



Factors Affecting Tourists in Making Decision to Choose Da Lat as a Tourism Destination

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ABSTRACT: For finding the factors affecting tourists in making decision to choose Da Lat as a tourist destination and the extent of the impact of those factors, this study was conducted through a survey of tourists at Da Lat city. The study identified six factors affecting tourists in making decisions: (1) Landscape environment, (2) Safety, (3) Destination information, (4) Infrastructure, (5) Cultural history, (6) Food and shopping. Study methods used to test the theoretical model include: (1) Qualitative research, through discussion with experts, (2) Quantitative research was conducted through a survey of tourists at Da Lat city (sample number $n = 267$). The study scales were evaluated by Cronbach's Alpha reliability test and exploratory factor analysis (EFA). The findings of this study may be a useful reference for tourism-related organizations and companies in planning solutions & strategy for Da Lat tourism development.

Keywords: tourism, destination, Da Lat.

I. INTRODUCTION

Da Lat city has many favorable conditions for development such as: the security and order situation, socio-political stability in the locality; economic growth; tourism resources, human resources are rich, diverse, imbued with national identity; socio-economic infrastructure is improved; The living standards, incomes and working conditions of the local people are improved, the demand for cultural exchange and travel needs of the local people at home and abroad to Da Lat - Lam Dong is increasing day by day. However, in 2020 until now, the COVID-19 epidemic broke out, spreading rapidly to countries around the world. This is a dangerous disease, affecting globally, affecting all aspects of economic and social life and the behavior and living habits of people around the world. The impact of the COVID-19 epidemic combined with the decline of the world economy since the end of 2019 has seriously and comprehensively affected all economic and social fields of our country, including the locality. Lam Dong. According to statistics of the Department of Culture, Sports and Tourism of Lam Dong province, in 2020 visitors to Lam Dong are estimated to reach 4,000,000 arrivals (down 44.1% over the same period in 2019). , reaching 51.3% of the 2020 plan). In which, international visitors are estimated at 120,000 arrivals (down 77.5% over the same period in 2019, reaching 20.7% of the 2020 plan); Domestic tourists were estimated at 3,880,000 arrivals (down 41.5% over the same period in 2019, reaching 53.7% of the 2020 plan). Experiencing a long period of epidemic, but up to now, Da Lat is still a safe and attractive destination, this is one of the strengths to attract tourists to the locality.

II. THEORETICAL BASIS AND RESEARCH METHODS

1.1. Theoretical foundations of behavior

Consumer behavior is the process customers use to select, acquire, use, and dispose of products, services, experiences, or ideas to satisfy needs and the effects of these processes. process on consumers and society (Kuester & Sabine, 2012). According to Engel, Blackwell and Kollat (1968), the customer buying process consists of 5 main stages:



Figure 2.1: Purchasing process

Need identification: The need identification stage is the most important stage in the process leading to buying behavior. If there is no need, no purchase can be made. This need can be stimulated by internal stimuli (basic human needs such as hunger or thirst, when these stimuli act to some extent compel the person to satisfy them). and external stimuli (Kotler, P., Keller, KL, Koshy, A. and Jha, M., 2009).

Information search: The information search phase is the next stage after the need identification stage to find the product/service that they think is the best. Information sources can include many sources such as commercial sources, personal sources. While commercial sources help buyers get information about products and services, personal sources help them validate and evaluate a product or service.

Measurement and evaluation: At this stage, buyers evaluate different brands/products based on multiple attributes with the main aim of finding out if brands/products with these attributes can bring the benefits you are looking for. This stage is heavily influenced by the shopper's attitude, "which puts a person in a frame of mind: liking or disliking an object, approaching or avoiding it" (Kotler, P., Keller, KL) , Koshy, A. and Jha, M., 2009).

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Buying Behavior: The purchase stage is the fourth stage in the process. According to Kotler, Keller, Koshy and Jha (2009), this stage can be influenced by two factors. The first factor is the views of others and the willingness of the buyer to listen to these views. The second factor is unexpected, unpredictable situations such as economic recession, income decline/increase...

Post-purchase behavior: The post-purchase behavior of customers and the way businesses deal with them will have a great influence on customer retention Blythe, Jim (2008). In the short term, the customer will compare product expectations with its actual effectiveness and will feel either satisfied (if the product's effectiveness

exceeds expectations) or unsatisfied. if the effectiveness of the product is not as expected). The feeling of satisfaction or dissatisfaction greatly affects the lifetime value of that customer to the business (whether they continue to buy from that business in the future or not). According to Giang and Loi (2021), in order to improve visitor satisfaction for tourist resorts, administrators need to focus on increasing service quality. In particular, people are always the most important factor that directly affects the perception of customers when coming to the resort. Therefore, training people in knowledge and service skills is something that managers must focus on first.

