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**THE IMPACT OF HUE TOURIST DESTINATION
IMAGE ON THE REVISIT INTENTION OF VISITORS**

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Reviewer3

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The dissertation can be found at library of University of Economics, Hue University. 99 Ho Duc Di St., Hue, Vietnam.

INTRODUCTION

1. JUSTIFICATION OF STUDY

Tourist destination image with the intention of traveling in general and tourists' revisit intention in particular is the topic that has been widely studied in tourism in the world [108], [151]. The significance of this doctoral thesis is rationalized by following theoretical literatures and practical issues:

** Theoretical scholarship*

It is difficult to propose a precise destination image's definition and scale [63], [66] as tourist products are characterized by its complexity, multi-dimensionality, intangibility these are largely dependence on the characteristics of the destination and subjectively evaluated by individual tourist.

In fact, the studies conducted in the theme of destination image in different contexts have significantly contributed to the concept as well as completing the scale. Providing the literature for researches in this theme, some authors such as Beerli and Martin [41], Echtner and Ritchies [63], Jenkins [99] have synthesized the available destination image's attributes. The results show that there are common factors such as tourism facilities, tourism human resources, accessibility and some other factors which depend on the characteristics of each destination such as culture, history, traditions, natural attractions, sports, events. The various factors show difficulties to have a destination image scale that can apply to all studies. It means that conducting the study in this theme in different destination in different context still make significant contribution to accomplishing the theoretical framework for measuring tourist destination images [42].

*** *Practical issues***

Firstly, Vietnamese Central Government as well as provincial ones are highly concern about the construction of attractive and unique tourist destination image for tourism development, which has become the top priority policy of Việt Nam tourism and tourist destinations in recent years.

Although the "National Tourism Promotion Program" has been implemented since 2008, Vietnam has yet to build up an overall image, which is the reason why the number of tourists to the country, as well as the possibility of attracting international tourists' revisit, is still modest, considering the available tourism potential. Therefore, the tourism development strategy until 2030 has determined "Creating a tourism destination image of Vietnam" in order to enhance the Vietnamese tourism brand [19].

Thua Thien Hue is considered as a destination with a comprehensive overall structure, meeting all conditions for developing tourism. In the period of 2013 - 2017, the number of tourist arrivals, however, slowly increased, with an average growth rate of 1.06% annually; tourism revenue did not reach the national average growth rate of only 9.58% per year in the same period; the average length of stay per guest tends to decrease from 2.01 days in 2013 to 1.8 days in 2017; and the ability to attract tourists, especially tourists' revisit, is still difficult in the context high competition of other cities such as Da Nang, Hoi An [10]. The reason is that Thua Thien Hue hasn't constructed a distinctive destination image that make it unique and memorable to tourists yet. Therefore, the construction of Thua Thien Hue tourist destination image in order to build the tourism brand for Thua Thien Hue tourism is really significant for tourism development in this province [12].

Secondly, in Vietnam, there have been a few studies conducted investigating the tourism destination image with tourists' intention.

Constructing a positive and impressive destination image to move towards building a tourism brand is of interest of Vietnam. However, so far, studies, topics and articles on this topic are quite inadequate. Reviewing previous studies shows that there were some researches investigated this research issue in different destinations such as Nghe An [14], Da Lat [2], Binh Dinh [4], Hue [9], [115] or the whole country [3], [6], [95]; Approaching destination image research mainly emphasizes cognitive image and has not clearly showed the role of affective image in the process of creating the overall image [2], [3], [4], [9], [14], [95].

Meanwhile, the trend in studying tourism destination image using visitors' assessment, both cognitive and emotional, is being noticed as the combination of these two images is the best and most comprehensive explanation about how tourists set up a tourism destination image [37], [40], [116].

Thua Thien Hue is a national tourist destination and tourism become key economic sector of the province, unfortunately, there has been no research on destination image for the whole province as well as research on the relationship between destination image and tourists' revisit intention yet. Therefore, it is essential to conduct the study on the aforementioned topic with the use of diverse theoretical frameworks to comprehensively assess Thua Thien Hue tourism destination image and its role in visitors' intention to return.

From the above reasons, the research issue on "THE IMPACT OF HUE TOURIST DESTINATION IMAGE ON THE REVISIT INTENTION OF VISITORS " was selected for doctoral thesis study.

2. RESEARCH OBJECTIVES

2.1. Overall objectives: to study the influence of Thua Thien Hue tourism destination image on tourists' revisit intention. Administrative implications was suggested to improve the tourism destination image, as a result, increase visitors' intention to return.

