

**DESTINATION CHOICE THROUGH PUSH AND
PULL MOTIVATIONS FACTORS OF
VIETNAMESE DOMESTIC TOURISTS**

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**DESTINATION CHOICE THROUGH PUSH AND
PULL MOTIVATIONS FACTORS OF
VIETNAMESE DOMESTIC TOURISTS**

by

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LIST OF ABBREVIATIONS

ASEAN	Association of Southeast Asian Nations
DMOs	Destination Management Organizations
DNIFF	Danang International Fireworks Festival
FDI	Foreign Direct Investment
GDP	Gross Domestic Product
GSO	General Statistic Official of Vietnam
MANOVA	Multivariate Analysis of Variance
SPSS	Statistical Package for Social Science
UNESCO	United Nations Educational, Scientific and Cultural Organisation
UNWTO	Union Nation World Tourism Organisation
VNAT	Vietnam National Administration of Tourism
WTO	World Trade Organisation

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PILIHAN DESTINASI PELANCONGAN MENERUSI FAKTOR MOTIVASI TOLAKAN-TARIKAN DALAM KALANGAN PELANCONG DOMESTIK DI VIETNAM

ABSTRAK

Kajian ini menyiasat pilihan destinasi pelancong domestik Vietnam melalui lensa faktor motivasi tolakan dan tarikan. Objektif kajian adalah untuk mengenal pasti motivasi perjalanan pelancong domestik Vietnam, mengkaji faktor motivasi tolakan dan tarikan, dan membandingkan kepentingan faktor motivasi tolakan dan tarikan terhadap pilihan destinasi melancong. Pendekatan kuantitatif telah digunakan dengan menggunakan borang soal selidik. Analisis deskriptif, analisis faktor, dan model regresi logistik binari telah digunakan. Penemuan hasil daripada analisis deskriptif mendedahkan enam item motivasi tolakan yang mendorong pelancong domestik Vietnam dan lima item motivasi tarikan yang menarik mereka ke destinasi tertentu. Di samping itu, kajian turut mengenal pasti tujuh faktor motivasi tolakan dan empat motivasi tarikan menerusi dapatan hasil daripada analisis faktor. Berdasarkan keputusan daripada regresi logistik binari didapati bahawa dimensi motivasi tolakan tidak berbeza dengan ketara merentas destinasi, namun dimensi motivasi tarikan adalah berbeza-beza. Pelbagai dimensi tarikan mempengaruhi pilihan destinasi yang berbeza-beza. Kajian ini menyumbang kepada implikasi praktikal dan literatur akademik. Dari segi akademik, ia memperkayakan pemahaman tentang tingkah laku pelancong dan pilihan destinasi, khususnya dalam konteks Vietnam, dan menyediakan rangka kerja untuk penyelidikan masa depan dalam kajian pelancongan. Secara praktikal, ia menawarkan pandangan untuk pihak berkepentingan pelancongan untuk menyesuaikan strategi pemasaran dan membangunkan dasar pelancongan yang sejajar dengan motivasi pelancong domestik Vietnam. Beberapa implikasi berdasarkan

penemuan kajian ini menyediakan pihak berkuasa pelancongan untuk mewujudkan dasar pelancongan.

DESTINATION CHOICE THROUGH PUSH AND PULL MOTIVATIONS FACTORS OF VIETNAMESE DOMESTIC TOURISTS

ABSTRACT

This study investigates the destination choices of Vietnamese domestic tourists through the lens of push and pull motivational factors. The objectives are to identify the underlying travel motivations perceived by Vietnamese domestic tourists, examine the push and pull motivational factors, and compare the important of push and pull motivational factors on destination choices across destinations. A quantitative approach was employed. Descriptive analysis, factor analysis, and binary logistic regression models were applied. The findings resulted from descriptive analysis revealed the six push motivational items that pushed Vietnamese domestic tourists and five pull motivational items that pulled them to specific destinations. Additionally, the study identified seven push and four pull motivational factors from the findings resulted from factor analysis. Based on the results from binary logistic regression it found that while push motivational dimensions did not differ significantly across destinations, pull motivations dimensions varied. Various pull dimensions influenced the choice of different destinations. The study contributes to both practical implications and academic literature. Academically, it enriches the understanding of tourist behaviour and destination choice, particularly in the context of Vietnam, and provides a framework for future research in tourism studies. Practically, it offers insights for tourism stakeholders to tailor marketing strategies and develop tourism policies that align with the motivations of Vietnamese domestic tourists. Several implications based the findings of this study provided tourism authorities to create tourism policies.

