

# Research On Factors Affecting Tourists Returning To Ho Chi Minh City After The Covid-19 Pandemic In Order To Serve Tourism Course

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### Abstract

Out of the total number of international visitors to Vietnam in 5 months of 2022, Information from the General Statistics Office shows that international visitors to Vietnam in May 2022 increased by 70.6% compared to the previous month and 12.8 times. compared to the same period in 2021. This is the result of Vietnam fully opening up tourism, international flight routes are restored and many international delegations coming to Vietnam to attend the 31st SEA Games. Department of Tourism, the ranking results of Vietnam's tourism industry according to the new approach of the World Economic Forum have reflected the achievements in the prevention and control of the COVID-19 epidemic in our country; flexible and safe adaptation, the industry's unremitting efforts to deploy safe tourism activities. Our State has also made timely decisions to restore and reopen all domestic and international tourism after the epidemic is well controlled. After nearly two years of closing because of the Covid-19 epidemic, the tourism industry in Ho Chi Minh City will start to open on March 15, and now travel agencies and tour operators are ready to welcome visitors. International is back. This study aims to clarify the impacts on tourists' return to Ho Chi Minh City after the pandemic. The convenience sampling method was used for sampling in Ho Chi Minh City, the sample size included 500 respondents who were tourists visiting Ho Chi Minh City for the first time or more for recreational purposes. Data were collected from questionnaires in different locations and at different times; therefore, the weakness of convenience sampling is generally overcome, and location sampling samples are generalizable to tourist numbers. After using the factor analysis method to draw out the main factors forming the destination image. Using the regression analysis method to find out the factors that most influence tourists' intention to return

**Keywords:** covid-19, tourists, economy, spss.

### I. Introduction

Over the past year, the Covid-19 pandemic has caused a lot of damage to the tourism industry in general and Ho Chi Minh City tourism in particular. But under the timely direction of the Ministry of Culture, Sports and Tourism; The close attention of the leaders of the City Party Committee, the City People's Committee, the coordination of departments and agencies, the cooperation of businesses, professional social organizations, and Ho Chi Minh City's tourism industry have well performed the support work. In the fight against the Covid-19 epidemic, tourism activities have just entered a phase of partial recovery into a new normal state. Persevering to determine the domestic tourism market to play a key role, the city's tourism

industry has started, created, and innovated many contents to adapt to the developments of the Covid-19 epidemic, stimulate demand, and attract domestic tourists. Besides, the problems that are currently being complained about the most by tourists are fraud when using means of transport, incorrect billing when shopping for goods, eating and drinking, being manipulated by street vendors, or both. restaurants, environmental pollution. These are issues that annoy many travelers. In addition, the city's tourism products are also less innovative, and the connection with the surrounding provinces is not close. Letting visitors come once and then never return is a way of lacking strategic vision and lack of sustainability. Therefore, in the coming time, the city needs to focus on overcoming

limitations and adding solutions to make tourists want to come back when they come to the city.

## 2. Literature review

Theory of Intentional Behavior: is the theory of intended behavior; is the development and improvement of the theory of rational action (TRA). TPB theory presents three factors that affect individual behavioral intentions, namely individual attitude towards behavior, subjective norm, and perceived behavioral control Nguyen Bich Ngoc et al., (2015). A behavioral intention can be defined as a planned intention to perform a certain behavior Oliver, (1997). Theory of Reason Action was built by Ajzen and Fishbein in the late 60s of the 20th century and was revised and expanded in the 70s. According to the TRA theory, the behavioral intention (Behavior Intention), of a person is affected by two factors that are attitude (Attitude) and subjective norm (Subjective Norm). These two factors will directly affect behavioral intention and then will affect an individual's behavior Sudin, Geoffrey, and Hanudin, (2009). Attitude is an expression of personal factors that show consumers' positive or negative beliefs about a product. The subjective norm is "perceived social pressure to perform or not perform the behavior".