2.2. Specific objectives: (1) Reviewing the theoretical and practical literature of tourism destination image, tourists' intention to return; the relationship between tourism destination image and the revisit intention of visitors, Then, proposing a theoretical research model. (2) Identify the components / elements of Thua Thien Hue's tourism destination image. (3) Analyze the influence of Thua Thien Hue tourism destination image on visitors' intention to revisit. (4) Suggest Administrative implications to better Thua Thien Hue's tourism destination image so as to increase the capacity for attracting tourists' revisit intention to this destination.

2.3. Research questions: 1. Which theory / research framework is suitable for the study of Thua Thien Hue tourism destination image and its influence on the tourists' revisit intention? 2. What components/factors constituting the tourism destination image of Thua Thien Hue? 3. How does Thua Thien Hue tourism destination image affect visitors' intention to revisit? 4. What are administrative implications from the results of the research to improve Thua Thien Hue tourism destination image, contributing to augmenting the ability to attract tourists' intention to return?

3. THE OBJECT AND SCOPE OF THESIS

3.1. Research object of thesis

The research objects are the theoretical and practical issues of tourism destination image, its influence on tourists' revisit intention

The survey objects are international tourists and domestic tourists who have traveled to Thua Thien Hue's tourist destinations.

3.2. Research scope

Destinations: The thesis is implemented in Thua Thien Hue province, in the role of a tourist destination with the name of Thua Thien Hue's tourist destination (or Hue's tourist destination); *Research period:* Secondary data: 2013 - 2017; Primary data: 5/2017 - 5/2018.

Content: In order to have comprehensive evaluation of

tourists' perception in terms of reason and emotion, the dissertation approaches destination image research which consists of two components: cognitive image and affective image forming the overall image of Thua Thien Hue's tourist destination.

4. SCIENTIFIC AND PRACTICAL SIGNIFICANCE

4.1. Scientific significance

Firstly, TDI scale is inherited and further developed by author, which is well suitable to the research context of Thua Thien Hue tourist destination. Therefore, the results of scale building have supplemented and contributed to the development of destination image theoretical model.

Secondly, the dissertation has pointed out the relationship of destination image's components and their degree of influence on tourists' revisit intention, respectively: Cognitive image, Affective image affecting the overall image; Overall image, Affective image and Cognitive Image affecting tourists' intention to revisit; and Cognitive image playing a role in promoting Affective image.

Thirdly, the results analyze the differences in tourists' assessment, considering demographic characteristics and travel experience, which contributes to enriching the theory of tourists' intention in tourism.

Fourthly, the combination of qualitative research methods and quantitative research has established TDI scale quite comprehensively and objectively in the field of tourism research, as the same time overcome the disadvantages of how scale are built that some studies have pointed out earlier.

4.2. Practical significance

Firstly, tourist destination's overall image is composed of cognitive image and affective image is a new approach Thua Thien Hue's tourist destination. The analytical results are quite comprehensive explanation for the reason and emotion of tourists. This is an important orientation

that destination image marketers are able to capitalize to attract tourist visit and revisit to a tourist destination.

Secondly, the result of study highlighted the relationship in the tested research model, managers are aware of the role of each component/elements that constitute the destination image as well as the extent of their impact on tourists' intention to revisit. Then, administrative implications of destination image to attract tourists as well as their revisit intention.

Thirdly, the administrative implications to improve destination image are referent materials for tourism management agencies and tourism businesses in and outside the study area.

Finally, studying tourism destination image in relation to the visitors' intention has met the high demand for building and developing tourism destination image, moving towards constructing a strong tourism brand, enhancing the ability to attract domestic and foreign tourists of both policy makers, Vietnam Tourism Industry and Thua Thien Hue.

5. THESIS STRUCTURE

Besides the introduction, conclusion and suggestion, this dissertation consists of four chapters: Chapter 1. Literature review on tourism destination image and tourists' revisit intention; Chapter 2. Resources for developing Thua Thien Hue tourism destination image and research methodology; Chapter 3. Research results; and Chapter 4. Discussions and Administrative implications.

Chapter 1.
LITERATURE REVIEW ON TOURIST DESTINATION
IMAGE AND THE VISITOR'S INTENTION TO REVISIT
THE DESTINATION

1.1. CONCEPTS TOURISM

1.2. TOURIST DESTINATION IMAGE

Tourist destination image is a total impression in tourists' mind after they have experienced travel at a destination. "The total impression" is formed and stored by visitor' cognitive and affective evaluations about that destination.

* *The components of a destination image:* The most of concepts of destination image emphasize about tourists' perceptions. "These perceptions" should include both cognitive and affective aspects because their combination is the best explanation of how visitors set up a destination image [37], [40], [116]. Then, cognitive image and affective image are used in many studies on destination image.