CHAPTER 1

INTRODUCTION

1.1 Introduction

Domestic tourism is taking on an important role in world tourism. According to UNWTO (2020) there were an estimated 9 billion domestic tourist arrivals (overnight visitors) worldwide in 2018, with more than half of those trips occurring in Asia and the Pacific. In terms of the number of tourist arrivals around the world, the domestic tourism market is more than six times larger than international one which had 1.9 billion at the same year (UNWTO, 2020). Both the developed and developing countries have important domestic tourism market. The fifteen world's largest domestic tourism markets are India, China, United States, Japan, Brazil, France, Spain, Russia, Korea, Germany, Indonesia, Thailand, United Kingdom, Australia, and Malaysia (UNWTO, 2020). However, there were still limited study focusing on understanding domestic tourism market and customers (Nyaupane et al., 2020).

After experiencing of the recent global crisis, the domestic tourism market has been more sustainable and resilient than the international market (Adam et al., 2021; Hajibaba et al., 2015). However, in the context of tourism studies, there is a limited research study on the domestic tourism market (Bayih & Singh, 2020b; Morupisi & Mokgalo, 2017). It is evidence that tourists will behave differently between domestic and overseas trips influenced by travel distance and money exchanged. A few researchers have examined travel motivation, and travel destination choice, predominantly Asian domestic tourists.

Vietnam is a country in South-East Asia with numerous beautiful natural sceneries and landscapes and rich and diverse cultural and historical indigenous that attract millions

of tourists from around the world. The direct and indirect benefits of developing the Vietnam tourism sector are innumerable, contributing to economic growth and poverty alleviation (Truong, 2013). Domestic tourism in Vietnam showed a steadily growth since 2010 and promises to continue growing in the future. The growth of domestic tourism market in Vietnam is induced by the steady growth of Vietnam's economy, the improvement of living standards and the favourable policies (H. T. Bui & Jolliffe, 2011; Michaud & Turner, 2006; VNAT, 2020b).

This chapter presents the thesis overview. The background of the study, the problem statement in Vietnam, the research questions, research objectives are addressed. Then, a summary of the methodology approach is provided. The study's scope, the research's contribution, and the key terms are described. At the end of the chapter, the organization of the thesis is outlined.

1.2 Background of the study

In the context of studies on tourist behaviour, motivation is one of nine key concepts which receives excellent attention from tourism scholars (S. A. Cohen et al., 2014). Especially, the tourism scholars agree that studies on tourist motivation can explain why people travel (Camilleri, 2018; R. George, 2021). Lundeberg was the earliest scholar who questioned: "Why do tourists travel." Eighteen motivational factors are found based on socio-psychological perspectives, which explain why a person should take a vacation (Lundberg, 1972). Even though the topic has been researched widely and early, scholars still challenge tourist motivation (S. A. Cohen et al., 2014; Huang, 2010; Moufakkir & AlSaleh, 2017). Firstly, since motivation is a psychological aspect that is complex and

dynamic, tourist motivation will differ and vary among individuals. Crompton (1979) states that understanding why people travel is more complicated than describing when, what, where, and how they travel. Secondly, motivation varies from one nationality to another, from one destination to another (S. C. S. Jang & Liping, 2002; Kozak, 2002). Especially, Hanqin & Lam (1999) state that "the motivation dimensions may be unique to tourists from different countries." Previous studies have indicated that the motivations of British and Japanese tourists for traveling to a destination are found to be different. Thirdly, there are differential motivations across types of tourism, such as between rural tourism (D.-B. Park & Yoon, 2009) and adventurous tourism (Fluker & Turner, 2000). Outstandingly, the most significant challenge in researching travel motivations should consider that tourists are found unwilling and unable to express their real motives for traveling (Dann, 1981; Hsu & Huang, 2007; Lundberg, 1972). Hence, motivations for traveling are continually considered a contemporary research topic in tourism studies.

In the light of theoretical advancements developed by several pioneering researchers in tourist motivation, the theory of push and pull motivation is the most widely accepted (Azmi & Marzuki, 2015; Baloglu & Uysal, 1996; Bogari et al., 2009; Hanqin & Lam, 1999; S. C. S. Jang & Liping, 2002; Khuong & Ha, 2014; Klenosky, 2002; Mohammad & Som, 2010; Sangpikul, 2008; Shahrin & Marzuki, 2018; Uysal & Jurowski, 1994; Yousefi & Marzuki, 2015). A large and increasing body of literature on tourist motivation has investigated the push and pull factors (Baloglu & Uysal, 1996). The essential push and pull concept explains that people travel because they are pushed by their internal needs, influenced by socio-psychological needs, and pulled by external invitations provoked by destination attributes (Crompton, 1979). Push factors induce

intrinsic or intangible desires (e.g., escape, rest and relaxation, prestige, health and fitness, and social interaction). In contrast, pull factors drive extrinsic or tangible desires (e.g., natural, cultural resources, recreation facilities, novelty) (Uysal & Jurowski, 1994). According to Michael et al. (2017), push and pull motivation to provide insight into travel behaviour, the decision-making process, and the type of tourist activities or tourist experience preferences. In tourism studies, scholars use the push and pull theory to investigate tourist motivation and examine the relationship between pull and push motivational factors (Cha et al., 1995; Hanqin & Lam, 1999; Mohammad & Som, 2010; Shahrin & Marzuki, 2018; Uysal & Jurowski, 1994; Yousefi & Marzuki, 2015; Yuan & McDonald, 1990). As mentioned above, push motivation prefers tourist socio-psychological needs, and pull motivation reflects the perception of the importance of destination attributes. Thus, a tourist profile based on their pull and push motivations provides significant implications in decision-making for destination development in the offered products (based on destination attractiveness and attributes) to fix and meet the demands (socio-psychological desires). In order word, it is important to understand travel motivations using push and pull theory.