To address the limitation of TRA theory, Ajzen developed a theory called The Theory of Planned Behavior (TPB) in 1985. "Theory of Intended Behavior (TPB) is an extension of the theory of rational action. (TRA), the need for TPB to emerge because of the limitations of the original model in dealing with behaviors over which people have full willpower" (Ajzen, 1991). The TPB theory was developed by adding a component called "perceived behavioral control" to the TRA theory. Perceived behavioral control refers to the perceived ease or difficulty of performing a behavior, expressing feelings Belief in product attributes. Measures confidence in product attributes. Belief in influences will think that I should or should not buy the product. The impulse to do the will of influencers Attitude Subjective standards Behavioral trends. An individual's behavior is whether he or she has the ability and resources to perform the behavior (Ajzen, 1991). Then in the TPB model, an individual's behavioral intention is a function of three basic components, namely attitude towards the behavior, subjective norm, and perceived behavioral control.

Shoemaker and Lewis (1999), modern marketing believes that repeat purchase is an important consumer behavior because of the benefits it brings; generating positive word of mouth. Likewise, return visits in tourism are as important as attracting a new customer. Seoho et al. (2006) argue that an even more important role of tourism return can be to create an international tourist flow; An explanation for this potential role is that the current visit provides a positive incentive for the visitor to make a return visit in the future. Visitors' intention to return is behavior influenced by many factors such as destination image, perceived quality, perceived value, and satisfaction. In tourism, the visitor's return to a previously visited destination is extremely important. An even more important role of returning to a destination is to create international tourism flows, that is, the current visit creates a positive motivation for the visitor to make a return visit in the future Seoho et al., (2006).

## 3. Research Methodology

This study consists of two steps:

Step 1: Qualitative research by hand-to-hand discussion to detect, adjust, and supplement factors and statements in the interview questionnaire for quantitative research.

Step 2: Quantitative research through interview technique with detailed questionnaires to evaluate the scales and test the proposed theoretical model. In order to better understand the factors that are really the factors affecting the return of tourists, the study conducted one-on-one discussions with 20 experts including 10 lecturers, 10 experts, and tour guides at travel agencies. The discussion was conducted based on a pre-designed questionnaire to collect comments in order to complete the survey questionnaire and discover more components of the research that the model proposed. Quantitative research is carried out by direct interviews with tourists who travel to Ho Chi Minh City. Purpose of using the quantitative method: To assess the reliability of the scales in official research. Assess the importance of quantitative research influencing factors. The study sample was selected according to the convenience sampling method. This method is a non-probability sampling method in which the researcher approaches the research subjects by means of convenience. In order to reduce the

sampling error, the criterion when conducting this survey is that in the allowable conditions, the collection of as much research data as possible helps to increase the representativeness of the population.

#### 4. Research result and discussion

Data analysis is based on data collected from 446 valid survey questionnaires. The results of the study are described in detail below

Table 1. The general information of the respondents

	Targets	Quantity	(%)
Gender	Male	300	60
	Female	150	30
	Other	50	10
Age	From 16 – 20 years old	70	14
	From 20 to 25 years old	165	33
	From 25 to 30 years old	160	32
	Over 30 years old	105	21
Occupation	Civil servant	101	20.2
	Private company employee	199	39.8
	Student	105	21
	Self-employed	95	19
Income	Under 15 million dong	50	10
	From 15 to under 25 million dong	150	30
	From 25 to under 35 million dong	170	34
	Above 35 million dong	130	26
<b>Total</b>		<b>500</b>	<b>100</b>

In terms of gender are mostly men with 300 surveys, accounting for 60%, the rest are female and other genders respectively. Regarding age: Among 500 surveys, the age group from 20 to 25 surveyed accounted for the largest proportion with 165 surveys (with 33%), followed by the group from 25 to 30 years old with 160 surveys, accounting for 32%; Next, is the survey group aged from 16 to 20 accounting for 70% with 70 surveys), finally can see the age of over 30 with 105 survey votes and account for 21 percent. Regarding income: Among 500 surveys, the group with income from 25 to under 35 million dong accounted for the largest proportion with 170 surveys, accounting for 34%; Next is the survey group with income from 15 million to under 25 million VND/month with 150 surveys, accounting for 30%; Next is the survey group with income Over 35 million VND with 130 surveys, accounting for 26%. At the bottom is the group with income

below 15 million / month with 50 surveys, accounting for 10%. Research shows that there is a big difference between survey subjects with different income levels.