* *The attributes of image components*

(1) *The attributes of cognitive image:* focus on popular attribute groups as: Tourist attractions, Entertainment and Nightlife, Cuisine, Tourism Infrastructure, Accessibility, Travel Environment, Atmosphere, Friendly People; and other attributes associated with destination as: Nature, History, Culture and Sport attractions...

(2) *The attributes of affective image:* Russell et al., [148] developed affective image scales which included four bipolar scales: Arousing - Sleepy, Pleasant - Unpleasant, Exciting - Gloomy, and Relaxing - Distressing. Base on Russell's scale, the same topic studies have flexibly manipulated these attributes for specific contexts [30], [138], [165].

(3) *The attributes of the overall image:* the overall image is established by a set of attributes, measured by Likert scale or semantic

difference scale [43] and estimated by the average or total score of attributes [64], [99], [134]. It means that, both tourist' cognitive and affective evaluations form the overall image of a place [155] or the overall image is the total impression of cognitive image, affective image and unique image of a destination [138] .

* *The methodology of destination image scale construction:* qualitative methods are used to construct Likert-scales, in which unstructured questionnaires for visitors are prioritized to develop a set of image attributes [63], [64], [134], [136] , [158]. However, for this set of questionnaires, visitors often place their focus on landscape, culture, and tradition factors, meanwhile other factors such as transport, accommodation and human resources are ignored. Therefore, the combination of focus group discussions, unstructured questionnaires and expert panel opinion methods are necessary to recognize the destination image scale.

1.3. THE REVISIT INTENTION TO VISITORS

The revisit intention of visitors is a willingness to return to a tourist destination that visitors have ever experienced [107]. This topic is of interest to study because: (1) studying the revisit intention of visitors is going to provide important information for decisions of tourism managers; and (2) visitors' revisit intention will contribute to increasing the results and economic efficiency for the destination.

The questions are used to measure the revisit intention of visitors such as: affirming to return to the same destination within 1-3 years; return or reselect the destination for the next visit.

1.4. RELATIONSHIP OF THE DESTINATION IMAGE TO THE REVISIT INTENTION OF VISITORS

A positive destination image is more likely to promote visitor's revisit to the tourist destination. On contrary, the negative destination image will affect visitors' perception, thereby tourist intention will be decreased [52], [144] .

A model of destination image included cognitive and affective image in relation to visitors' intentions is multi-dimensional relationships: cognitive image is a multidirectional scale combined with scale of affective image. Two images are independent variable of the overall image and the overall image is an intermediate variable in relation to the revisit intention of visitors. Therefore, the studies on destination image often use EFA, CFA and SEM to measure these relationships [2], [4], [14], [44], [47], [138], [152], [173].

A successful destination is shown by visitors' revisit intention, which represents a high level of loyalty. Along with studying the above relationship, the differences of the demographic characteristics and tourist experience of visitors will be considered when analyzing the components and the relationship of the research model [38], [42], [155], [164].

1.5. PROPOSED CONCEPTUAL MODEL AND RESEARCH HYPOTHESES

Research model "*The influence of Hue tourism destination image on the intention of visitor*" includes two parts: tourism destination image (cognitive image, affective image and overall image) and the intention to revisit of tourists.

The research is considered on the view that a positive destination is formed from positive evaluations of visitors, who have ever had interesting experience at a tourist destination. Moreover, these positive evaluations ensure that visitors will return to the same place [55], [138]. Therefore, identifying destination image attributes have to reflect the core characteristics as well as the tourism advantages of destination. From this sense, the proposed research hypotheses are expected to have positive effects.

H₁: Cognitive image has an influence on the same direction and positive to the overall image of destination.

H₂: Affective image has an influence on the same direction and positive to the overall image of destination.

H₃: Overall image has an influence on the same direction and positive to the visitor's intention to revisit the destination.

H₄: Cognitive image has an influence on the same direction and positive to affective image of destinations.

H₅: Cognitive image has an influence on the same direction and positive to the visitor's intention to revisit the destination.

H₆: Affective image has an influence on the same direction and positive to the visitor's intention to revisit the destination.

The thesis also examines the differences in evaluation of tourists about demographic characteristics and travel experience for components and relationships in the research model.

The research hypotheses are shown in Figure 1.7.