Previous studies identified the strong linkages between travel motivations and destination choices (Awaritefe, 2004; Bansal & Eiselt, 2004; Çelik & Dedeoğlu, 2019; S. C. S. Jang & Liping, 2002; Mansfeld, 1992; Moscardo et al., 1996; Yoo et al., 2018). Several constructs were used to investigate destination choices. Moscardo et al. (1996) investigate vacation destination choice through travel motivation and activities, Jang & Liping (2002), Awaritefe (2004), Jang et al. (2009), Lee et al. (2017), Pestana et al. (2020) apply push and pull motivation to examine the effect of motivation on destination choice.

Yoo et al. (2018), Çelik & Dedeoğlu (2019) used Plog's (1974) psychocentric-allocentric models to investigate the relationship between motivation, personality, and destination choices. These prominent studies found that motivation is a valuable factor to predict for the choice of tourist destination. Among many theories and conceptual frameworks, push and pull motivation theory remains as the preferred scale to examine the effects and the relationship between travel motivation and tourists' destination choice. Most considerable reason for usefulness of Push and pull motivation theory applied to understanding tourist destination choice is that push motivation is the psychological aspect and pull motivation is related to destination attributes. So that it allows to consider both individual characteristics and destination characteristics.

Given the significance of effect of tourist motivation on destination choices in providing insight into tourist behaviour and predicting tourist decision-making, many scholars have developed theories and models to describe this relationship. This study applied push and pull factors developed by Dann (1977) and Crompton (1979) to investigate the effects of tourist motivation on tourist destination choice. Besides, Plog's (1974) allocentric/psychocentric and Schmoll's (1977) model of tourism consumer choice are prominent models that pointed out the relationship between tourist motivation and tourist destination choice. Moreover, relating to travel motivation, Maslow's (1943) Hierarchy of Need, and Ajzen's (1985) Theory of Planned Behaviour, are basic models and theories for understanding human motivation and consumer behaviour. These four studies are considered relevant models and theories, which are discussed in detail in Chapter 3.

1.3 Problem statement

From the 2000s to 2019, Vietnam's tourism recorded significant growth. The proportion of tourism contribute to gross domestic product in Vietnam increased gradually from 2015-2023 (Table 1). Due to the global crisis caused by the pandemic COVID-19, there was an unprecedented drop down of Vietnam's economy and also the decrease in tourism sector from 2020-2023. The VNAT forecasted that by 2025, Vietnam tourism could resume its growth in 2019. Over this period 2015-2019, the industry's contribution to GDP increased above 0.5% per year. Especially, tourism brought nearly 10% to Vietnam's GDP in 2019. The country generated an actual receipt from the tourism sector, which stood at 1.340 billion Dong in 2000 and increased to 755,000 billion Dong (equal to 32.8 billion USD) in 2019 (VNAT, 2020a).

Table 1.1 Proportion of tourism sector contribution to Vietnam's GDP (%)

Year	2015	2016	2017	2018	2019	2020	2021	2022	Q2 2023
Contribution (%)	6.3	6.9	7.9	8.3	9.2	3.58	1.97	NA	3.3

Source: (Khanh, 2022; VNAT, 2020a)

In terms of revenue, Vietnam's domestic tourism accounts for about 40% to 45%, quite balanced compared to revenue from international tourism (VNAT, 2020c). In 2019, total revenue from tourists reached 32.8 billion USD, of which, total revenue from international tourism is 18.3 billion USD, accounting for 55.7%; and total revenue from domestic tourism is 14.5 billion USD, accounting for 44.3%. In terms of tourist arrivals, number of domestic tourists stood at 85 million tourists in 2019. Thus, the value from these two markets is almost similar. The revenue from international market was not much

higher than domestic one. Remarkably, in 2022, one year after COVID-19, this figure reached to 101.3 million tourists while the number of international tourists still dropped down.

