and post hoc. Data analysis is performed with SPSS and AMOS.

Chapter 4 – RESULTS

4.1. The results of qualitative research

4.1.1. *Sample description*

246 questionnaires are eligible for data analysis

4.1.2. *Functional attributes image of Danang*

The result from Nvivo 8 shows that there are 275 words mentioned by 246 tourists in answering the first question and the words are arranged according to their frequencies from high to low, which ranges from the highest frequency 106 and the lowest 1. Of all, there are 46 words occurring more than 5 times, 68 words occurring more than 4 times, 89 words occurring more than 3 times, and 128 words occurring more than twice. Words which have similar meaning are grouped together, are counted and calculated into percentage according to 246.

Impressions strong enough to be considered overall functional image in the minds of foreign tourists are beach (56.1%) and Han river with bridges (22%).

Tourist attractions have been invested to attract and serve tourists but foreign tourists rarely associate, for instance, Ba Na (11.4%); Son Tra (6.5%); Hai Van pass (0.8%); Cham museum (8.5%). However, Non Nuoc is associated by many foreign tourists (19.5%). Big Buddha statues with pagodas in Danang are associated by many tourists (10.2% and 6.5%). Images are associated by many tourists are seafood (13.4%); transport infrastructure (13.4%), new, modern/developed city of Vietnam (12.2%); friendly people (11.8%); new and big resorts along the beach (11.4%); close, convenient to other destinations (10.2%); nice cities (9.4%); clean (9.4%); quiet (5.7%).

Many tourists associate Danang to Hoi An like mentioning Hoi An, associate to Japanese bridges, lanterns, ancient quarters, the world heritage, My Son (10.2%). Although occurring with low rates, there are negative associations about Danang like many vehicles, and crowded streets, hot weather, boring. Especially, there are few tourists supposing that Danang is not considered a tourism destination, few tourists (3.7%).

4.1.3. The atmosphere/mood felt by tourists in Danang

158 words mentioned by 246 tourists in the second open-ended question are arranged according to their frequencies from the highest 32 to the lowest 1. Of that, 39 words occur more than 5 times, 42 words occur more than 4 times, 53 words occur more than 3 times, and 68 words occur more than twice. Danang destination is impressed with friendly atmosphere, hospitable, honest (27.6%); the feeling of relaxation (23.2%) and quiet (22.4%). Several strong associations are: green, clean, less polluted (19.1%); the occurrence of opinions that Danang has warm weather with sunlight (18.3%) is the same as the occurrence of opinions that Danang has cool and comfortable weather (16.3%); typical Vietnamese culture (12.6%). Other positive aspects: exciting (8.9%), happiness (6.9%), safe (5.3%), exploration (4.9%), funny (4.1%), good (1.6%), airy (1.2%). There are several negative associations like sad atmosphere (6.9%), having an atmosphere not for tourism, language barrier, crowded streets.

4.1.4. The unique differences foreign tourists think about Danang

190 words mentioned by 246 tourists are arranged in a descending order of frequencies from 72 to 1. Of all, 25 words occur more than 5 times, 28 words occur more than 4 times, 42 words occur more than 3 times and 69 words occur more than twice. There are 16 people not answering that they did not know, accounting from 6.5%, and 0.8% of them answered there was nothing unique. Sea/beach is the

attribute considered as a unique feature of Danang (42.7%). In fact, this is not exactly a unique attribute of Danang because many other destinations have this feature. Many people suppose that Danang beach has the name of China beach. The other characteristics mentioned by many tourists are Non Nuoc mountain and stone handicraft (26%), Ba Na (19.5%), Cham museum (18.3%), Han river and bridges (17.9%), restaurants, seafood (13.4%). Big Buddha is an image associated by several tourists (9.8%). Son Tra is a tourist attraction which has been invested by the government but received few associations (4.1%). Some tourists care for friendliness, loveliness, and hospitability of local people (6.5%). Although international firework competition becomes annual festival of the city in recent years, only 0.4% of the tourists associated this event to the city unique image. The other festivals like Quan Am festival are not mentioned. Besides, there are three issues which are up to 9.4% associated the unique features of Hoi An to the city image like lanterns, Hoi An ancient town, My Son, Japanese bridges,...; natural landscapes like Hai Van pass is a unique feature of Danang but was mentioned by only two tourists (0.8%). Except for Cham museum which is well-known to foreign tourists, the other cultural attractions like Dien Hai citadel, Hai Chau communal house, Dai Nam, Tuy Loan did not appear in tourists' minds. Up to 6.5% of tourists answered "don't know" when they were asked this question and there are two tourists confirming "nothing." This shows that what is unique about Danang is still vague in tourists' minds.