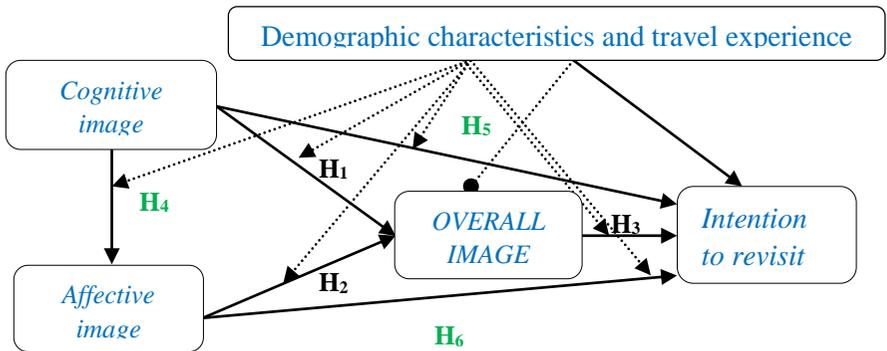


Figure 1.7. The research hypothesis about relationship between destination image and the visitor's revisit intention

(Source: Author's design, 2017)

Note:

—————> The research hypothesis.
 - - - - - ● - - - - - The differences in evaluation of relationship of demographic characteristics and travel experience of tourists in the research model.

- - - - -> The differences in evaluation of tourist about demographic characteristics and travel experience for components in the research model.

CHAPTER 2. RESOURCES FOR THUA THIEN HUE TOURISM DESTINATION IMAGE DEVELOPMENT AND RESEARCH METHODOLOGY

2.1. RESOURCES FOR THUA THIEN HUE TOURISM DESTINATION IMAGE DEVELOPMENT

2.2. RESEARCH METHODOLOGY

2.2.1. Research destination Procedure

The research procedure was carried out in two steps including the qualitative methods to develop a TDI scale and the quantitative methods to measure the influence TDI on the visitors' intention to revisit.

2.2.2. Constructing the scale

* The scale of Hue tourist destination image was identified based on:

(1) Literature review and discussion groups: the cognitive and affective image attributes were collected from Jenkins [99], Baloglu and McCleary [38], Beerli and Martin [41], [42], Qu et al., [138] and Styliadis et al., [152] researchs, which was associate with Hue tourism resources to design the discussion outline. There were 7 lecturers with good experience in tourism research took part in the discussion.

(2) Unstructured questionnaire for visitors: 3 open-ended questions of Echtner and Ritchie [63], [64] were adjusted to design questionnaires. The modified questionnaire was translated into Vietnamese and English. Data collection was done at Hue Station, Phu Bai Airport and Tours (Hue - Da Nang, Hue - Quang Binh, Hue - other destinations) from 10/2016 to 01/2017. 252 complete questionnaires (140 domestic and 112 international tourists) were used for this study.

(3) Expert panel opinions: Hue TDI scale was sent to 11 experts for their consultancy.

* *The visitors' revisit intention scale was adapted:* 1. would you like to choose Hue for your coming holiday? 2. would you like to revisit Hue within the next 3 years? 3. would you like to revisit Hue in the future?

Finally, TDI and the visitors' revisit intention scales included: 32 attributes/6 factors of cognitive image; 4 attributes of affective image, 5 attributes of overall image and 3 statements to measure the revisit intention.

2.2.3. Quantitative research methodology

* *Data collection*: secondary data was collected from the theses, scientific articles, Thua Thien Hue tourism business reports and other sources; and primary data was collected from domestic and international visitors.

Research tools: the survey questionnaire consisted of three major sections. 1. Visitors' travel experience; 2. Evaluation of visitors about Hue TDI and intention to revisit; 3. The demographic characteristics of tourists.

The sample size was determined appropriately for EFA, CFA and SEM analysis, consist of $44 \times 10 = 440$ samples. 696/765 (90.98%) questionnaires were collected and used for this study.

Data processing and analysis: Data cleaning, Normal distribution test, One - sample T-test, Independent Sample T-test, Scale reliability test (Cronbach's alpha), Exploratory factor analysis (EFA), Confirmatory factor analysis (CFA) and Structural equation modeling (SEM), Bootstrap test, Multigroup analysis.

Data analysis was conducted with the SPSS 22 and Amos 22 programs.

CHAPTER 3. RESULTS

3.1. THE CHARACTERISTICS OF SURVEYED SAMPLE

* *Demographic characteristics*: A total of 696 respondents was targeted for this study. Of which, there were 402 domestic tourists (57.80%) and the rest (294 international tourist, 42.20%) are international tourists. A figures of 52% of total respondents are female tourists and 48% of respondents are male. The age of respondents are

from 25 year olds to 45 ones was 65.7% of total respondents; 57.18% of the participants university degree holders or post-graduation ones.

* *Tourist experience*: more than 61% of tourists came to Hue as the first time and 72% of them had tourist purpose; the highest rate (49,2%) of tourists stayed two nights at Hue and 33.6% of tourists spent 1 night in this province. There were 42.80% of tourists to Hue by self-organizing, most of them was domestic tourists; 57.20% of visitors came to Hue by tour operators, in which large number are international visitors.