Domestic and international markets affirm its important role in tourism development. However, in times of great fluctuations in the external environment, domestic tourism is considered a headline for the tourism industry to recover and develop. Previously, the strategy of focusing efforts on stimulating domestic tourism was successfully applied by Vietnam during the difficult period when suffering from the impacts of the SARS epidemic in 2003, the global financial crisis of 2007 – 2009. Recently, during the crisis caused by COVID-19 in 2020-2021, thanks to domestic tourism market, Vietnam tourism has recovered and grown again (VNAT, 2020c). Moreover, during normal situation, international market also has low season. Overall, there are two periods where the international tourist arrivals in Vietnam drop down that are during summer holidays (May, June, July), and during new year (end of December and January) (VNAT,2020a). In contrast, these two periods are the high season of domestic market. Thus, in normal situation where the tourism business run smoothly, the domestic market is also important and plays the role as a substitutional market for the international one.

Domestic tourism is still a market expected to continue to "boom"; is the main growth driver of the tourism industry in Vietnam. However, according to the Communist Party of Vietnam (2023), the market is facing a significant challenge. In fact, in 2022, the figure of domestic tourist arrivals increased but the number of domestic tourists staying overnight at destination were dropped. The downturn in proportion of overnight tourists

induced the decrease in tourism revenue. Besides, the difficulty of domestic tourism is that the proportion of tourists taking package tours, long-stay tourists, tourist spending and room occupancy rates are tending to decrease (Communist Party of Vietnam, 2023). In order to overcome challenges of Vietnamese tourism after COVID-19, the State stated that the focus is to continue to maintain the growth rate of domestic tourism, which is truly the "pillar" and main driving force of the entire industry (Communist Party of Vietnam, 2023). The sector needs to improve service quality; diversify tourism products; develop technical infrastructure to serve tourists; expand training and attract tourism human resources; promote tourism promotion etc. In brief, the sector must exploit the market more effectively to ensure the growth in number of tourist arrivals which equals to the growth in tourism revenue.

Amongst the suggested solutions by the State, “diversify tourism products” which needs a promptly action to maintain the power of domestic market. Once, the sector provides the attractive products, the customers will be willing to spend money and time to enjoy it. However, it is important to provide the different products which match to different target market. The ones provide to international market should differ from the ones provide to domestic one. Domestic tourists have different cultural background from the international tourists. Differences in cultural characteristics induce the differences in tourist behaviour and tourist needs and wants. In marketing, before creating products or services, it requires to conduct the market research to understanding potential customers’ needs (Kotler et al., 2021). Thus, to create suitable products for the market, it is initial to understand what factors incite Vietnamese people to travel and what factors motivate

them to choose to travel within Vietnam. It is also a part of market research to give an insight on the motivations for choosing a product or a service in domestic tourism market.

In context of tourism, the “pull and push” theory of motivation offer distinct perspectives on what drives individuals to take trip. Pull motivation occurs when individuals are drawn towards a goal or outcome because of its inherent attractiveness or value. In marketing, this can be likened to tourist actively seeking out products or services that fulfil their needs or desires. Understanding pull motivation can help tourism stakeholders in Vietnam identify domestic tourist segments based on their specific preferences and desires. By recognizing what attracts different segments, tourist enterprises and DMOs can tailor their marketing efforts to highlight the aspects of their offerings that are most appealing to each group of domestic tourists.

Push motivation, on the other hand, involves external influences or pressures that drive individuals to take action. This could include factors like societal norms, peer pressure, or advertising messages that create a sense of urgency or necessity. In terms of tourist motivation, Push motivation often involves stimuli that compel individuals to travel, even if they may not have initially sought out the associated goal or outcome. In context of Vietnam domestic tourism, Push motivation can be leveraged by tourist enterprises and destination management organizations (DMOs) to influence domestic tourists’ behaviour and target specific segments more effectively. By understanding the external forces that drive different domestic tourists’ groups, tourist enterprises and DMOs can tailor their messaging and promotional strategies to resonate with those influences.

In summary, the “pull and push” theory of motivation offer valuable insights into the drivers behind domestic tourists’ behaviour. By considering these perspectives in the

context of market segmentation, tourist enterprises and DMOs can develop more targeted marketing strategies that appeal to the inherent desires and external influences shaping the preferences of different domestic tourists' segments in Vietnam.

Previous studies have confirmed the effectiveness of Push and Pull motivational factors in creating adequate products and marketing plan in tourism context (Baniya & Paudel, 2016; Cengizci et al., 2020; S. S. Kim et al., 2003; Yousefi & Marzuki, 2015). The essential of push and pull concept explain that people decide to travel because they are pushed by their internal needs influenced on socio-psychological needs and pull by external incitation provoked by destination attributes (Crompton, 1979). The desires for escape, rest and relaxation, prestige, health and fitness, and social interaction are known as push factors. On the other hand, the destination attractiveness including natural, cultural resources, recreation facilities, novelty may evolve into pull factor. Regarding to the construct of push and pull concepts it should be noticed that these motivational factors are useful in creating products or services. The construct gives an insight on what the tourists psychologically needs while travelling and also what competitiveness of the destination should be emphasized. Thus, it However, limited study was found on push and pull motivational factors of Vietnamese domestic tourists, except a study of Bui and Jolliff (Bui & Jolliff, 2011).

