Factors Affecting Tourist Destination Satisfaction and Return Intention – A Study in Ho Chi Minh City, Vietnam

Mai Ngoc Khuong and Pham Anh Nguyen

Abstract—**The research was conducted with the overall purpose of exploring factors affecting tourists' destination satisfaction and how well these factors affected to the tourist's return intention when visiting Ho Chi Minh City. The main used methods in this research was quantitative approaches, with statistical applied techniques such as exploratory factor analysis, multiple regression analysis and path analysis to test the indirect effects of variables on a sample of 1,673 respondents who were foreign tourists staying at Ho Chi Minh City at least two days. The results of this research theoretically and empirically proved that tourists' return intention was affected directly and indirectly by tourist destination satisfaction following by recreations and entertainments, natural environment and cultural and historical attractions. In other hand, other factors contributed low effects on intention of revisit of tourists. Comprehensively, the research findings provided some recommendations for tourism managers in Ho Chi Minh City to improve and ameliorate the service so that tourist would satisfy more to destination and enhance the intention of revisit in the future.**

Index Terms—**Cultural and historical attractions, foreign tourist satisfaction, natural environment, tourists' return intention.**

I. INTRODUCTION

According to recent research, tourism is now known as a business that developed into one of the biggest wage generators worldwide. Managing tourism as a vehicle for monetary advancement in any destination relies on upon keeping up destination competitiveness [1]. As following the trend, tourism has become an important industry in Vietnam and as a result, the government of Vietnam has accorded it a priority status for future tourism development.

Following the country's advancement, Ho Chi Minh tourism has become more essential and offers a wide range of different service packages. The number of domestic and international guests to Ho Chi Minh increases every year. Despite the fact that Vietnam's tourism is having a promising future, tourism industry in Ho Chi Minh is still youthful, there are numerous troubles and challenges stood up, adding with furious rivalry from different nations in near area. Whilst there has been significant growth in visitor arrivals in Vietnam, especially in Ho Chi Minh City, tourists' stay in Ho Chi Minh tends to be relatively short and the repeat rate of visitors is low as there are limited entertainment and

sightseeing options available at tourist destinations. According to VNAT, the return rate of tourist to Viet Nam is just 5%, which compared to Thailand's whopping 50% rate with a whole difference. Poor marketing of services and overall problems with infrastructure, "same-same" package trips and various tourist-targeting scams have kept Vietnam as a one-off destination. Not only that, other issues occurred such as poor transportation system, significant natural contamination because of fast urbanization, food hygiene, low guest security and safety, etc. These reasons make tourist never return to Vietnam for additional time.

Thus, Ho Chi Minh tourism needs to overcome these issues to improve its potential. Finding the way to attract tourists and increase their repeat visitation in case of both tourist satisfaction and tourist's return intention is the most important one.

II. LITERATURE REVIEW

A. Tourist Destination Satisfaction

Tourist destination satisfaction has been found to be the result of the examination in the middle of desires and encounters [2]. Satisfaction has been viewed as an essential business objective because of that the more a tourist is fulfilled the more he/she is willing to purchase more. Numerous companies, for that reason, have started to observe a high customer defection even with high satisfaction levels [3]. In that considered these factors of image of destination, perceived quality, perceived value and satisfaction [4], [5], [6], [7] are the most incessant variables to use to clarify tourist motivation and measure the level of intention to visit/revisit a tourist destination. It not only affects immediate repeat purchases but also reputation and trust. By doing well in those aspects, companies can have their reputation and gain more market share and profit. Satisfaction also has been a central subject of tourist's behavior. It also significantly influences the choice of destination, the consumption of products and services, and the decision to return. For illustration, [8] analyzed tourist satisfaction by looking at tourists' past pictures of the destination and what they really see, feel and accomplish at the destination. He reported that tourist satisfaction is the after effect of the relationship between tourists' expectation about the destination based on their past images of the destination and their evaluation of the result of their involvement with the destination area.

B. Tourist's Return Intention

Tourist's return intention is the behavior of tourist entailed future revisit a destination. Previous theoretical studies on

factors influencing return intention have considered tourist satisfaction as a backbone of their models. Although this similar factor among most studies in this field, the way detailing satisfaction and determining its influential factors has been a continuous issue. A few studies demonstrate that the return intention to a destination is clarified with the quantity of past visits [9]-[11]. Satisfied customers will probably to suggest friends, relatives or other potential guests to a product/service by acting as free word of mouth advertising agents [12]. The level of destination loyalty is often reflected in tourists' intentions to return to the destination and in their readiness to recommend it [5], [13] establishes service quality, perceived price, customer value and perceptions of company performance as determinants of customer satisfaction which, in turn, is used to explain revisit intentions. Other factors were studied from previous theoretical studies to prove that they had influence to tourist satisfaction and tourist's return intention.