1.2. Theoretical foundations of tourism and tourist destinations

1.2.1. Tourism and tourists

Tourism is activities related to a person's trip outside his/her regular place of residence in order to meet the needs of sightseeing, learning, entertainment and relaxation for a certain period of time (Law on Tourism. Vietnam, 2017). Tourist is a visitor, staying in another country or region with a regular place of residence for more than 24 hours and staying overnight there for the purposes of relaxation, sightseeing, visiting family, attending conferences. conference, religion and sport (Thong, 2010). According to the Law on Tourism of Vietnam (2017), tourist is defined as follows: "Tourist is a person who travels or combines tourism, except for school, work or practice to receive income. at the destination." There are also day visitors (Day Visitor) or Excursionist (Excursionist) is a type of visitor who stays somewhere less than 24 hours and does not stay overnight.

1.2.2. Travel destinations

A tourist destination is a geographical location that tourists make a journey there to satisfy their needs according to the purpose of their trip. From an economic point of view, this is considered a tourism supply factor because it satisfies the aggregate needs of customers.. Therefore, in many respects, a tourist destination is the most important element in the tourism system, (An and Giao, 2014). According to Minh (2008), the tourist destination is the place where the most important factors appear, and also the place where tourists find most of the amenities and support services for their trip. Most tourist destinations include many of the following components: tourist attractions, transportation, accommodation, amenities and support services, and additional activities.

1.2.3. Deciding on a travel destination

According to Hwang (2006), the decision to choose a tourist destination is the stage where the tourist makes his final decision about the destination choice, that is, the tourist chooses a destination within the set of tourist destinations. available alternative destinations have been explored in the previous stages, and become a real consumer in the tourism sector (Thoa, 2015). According to Keating & Kriz (2008), the destination choice decision is the decision to choose a specific destination among many different destinations, which is the outcome of the evaluation of destination information and the attractiveness of the image. destination photo; motivated by tourists' travel motivation in choosing a destination that is most suitable for them (Nguyen Xuan Hiep, 2016).

III. RESEARCH METHODS

Research methods used to test the theoretical model include: (1) Qualitative research, through discussion with experts, (2) Quantitative research is carried out through detailed questionnaires. for tourists coming to Da Lat (sample number n = 267).

Preliminary research: conducted through qualitative research by in-depth interviews with experts who are leaders of travel businesses, tourist attractions, Tourism Promotion Center is a process of unstructured personal exchange in which respondents describe events, feelings, comments, attitudes, etc., about factors affecting the decision to choose a destination tourist travel. From the preliminary research results, the questionnaire will be designed and included in the formal study.

Formal research: is a quantitative research phase conducted through a survey of visitors to Da Lat - Lam Dong with a designed questionnaire. Data were analyzed using SPSS software, to re-evaluate the scale and test theoretical models and hypotheses through mail or direct interviews with research subjects using questionnaires. After coding and cleaning, the data will be evaluated by Cronbach's Alpha reliability test and exploratory factor analysis (EFA), then conduct regression analysis to get the impact level of the data. each factor to the decision to choose a tourist destination.

IV. RESEARCH RESULTS AND RESEARCH IMPLICATIONS

1.3. Research results

Quantitative research was conducted with 267 questionnaires collected out of a total of 300 questionnaires distributed. The results of reliability testing by Cronbach's Alpha coefficient show that all observed variables meet the requirements according to each specific scale (Table 4.1). The reliability coefficients of Cronbach's Alpha of these scales are all greater than 0.6 and the correlation coefficients of all variables - total are greater than 0.3, so they are satisfactory. Therefore, the observed variables of the study are accepted and will be used in the EFA factor analysis.

Table 4.1: Results of reliability testing through Cronbach's Alpha . coefficient

Code	Scale if item deleted	Scale variance if item deleted	Corrected item- Total correlation	Cronbach's Alpha if item deleted
Destination information				
TT1	15.22	6.496	.572	.806
TT2	15.18	6.316	.605	.796
TT3	15.24	5.922	.634	.789
TT4	15.09	6.195	.634	.788
TT5	15.02	6.240	.668	.779

Cronbach 's Alpha = 0.826				
Infrastructure				
CSHT1	11.07	4.702	.671	.749
CSHT2	11.05	4.554	.713	.728
CSHT3	11.46	5.107	.561	.800
CSHT4	11.20	4.981	.593	.785
Cronbach's Alpha = 0.814				
Foods and shopping				
ATMS1	11.36	4.546	.513	.766
ATMS2	11.48	4.574	.505	.770
ATMS3	11.59	3.964	.642	.700
ATMS4	11.62	4.033	.700	.671
Cronbach's Alpha = 0.782				
Culture history				
LSVH1	14.88	6.597	.504	.652
LSVH2	15.09	5.732	.461	.674
LSVH3	15.14	6.077	.466	.666
LSVH4	14.87	6.746	.495	.657