Considering the deficiency and imperativeness of essential insights on domestic tourists in Vietnam, this study thus endeavours to study the tourist destination choices through their travel motivations using push and pull theory. The research will be conducted in different cities in Vietnam to ease the geographical gaps. The findings contribute to address the gaps in literature of domestic tourist behaviour in Vietnam.

Besides, the knowledge of tourist motivation and tourist destination choices is also useful for tourism stakeholders to plan the successful marketing activities or tourism policies.

1.4 Research Questions

1. What are the underlying ~~push and pull~~ travel motivations perceived by Vietnamese domestic tourists?
2. What are the push and pull motivational factors of Vietnamese domestic tourists?
3. What are the differences of push and pull motivational factors among the destination choices of Vietnamese domestic tourists?

1.5 Research Objectives

1. To identify the underlying travel motivations perceived by Vietnamese domestic tourists;
2. To examine the push and pull motivational factors of Vietnamese domestic tourists;
3. To compare the differences of the push and pull motivational factors that significantly affect destination choices of Vietnamese domestic tourist across destinations.

1.6 Brief Research Methodology

The fundamental goal of this research is to examine and identify the motivational factors and understanding destination choices through motivations of Vietnamese domestic tourists. Quantitative approach was applied. A questionnaire was developed based on previous studies involving push and pull motivations in tourism. The questionnaire comprised 24 push motivational items, 32 pull motivational items (in which 23 pull motivational items for choosing to travel to a specific destination, and 9 pull motivational items for choosing to travel within Vietnam instead of abroad). There were five sections in the questionnaire including socio-demographic items, travel patterns items, 24 items for push motivations that motivate Vietnamese people to travel, 23 items for pull motivations that encouraged Vietnamese domestic tourists to choose a specific destination in Vietnam, and 9 items for pull motivations that motivate Vietnamese people to travel within Vietnam instead of abroad. The five-point Likert scale from "strongly disagree" to "strongly agree" was used to measure for push and pull motivational items. The questionnaire was first developed in English and then translated into Vietnamese. A pilot study was undertaken to check content validity. 677 questionnaires were distributed in the five biggest cities in Vietnam: Hanoi capital, Hai Phong, Danang, Ho Chi Minh, and Can Tho. Finally, 664 usable files were returned and used for data analysis steps. Data analysis procedures were coded and processed using Statistical Package for Social Science (SPSS) software. Means analysis, factor analysis (with Exploratory Factor Analysis), regression binary logistic models were run.

1.7 Scope of the Study

Firstly, the study focuses on travel motivation which included push and pull factors. Secondly, the research's intention seeks only to Vietnamese domestic tourists who travel within the country. The primary scope of this study is to understand the motivations that incite Vietnamese people to travel within Vietnam and to choose a particular destination. The study area covered the whole Vietnam and selected main tourist destinations were chosen for comparative study including: Da Lat, Sapa, Danang, Ninh Binh, Ha Long. These main tourist destinations were selected based the responds of the questionnaire's respondents. The respondents were selected among Vietnamese who currently travel and have travel experience. They must travel and have travel experience within Vietnam in 2022. This study uses non-probability sampling with convenience sampling. Random sampling was not chosen for this research because the study did not delineate a sampling frame for Vietnam's domestic tourism market. Convenience sampling accesses the population based on the ease and convenience of destinations.

1.8 Significances of the Study

Vietnam is one of the most attractive destinations in Asia, attracting numerous international and domestic tourists. The government recognizes the tourism sector's contribution to the country's economic growth. Vietnam's tourism raises a piece of evidence that tourism is an essential impetus for economic development in a developing country. Since the tourism market is generally divided into two markets, including the international and domestic markets, it is vital to give the same intention to both markets.

Based on the experience of the previous global crisis, the domestic tourism market has shown its value and role in the recovery tourism market when the international tourism market has been interrupted. However, domestic tourism is omitted in the context of tourism studies and tourism practice (Canh & Thanh, 2020; Quang et al., 2022). Little understanding of domestic tourists induces difficulties in developing and exploring the market effectively.

The importance and originality of this study contribute to the body of knowledge and improve the practical context. In terms of knowledge, this study enriches the understanding of tourist behaviour, especially tourist motivation and tourist destination choices. Moreover, the experimental work researching Vietnam domestic tourists presented here provides an adaptation of push and pull motivation, which differ between nationalities and destinations. In a practical context, marketing strategies suggested here based on the grasp of Vietnamese tourist behaviour are valuable to exploit a more efficient domestic market.