C. Cultural and Historical Attractions

Cultural and historical attractions can be defined as "the arts, customs, and habits that characterize a particular society or nation". In the field of tourism, [14] specified personal satisfaction; dialect boundaries; accommodation and cordiality of the nearby inhabitants; celebration or concert; religion; memorable historical attractions; traditions and lifestyles; political and economic components. Tourists attracted to a procedure introduction could please with meeting neighborhood artisans, listening to their stories, experiencing handicraft demonstrations, and finding out about the cultural and historical essential for a specialty in its local context [15].

D. Local Cuisine

Local cuisine is the extension of the ontological home comfort called a 'psychological island of home'. Hudman recommended food has turned into an undeniably essential component contributed most to tourism industry and accounted for 25% of total tourist expenditure with local cuisine experience. Different kinds of food became main purpose for tourists to travel and it has been viewed as being a fundamental need for tourist consumption and a significant factor of regional culture [1].

E. Perceived Price

Perceived price can be stated as the price what customers actually pay in exchange for the benefits received from a product or service, according to [16]. As for [17] described that exceptionally the consumer rather than the service supporter can decide that the product is goods or service that gives value and as the result, the idea of perceived value of customers is be defined to be very individual and private.

F. Safety and Security

Safety and security can be understood that the protection from unintended incidents and is the protection from intended incidents [18]. Safety and security intend to deal with individuals by taking out any risks and dangers and guaranteeing a safe and secure environment.

G. Infrastructure

Infrastructure are tools which are quite transparent for most people, wide in temporal and spatial scope, embedded in familiar structures such as power grids, water, the Internet and airlines [19].

H. Natural Environment

Natural environment includes all things that exist in nature and are not made or caused by human. In the field of tourism, natural environment encompasses weather, beach, lake, mountain, desert, etc. [20].

I. Entertainment and Recreation Activities

In Oxford Dictionary, entertainment and recreation activities are defined as films/ movies, music, etc. used to entertain and activity of leisure, being discretionary time.

J. Negative Attributes

Negative attributes are things that made tourists dissatisfy. [21] pointed out that tourist overall satisfaction is significantly conditional upon their satisfaction with the destination attributes and both positive and negative destination attribute are important in evaluating the holiday experiences.

K. Destination Image

Destination image consisted of an individual belief in representation of destination knowledge, feelings toward destination and worldwide impressions about an object [22].

The study hypotheses were raised with implementation of all the purposes of this research as following:

H_1: Factors of cultural and historical attractions; local cuisine; perceived cost; safety and security; infrastructure; natural environment; entertainment and recreation activities; negative attributes and destination image directly affect tourist destination satisfaction.

H_2: Factors of cultural and historical attractions; local cuisine; perceived cost; safety and security; infrastructure; natural environment; entertainment and recreation activities; negative attributes, destination image, and tourist destination satisfaction directly affect tourist return intention.

H_3: Factors of cultural and historical attractions; local cuisine; perceived cost; safety and security; infrastructure; natural environment; entertainment and recreation activities; negative attributes and destination image indirectly affect tourist return intention.

III. RESEARCH METHODOLOGY

A. Questionnaire Design and Data Collection

Based on the purpose of study and the research questions, the approach for this study is mainly quantitative. Quantitative research approaches to classify features, count them, and construct statistical models in attempt to explain what is observed. In this study, hypotheses are proposed. Then, an experimental design is built, based on independent variables. Data is collected by questionnaire in form of number and statistics. Most questions were set as statements on five-point Likert scale, ranging from 1 is "strongly disagreed" to 5 is "strongly agreed". In order to ensure reliability and validity of the research, questions will be raised

as suitable as possible and translated into other languages such as Chinese, Japanese, and Korean. Survey will be delivered directly to foreigner tourists in Ho Chi Minh City in public places, attractions to foreign tourist like Notre Dame Cathedral, Saigon Central Post Office, War Remnants Museum, Ben Thanh Market, etc. and then collect them right at that time.

B. Factor Analysis and Reliability

This measures the overall consistency of the items that are used to define a scale. As a result, we are given sample size, number of items and reliability coefficients. Factor analysis was applied for the group of 9 independent variables: Cultural and historical attractions, Local cuisine, Perceived price, Safety and security, Infrastructure, Natural environment, Entertainment and recreation activities, Negative attributes, and Destination image that contain 58 items for measuring and 2 dependent variables including 9 items of Tourist destination satisfaction and Return intention. Table II showed factor loading of each item in independent variables and reliability of those variables. According to KMO and Barlett's Test, the results show the value of sampling adequacy .817 for dependent variables and .911 for independent variables. Moreover, the Barlett's Test of Sphericity value is significant at .000 level ($p < 0.05$) for both independent variables and dependent variables. Thus, this factor analysis is considered appropriate.