* *Information Sources*: visitors access to multiple sources of information for their travel to Hue. The most common source of information is from; their friends and relatives accounted for the highest percentage (47.56%); followed by internet (38.70%), agents and tours (37.07%), television (10.34%), advertising (5.75%) and leaflets (2.44%).

3.2. QUANTITY RESEARCH RESULTS

* Scale reliability test: Cronbach's alpha of CI, AI, OI, and IR were from 0,733 to 0,857, Corrected Item-Total Correlation higher 0,3 indicating good reliability scale.

* Research model scale test

- The result of EFA of TDI scale was completed at the 3rd time EFA analysis with coefficient KMO = 0.925 > 0.5, Barlett's Test = 11281,205 ($p < 0.05$), Eigenvalues value > 1 and total variance explanation = 51.80% > 50%, which were suitable for EFA requirement. Element matrix consisted of 9 loaded components, ensuring the requirement of convergence value and discriminant value. TDI scale has 28/32 variables with 7 loaded components.

Similarly, the EFA result of IR scale showed that the KMO, Barlett's Test coefficients, Eigenvalues values, the total variance extracted was satisfactory of EFA requirement.

Thus, the research model had 40 variables, of which 28 variables of CI, 4 variables of AI, 5 variables of OI and 3 variables of IR. All of variables used for CFA.

- The CFA results of the TDI scale: Chi-square / df = 2,607 < 3, CFI = 0,909, TLI = 0,901, IFI = 0,910 > 0,9, GFI = 0,886 ,9 0.9 and RMSEA = 0,048 < 0.08 indicated that the individual indicator was behaved as expected and Model fitted the data quite well;

Convergence value: Standardized Regression Weights of 37 variables were higher 0.5 ($p < 0.05$), showing that TDI scale reached convergence value; *Reliability of scale:* composite reliability (CR) of components were from 0.698 to 0.859 (≥ 0.7), the AVE values were from 30.3% to 49.9% ($> 30\%$), so the TDI scale fixed the requirement of reliability; *discriminant value:* the TDI scale ensured discriminant value with correlation coefficient AI <--> OI, CI <--> OI, CI <--> AI <1 ($p < 0.05$).

Similarly, CFA results of overall model showed that the evaluation criteria such as Unidirectional, Convergence value, Scale Reliability and Discriminant value were satisfactory.

*** Hypotheses Testing**

SEM results: Chi square / df = 2,562, CFI = 0,907, TLI = 0,900, IFI = 0.908, GFI = 0.879 and RMSEA = 0.047 < 0.08 indicated that the model fitted the data quite well.

The relations between AI and CI, OI and IR had negative regression coefficients. They still showed the same directional influence because AI scale was designed in opposite direction of CI, OI, IR scale. Therefore, the model reached to the standard of theoretical value.

Squared Multiple Correlations (R^2): CI and AI explained 53.3% of the variation of OI; CI explained 30.7% of the variation AI, and CI,

AI, OI explained 29.7% of the variation IR. Thus TDI had not the factor that decided completely to IR of tourists to Hue destination.

Table 3.11. Hypotheses Testing Results

Hypotheses		Estimate	SE	CR	P	R ²	Conclusion
H ₁	HATT <--- HANT	0,665	0,072	10,090	***	0,533	AC
H ₂	HATT <--- HATC	-0,107	0,041	-2,196	0,028		AC
H ₃	YDTL <--- HATT	0,248	0,116	3,771	***	0,297	AC
H ₅	YDTL<--- HANT	0,149	0,133	2,185	0,029		AC
H ₆	YDTL<--- HATC	-0,246	0,079	- 4,684	***		AC
H ₄	HATC <--- HANT	-0,554	0,076	-9,547	***		0,307

(Source: The author's data analysis, 2018)

Notes: *** $P < 0.001$, AC: acceptance

* The reliability of the estimated coefficients test: Bootstrap test was used with a sample refund (N = 1500). This result showed that, estimating of the relationship between components from SEM analysis were reliable.

3.3. THE DIFFERENCE OF DEMOGRAPHIC CHARACTERISTICS AND TOURIST EXPERIENCE ON RELATIONS AND COMPONENTS IN THE RESEARCH MODEL TEST

** The relationships in the research model*

Demographic characteristics: the relationships in the research model are affected by differences in *Visitor Sources* and *Marital Status* of respondents.

Tourist experience: the relationships in the research model are influenced by the difference in the number of times to Hue and the type of travel of the surveyed respondents.

** Overall image and Revisit intention*

Overall image (OI): tourist characteristics as domestic tourists, married persons, graduate and postgraduate qualifications, from 2 nights and more staying and self-organized to Hue evaluated OI better than others.