Specifically, based on the findings of this study, the comprehension of "why Vietnamese people travels within Vietnam" and "what they seek at domestic destinations" provide a better understanding of consumer of domestic tourism. The contribution of this study has four folds. First, in terms of marketing practices, the profile tourist motivation helps design the marketing mix strategies (to specify suitable products, prices, promotions, and places). Second, in terms of tourism planning, tourism planners and policymakers can make appropriate decisions in destination development based on the knowledge of tourist destination choices. Successful tourism strategies and planning are made by evaluating what tourists seek at the destination and what the destination can offer

to fix the tourists' needs and demands. Third, in terms of the literature body, the study contributes to the knowledge of tourist motivation of Asian tourists, which may be different from Western tourists. Besides, since most studies focus on overseas tourists, the study focuses on domestic tourists in a developing country. Finally, the findings contribute to expanding knowledge on understanding behaviour and predicting the decision-making of domestic tourists, which may not be the same knowledge for overseas tourists.

1.9 Definitions of Key Terms

Domestic tourist: “involving residents of the given country traveling only within this country” (UNWTO, 1994, p. 5). According to the definition of UNWTO, Vietnam domestic tourist in this research is defined as the residents and foreigners who reside in Vietnam traveling within Vietnam, including same-day visitors and over-night visitors.

Tourist motivation: According to Pizam et al. (1979 as cited in Yuan & McDonald, 1990, p.42), “motivation to travel refers to the set of needs which predispose a person to participate in a touristic activity”.

Push and Pull motivations in tourism: “Push factors are intrinsic motivators, such as the desire for escape, rest, and relaxation, prestige, health and fitness, adventure and social interaction. Pull factors are those that emerge as a result of the attractiveness of a destination as it is perceived by those with the propensity to travel” (Uysal & Jurowski, 1994b)

Travel decision-making: related to all decisions of an individual that can be made during pre-trip, during trip, and post-trip. According to Kotler et al. (2021), the process of tourists' decision making encompasses five stages which are need recognition, information searching, decision-making process, decision stage, and post-purchase stage.

Tourist destination: is “a physical space in which a visitor spends at least one overnight. It includes tourism products such as support services and attractions, and tourism resources within one day's return travel time. It has physical and administrative boundaries defining its management, and images, and perceptions defining its market competitiveness. Local destination in corporate various stakeholders often including a host community and can nest and network to form larger destinations. Destinations can be on any scale, from a whole country, a region, or an island to a village, town or city, or a self-contained centre” (UNWTO, 2007, p. 1).

1.10 Organization of the Thesis

Chapter 1: Introduction

The first chapter provides a brief summarization of the background of the study. The problem statement, research objectives, and research questions are recognized. The brief of the methodology approach and procedures used to achieve research objectives is described. The chapter primarily aims to reveal the research's contribution to tourism literature and practices. The definitions of key terms used in this thesis are addressed. Finally, the outline of the chapters included in this thesis is delineated.

Chapter 2: Literature Review

The chapter establishes the fundamentals for this study. The definition and the importance of the concepts used in this research are addressed. The overall knowledge related to tourism sector and its system was outlined. The principal terms, including tourist motivation, domestic tourist, consumer behaviour in tourism, and destination choice, are also discussed. The chapter also points out the understanding on destination choice, its determinant, and the factors influencing on the choice of tourists. A deep critical analysis of previous studies on push and pull motivations is presented. The relationship between travel motivation and destination choice is proved based on the review of previous empirical studies. Based on the reviewing the previous studies, the chapter proposes a framework for this research

Chapter 3: Vietnam Domestic Tourists as The Case Study

In the second chapter, the overall perspective of Vietnam tourism and Vietnam's domestic tourism growth and evolution is provided in detail. The organisation of tourism management in Vietnam is outlined. The historical perspective of tourism development and the evolution of Vietnam tourism since the 1960s are discussed. The diversity of tourism resources in Vietnam is delineated. The determinants growth of domestic tourism in Vietnam is also specified. The chapter also reveals the characteristics of Vietnamese domestic tourists based on secondary data from multiple sources, including the General Statistics Office of Vietnam (GSO), The Vietnamese Government's official website and documents, the Vietnam National Administration in Tourism (VNAT), the Ministry of Culture, Sport and Tourism (MCST), and previous studies.

Chapter 4: Methodology

The research approach and methodology are outlined in detail in this chapter. Research design presents the population, sample size, constructing research variables, and measurement of variables. A questionnaire is designed to use for collecting data. Data collection and data analyses are delineated.

Chapter 5: Findings

The chapter provides the analysis procedures used to deal with the primary data after finishing the data collection. The study uses the Statistical Package for the Social Sciences (SPSS) to conduct the analysis procedures. The descriptive analysis, factor analysis, Pearson's correlations, and Regression models are presented.