TABLE I: SUMMARY OF DEPENDENT VARIABLES

Given Names	Number of items	Cronbach's Alpha
Tourist destination satisfaction (TODESA)	6	.757
Tourist's return intention (TOREIN)	3	.770

Basing on Kaiser's Criterion, the two components have the eigenvalue that are greater than 1 which can be considered to retain for further analysis appropriately. These two components accounted for 55.039 percent of the total variance including first component explained 39.368 percent and second component explained 15.671 percent. The Table I showed the Cronbach's coefficients with .757 and .770 which indicated a good reliability.

TABLE II: SUMMARY OF INDEPENDENT VARIABLES

Given Names	Number of Items	Cronbach's Alpha
Cultural and Historical Attractions (CULHISART)	4	.824
Local Cuisine (LOCUIS)	4	.806
Perceived Price (PERPRICE)	5	.801
Safety and Security (SAFSEC)	5	.761
Infrastructure (INFRAS)	3	.756
Natural Environment (NATENVI)	5	.774
Entertainment and Recreation Activities (RECENTER)	3	.699
Negative Attributes (NEGAT)	6	.759
Destination Image (DESIMAGE)	4	.752

IV. RESEARCH FINDING

A. Demographic Characteristics of Foreign Tourists

The characteristics of demographics factors may have an impact on the results of the research, which is need to be considered. Gender is the first criteria to be examined. Among 1673 respondents, there are 893 male (account for 53.40%) and 780 female (account for 46.60%). With the small gap in gender, there is no significant difference between the number of males and females and the reliability of the survey collection is crucially confirmed.

The age of respondents in four ranges 18 - 25, 26 - 30, 31 - 40, 41 - 60 is evenly distributed. From 18 to 25, there are 419 respondents accounting for 25%, while age from 26 - 30 with 405 respondents accounts for 24.2%. Moreover, the age of 31 – 40 and 41 – 60 accounts for 23.1% and 18.5% respectively. The remained portions of total respondents are the age below 18 and above 60 which occupies for a very small percentage of 2% and 7.1% respectively.

The largest proportion of respondent education is Bachelor degree accounting for 38.6% with total of 646 respondents. The second large group is Master degree or higher education with 353 respondents occupying 21.1%. Three remain group which are Undergraduate, College degree, High School degree have the very close ratio to each other 14.9%, 13.9% and 11.4% respectively.

The majority of respondents travelling to Ho Chi Minh City are mostly from Asia countries which amount to 46.4% (777 respondents). It is likely to see that most of the tourists come to Ho Chi Minh City for the first time and this accounts for considerably high proportion of 64.9% with 1085 respondents. In the contrast, tourists who used to visit Ho Chi Minh City come back very little. It appeared undoubtedly that the majority of foreign tourists travelling to Ho Chi Minh City for relaxing, enjoying in leisure activities here with their family or their friends, which accounts for more than 60% of the respondents.

In conclusion, the demographic analysis provides information with a general view about the respondents of this research who are foreign tourists travelling to Ho Chi Minh City to enjoy the product and service here as well as an overview of city tourism industry. The result of this section with demographic characteristics can help to interpret the issues rising in during the process of descriptive analysis.

B. Relationship between Tourist Destination Satisfaction, Tourist's Return Intention and the Independent Variables

TABLE III: CORRELATION BETWEEN VARIABLES

	TOREIN	1	2	3	4	5	6	7	8	9
1. CULHISART	.340	1								
2. SAFSEC	.241	.292	1							
3. LOCUIS	.270	.400	.355	1						
4. NEGAT	-.003	-.033	-.029	.036	1					
5. PERPRICE	.291	.410	.353	.580	-.086	1				
6. NATENVI	.346	.509	.406	.312	-.157	.347	1			
7. INFRAS	.256	.407	.423	.497	-.106	.520	.437	1		
8. DESIMAGE	.288	.392	.280	.519	-.040	.529	.286	.489	1	
9. RECENTER	.366	.479	.253	.383	-.086	.466	.411	.421	.473	1
10. TODESA	.392	.345	.423	.528	-.126	.536	.352	.483	.526	.425
Mean	3.58	3.60	3.51	4.07	3.65	3.82	3.38	3.70	3.95	3.46
SD	.885	.717	.713	.659	.704	.666	.743	.718	.654	.709

Note: All significant level at p < .001

Based on Table III above, it can be inferred that there were significant relationships between the independent variables (CULHISART, SAFSEC, LOCUIS, NEGAT, PERPRICE,

NATENVI, INFRAS, DESIMAGE, RECENTER) and the dependent variable (TODESA). In these significant relationships, there was a very strongly positive correlation between TODESA with three variables: PERPRICE ($r = .536$, $p < .001$), LOCUIS ($r = .528$, $p < .001$) and DESIMAGE ($r = .526$, $p < .001$). This indicates that the more value Perceived price bring, the better the Local cuisine and Destination image can lead to a higher level of Tourist destination satisfaction. Furthermore, the variables of INFRAS, RECENTER and SAFSEC were strongly positive correlated to TODESA ($r = .483$, $p < .001$), ($r = .425$, $p < .001$), ($r = .423$, $p < .001$), respectively. As a result, the better the infrastructure, recreation activities and safety, security in the city are, the higher the tourists satisfy. In the same point, NATENVI and CULHISART have a moderate positive correlation with TODESA ($r = .352$, $p < .001$) and ($r = .345$, $p < .001$). This means that with better natural environment and historical attractions, it can lowly affect to the level of Tourist destination satisfaction. On the contrary, the variables of NEGAT was lowly negative correlation with TODESA ($r = -.126$, $p < .001$). This results as the higher negative attributes is, the lower the tourist satisfaction level is.