The intention to revisit Hue destination: tourist characteristics as international tourists, tourist age > 36, travel purpose, stay 1 night and to Hue by tour had intention to revisit Hue destination lower than others.

The relationships had a difference in the assessment (sig <0.05), the more positive the perception of the OI, the higher the IR of visitors to Hue destination.

CHAPTER 4. DISCUSSIONS AND ADMINISTRATIVE IMPLICATIONS

4.1. RESULT DISCUSSION

4.1.1. Destination image scale

About cognitive images, the scale consists of 7 elements that represent the characteristics of Hue tourist destination: Natural resources, Historical culture, Tourist features and recreational activities, Unique features of Hue, Environment and tourism infrastructure, Convenient transportation and accessibility.

There is a similarity in Qu et al., [138] as they used the destination's distinctive attributes to measure Unique feature. Specifically, Qu et al., [138] used Native American factors/ natural environments, Attractive destinations, Local attractions to measure Oklahoma's unique image. Among them, there are many attributes that are found in most image scales. With Hue's features, which focuses on 3 unique and distinctive characteristics of this city, and other destinations such as: Linh Mu Pagoda, Ao Dai and Hue hats, Hue Garden House, these are the most outstanding factors to identify Hue's TDI.

About affective image, Peaceful and Dreamy are completely different feelings compared with studies of Baloglu and McCleary [38], Beerli and Martin [41], Byon et al [47], Qu et al [138], Stylidis et al [152]... In fact, these two attributes match the emotional orientation for tourists visiting Hue tourist destination [12]. Thus,

Peaceful and Dreamy are unique images of Hue tourist destination that distinguish them from the others. Therefore, when carrying out activities to promote Hue tourism, it is necessary to combine and emphasize the unique features of Hue with affective image when carrying out promotional activities for Hue tourism.

In terms of overall image, different from other DI researches which adopt only one variable to evaluate OI [30], [38], [41], [47], [138], this dissertation uses 5 attributes to generally describe the outstanding tourism resources of Hue destination, such as human resources, natural resources, peace and dreaminess, positive DI and popularity. Therefore, Hue's tourist destination's OI expresses an overall impression of visitors' perception and emotion [138], [155].

Compared with the DI scale in the same area: Quyen [9] did not identify the attributes of measuring OI, Lien [115] identified Hue tourist destination's OI using Echtner and Richie's model [65] which included: historical sites with famous temples and delicious cuisine, the Citadel, the Pagoda, the Mausoleum, the peaceful, safe and friendly atmosphere.

About CI, Natural Attraction, Culture and History, Unique features of Hue, and Tourism Infrastructure are common features of Hue DI scale. In terms of natural tourism resources, Lien [115] and Quyen [9]'s scales presented "beautiful landscape"; however, this dissertation's scale consists of 3 attributes: Landscape, Beach and Natural Resources so as to fully describe the natural resources of TTH province.

About AI, Peace is a common point in both dissertation research and Lien [115], while Friendliness is a common attribute for research.

Some attributes in this dissertation scale that are different from Quyen [9] and Lien [115]: World cultural heritage sites, Royal Cuisine, Hue Garden House, Convenient transport, a number of travel transportation, The convenience of traveling to other destinations, Support services for available travel information and Competitive travel prices.

4.1.2. Research hypothesis

*** The relationship between Hue TDI's components**

First, CI has positive impact on OI (H₁).

The CI scale, which consists of 7 factors, includes "necessary conditions" with 3 factors that play important role in constituting Hue tourist destination's CI: Characteristics of tourism (COT), Historical and cultural attraction (HACT) and Hue's features (HF). Among them, some attributes are different from the others such as: Hue Yacht and Ca Hue on the Huong River representing Hue's features, Song Huong and Truong Tien Bridge reminding tourists of Hue destination; Imperial cuisine and world cultural heritage sites belong to COT factor; Ao dai, Non Hue, Hue garden house and Linh Mu pagoda belong to HF; nice and famous pagodas, typical architecture, attractive places of historic interest and culture belong to the HACA factor.

More importantly, Natural Attraction (NA) plays the least important role in the "necessary condition" though it is considered as an advantage to develop Hue DI. This proves that the rich natural tourism resources has not been attractive enough to impress tourists.

Regarding "sufficient conditions", the factors affecting CI are shown in order of its scale from highest impact to lowest one: Infrastructure, Price approaching, and Convenient transportation. In particular, the CT has not played an important role in visitors' perception.

Thus, regarding Hue TD, human resource is the core resource that creates the general image in tourists' perception. Environmental condition, infrastructure and transportation are essential supporting factors to build up positive perception.