Chapter 6: Discussion and Conclusion

Based on the findings from data analysis procedures, chapter six discusses findings related to this study's four objectives. The similarities and differences in the results of this study and other previous studies are discussed. The final chapter closed the thesis by giving the principal conclusions according to the research objectives and questions. The potential suggestions and implementation for marketing activities and tourism planning are provide

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Chapter 2 provides the general nature of Vietnam's tourism and Vietnam's domestic tourism growth from the 1960s until the present. From a future perspective, domestic tourism promises a profitable market for exploring Vietnam. The great leap in the domestic market has attracted attention from the government and private sector. Significantly, the detrimental situation caused by the global crisis, such as the outbreak Covid-19 has drawn the importance and the function of domestic tourism. It is the awareness that the hardships during the problem can be solved from time to time, and the usual situation will return. However, to achieve sustainable development in tourism in the long term, it is necessary to understand the domestic market and efficiently exploit it.

This chapter establishes the fundamental theory and knowledge for this thesis. The definitions of domestic tourists and consumer behaviour in tourism which covers the concept of motivation are addressed. The intensive review of tourist motivation and relevant theories and models is demonstrated. Mainly, the literature on the push and pull theoretical framework is discussed in-depth. The push and pull dimensional factors are found based on previous empirical studies. The role of motivation variables in tourist destination choices is delineated. Finally, the research framework is designed for this study based on the fundamental literature review.

2.2 Tourism

2.2.1 Definitions

Consistently with the expansion of world trade, travel has been an element of human activity for thousands of years. In the early stage, travel was a privilege to people who sought trade, military, and religion because this activity was still strange, expensive, and dangerous (Walker, 2017). From the late fifteenth century, the Grand Tours became known as a tourism product that offered tours abroad to the upper classes in Europe to expand knowledge and experience. However, the term "tourist" only was utilized to describe these travellers from the late eighteenth century (Cooper, 2020). From the Twentieth century, tourism was universally recognized as "an important factor contributing to the strengthening of the economies of all countries, particularly of the developing countries" by the United Nations Conference on International Travel and Tourism in 1963 (United Nations, 1963, p. 17).

Tourism is multidimensional, a multifaceted activity that drives many economic activities and directly or indirectly influences many people's lives, including hosts and guests (Fletcher et al., 2017). Since people travel for varied motivations and the trip might comprise many other purposes besides tourist activities (e.g., business trips, joining meetings or conferences, medical treatment), it is challenging to define tourism (Cooper, 2020; V. L. Smith, 1989). In the review of the evolution of definitions of "tourism" from 1977 to 1987, Hunt & Layne (1991, p. 11) found that tourism is the term to "describe the activity of people taking a trip away from home and the industry which has developed in response to this activity." This definition reflects the perspectives from the demand and supply sides. From the demand side, tourism is an individual moving outside his familiar

environment, and while living away from home, the person reveals several needs and wants. From the supply side, tourism is the industrial activity that provides services to satisfy individual needs during his journey. However, this definition does not specify the duration of the trip. The United Nations World Tourism Organization defines tourism from the demand side report that "tourism comprises the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business or other purposes" (WTO and UNSTAT, 1994, p. 5). The UNWTO's definition specifies the duration of the trip, which must be at least one year, and the purposes of travel, which could be for entertainment, business, and others. From a supply-side perspective, Leiper (1979, p. 400) states that "the tourist industry consists of all those firms, organizations and facilities which are intended to serve the specific needs and wants of tourists."

2.2.2 Framework of Tourism System

Based on the definition of tourism, many models have been invented to illustrate the tourism system. Among the model of the tourism system, Leiper's (1979) model is widely accepted because it is a symbolic model (Lohmann & Netto, 2017). The central idea of Leiper's framework of tourism is that it surrounds three (1) tourists, (2) geographical elements, and (3) the travel and tourism industry (Leiper, 1979).

A tourist is defined as "a person making a discretionary, temporary tour which involves at least one overnight stay away from the normal place of residence, excepting tours made for the primary purpose of earning remuneration from points on route" (Leiper,

1979, p. 396). Tourist is the actor in the tourism system, and tourism is viewed as a human experience many people memorize as some of life's most critical times.

Geographical elements comprise (1) the traveller generating region, that is origin environment where the tourist usually lives, (2) a transit region that links the origin region to the destination region, and (3) the tourism destination region. Not only focusing on the geographical setting, Leiper (1979, p. 396) also emphasizes the necessary behavioural factors according to motivation. More interestingly, the author indicates that the significance of the push factor in the generating region is where the nurture of the "push" to motivate an individual to travel has been found in Dann's study (1977). From the origin region, an individual looks for travel information, decides to book services and starts his trip. While interpreting Leiper's tourism system framework in his book, Cooper (2020, p. 12) expands on the idea that a tourist destination region is an environment that provides the "pull" to visit the destination and creates the need for travel.