According to Table III, it can be comprehended that there were significant relationships between the 10 independent variables and the dependent variable. Among these significant relationships, there was a moderated positive correlation between TOREIN with four variables: TODESA ($r = .392$, $p < .001$), RECENTER ($r = .366$, $p < .001$), NATENVI ($r = .346$, $p < .001$) and CULHISART ($r = .340$, $p < .001$). This understands that the more tourists satisfied with destination, the better the recreation, natural environment and cultural historical attractions will result in a higher return intention of tourist. Nonetheless, considered the variables of PERPRICE, DESIMAGE, LOCUIS, INFRAS and SAFSEC, they had slightly low positive correlations to TOREIN ($r = .291$, $p < .001$), ($r = .288$, $p < .001$), ($r = .270$, $p < .001$), ($r = .256$, $p < .001$) and ($r = .241$, $p < .001$), respectively. As a result, the better the perceived price, destination image, local cuisine, infrastructure and safety, security in the city are, the higher the tourists will be likely to revisit Ho Chi Minh. On the contrary, the variables of NEGAT was lowly negative correlated with TOREIN ($r = -.003$, $p < .001$). These results in the less negative attributes occur, the more the tourists will revisit to a location.

TABLE IV: Coefficients between Independent Variables and TODESA Model

Variables	Unstandardized Coefficients (B)	t	Sig.	Correlation (Part)
(Constant)	1.161	11.306	.000	
CULHISART	-.021	-1.114	.265	-.020
SAFSEC	.145	8.394	.000	.151
LOCUIS	.173	8.029	.000	.144
NEGAT	-.071	-4.625	.000	-.083
PERPRICE	.141	6.460	.000	.116
NATENVI	.026	1.443	.149	.026
INFRAS	.060	3.057	.002	.055
DESIMAGE	.186	8.809	.000	.158
RECENTER	.077	4.090	.000	.074

- Dependent variable: TODESA – Tourist destination satisfaction
- Predictors: CULHISART, SAFSEC, LOCUIS, NEGAT, PERPRICE, NATENVI, INFRAS, DESIMAGE, RECENTER.
- ANOVA: $F_{(9, 1673)} = 158.573$, Sig. = .000 ($p < .0005$)
- Model summary: $R^2 = .459$

Based on the ANOVA result, it is proved that the model contented the statistical significance (Sig. = .000 and it is below .0005) with F = 158.573 and the model resulted in the Adjusted R Square Value of .459, which explained more than 45 percent of the variance in the dependent variables Tourist destination satisfaction. It can be concluded that all the independent variables interpreted 45.9 percent of the variance of the TODESA.

According to the Coefficient result of Table IV, it could be aware that there were up to 7 variables that had the Sig. value smaller than .05, which are SAFSEC, LOCUIS, NEGAT, PERPRICE, INFRAS, DESIMAGE and RECENTER. This can be comprehended that the above 7 factors were making exclusive and statistical significant contribution to the prediction of the dependent variable – Tourist destination satisfaction. In addition, one thing need to be noticed that 6 out of 7 variables had the positive beta values, which means these factors had significant positive effects on tourist destination satisfaction; while NEGAT variable had a negative beta value, which means negative attributes affect negatively to tourist destination satisfaction. From these points, we can infer that when the tourist satisfied to factors such as: safety and security, local cuisine, perceived price, infrastructure, destination image and recreation activities, it is likely that they are more satisfied with the destination. In the contrast, the less negative attributes come up, the more satisfied the tourist is.

About remaining two factors, which had the Sig. values larger than .05, they did not contribute significantly to the forecasting of TODESA. These causes might be the overlap of different independent variables in the model. For better clarity, a regression equation for the model of TODESA was used with the Unstandardized Coefficient Beta in the table:

TODESA = 1.161 - .021 *CULHISART* + .145 *SAFSEC* + .173 *LOCUIS* - .071 *NEGAT* + .141 *PERPRICE* + 0.26 *NATENVI* + .060 *INFRAS* + .186 *DESIMAGE* + .077 *RECENTER*

C. Factors Directly Affect Tourist's Return Intention.

Following with the ANOVA result, it is proved that the model explained the statistical significance (Sig. = .000 and it is below .0005) with F = 53.432 and the model resulted in the Adjusted R Square Value of .239, which explained more than 23 percent of the variance in the dependent variables Tourist return intention. It can be concluded that all the independent variables interpreted 23.9 percent of the variance of the TOREIN.