Second, AI positively affects OI (H₂), considering the two components that construct Hue's OI, CI plays more important role than that of AI. This conclusion is opposite of studies of Baloglu and Brinberg [37], Styliadis et al., [152]. The reason can be that most of this

dissertation's survey objects are tourists who visited Hue for the first time (61.2 %), thus they were not familiar with this destination. However, the results of this study are consistent with the general trend in recognizing CI's leading role compared with AI during the establishment of the OI.

Third, CI positively affects AI (H4), the more positive tourists' CI is, the more positive tourists feel about AI. AI is an intermediate component in the relationship between CI and OI. This conclusion is consistent with studies of Lin et al., [116], Styliadis et al., [152], Wang and Hsu [165]. It contributes to asserting CI's important and decisive role in constructing TDI. Therefore, enhancing CI's positivity can help ameliorating tourists' AI towards the destination, thus, contributing to forming a positive OI. This is a vital factor that can stimulate visitors' revisit intention.

*** The influence of TDI's components on tourists' revisit intention**

First, OI positively affects tourists' revisit intention (H3), meaning that an active OI can strongly promote visitors' intention to revisit. [6], [43], [52], [138], [120].

Depending on the research context, the impact level of the above relationship is dissimilar, for example: TRI <--- OI is 0.41 [138]; 0.202 [43] while this dissertation's is 0.248. Thus, in order to attract a huge number of tourists, TTH tourism needs to increase its destinations' competitiveness by constructing and developing an impressive and unique DI in terms of cognition and affection, thus, offering visitors an integral travel experience.

Second, CI and AI positively affects TRI (H5, H6): this result is consistent with studies of Chen and Tsai [52], Martin et al., [120], Qu et al [138] and Zhang et al [173]. In fact, the order of each DI's impact on TRI is unlike. For example, the order of influence on TRI is: HATT, HANT and HATC [6], [52], [120], [138]; or even AI has no impact on

TRI [30]. The results of the dissertation and Zhang et al [173] are OI, AI and CI, in order of importance.

Literature review indicates that the OI is the common image that visitors think about when a destination is mentioned, thus, proving that the OI plays the most important role in TRI is of great value. The results of this dissertation clearly revealed it.

4.1.3. The difference in assessment considering demographic characteristics and travel experience in research model

First, AI does not create tourist destination's OI

For international tourists, a figure of 85 % of international tourists visit Hue for their first time, about 50% of visitors stay for only one night. Thus, the short stay has impeded tourists' feelings; For single visitor, most of whom are young people, they travel a lot and have short stay, which limits their perception of AI; Among tourists who did not organize themselves to visit Hue, 63% were first-time visitors, most of whom were international tourists, therefore, Hue is not yet a familiar destination, which leads to AI having an unimportant impact on the OI ; For tourists who visited the city for the second time, they were on business, which could be the reason explaining why AI does not form OI.

Second, OI, CI, AI in relation to TRI

* International tourists and tourists visiting Hue for the first time have no intention of revisiting due to the OI's influence: About 75.2% of international visitors do not intend to revisit Hue. However, their evaluation of Hue tourism is quite satisfactory (4.9 - 5.4 out of ???), proving that the geographical distance and the disadvantage of the tourism products, or tourism barriers... results in tourists not planning to revisit.

* *Some characteristics of visitors are not reflected in the relationship between CI, AI and RI*: 67%, 78% of visitors were married people with travel purpose, 45,3% of whom visited Hue for the first time, proving that they were not familiar customers of Hue tourist destination. For self-

organized travelers, 77% of which come to Hue for the second time, mainly due to work, therefore, AI does not decide their RI.

** For OI and RI, there is a difference in assessment in terms of guest sources, marriage, education, length of stay and tourism forms, age and tourism purposes, showing that the positive OI can greatly contribute to RI.*

4.2. ADMINISTRATIVE IMPLICATIONS

Firstly, improving CI to enhance the role of AI and OI, thus leading to an increase in RI.

It is important to capitalize the advantages for developing Hue TDI expressed through the factors VHLS, DDH and DTDL; implusing the exploitation of resources to build Hue natural attractions (HDTN); Improve and enhance the role of factors that create sufficient conditions in TDI' development.

Second, increasing the level of AI perception to create comprehensive and distinctive OI.

Third, enhancing tourists' regconition of Hue tourist destination's AI through tourism promotional activities

Fourth, implementing market segmentation considering demographic characteristics and travel experience.

Fifth, construction and development of TDI need a combination of: tourism management agency, tourism enterprise, tourism manpower and local people.

Finally, decrease the negative image of Hue tourist destination.

