

# Analyzing the Factors Influencing the Attractiveness of Dong Thap Tourist Destination for Domestic Tourists

Chung Le Khang<sup>1</sup>, Nguyen Van Vinh<sup>2</sup>

<sup>1</sup>PhD in Vietnamese Studies, Ho Chi Minh City University of Education, Vietnam  
Email: [khangcl@hcmue.edu.vn](mailto:khangcl@hcmue.edu.vn)

<sup>2</sup>Department of Linguistics and Literature, Ho Chi Minh City University of Education, Vietnam

Received: 10 Feb 2024; Received in revised form: 21 Mar 2024; Accepted: 01 Apr 2024

©2024 The Author(s). Published by TheShillonga. This is an open access article under the CC BY license  
(<https://creativecommons.org/licenses/by/4.0/>)

## Abstract

The study conducted an analysis of the factors influencing the attractiveness of Dong Thap destination. Data were collected from 193 domestic tourists through questionnaire interviews. The data were processed using SPSS 29.0 software, revealing that there are 6 out of 7 factors influencing the attractiveness of Dong Thap destination, ranked in descending order: (5) Supportive facilities, (3) History, (1) Natural environment, (7) Price, (4) Entertainment – shopping, (6) People. Based on the research results, the authors proposed some managerial implications aimed at enhancing the attractiveness of Dong Thap tourist destination.

**Keywords—** Dong Thap tourism, tourist destination, destination attractiveness

## I. INTRODUCTION

The attractiveness of tourist destinations has been a subject of significant interest among researchers. Theoretical works by Gearing et al. (1974) and Vengesai (2003) demonstrate that destination attractiveness is a broad issue that can be approached from various perspectives, with most studies analyzing tourist perceptions (demand). Authors in this trend argue that destination attractiveness reflects the emotions and thoughts of tourists regarding the ability to satisfy their needs during the trip (Vengesai, 2003; Phuong, L. T., Hanh, T. V. & Chi, P. T., 2021; Nam, D. N., Hang, L. T. & Phuong, V. T., 2023). Therefore, systematizing the influencing factors has not yet achieved consensus among studies, leading to a theoretical gap in measuring and evaluating the impact of these factors.

Dong Thap is a province in the Mekong Delta region with relatively rich tourism resources. The tourism industry in Dong Thap is increasingly being developed and gradually becoming an important economic sector, aligning with the objectives set by the Politburo in Resolution 08-NQ/TW (Politburo, 2017). According to the report on the “Tourism Development Project contributing to shaping the image of Dong Thap province in the period 2023 - 2025, towards 2030”, in 2019, Dong Thap ranked fourth in terms of tourist arrivals and seventh in terms of tourism revenue compared to other provinces and cities in the Mekong Delta region. In

2022, Dong Thap recovered after Covid-19 with significant achievements such as welcoming 3.5 million visitors, an increase of 135.2% compared to 2021, and generating revenue of 1,664 billion VND, an increase of 195% compared to the same period in 2021 (People's Committee of Dong Thap Province, 2023: pp.12 - 13). However, Dong Thap still faces some limitations that affect its attractiveness to tourists, such as unclearly defined characteristic tourism product chains, low accommodation capacity, and inadequately skilled workforce...

From the theoretical and practical gaps identified in the research area, the authors propose the study “Analyzing the factors influencing the attractiveness of Dong Thap tourist destination for domestic tourists” to measure and evaluate these factors in order to propose managerial implications aimed at enhancing the attractiveness of Dong Thap tourist destination.

## II. THEORETICAL FRAMEWORK AND RESEARCH MODEL

### 2.1. Theoretical Framework

#### Tourism Destination

Currently, the concept of tourism destination has been widely discussed in various studies by many authors. The World Tourism Organization (UNWTO) defines tourism

destination as: “A space where tourists stay for at least one night. It includes tourism products such as support services, attractions, and tourism resources. It has clear administrative boundaries, management, and market competitiveness” (UNWTO, 2007: p.1). Nguyen Van Manh and Nguyen Dinh Hoa approach tourism destinations as: “Destinations that we can perceive through geographical boundaries, political boundaries, or economic boundaries, with attractive tourism resources that meet the needs of tourists” (Manh, N. V., Hoa, N. D., 2015: p.341).