TABLE V: Coefficients between Independent Variables and TOREIN Model

Variables	Unstandardized Coefficients (B)	t	Sig.	Correlation (Part)
(Constant)	.083	.437	.662	
CULHISART	.136	4.018	.000	.086

SAFSEC	.024	.754	.451	.016
LOCUIS	-.019	-.489	.625	-.010
NEGAT	.086	3.088	.002	.066
PERPRICE	.009	.236	.814	.005
NATENVI	.191	5.877	.000	.125
INFRAS	-.065	-1.837	.066	-.039
DESIMAGE	.028	.717	.474	.015
RECENTER	.195	5.749	.000	.123
TODESA	.377	8.595	.000	.183

- Dependent variable: TOREIN – Tourist return intention
- Predictors: CULHISART, SAFSEC, LOCUIS, NEGAT, PERPRICE, NATENVI, INFRAS, DESIMAGE, RECENTER, TODESA
- ANOVA: $F_{(9, 1673)} = 53.432$, Sig. $= .000$ ($p < .0005$)
- Model summary: $R^2 = .239$

Looking through the Coefficient result of Table V, it could be noticed that there were up to half of variables that had the Sig. value smaller than .05, which are CULHISART, NEGAT, NATENVI, RECENTER and TODESA. Comprehensively, the above 5 factors contributed exclusively and statistical significantly to the forecasting of the dependent variable – Tourist return intention. More importantly, one thing need to be considered that all these variables had the positive beta values, which means these factors had significant positive effects on tourist return intention. We can concluded from these statistics that when cultural historical attraction and natural environment was good; recreation activities were variable, attractive; negative attributes occurred less and the tourists satisfied with destination more, these will contribute to the consideration of tourist whether they revisit a location or not.

About remaining five factors, which had the Sig. values larger than .05, they did not contribute significantly to the prediction of TOREIN. These causes might be the overlap of different independent variables in the model. For better clarity, a regression equation for the model of TOREIN was used with the Unstandardized Coefficient Beta in the table:

$$TOREIN = .083 + .136 \ CULHISART + .024 \ SAFSEC - .019 \ LOCUIS + .086 \ NEGAT + .009 \ PERPRICE + .191 \ NATENVI - .065 \ INFRAS + .028 \ DESIMAGE + .195 \ RECENTER + .377 \ TODESA$$

Basing on the result of simple linear regression, it is showed that five out of ten independent variables of this study contributed direct effect significantly to tourist's return intention. Each independent variable has effect on the TOREIN variably and can be descended as unstandardized coefficients (B). According to the result, TODESA provided the strongest effect to TOREIN (B = .377), following with RECENTER (B = .195), NATENVI (B = .191), CULHISART (B = .136) and NEGAT (B = .086) and all had significance value less than .05 and result an effect in TOREIN. We can concluded from these statistics that when cultural historical attraction and natural environment was good; recreation activities were variable, attractive; negative attributes occurred less and the tourists satisfied with destination more, these will contribute to the consideration of tourist whether they revisit a location or not.

D. Factors Indirectly Affect Tourist's Return Intention.

To examine the comparative strength of direct and indirect relationships among variables, path analysis, an extension of the regression model, was used to test the hypotheses that the nine variables and tourist destination satisfaction have direct and indirect effect to return intention. The effects are reflected in the so-called path coefficient unstandardized regression coefficient (beta: B). All of the results was shown on Figure I.

According to the result of multiple regression analysis between independent variables and intermediate variable Tourist destination satisfaction, it could be aware that there were up to 7 variables that had the Sig. value smaller than .05, which are SAFSEC (B= .145), LOCUIS (B= .173), NEGAT (B= -.071), PERPRICE (B= .141), INFRAS (B= .060), DESIMAGE (B= .186) and RECENTER (B= .077). This can be comprehended that the above 7 factors were making exclusive and statistical significant contribution to the prediction of the mediated variable – Tourist destination satisfaction. Thus, these factors influences indirectly to dependent variable Tourist's return intention through the mediated variable TODESA with the value of (.055), (.065), (-.027), (.053), (.022), (.070), and (.029), respectively.
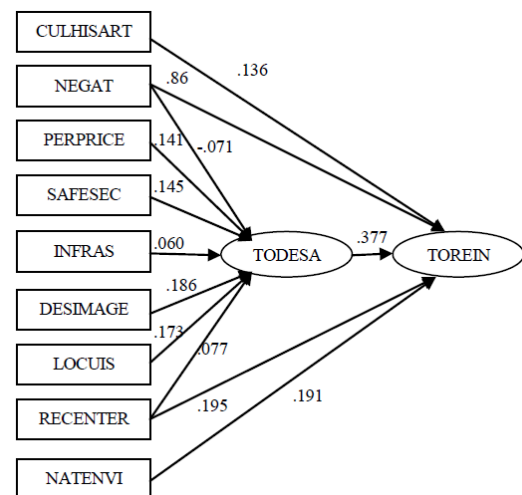

Fig. 1. Path Coefficients of the structural equation for hypothesis testing.