Regarding the occupation: survey, the group of students surveyed accounted for 21% (accounting for 105 surveys). Next is the Civil Service survey group with 101 surveys (accounting for 20.2%); Next, the survey group is self-employed, accounting for 19% with 95 surveys. Finally, the survey group accounted for the highest proportion of 199, with 39.8% surveyed. Thereby, the study found that the survey group all had diverse working positions.

The reliability of the official scale by testing the reliability of the scale using the Cronbach's Alpha coefficient and exploratory factor analysis (EFA). The results of the reliability analysis of the scale are as follows

Table 2. Cronbach's Alpha reliability test results and KMO

Factor	Number of variables observe	Cronbach's Alpha	Coefficient minimum total variable correlation	Cronbach's Alpha if the variable type is smallest value	Conclusion
Street food	4	0.796	0.603 (SF4)	0.774 (SF2)	Qualified
Culture	4	0.794	0.657 (CT3)	0.725 (CT2)	Qualified
Security	4	0.846	0.648 (SC4)	0.764 (SC3)	Qualified
Price	4	0.828	0.689 (PR4)	0.757 (PR3)	Qualified
Local people	4	0.791	0.690 (LP1)	0.769 (LP2)	Qualified
Intention to return	4	0.887	0.682 (IR4)	0,788 (IR2)	Qualified

From the research results, most of the variables in the scale have alpha coefficients greater than 0.6 and total correlation coefficients greater than 0.3, which will be retained for further research Nunnally and Burnstein, (1994) by Nguyen Dinh Tho and Nguyen Thi Mai Trang, (2007). In addition, the Cronbach's Alpha if item deleted is greater than 0.6, the research concludes that the scales have good reliability. However, to make the above statement

more accurate, the author conducted exploratory factor analysis (EFA).

There are quite a few tables in the output, all of which contribute to the evaluation of the EFA analysis results as good or bad. However, here the research focuses on three main results tables: KMO and Bartlett's Test, Total Variance Explained and Rotated Component Matrix, because by using these three tables we can evaluate the appropriate EFA analysis results.

Table 3. KMO and Bartlett's Test of independent variables

KMO coefficient		0.766	Accept
Bartlett's test of sphericity	Sig Bartlett's Test	0.000	Accept

The results after EFA analysis show that the KMO coefficient of the groups of variables is 0.766, satisfying the condition of  $0.5 < \text{KMO} < 1$  with the significance level of  $\text{Sig.} = 0.000$  in Bartlett's test ( $\text{Sig} < 0.05$ ). The breakpoint when extracting factors is at eigenvalues = 1,000 and all observed

variables have factor loading  $> 0$ ; This shows that the results of the factor analysis are appropriate and the variables are correlated with each other in the overall, consistent with the theory of factors affecting the return of tourists to the city.

Table 4. Factor loading of independent variables

	Component				
	1	2	3	4	5
SF1	0.823				
SF2	0.831				
SF3	0.748				

SF4	0.732				
CT1		0.858			
CT2		0.846			
CT3		0.830			
CT4		0.803			
SC1			0.879		
SC2			0.878		
SC3			0.866		
SC4			0.817		
PR1				0.874	
PR2				0.867	
PR3				0.859	
PR4				0.784	
LP1					0.813
LP2					0.848
LP3					0.849
LP4					0.862

To evaluate the fit of the regression model, we use two coefficients, the adjusted coefficient of determination R<sup>2</sup> and the F-test

Table 4. Criteria for assessing the fit of the model

Model	R	R <sup>2</sup>	R <sup>2</sup> correction	Standard deviation	Durbin-watson
1	0.704	0.506	0.501	0.51108	1.5555
Streets food, Culture, Security, Price, Local people, Intention to return					

The adjusted R<sup>2</sup> factor is 0.501. The adjusted R<sup>2</sup> coefficient is smaller than R<sup>2</sup>, so it is safer to use the adjusted R<sup>2</sup> coefficient to evaluate the fit of the model. because it does not exaggerate the goodness of fit of the model, it proves that the regression

model is suitable to explain the above factors affecting the return of tourists. The significance of the adjusted coefficient R<sup>2</sup> is 50.1%. The variation of visitor return is explained by the independent variable given in the model Durbin - Watson test