From the perspective of approaching tourism destinations in this topic, it can be seen that tourism destination and tourist attractions are similar in their ability to attract visitors through resource attractiveness. However, what differentiates these two terms is their spatial limitation. While “tourism destination” refers to spatial limitations at different levels, most “tourist attractions” do not address this aspect. In practice, tourist attractions are often seen as part of tourism destinations. Tourist attractions have a smaller space, limited resources compared to tourism destinations.

#### *Destination Attractiveness*

Destination attractiveness is a multidimensional concept. Depending on the research perspective, authors can choose different approaches. According to Sebastian Vengesayi: “The attractiveness of a destination is a reflection of the emotions and opinions of tourists about the destination's ability to meet their needs” (Vengesayi, 2008: p.638).

The above concepts focus on analyzing the attractiveness of destinations from the demand perspective, aiming to answer questions such as what are the tourists' needs and what attracts them. Meanwhile, Kresic and Prebezac argue that attractiveness based on analyzing factors contributing to the destination's attractiveness (climate, landscape features, activities at the destination...) (Kresic & Prebezac, 2011: p.499). Currently, destinations are investing heavily in quality. Therefore, competition among destinations is inevitable. Consequently, tourists have more opportunities to choose destinations or tourism products they prefer. Destinations that are ready to welcome and meet the needs of tourists are more likely to be chosen. This is considered a different approach - based on the supply side (tourism destinations), compared to the approach from the demand side. This trend focuses on the supply side, which are tourism destinations.

## **2.2 Research Model**

Based on the theoretical approaches to destination attractiveness (Gearing et al., 1974); models (Vy, N. T., 2019; Phuong, L. T. et al., 2021), and analysis and synthesis of related research models, the authors propose a system of

factors influencing the attractiveness of destinations, including: (1) Natural factors; (2) Socio-cultural factors; (3) Historical factors; (4) Entertainment - shopping factors; (5) Supporting factors; (6) Human resources; (7) Price. In practice, research models may not fully explain all influencing factors. Evidence of this is that after performing linear regression analysis, each model has a residual coefficient. Through supplementing factors into the research model, the authors expect to comprehensively approach factors influencing attractiveness, thereby enhancing the explanatory power to provide a basis for proposing appropriate recommendations and policies to improve the quality of destinations, meeting the needs of tourists.

The research model includes 07 independent factors, corresponding to 07 research hypotheses as follows:

*H1: Natural factors positively influence the attractiveness of Dong Thap tourist destination.*

According to Gearing et al., natural factors are defined as natural beauty (general landscape; fauna and flora; lakes, rivers, seas; hot springs, mineral water...) and climate (rainfall, temperature...) (Gearing et al., 1974: p.3). Nguyen Thuy Vy suggests additional attractive attractions such as island systems, hills, fruit gardens... (Vy, N. T., 2019: p.119).

*H2: Socio-cultural factors positively influence the attractiveness of Dong Thap tourist destination.*

This is one of the factors that play an important role in creating the attractiveness of tourist destinations. Socio-cultural factors are associated with humanistic tourism resources, such as the uniqueness of cultural identity, customs, traditions, or festivals. Gearing et al. identified these factors as one of the attributes when measuring attractiveness in the socio-cultural aspect (Gearing et al., 1974: p.3).

*H3: Historical factors positively influence the attractiveness of Dong Thap tourist destination.*

Historical factors in creating the attractiveness of a destination are understood as the existence, accessibility, and conditions of access to ancient relics; or the historical nature of the destination, meaning the fame of the destination through historical stories, legends...; besides, there is the role of religious factors (Gearing et al., 1974: p.3).