LSVH5	15.16	6.770	.454	.670
Cronbach 's Alpha = 0.711				
Safety				
AT1	15.29	7.020	.640	.785
AT2	15.06	7.661	.580	.802
AT3	15.19	7.727	.537	.814
AT4	15.32	6.994	.675	.775
AT5	15.36	7.185	.674	.776
Cronbach 's Alpha = 0.826				
Landcape environment				

MTCQ1	10.95	4.001	.466	.647
MTCQ2	10.71	3.794	.533	.603
MTCQ3	10.81	3.887	.558	.589
MTCQ4	10.99	4.406	.383	.695
Cronbach 's Alpha = 0.699				
Deciding on destination				
QDLC1	11.78	1.197	.646	.806
QDLC2	11.83	1.013	.695	.778
QDLC3	11.85	.932	.748	.753
QDLC4	11.82	1.093	.597	.822
Cronbach 's Alpha = 0.835				

Factor analysis is only considered appropriate when the KMO coefficient (Kaiser - Meyer - Olkin) has a value of 0.5 or more, Barlett's Test is used to consider the hypothesis that the variables are not correlated in the population. Hoang Trong and Chu Nguyen Mong Ngoc, 2008), variables with transmission coefficients less than 0.4 will be excluded. Principal axis factoring extraction method is used with Promax rotation, only factors with Eigenvalue greater than 1 are kept in the research model (Hoang Trong and Chu Nguyen Mong Ngoc, 2008). The results of EFA factor analysis for independent variables (which are the influencing factors) extracted 6 factors. KMO coefficient = 0.775, so the data is consistent with Bartlett test value 2486 with significance level sig = 0.000, so the observed variables are correlated with each other on the overall scale. The extracted variance is 58.225%, showing that the 6 factors drawn explain 58.225% of the variation of the data, at the Eigenvalue = 1.225. Factor loading coefficients of all observed variables are greater than 0.4. Thus, the analysis criteria are met and the results of this factor analysis are meaningful.

The above results show that the scale drawn is acceptable. The results of factor analysis for the independent variables are presented in Table 4.2. The study also gave the results of factor analysis for the dependent variable (the deciding factor for choosing a destination) with a coefficient of KMO = 0.790, so the EFA is consistent with the data and Chi-Square statistics of the Barlett test. value 424,865 with significance level sig = 0.000. Therefore, the observed variables are correlated with each other on the overall scale. The extracted variance is 67,373%, showing that the drawn factor explains 67,373% of the variation of the data, at the Eigenvalue = 2,695. Therefore, the scale drawn is acceptable. The results of exploratory factor analysis for the Scale of Selection Decision are presented in detail in Table 4.3.

Table 4.2: Result of factor analysis of independent variables

	Component					
	1	2	3	4	5	6
TT5	.821					
TT2	.813					
TT3	.765					
TT4	.693					
TT1	.664					
AT4		.824				
AT5		.801				
AT1		.792				
AT3		.708				
AT2		.708				
CSHT1			.853			
CSHT2			.835			
CSHT4			.764			
CSHT3			.732			
ATMS3				.866		
ATMS4				.839		
ATMS2				.708		
ATMS1				.548		
LSVH1					.720	
LSVH3					.685	
LSVH4					.682	
LSVH2					.677	
LSVH5					.651	
MTCQ3						.803
MTCQ2						.770
MTCQ1						.693
MTCQ4						.624