Durbin - Watson test is used to test series correlation in measurement error, when Durbin - Watson values are close to 2, the residuals are not serially correlated. This means that the regression model does not violate the false

## 5. Recommendation

Ho Chi Minh City is the place where cultural values intersect, especially culinary culture. Currently, the city's cuisine can be said to be diverse and colorful. In addition, the issue of food hygiene and safety still has many shortcomings, in addition, there are situations related to price and quality such as the price is too high compared to the quality of the dish, or the quality of the dish is not good. similar to the introduction. There needs to be strict management from all levels of government and leadership. There should be clear regulations on price listing to avoid the situation that the price is not right with the market, especially selling too high a price to international tourists. Organizing culinary events in the area is increasingly rich with larger scale, better quality, focusing on depth. Besides, Ho Chi Minh City needs to implement well the promotion of tourism combined with outstanding shopping events.

Need to build security in each district. These amounts should be evenly distributed at tourist attractions to protect visitors from negative behaviors. It is necessary to provide and widely disseminate hotline phone numbers that can assist guests while traveling to promptly deal with possible situations. Improving the traffic situation in Ho Chi Minh City is a problem when it is always crowded even though it is not during peak hours, this also affects the mood of tourists. Encourage people to travel by public transport. Expand and improve sidewalks to be pedestrian-only. The planning of the number of storefronts is also calculated so as not to cause too much traffic concentration at one location. It is necessary to improve the consistency of the policy system to meet the requirements of responding to unpredictable developments of the epidemic at present as well as in the future. Improve the carrying capacity of the medical system to meet the needs of opening the door to welcome tourists; strengthen the development of the private health system; develop scenarios to respond to crises caused by epidemics. Requiring stakeholders in the

tourism industry to develop procedures to ensure the safety of visitors; ensure that the processes are strictly and fully implemented; conduct a comprehensive assessment of safety procedures. Raise awareness and awareness of the community at the destination and service providers about ensuring hygiene and safety to prevent and control the epidemic. Implement and effectively communicate safety requirements for visitors: passports, vaccines, insurance. Improve the capacity of enterprises to adapt to change and manage risks. Applying effective technology to improve the capacity to ensure safety for tourists in epidemic conditions; build a unified system, and update data to actively support epidemic prevention. tourism is gradually recovering, ensuring security and safety in tourism activities needs to strengthen propaganda and raise the awareness of businesses and business households; monitoring and handling to protect tourist images, hotlines should be announced for comparison, strengthening inspection and propaganda work. In the digital age, high-priced selling will quickly be exposed and will certainly be handled, but as a result, tourism and Vietnam's image will be greatly affected. Therefore, it must stop creating civilized tourism. Travel business, but make money in a civilized way, not in a hurry but inhibit the development of the tourism industry in the country. To develop tourism, every Vietnamese person is a tourism ambassador. And more than anyone else, let's every one of us protect the image of tourism, protect the image of the Vietnamese people.

Through the media, tourists know more about Vietnamese street food and many of them want to travel to enjoy Vietnamese street food or when they come to Vietnam, they need to be served. Explore street food. To become the world's kitchen, if we can create delicious - clean - culturally rich street foods, Vietnamese culture will be promoted more strongly, and tourism will also develop

## 6. Conclusion

The results obtained were the initial hypothesis posed when establishing the proposed research model. According to the previous domestic and foreign research documents, a number of factors affecting the return of tourists have been found. The author's research results have added a number of other factors such as culture, security, local people,

etc., which also have an important influence on tourists' intention to return to tourism. calendar. Besides, Cronbach's alpha analysis results show that all observed variables and independent variables ensure the reliability of the measurement, which can be used in the next steps of analysis. The EFA exploratory factor analysis showed that the measurement scales of the research concepts all met the requirements in terms of value, there was a distinction between the scales, and also achieved the convergence between the observed variables.

### Conflict of interests

None

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