4.2. Results of exploratory research of the Danang destination image measurement

4.2.1. *Sample description*

With the sample of 750 tourists, after missing value treatment and outlier detection, 718 questionnaires were eligible for data analysis.

4.2.2. Results of exploratory factor analysis (EFA):

After factor analysis of first step, an observed variable is removed. Results coefficient alpha and EFA with 29 variables remaining show that there are 7 main factors with total standard deviation is 65.463%. Observable variables (items) have factor loadings above 0.5 and each variable has a high factor loading of more than 0.5, and each item has a high factor loading on only one factor so the scale is ensured unidimensional. Alpha coefficients of the main factors as well as for the scale are more than 0.7 so the reliability is ensured.

4.3. Results of research confirm the measurement scale for Danang destination image and hypothesis and causal model testing

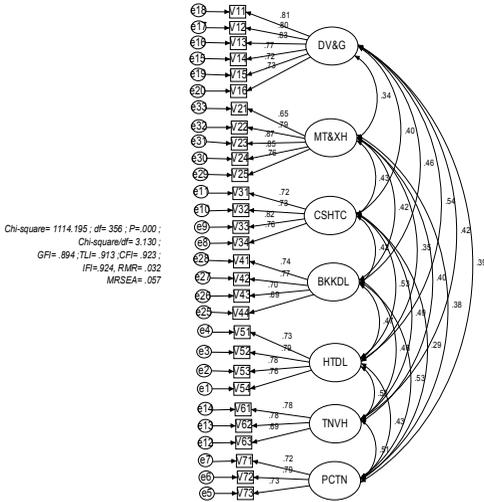
4.3.1. Demographic characteristics of the sample

For the sample of 725 tourists surveyed in 2010 and 2011, the sample with an accepted level of missing values is 675. When considering outlier, the ultimate samples chosen to be analyzed are 655.

4.3.2. Motivation characteristics and behaviour of tourists surveyed

Tourists in the survey with the purpose of discovering the destination: 34.5%; for relaxation, and entertainment: 13.0%, for accompanying investment opportunities: 9.8%; combination with conference, exhibition: 10.2%; studying accompanying travelling: 16.8%; for meeting friends and visiting relatives: 7.2%. 7.8% of the sample. 60.2% of the tourists surveyed travelling the first time; 23.8% for several times; 14.4% for more than three times. Tourists travelling with other family members take up 27.6% of the sample; those without family account for 72.4%. The tourists staying less than 1 day is 30.5%; from a day to a week is 48.3%; for more than a week is 107 (19.6%).

4.3.3. Results of confirmatory factor analysis (CFA)



Although χ^2 is 1114.195 with p-value = 0.000 but χ^2 normally depends on the sample size. Other indices are less sensitive to the sample size are used to evaluate are: RMR = 0.032; RMSWA = 0.057; $\chi^2/df = 3.130$ is small, showing that the model is fit for the analysis. NFL, IFI, TLI, and CFI are 0.892, 0.924, 0.913 và 0.923, respectively, show that the model proposed is good.

Standardized weights are more than 0.5 with p is equal to 0.000, showing that the measurement scale achieves convergent value. CR values are more than 0.7 and AVE values are all more than 0.5 so the measurement scale meets reliability criteria. The correlation coefficients between pairs of factors are not more than 0.85, which shows that the factors satisfy discriminant criteria.

4.3.4. The most favourable and least favourable evaluation of Danang destination

Most of the 7 image attributes are basically positive but are not highly evaluated, the highest evaluated factor is 3.75 and the highest attribute is 3.97. Factor tourism atmosphere and natural landscapes are the most favourably evaluated in a relation to the average points of 3.75 and 3.68. The attributes favourably evaluated are: many beautiful beaches (3.95), Vietnamese cultural experience (3.97), fresh and good seafood (3.91); friendly, hospitable local people (3.81); relaxing atmosphere (3.79); safe (3.67) and quiet, peaceful (3.58), beautiful river and river bank with many bridges (3.67) and pleasant climate (3.58). The

two attributes are less favourably are general infrastructure (3.30); and environment and society (3.33). Attributes the least favourably evaluated are nightlife (2.92), language barrier (2.89), restaurant, hotel services (3.08); the diversity of tourism activities (3.10); and good transport system (3.14).