*H4: Entertainment - shopping factors positively influence the attractiveness of Dong Thap tourist destination.*

Entertainment - shopping factors are one of the factors serving the basic needs of tourists. Depending on the characteristics of each destination, there are different

features of entertainment activities and shopping products. Rural areas are often prominent with activities such as trading local specialties, handicrafts; or garden leisure activities such as fishing, duck catching, boat racing... Areas specializing in resort activities will develop strongly in services beneficial to health such as mineral water spas, hot springs, mud baths...

*H5: Supporting factors positively influence the attractiveness of Dong Thap tourist destination.*

Supporting factors often cover many different aspects. According to Nguyen Thi Tuyet Mai and Nguyen Thi Thu Mai, supporting factors may come from various types of services and equipment from the accommodation process, sightseeing, to entertainment. The authors believe that factors such as tourism infrastructure and technical facilities must ensure the ability to meet basic needs such as accommodation, dining, entertainment, tourism information, tour guides... (Mai, N. T. T. & Mai, N. T. T, 2020: p.25).

*H6: Human factors positively influence the attractiveness of Dong Thap tourist destination.*

Human or labor resources in tourism are an important factor in the development of tourist destinations. Even if the product is good, unprofessional service can reduce attractiveness to tourists. Therefore, training human resources systematically to improve positive attitudes, especially the local community - mostly farmers with labor-intensive lives. According to Nguyen Thuy Vy, when referring to human factors, it can be observed through attributes such as attitude, appearance, or reception style (Vy, N. T. 2019: p.119).

*H7: Price factors positively influence the attractiveness of Dong Thap tourist destination.*

Price is always a top concern for tourists when visiting, traveling, especially in deciding to choose a destination, price is always the first consideration. Prices are related to transportation costs, accommodation costs, sightseeing

costs... In addition, publicly posting prices at destinations helps tourists easily grasp the prices of products on the market, while avoiding money-related issues such as overpricing, price shouting...

### 2.3 Research Methodology

**Survey Method:** The sample size depends on the requirements of some data processing operations. The author applies the exploratory factor analysis (EFA), which requires the sample size to be at least 4 or 5 times the number of observed variables (Trong, H. & Ngoc, C. N. M. 2008: p.31). With 26 observed variables in the study, factor analysis (EFA) requires a minimum sample size of 104 or 130. The author proposes 200 to be surveyed through two methods: online via Google Forms and directly at destinations: Tram Chim National Park, Xeo Quyt Relic Area, Sa Dec Flower Village; Gao Giông Eco-Tourism Area; selecting 200 ensures the requirements of operations and increases the model's explanatory power.

**Mathematical Statistical Method:** The mathematical statistical method is commonly used in two main areas: descriptive statistics and inferential statistics. In this study, the author uses these two methods to process survey data, present research results; analyze and discuss the value of factors through reliability testing, EFA analysis, regression analysis, determining the ability to influence the attractiveness of Dong Thap destination.

## III. RESEARCH FINDINGS

### Reliability Testing

The results of the Cronbach's alpha test for 30 observed variables and 08 factors indicate that the Cronbach's alpha values for all 08 factors are greater than 0.6, and all 30 observed variables have inter-item correlations  $> 0.3$  (Table 2.1). Therefore, no factor or observed variable is excluded from the research model, and the conditions are sufficient to conduct further tests.

Table 2.1. Results of Cronbach's alpha test

Observed Variable	Inter-item Correlation	Cronbach's Alpha Value if Variable Removed
NF1	0,500	0,511
NF2	0,368	0,611
NF3	0,414	0,577
NF4	0,423	0,581
Natural Factor (NF): Cronbach's alpha value = 0.641		
SCF1	0,460	0,743
SCF2	0,590	0,669