E. Summary of Path Analysis

TABLE VI: DIRECT, INDIRECT AND TOTAL CAUSAL EFFECTS

Variables	Casual effects		
	Direct	Indirect	Total
CULHISART	.136	-	.136
SAFSEC	-	.055	.055
LOCUIS	-	.065	.065
NEGAT	.086	-.027	.059
PERPRICE	-	.053	.053
NATENVI	.191	-	.191
INFRAS	-	.022	.022
DESIMAGE	-	.070	.070
RECENTER	.195	.029	.224
TODESA	.377	-	.377
Total	.985	.267	1.252

Table VI above totalized all the effects of independent variables (Cultural and historical attractions, Safety and security, Local cuisine, Negative attributes, Perceived price, Natural environment, Recreations and entertainment, Infrastructure and Destination image) together with the mediated variable Tourist destination satisfaction on the dependent variable Tourist return intention.

Considering the total effect, it is clearly that Tourist destination satisfaction contributed the strongest effect on Tourist return intention with the value of B = .377, this value can be acknowledged as a moderate effect. With next variables, Cultural historical attractions, Natural environment and Recreations and Entertainment had low moderated effects on Tourist return intention because the value B was in the range (.10 to .29) with the values B = .136, B = .191 and B = .224 respectively. The rest six independent variables play a trivial effect on Tourist return intention with B < .10 (SAFESEC = .055, LOCUIS = .065, NEGAT = .059, PERPRICE = .053, INFRAS = .022 and DESIMAGE = .070). The total effect of these factors on Tourist return intention was 1.252.

Regard to direct effect column, Tourist destination satisfaction is the factor had the strongest effect on Tourist return intention with the value B = .377. Three factors (Cultural historical attractions, Natural environment, Recreations and entertainments) contributed low moderated effects to Tourist return intention with B = .136, B = .191, B = .195 respectively. Only Negative attributes had trivial effect directly on the return intention of tourist. Considering five factors Safety and security, Local cuisine, Perceived price, Infrastructure and Destination image, they had no direct influence on Tourist return intention. Totally, these factors contributed an effect of .985 on Tourist return intention.

Looking through indirect column, the independent variable- Destination image had the strongest effect on Tourist return intention with value B = .070. Other factors such as Safety and security, Local cuisine, Perceived price, Recreation and entertainments and Infrastructure lowly affected to Tourist return intention with B = .055, B = .065, B = .053, B = .029 and B = .022 respectively. On the other hand, Negative attributes influenced negatively to Tourist return intention with the value B = -.027. Cultural historical attractions, Natural environment and Tourist destination satisfaction had no indirect effect to Tourist return intention. To sum up, the total indirect effect of all independent variables and the mediated variable on Tourist return intention was .267.

V. DISCUSSION AND RECOMMENDATIONS

A. Discussion of Findings

In this section, the discussion and answer for the questions raised in hypotheses was concentrated with the purpose of understanding deeply about the relationship between 9 independent factors (Cultural and historical attractions, Safety and security, Local cuisine, Negative attributes, Perceived price, Natural environment, Infrastructure, Destination image, Recreations and entertainment), the intermediate variable (Tourist destination satisfaction) and

the dependent variable (Tourist return intention). In addition, this research proposed the research model, which contained 9 factors affecting directly and indirectly to tourist return intention and how tourist destination satisfaction affect to return intention of tourist. Literature review and previous studies was adapted to raise 67 observed items to measure all concepts in the framework. This research can draw out a conclusion that Destination image play the most important role in Tourist destination satisfaction when they travel to Ho Chi Minh City. Following by Ho Chi Minh image, Local cuisine, Safety and security, Perceived price, Recreations and entertainments, Infrastructure and Negative attributes also affected essentially to tourist satisfaction. To be more precise, the result of the research stressed that tourists traveled to Ho Chi Minh City consider Destination image factor as the most important and necessary factor to measure and evaluate whether they satisfy with the destination or not. However, regarded to Cultural and historical attractions, it negatively correlated to Tourist destination satisfaction and Natural environment positively correlated to Tourist destination satisfaction but they had no effect on Tourist satisfaction. This can be understood that foreign tourist traveled to Ho Chi Minh City did not care much about the beauty of cultural attractions in Ho Chi Minh as same as the natural environment whether they satisfied them or not.