4.3.5. *Danang destination image based on Echtner and Ritchie (1991)*

Since it is hard to illustrate simultaneously on the three axes, the results of Danang destination image elements will be illustrated in the three separate figures.

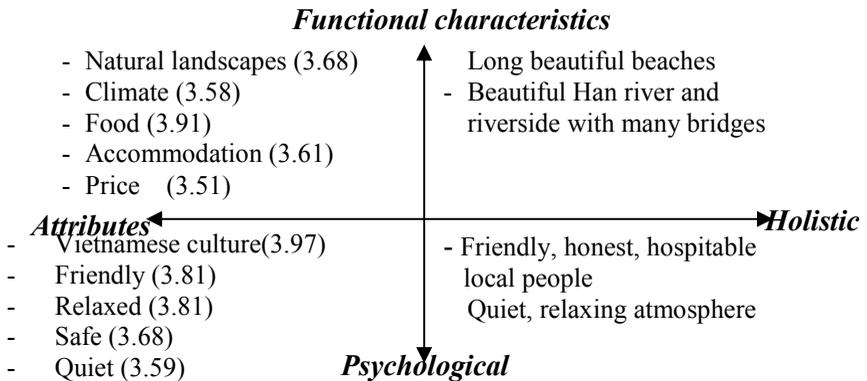


Figure 4.3. *Holistic/attributes and functional/psychological elements of Danang image*

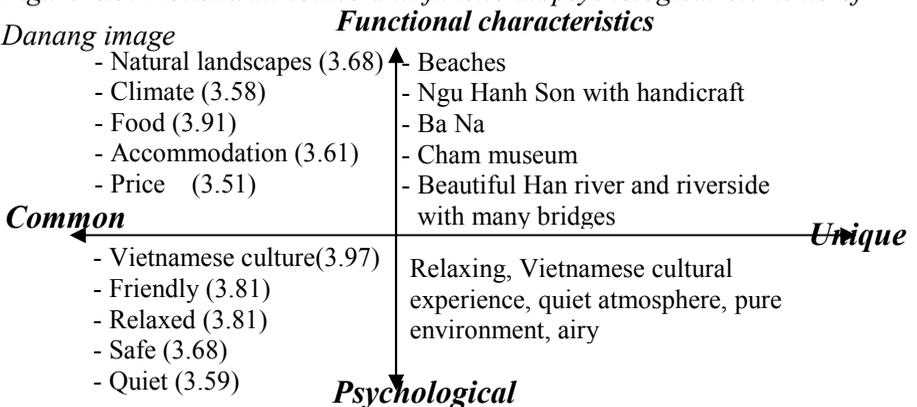


Figure 4.4 *Common/unique and functional/psychological elements of Danang destination image*

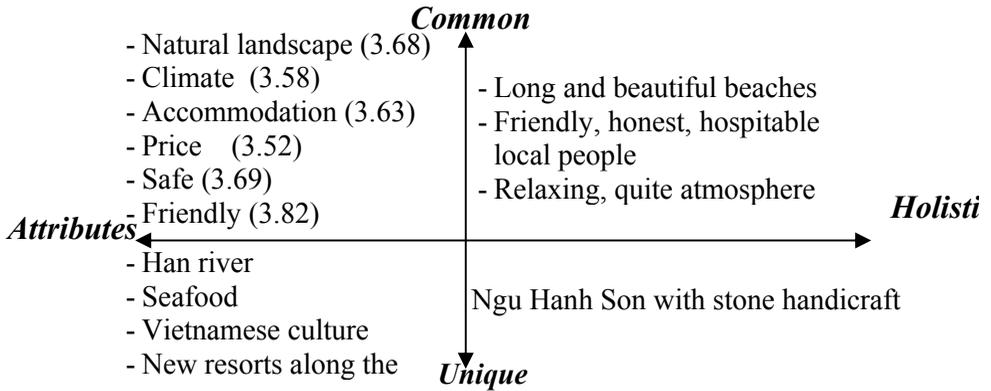


Figure 4.5. Holistic/attributes, common/unique elements of Danang

4.3.6. Results of testing hypotheses of the differences in Danang destination image among groups of tourists

- Results of Danang destination image on 2 groups travel with family and without family shows that there are 4 factors with $p\text{-value} < 0.05$ and the group with family evaluated the destination more favourably than the group travel without family.
- The five factors of Danang destination image have significant differences between the two groups with $p < 0.05$. The three factors are better evaluated by the tourists travelling by tour. Two factors are ******-/better evaluated by tourists travelling on their own.
- There are significant differences with $p < 0.05$ in the five factors among 3 groups of tourists having the different number of visits to the city. The multiple comparisons and homogeneous subsets from the Post hoc test and mean identify the differences between groups.
- Results indicate the significant differences with $p < 0.05$ in the two factors which are natural landscape and common infrastructure among tourists having different length of staying.
- Tourists groups of motivation different have significant differences with $p < 0.05$ in the 4 image factors.