SCF3	0,625	0,651
SCF4	0,524	0,708
Social-Cultural Factor (SCF): Cronbach's alpha value = 0.752		
HF1	0,708	0,792
HF2	0,768	0,729
HF3	0,668	0,826
Historical Factor (HF): Cronbach's alpha value = 0.845		
SEF1	0,481	0,786
SEF2	0,570	0,741
SEF3	0,638	0,708
SEF4	0,680	0,682
Shopping Entertainment Factor (SEF): Cronbach's alpha value = 0.784		
SCCF1	0,391	0,811
SCCF2	0,537	0,773
SCCF3	0,651	0,736
SCCF4	0,628	0,744
SCCF5	0,695	0,720
Supporting Characteristics Factor (SCCF): Cronbach's alpha value = 0.798		
HuF1	0,433	0,760
HuF2	0,592	0,581
HuF3	0,632	0,527
Human Factor (HuF): Cronbach's alpha value = 0.725		
PF1	0,439	0,629
PF2	0,521	0,539
PF3	0,517	0,525
Price Factor (PF): Cronbach's alpha value = 0.666		
DAF1	0,403	0,739
DAF2	0,565	0,652
DAF3	0,633	0,609
DAF4	0,555	0,653
Destination Attractiveness Factor (DAF): Cronbach's alpha value = 0.732		

*Source: Author's processing, 2024*

### **Exploratory Factor Analysis (EFA)**

The results of exploratory factor analysis for independent factors indicate a Kaiser-Meyer-Olkin (KMO) measure of 0.790 ( $0.5 \leq KMO \leq 1$ ), with a significance coefficient of  $< 0.01$ . Therefore, it can be inferred that the exploratory factor analysis for independent variables is suitable for the research data, and the observed variables have correlations with the representative factors (Table 2.2).

The eigenvalues indicate that 07 independent factors were extracted from 26 observed variables. The total extracted variance of the final factor is 1.101 with a cumulative percentage of 62.668%, meeting the requirement of the procedure. Moreover, the cumulative percentage of variance extracted being 62.688% suggests that the extracted factors can explain 62.688% of the variation in the observed variables

Table 2.2. KMO Coefficients and Bartlett's Test of Independence for the Factors

<b>KMO coefficient</b>		0,790
<b>Bartlett's test</b>	Approximate Chi-Square Value	1808,546
	df	325
	Sig.	< 0,01

Source: Author's processing, 2024

The results of Exploratory Factor Analysis (EFA) for 26 observed variables with a factor loading of 0.4 suggest the extraction of 07 independent factors (Table 2.3).

Table 2.3. Rotation Matrix Table

	The factors						
	1	2	3	4	5	6	7
HF2	,845						
HF1	,839						
HF3	,807						
SCCF3		,792					
SCCF5		,786					
SCCF4		,769					
SCCF2		,754					
SCCF1		,552					
SEF4			-,821				
SEF3			-,808				
SEF2			-,736				
SEF1			-,603				
PF2				-,781			
PF3				-,703			
PF1				-,688			
NF4					,785		
NF1					,684		
NF3					,628		
NF2					,470		
SCF2						,734	
SCF3						,713	
SCF1						,607	
SCF4						,591	
HuF2							-,728
HuF3							-,723
HuF1							-,638

Source: Author's processing, 2024

**Regression Analysis**

The processing results indicate that the research model with an adjusted R2 coefficient of 0.643 meets the required standard of the operation. This coefficient also indicates that approximately 64.3% of the variation in the attractiveness

of Dong Thap destination to domestic tourists can be explained. The Durbin-Watson coefficient is 1.863, falling within the range from 1.841 to 2.159, indicating no first-order serial correlation. The Sig. coefficient < 0.001 suggests that the regression model is appropriate (Table 2.4).

Table 2.4. Model Suitability Assessment Table

The model	R	R <sup>2</sup>	R <sup>2</sup> Adjusted	The standard error of the estimate	Durbin – Watson	F	Sig.
1	,810	,656	,643	,327	1,863	50,428	<0,01

Source: Author's processing, 2024

After concluding the suitability of the research model, the author conducted tests on the standardized beta coefficients and the Sig. coefficients from the regression results table to identify factors influencing the attractiveness of the destination. They extracted standardized beta coefficients to demonstrate the order and direction of influence of the factors and commented on the potential multicollinearity of the research model. From the processing results, it can be seen that the standardized beta coefficients of the factors are all positive, indicating that the factors have a positive impact on the attractiveness of Dong Thap destination. However, the Sig. coefficient of the socio-

cultural factor is 0.339 > 0.05, so there is not enough evidence to conclude that this factor influences the attractiveness of the destination. Therefore, the factors influencing the attractiveness of Dong Thap tourist destination for domestic tourists in this study include: (1) Natural factor; (3) Historical factor; (4) Shopping and entertainment factor; (5) Supportive characteristics factor; (6) Human factor; (7) Price factor. Next, when examining the variance inflation factor, the author found that no factor had a coefficient exceeding 10, so it can be concluded that there is no multicollinearity issue (Table 2.5).