Moreover, based on the aspect of effects of those variables, this research can point out that Tourist destination satisfaction is the most significant factor that affected Tourist return intention of foreign tourist who traveled to Ho Chi Minh City. It can be understood that the result of this study stressed out foreign tourists in Ho Chi Minh City evaluated satisfaction is the most important and necessary in order to have them revisit the city again. According to previous study of [6], satisfaction is the most essential variable used to clarify tourist motivation or intention to visit/revisit a tourist destination. Comparing to the result of this study, it is likely to bear the resemblance to previous study. Other factors such as Recreations and entertainments, Natural environment and Cultural historical attractions considered as secondary factors positively associates with Tourists' return intention.

B. Recommendation for Tourism Department in Ho Chi Minh City

Basing on the result of this study, researcher recommended solutions combined with the comment of foreign tourists in the surveys to improve the quality of tourism in Ho Chi Minh City.

Initially, foreign tourists traveled to HCMC by their own mainly without travel agency or tour guide so it is necessary to have signs in the city to provide them information about the location of cultural or historical places. Putting informative signs at famous sightseeing places such as Notre Dame Cathedral, The City Post Office and Ben Thanh Market... can help visitors have an overview of the place they are going to visit. Moreover, historical understanding can be brought out for tourists even without the explanation of a tour guide. At each famous street given with country historical characters, we design small but eye-catching informative road sign with historical facts following with illustrating images.

In the same aspect, renovation, restoration and repair of

those cultural and historical attractions need to be carried out in a strict way. It is possible in improving the city tourism if embellishment of cultural historical places combined with architectural planning of the surrounding area cleverly. In this idea, those places accommodate to the business operations of local people, food court, souvenir shopping and entertainments to attract more customers as well as forming a large beautiful architectural art ensemble. This is a combination of ancient sense in historical monuments and modernity of tourism business. Ultimately, regular seminars are organized to give restoration, repair and protection methods of historical monuments, cultural heritage.

Secondly, some tourists commented in the surveys that HCMC is still lack of many public toilets whenever they need. As far as I am concerned, the city tourism management would think about building more public hygiene facilities to create sanitary condition relating to public health. Especially, the provision of clean drinking water and adequate sewage disposal also make the city environment become better. It is likely that those facilities create the comfort and convenient for foreign tourist coming to HCMC and significantly affect to their satisfaction and return intention.

Thirdly, for entertainments, it is possible to develop eco-tourism or adventure tourism because HCMC has already built some centers with these kinds of tourism such as Van Thanh or Binh Quoi. But the thing is those places did not attract many foreign tourists so it is a must to push the investment in order to introduce entertainment activities such as climbing, bungee jumping, ice rink, artificial grass slide to tourists more. Combining with these, development of recreation area with bold features of folklore or contemporary community games can be considered. In addition, the incentives for domestic and international enterprises to invest in entertainment types with high quality, novelty can develop the city tourism in term of raising the level of return intention.

Lastly, for safety and security, tourism managers should establish a hotline and support center to provide information about city tourism in general and support travelers in handling some situations in which they can encounter such as robbery, paper lost. With the local cuisine, Ho Chi Minh Department of Culture and Tourism should develop cuisine areas, restaurants into featuring cuisine places of Vietnam to attract visitors; local people enjoyed the location with affordable price and safe quality. Continually improving the road system, the first metro route from Ben Thanh to Suoi Tien can help the accessibility to the city dramatically.

VI. CONCLUSION

In general, this research hit the goals and obtained all of the research objectives. The research wanted to give an overall understanding of foreign tourists and tourism industry in Ho Chi Minh City as well as measured the tourist satisfaction to a destination and their return intention. These objectives were obtained through careful research and identifying all the factors affecting essentially directly and indirectly to tourist's return intention. The results of this research theoretically and empirically proved that the factors affected mostly to Tourists' return intention were Tourist destination satisfaction

following by Recreations and entertainments, Natural environment and Cultural and historical attractions. This can be drawn similar results to previous study of [6]. Then, it also gave recommendations for tourism managers to improve the city tourism better.

Precisely, after analyzing all data from 1,673 tourists who spent their valuable time to do the survey, the researcher could conclude some significant results from this study. There are nine independent factors and one mediating factor, but only four affected significantly to the intention of location revisit of tourists. Moreover, the use of quantitative methods let the researcher exert the causal relationship between independent variables, mediating variable and dependent variable. Factor analysis, multiple regression analysis and path analysis were used to measure the direct and indirect impacts to the variable and the hypotheses were also tested with strong evidence. Nonetheless, this research can give theoretical and empirical result for further study in the field of customer satisfaction management.

However, looking through the result, not all factors contributed direct and indirect impacts on Tourist return intention for some objective and subjective reasons so that recommendations were suggested to local tourism managers to raise the return intention of foreign tourists to HCMC. To enhance further research, the results of this study can be recommendations for future researchers doing related topic. For first thing to be considered, future researcher is suggested to spend more time, budget as well as appropriate sample methods in order to improve the knowledge and data collection job in conducted industry. The research can inherit and identify more variables for examining the topic as well as the reasonable items. In addition, basing on the comments of the respondents gave in the questionnaire, future researcher needs to pay attention in designing proper questionnaire items which would not confuse the respondents. The future research should consider the different of reliability and validity of each independent variable as well as some other constructed model to supplement factor into the model. Geographic factors, Immigration policy, word-of-mouth factors can also affect as chosen factors when it comes to tourist satisfaction and tourist's destination satisfaction.