The travel and tourism industry represents the range of enterprises, organizations, and facilities that deliver products and serve tourists' specific needs and wants across the system's geographical elements. Leiper (1977) divides the different kinds of service provided to tourists into six sectors: (1) marketing, (2) carries, (3) accommodation, (4) attractions, (5) miscellaneous services (e.g., duties-free, souvenir, other tourist specialty shops, travel insurance, etc.), and (6) regulation (tourist associations, governmental bodies, vocational educational institutions).

Leiper (1979) considers the external environments that affect these elements of the tourism system. The model describes simply but entirely the tourism system while mentions about tourists, tourist destinations, the tourist industry, and the physical,

cultural, social, economic, political, and technological environment (Leiper, 1979). In other words, tourism's multiple facets, including geographical, behavioural, industrial, and environmental, are delineated.

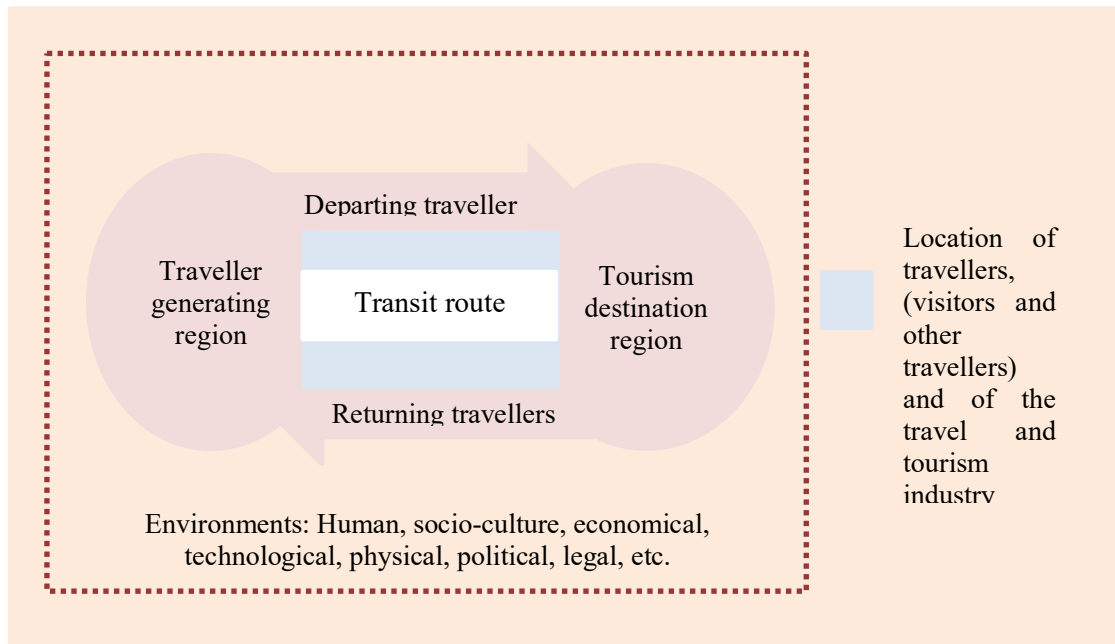


Figure 2.1 The tourism conceptual framework

Source: Leiper (1979)

2.2.3 Domestic Tourism vs International Tourism

Regarding the geographical classification of tourists, the scope of the travel and tourism industry surrounds international and domestic tourists. According to definitions of UNWTO (2008, p. 15), international tourists are those who take international travel that "consists of both inbound and outbound travel, and refers to situations in which the country of residence of the traveller is different from the country (or countries) visited." In contrast, domestic tourists mention a resident in the country of reference who takes a trip within his country, including same-day visitors (excursionists or day-trippers) and overnight visitors (UNWTO, 2008). In the early stage of tourism, the number of same-day visitors was limited. However, in modern life, the number of day trippers has

remarkably increased thanks to advancements in the transport system and communication developments and significantly contributed to economic activity (Fletcher et al., 2017). Thus, same-day visitor is considered while reporting tourism statistics. Travel's primary purposes for international and domestic tourists are business, visiting friends or relatives, other personal business, and pleasure.

Figure 2.2 illustrates the classification of travellers, starting with two branches, “Resident” and “Visitor”. The residents are local people who live in the region and become travellers while travelling within the region. The visitors do not live in the region. They travel for their purpose. The tourists are the travellers who go to the region for tourist purposes. Their purposes can be business, visiting friends or relatives, other personal business, and pleasure. Based on their purpose, tourists will seek various primary and secondary activities. The primary activities are related directly to their purpose. For example, the purpose is business, and the primary activities of tourists may be joining meetings or conventions. After fulfilling the primary activities, tourists also have the need for secondary activities such as dining out, recreation, shopping, sightseeing, and VFR, etc.

International tourism is subdivided into outbound and inbound components. To distinguish domestic tourism and outbound tourism, it should be clear on the flow of tourists. While the former represents residents of the given country travelling within this country, the latter involves residents travelling in another country (UNWTO, 1994).