Table 2.5. Regression Results Table

The Model	Unstandardized coefficients		Normalization factor	t	Sig.	Multivariate statistics	
	B	standard deviation	Beta			Acceptability	Variance magnification factor
	-2,453	,346		-7,095	<,001		
NF	,335	,074	,225	4,499	<,001	,744	1,345
SCF	,055	,057	,053	,959	,339	,614	1,629
HF	,237	,038	,314	6,238	<,001	,732	1,367
SEF	,153	,040	,188	3,826	<,001	,772	1,296
SCCF	,388	,046	,377	8,395	<,001	,921	1,085
HuF	,118	,054	,114	2,194	,030	,691	1,446
PF	,215	,051	,205	4,231	<,001	,790	1,266

Nguồn: Xử lý của tác giả, 2024.

The regression equation of the model for factors influencing the attractiveness of Dong Thap destination is as follows::

$$Y = 0,377* SCCF + 0,314* HF + 0,225* NF + 0,205* PF + 0,118* SEF + 0,114* HuF + e$$

Y: Attractiveness of Dong Thap tourist destination for domestic tourists;

SCCF: Supportive characteristics factor;

HF: Historical factor;

NF: Natural factor;

PF: Price factor;



*SEF: Shopping and entertainment factor;*

*HuF: Human factor;*

*e: Factors outside the model.*

### 1. Conclusion and Management Implications

After conducting tests such as assessing the reliability of the scale (Cronbach's alpha), Exploratory Factor Analysis (EFA), correlation testing, and linear regression, the results show that the research model explains 64.3% of the variation in attractiveness for Dong Thap tourist destination to domestic tourists. Furthermore, the influencing factors are arranged in descending order as follows: (5) Supportive characteristics (standardized beta = 0.377), (3) Historical (standardized beta = 0.314); (1) Natural (standardized beta = 0.225); (7) Price (standardized beta = 0.205); (4) Shopping and entertainment (standardized beta = 0.118); (6) Human (standardized beta = 0.114). The socio-cultural factor lacks sufficient evidence to conclude its influence on the attractiveness of Dong Thap destination. Tests for the normal distribution of residuals were also conducted, and no violations were observed. Hypotheses H1, H3, H4, H5, H6, H7 were all accepted, and hypothesis H2 was rejected. Based on the research findings, the author team proposes several management implications to enhance the attractiveness of Dong Thap tourist destination.

*For the Supportive Characteristics factor:*

Research is needed to develop a standardized assessment system for evaluating the current status of tourism infrastructure and technical facilities by applying assessment frameworks based on national standards. Rapid implementation and investment in infrastructure such as docks, bridges, especially the connectivity system to tourist destinations like tourist boat docks, bus stations, and bus systems. Dong Thap could consider investing in tourist boat dock systems distributed along the Tien and Hau rivers and their tributaries near key tourist destinations in the province. The hotel system should expand its capacity and improve quality by enhancing 4-star and above hotels. Restaurants need regular inspections to ensure food safety and fire safety systems. Equipment at tourist destinations...

*For the Historical factor:*

Research should be conducted to establish a list of architectural works and historical relics recognized in the province, then supplement sightseeing programs with valuable sites and ensure their reception capacity. Research and expand tourism products that reenact the local historical development on a provincial scale, focusing on craft villages and valuable historical sites. Attention should be paid to communication and preservation issues when exploiting and practicing...