REFERENCES

[1] E. Jones and C. H. Tang, *Tourism SMEs, Service Quality and Destination,* London: CABI, 2005, pp. 15-60.
[2] T.-H Truong and D. Foster. "Using HOLSAT to evaluate tourist satisfaction at destinations: The case of Australian holidaymakers in Vietnam," *Tourism Management*, vol. 27, no.5, pp. 842-855, October 2006.
[3] R. Oliver, "Whence consumer loyalty?" *Journal of Marketing,* vol. 63 (special Issue), pp. 33-44. 1999
[4] J. S. Bigné, M. I. Sánchez, and J. Sánchez, "Tourism image, evaluation variables and after purchase behavior: Inter-relationship," *Tourism Management*, vol. 22, no. 6, pp. 607–616, December, 2001.
[5] C. Chen and Tsai, "How destination image and evaluative factors affect behavioral intentions?" *Tourism Management,* vol. 28, no. 4, pp.1115–1122, August, 2007.
[6] C.G-Q. Chi and H. Qu, "Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach," *Tourism Management*, vol. 29, no. 4, pp. 624–636, August, 2008.
[7] C. Chen and F. Chen, "Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists," *Tourism Management*, vol. 31, no. 1, pp. 29–35. February, 2010.

[8] K. Chon, "Understanding recreational traveler's motivation, attitude and satisfaction," *The Tourist Review*, vol. 44, pp. 3 – 7. 1989.

[9] D. Mazurski, "Past experience and future tourism decisions," *Annals of Tourism Research*, pp. 333–344, 1989.

[10] B. Court, "Customer portfolio development:modelling destination adopters, inactives and rejecters," *Journal of Travel Research*, vol. 36, no. 1, pp. 35–43, 1997.

[11] J. M. Petrick, "An examination of the determinants of entertainment vacationers' intentions to revisit," *Journal of Travel Research*, pp. 41–48, 2001.

[12] S. Shoemaker and R. Lewis, "Customer loyalty: the future of hospitality marketing," *International Journal of Hospitality Management*, vol. 18, pp. 345–370, 1999.

[13] H. Oh, "Service quality, customer satisfaction, and customer value: A holistic perspective," *International Journal of Hospitality Management*, vol. 18, pp. 67–82, 1999.

[14] A. Beerli and J. Martin, "Factors influencing destination image," *Annals of Tourism Research*, vol. 31, no. 3, pp. 657-681, 2004.

[15] H. Yu and M. Littrell, "Product and process orientations to tourism shopping," *Journal of Travel Research*, vol. 42, no. 2, pp. 140-150, 2003.

[16] A. Parasuraman, L. Berry and V. Zeihaml, "Refinement and reassessment of the servqual scale," *Journal of Retailing*, vol. 67, pp. 420-450, 1991.

[17] A. Parasuraman, L. Berry, and V. Zeihaml, "A conceptual model of service quality and its implications for future research," *Journal of marketing*, vol. 49, pp. 41-50, 1985.

[18] E. Albrechtsen, "Security vs. safety," *NTNU-Norwegian University of Science and Technology. Department of Industrial Economics and Technology Management* [Online]. Available: http://www.iot.ntnu.no/users/albrecht/rapporter/notat%20safety%20v%20security.pdf

[19] J. Yates and J. Maanen, *Information Technology and Organizational Transformation,* 1st ed. UK: Sage Publications, 2001, pp. 305-306.

[20] J. Martin and A. Beerli, "Factors influencing destination image," *Annals of Tourism Research*, vol. 31, no. 3, pp. 657-681, 2004.

[21] Y. Yoon and M. Uysal, "An examination of the effects of motivation and satisfaction on destination loyalty: A structural model," *Tourism Management*, vol. 26, no. 1, pp.45-56, 2005.

[22] S. Baloglu and D. Brinberg, "Affective images of tourism destinations," *Journal of Travel Research*, vol. 35, no. 4, pp. 11-15, 1997.

Mai Ngoc Khuong is a lecturer and researcher of School of Business Administration, International University, Vietnam National University- Ho Chi Minh City. He has bachelor degree in tourism and hospitality management, master of science degree in leisure, tourism and environment at Wageningen University-the Netherlands, and a PhD degree in development management at School of Public Administration of the National Institute of Development Administration (NIDA), Bangkok-Thailand.

Pham Anh Nguyen is a researcher assistant of School of Business Administration, International University, Vietnam National University, Ho Chi Minh City. He is specialized in hospitality management and interested in operational management, brand management and small business management.