4.3. LIMITATIONS AND FUTURE RESEARCH

4.3.1. Limitations of thesis

First, Hue city is the center of TTH tourism activities. From 2016 up to date, implementing the water supply project has made the city become a "traffic project", causing difficulties in traveling, dust, pollution... Therefore, affecting visitors' awareness about Hue TDI at the time of the survey.

Second, Hue city is enriched by the world cultural heritages (The complex of Hue monuments and 04 other heritage), TTH shares relative similarities compared with other provinces such as Quang Nam (ancient city Hoi An, My Son Holy Land), Hanoi (The imperial citadel of Thang Long) and Thanh Hoa (Ho Citadel). However, this study is based on convenient samples for domestic and international visitors regarding TTH, therefore, the ability to generalize and apply research results to other localities is still limited.

Third, the dissertation examines the differences in assessment considering the demographic characteristics and visitors' travel experiences towards the relationships in the research model, thereby, it lacks the assessment of differences regarding psychological characteristics. (personal values, motivation, personality, tourism motivation...) towards the above relationship. Therefore, the research results have not fully considered the role of these factors in the process of forming TDI as well as tourist intentions.

4.3.2. Future researches

First, the same research can be conducted in other cities with similar resources (such as Quang Nam, Hanoi, Thanh Hoa ...), then, comparing visitors' reviews of the above destinations in order to increase the ability of generalize study results.

Second, adding factors such as loyalty, satisfaction, and especially, Travel Inhibitor into the research model so as to fully measure the real factors that impact RI. Conducting a survey on tourists who have not visited Hue to examine Hue destination's secondary image that they already have; visitors to Hue for the first time determine the primary image they get from the actual travel experience; and visitors to Hue from the second time to consider the factors that motivate their repetitive tourism activities. Comparing these three groups of tourists to form a basis for proposing marketing strategies to improve and develop DI.

Third, conducting in-depth research on tourists' intentions in relation to shaping TDI, with specific consideration of travel experience, tourists' psychological characteristics as independent factors in order to quantify their role in visitor's perception of DI their RI. The research results serve as a basis for building tourist destination marketing strategies, at the same time adding to the theory intention and behavior, which is of interest to researchers and practices.

CONCLUSIONS

In order to contribute to solving the theoretical and practical gaps detected in the process of conducting literature review, the dissertation "The influence of Hue TDI on tourists' revisit intention" are completed based on a combination of qualitative research methods and quantitative research methods. Results show:

Firstly, the dissertation approaches the research model including: overall image constituted of Cognitive Images, Affective Images; and Tourists' revisit intention. From the results of the survey of 696 visitors, conducting preliminary assessment and verification of scales and official scales including 40 observed variables. In particular, cognitive image has 7 factors with 28 variables, affection image with 4 variables, 5 variables measure overall image and 3 variables measure visitors' intention to return.

Second, among the components that constitute Hue TDI, cognitive image plays the most important role and contributes to promoting affective image. The image components are positively evaluated by tourists, Hue TDI scale stands out with its features such as: Hue Yacht and Ca Hue on the Huong River representing Hue's features, Song Huong and Truong Tien Bridge reminding tourists of Hue destination; Imperial cuisine and world cultural heritage sites belong to COT factor; Ao dai, Non Hue, Hue garden house and Linh

Mu pagoda belong to HF; nice and famous pagodas, typical architecture, attractive places of historic interest and culture belong to the HACA factor, Hue is a peaceful and dreamy destination. This is the basis to distinguish Hue TDI from the others.

Third, in relation to TRI, DDI components' order of influence is, in turn: the overall image, affective image and cognitive image. However, the level of influence as well as the decisive role of destination image towards the TRI is still limited.

Fourth, the dissertation analyzes the differences in the demographic characteristics and travel experience towards the components and their relationships in the research model. In particular, source of tourist, marriage status, number of visits to Hue and forms of travel are dissimilar in assessing relationships in the research model; Visitor resources, Marital status, Education, Length of stay and Tourism forms vary in the overall image assessment and visitor's intention to return.

Finally, the dissertation has proposed 6 administrative implications improving destination image and contributing to increasing RI: Improving cognitive image; Increasing tourists' feelings about affective image; Enhancing visitors' ability to recognize the overall image through tourism promotional activities; Implementing market segmentation; considering demographic characteristics and travel experience; The combination of parties such as tourism management agencies, tourism enterprises, tourism human resources and local residents; Decreasing the negative images of Hue tourism destination indicated in the survey results.

Thua Thien Hue tourism has a vital role in generating jobs for local labors and contributing to the socio-economic development. Finding out different ways to promote TTH tourism development is of interest to provincial governments. The results of thesis not only made significant contribution to the theoretical literatures but also providing administrative implication for tourism development in this province.

SCIENTIFIC ARTICLES

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