Bảng 4.3: Result of factor analysis of dependent variable

	Component
	1
QDLC1	.803
QDLC2	.836
QDLC3	.875
QDLC4	.765

From the results of the parser, for the model was built in

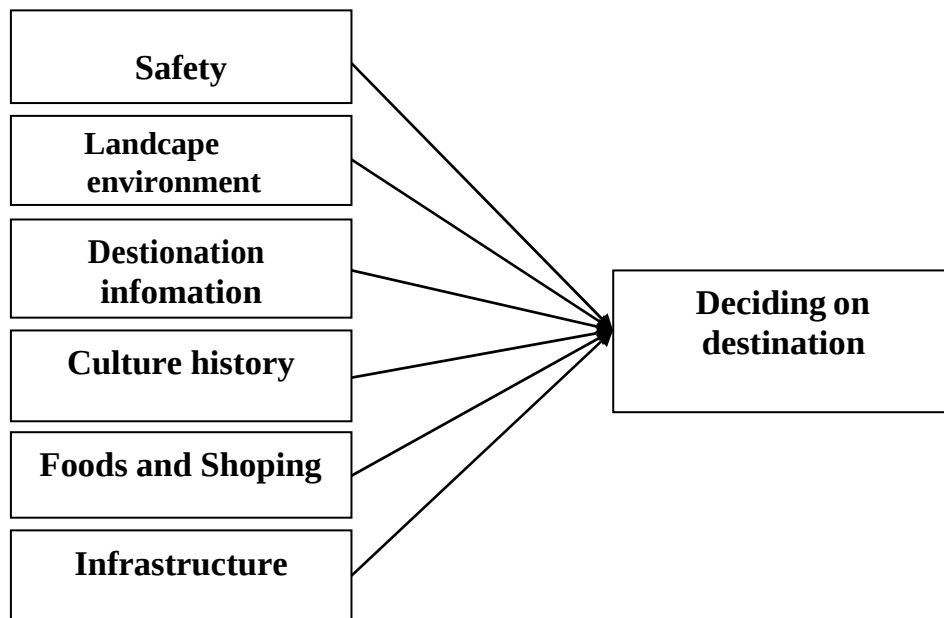


Figure 4.1: The research model

The research model and research hypotheses are tested by regression analysis with multivariable regression equations to determine the important role of each factor in evaluating the relationship between the choice decision, tourist destination for impact factors. The results of the analysis are presented in Table 4.4

Table 4.4: Regression analysis results

Independent variable	Unstandardize d Coefficients		Standar dized Coefficients	t	Sig (p-value)	CollinearityStatistics	
	B	Std. Error	Beta			Tolerance	VIF
Cont	1.356	.198		6.859	.000		
Information destination	.129	.032	.237	3.979	.000	.634	1.576
Infracstructure	.063	.024	.133	2.572	.011	.835	1.198
Foods andshoping	.080	.028	.160	2.817	.005	.697	1.434
Culture history	.112	.026	.204	4.269	.000	.977	1.023
Safety	.155	.024	.308	6.372	.000	.960	1.042
Landscape environment	.149	.025	.285	5.961	.000	.982	1.018
Dependent variable: Deciding on destination							

The results of the regression analysis in Table 4.4 show that there are 6 independent variables that affect the tourist's decision to choose a tourist destination, which are (1) Landscape, (2) Safety, (3) Destination information, (4) Infrastructure, (5) Cultural history, (6) Food and shopping. In which, Safety factor has the strongest impact on visitor satisfaction with standardized Beta coefficient of 0.308, followed by Environmental factor and landscape factor (Beta = 0.285), Destination information factor (Beta = 0.285). Beta = 0.237), Cultural History factor (Beta = 0.204), Food & Shopping factor (Beta = 0.160), and finally the Infrastructure factor (Beta = 0.133), so completely It can be concluded that the built linear regression model is suitable for the population. The regression equation for variables with normalized coefficients has the following form:

$$QDLC = 0.308AT + 0.285MTCQ + 0.237TT + 0.204LSVH + 0.160ATMS + 0.133CSHT$$

The results of the regression analysis give a fitting coefficient $R^2 = 0.404$, which means that the built linear model fits the data set to 40.4% (or the model explained 40.4% of the variation). The bias of the dependent variable is the tourist's choice decision through the independent variables (which are the influencing factors). Thus, the study has identified the factors and the quantified impact of these factors on the tourist's decision to choose a tourist destination.

1.4. Research implications

From the research results, it has been shown that the factors and the importance of these factors, for tourists' decision to choose Da Lat as a tourist destination, when they generate travel motivation. Thus, in order to increase the attractiveness of Da Lat for tourism, and improve the possibility of choosing Da Lat as a tourist destination, the authorities, tourism businesses and economic sectors have In addition to other activities, it is necessary to focus on policies and solutions related to 6 factors (1) Safety, (2) Environment and landscape, (3) Destination information, (4) Cultural history culture, (5) Food & Beverage, (6) Destination infrastructure. The research results show that the factor Safety has a very high level of impact, which means that it is of great importance in making a tourist's decision to choose a tourist destination.

This is completely consistent with the current period, because the Covid-19 epidemic situation is happening around the world, including Vietnam, and has left extremely serious consequences for people as well as the economy. Therefore, when traveling, tourists pay special attention and consider the safety factor. According to Giang & Loi (2021), hygiene is one of the criteria that tourists are increasingly interested in. Sanitation includes both food safety and environmental issues. Thus, enhancing hygiene and combating environmental pollution is also a measure to increase the safety factor for tourists. The remaining factors including: Landscape environment, Destination information, Destination cultural history also contribute equally to the decision of tourists to choose the most in the current context before traveling. Visitors can use the internet to check information and comments on social networking sites. The research results explain that 40.4% of the variation of the dependent variable is the tourist's choice decision through the independent variables, which means that there are many other factors affecting the tourist's decision. This is also a follow-up research direction inherited from this research.

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