*For the Natural factor:*

Managers need to raise awareness among residents, businesses, and tourists about environmental protection, wetland ecosystems, biological resources, and bird sanctuaries through various means such as mass media (Dong Thap newspapers, television). Regular inspections, management, and supervision should be implemented to promptly detect unusual developments at tourist destinations exploiting natural resources. Time allocation and tour types to tourist destinations, especially bird sanctuaries...

*For the Price factor:*

Continued efforts should be made to stabilize prices and provide complete price information at tourist destinations. This is a necessary activity that should be coordinated with the Department of Trade and Industry to regularly and periodically inspect and remind vendors at souvenir stalls. The locality should study and publicly display souvenir items and locally branded products such as lotus bear dolls, products made from lotus...

*For the Shopping and Entertainment factor:*

Emphasis should be placed on improving the quality of existing activities and investing in nighttime entertainment activities (night markets, shopping, weekly fixed art performances...) to diversify activities at destinations, attract tourists to visit and stay overnight in Dong Thap. The locality should explore and apply digital technology in local tourism development to diversify and enhance the tourist experience; at tourist destinations, additional traditional internet facilities can be arranged to display documents, artificial intelligence to reproduce images, historical events; investment in automated narration models, narration through QR codes, translation into some common languages...; research and build specialized tours, research on ecological environments at valuable tourist destinations with exploration content about the lives of migratory bird species, wetland plant systems...

*For the Human factor:*

Regular checks on the quality of human resources should be conducted, and based on this, the locality can evaluate and classify expertise. From there, training sessions and training suitable for the practicality of human resources and the changing tourism context like now should be developed. Local residents need to develop awareness campaigns about the benefits of current tourism development. Encourage local residents to register to join the staff at tourist destinations; build a friendly image of local residents, hospitality, professional tourism conduct, aiming for every resident to be an ambassador for local tourism; proactively link with training institutions for

criteria and personnel allocation for students with good academic performance, aiming to create a development incentive for human resources; proactively link with universities to build strategic partner groups in training and coordinating local personnel...

### REFERENCES

- [1] Dong Thap Provincial People's Committee. (2023). Project for tourism development contributing to building the image of Dong Thap province in the period 2023 - 2025, towards 2030. Dong Thap.
- [2] Gearing, C. E., Swart, W., & Var, T. (1974). Establishing a measure of touristic attractiveness. *Journal of Travel Research*, 12(4), 1-8.
- [3] Hoa, D. T. (2018). Analyzing factors influencing the attractiveness of Nha Trang island tourism destination, Khanh Hoa province [Master's thesis, Department of Economic Development, Nha Trang University].
- [4] Kresic, D., & Prebezac, D. (2011). Index of destination attractiveness as a tool for destination attractiveness assessment. *Tourism: An International Interdisciplinary Journal*, 59(4), 497-517.
- [5] Manh, N. V., Hoa, N. D. (2015). *Tourism marketing textbook*. National Economics University Publisher.
- [6] Mai, T. T., Phuong, V. H., Huong, L. A. & Toan, N. K. (2006). *Overview of tourism textbook*. Labor Publisher.
- [7] Nam, N. D., Hang, L. T. & Phuong, V. T. (2023). Study on factors affecting the attractiveness of tourist destinations in Hanoi. *Economic and Forecast Journal*, 19-22.
- [8] Phuong, L. T., Hanh, T. V. & Chi, P. T. (2021). Factors influencing the attractiveness of Da Nang destination to domestic tourists in the context of Covid-19. *Journal of Science and Technology, Thai Nguyen University*, 226(18), 211-202.
- [9] Trong, H. & Ngoc, C. N. M. (2008). *Data analysis in research with SPSS Volume 2*. Hong Duc Publisher.
- [10] UNWTO. (2007). *A practical guide to tourism destination management*. World Tourism Organization.
- [11] Vy, N. T. (2019). Analyzing the attractiveness of the East Coastal region of the Mekong Delta to tourists. *Journal of Science, Can Tho University*, 55(5D), 117-123.
- [12] Vengesai, S. (2003). A conceptual model of tourism destination competitiveness and attractiveness. ANZMAC 2003 Conference Proceedings Adelaide 01-03/12/2003, 637-647.