Therefore, the empirical databases proved that the proposed

hypotheses of the relationships between international tourists' behavior patterns and their visiting motivation characteristics were accepted.

Chapter 5 – CONCLUSION AND MANAGERIAL IMPLICATION

5.1. Conclusion

The combination of qualitative and quantitative research is necessary and model Echtner and Ritchie (1991) is suitable to be a comprehensive destination images of all the components of the point to the image theoretical perspective. Research results provide useful information for managerial decisions on Danang destination image, as well as enhance the results of other researches in other destinations. Therefore, the research contributes to the literature of destination image based on empirical evidences. The research has specific information about qualitative holistic and unique of Danang, quantitative on the basis of the destination's attributes, the most and the least favourable evaluated factors and attributes of Danang, forms of travelling affects the image foreign tourists have about Danang, tourism motivation is a factor affecting the image which foreign tourists have about Danang.

5.2. Implication for managerial policies

- Measuring destination image is essential for Vietnam destination image authorities in general and other destinations in Vietnam in particular have objective information about the impressions, thoughts of tourists in order to give suitable managerial decisions.

- In order to achieve complete, objective results when researching destination image, we need to combine qualitative and quantitative research. In qualitative research, unstructured technique is an effective one which should be applied to acquire not only a holistic, attributes, functional, psychological, but also unique image of the destination. On the other hand, measuring the image needs to evaluate the attributes to

have more specific information for managerial decisions. The process of Danang image structure research can be applied for other destinations in Vietnam and Vietnam as a destination and should be implemented periodically to see the changes in destination images so that effective marketing decisions can be made.

- The research results show that the associations tourists have about Danang as a destination are sketchy and vague in what are the unique attributes of the image, and what benefits and values it brings about. Therefore, Danang authorities need to have solutions to achieve this objective. Specifically:

- *Positioning Danang destination*
- *Choose and adjust communication message to create a better image for Danang destination*
- *Strategies for developing tourism products following predefined positioning for Danang destination brand*
- *Choose target segments of international tourists for Danang destination*
- *Identify and invest in attractive factors which are suitable for Danang destination*
- *Solutions for aspects poorly evaluated to improve Danang image*
- *Develop products and effective tourism tours for establishing Danang destination image and suitable for different segments*

5.3. Limitations

Although much effort has been made in doing this research, there are still several limitations. *First*, since the sampling frame cannot be identified and research resources are limited, non probability sampling was chosen. Therefore, it limits the representativeness for the population. *Second*, open-ended questions hardly receive answers from respondents so the data acquired is limited. *Third*, since there are many items, most of the tourists did not want to spend time concentrating on answering,

especially tourists coming to Danang for a short time, data collected cannot be totally exact. *Forth*, since there has not been any research of Danang destination image, the research aims to evaluate the image of Danang in all aspects. Measurement scale structure should not be used to measure other destinations for the purpose of comparison.

5.4. Suggestions for future research

The research is limited to Danang as a destination. This approach can be used to outline the picture and create a measurement scale for other destinations in Vietnam and for Vietnam itself as a destination. Future research should be coordinated with tourism, airlines, and Danang station to apply probability sampling to increase its representativeness. The forecast for the number of tourists travelling to Danang should be made to implement quota sampling method more suitably. Measuring destination image should be utilized frequently because the image can change over time. For future researches, a more representative sample should be acquired. In order to have a good competitive strategy for Danang, Danang destination image should be compared with other rival destinations. This research is limited to Danang and its direct rivals so that a perceptual map among competing destinations in foreign tourists' minds can be built. Such information from the perceptual map can be used to implement positioning strategy and give useful competitive decisions. Future researches can examine the images of destinations in a close area like Hoi An, Hue, Quang Binh, Nha Trang so that the authorities and managers can have solutions for competition and cooperation. Social networks are more and more popular and become a word of mouth channel for acquiring information which buying decisions base on. With such content analysis soft-wares as Nvivo, WordStat, etc. social networks can be used to collect data and analyze destination image. Danang destination image should be measured among potential foreign tourists, and among different target groups of tourists to have suitable customized marketing solutions.