

Tourist Motivation and Activities
A Case Study of Nha Trang, Vietnam

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ABSTRACT

The study investigates tourist's motivation with a segmentation approach in order to give an understanding of the theory of motivation in general and the motivation factors influencing consumer decision making in a tourism context in particular.

The segmentation based on motivation, which was supported by a factor-cluster analysis, was carried out on a primary survey of 446 international tourists visiting the city of Nha Trang, Vietnam in order to identify tourists segments. The research findings identified two tourist segments based on motivation, referred to as "Traditional Tourists" and "Nightlife and Positive Recommenders", with social and intellectual motives found as the strongest motivations. There are significant differences found between the two segments in perceptions of activities, satisfaction, and intentions of revisitation and recommendation of the destination to others. The findings of the study indicate that the Nightlife and Positive Recommenders segment has trends higher than those of the Traditional Tourists segment in terms of all factors found, perceptions of activities, satisfaction, recommendation the destination to others and revisit intention.

Based on the findings of the study, some policy recommendations are given to the local tourism marketers and managers in order to develop the local tourism industry appropriately.

Key words: motivation, tourists' motivation, tourists' activities, segmentation, Nha Trang

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Chapter 1

INTRODUCTION

1.1 Background

Tourism is a favorite leisure activity. The motivation which causes someone to choose a certain activities and a destination for vacation is an interesting issue, which allows for a better understanding of people's behaviour in the area of leisure spending. The reasons behind why people choose a destination over another have been the topic of many researchers and are important considerations for both planners and managers of tourism industry.

Motivation is the driving force which compels an individual to take action (*Schiffman and Kanuk, 2004*). This implies that motivation moves a person to do something (*Ryan and Deci, 2000*). Motivations are thus the basis of all behavior (*Fodness, 1994*), including traveling. Tourist motivation, therefore, can be defined as "the global integrating network of biological and cultural forces which gives value and direction to travel choices, behaviour and experience" (Pearce, Morrison and Rutledge, 1998).

According to Schiffman and Kanuk (2004), segmentation studies have been applied to divide consumers into groups with common needs and wants so that the specialized goods and services can be developed to satisfy each group of needs. Segmentation, therefore, is a methodological tool to group consumers into distinct groups based on their variety of characteristics, which then allows for more goal-directed marketing. Therefore, the author of the present study has chosen the segmentation approach to investigate tourist motivation and activities of visiting a destination, using a case study of Nha Trang, Vietnam in order to identify the distinctive types of tourists. The study will focus on tourist motivation as a foundation for segmentation study.

The data collection was implemented in Nha Trang, Vietnam. A survey with 500 questionnaires was collected in April, 2010. The Beard and Ragheb scale (1983), which includes the four factors of Intellectual, Social, Mastery/Competence, and Stimulus Avoidance, has been applied to examine tourist motivation. Additionally, the segmentation was performed by factor - cluster analysis. The data analysis was supported by SPSS 17.0.

Tourism in Vietnam has been developing over the last ten years, with an increasing number of tourists visiting the country each year. The numbers of international visitors have increased significantly from 1995 to 2009. Specifically, there were about 1,351,000 tourists in 1995, which increased to 2,429,600 by 2003 (Vietnam National Administration of Tourism, 2006). The Vietnam National Administration of Tourism (2009) also reported that the number of international visitors to Vietnam in 12 months of the year 2009 was approximately

3,772,359 people. Among them, the majority were from the United States (403,903 people, and accounted for 10.7% of total amount), Korea (362,115 people, accounted for 9.6%), Australia (218,461 people, accounted for 7.46%), France (174,525 people, accounted for 4.63%) and the rest came from United Kingdom, China, Thailand, and other countries around the world. Specially, in the month of March, 2010 there were approximately 24,620 international tourists that visited the city of Nha Trang (Khánh Hòa Culture, Sport and Tourism Authority, 2010).

Moreover, the tourism industry plays a vital role to the economy of Vietnam in general and to the city of Nha Trang in particular. Because of the importance of tourism in the economy of the city there is a high need for research relating to the marketing of Nha Trang as a tourism destination. Therefore, the author decided to implement this research for a master thesis.

This study will attempt to apply segmentation approach to explore and measure tourist motivations for visiting Nha Trang and investigate the relationship between tourist motivation and activities. Based on those main points of the research, the author has chosen the following title for the study: Tourist Motivation and Activities: A Case Study of Nha Trang.

1.2 Purposes of the study

The objective of this study is to investigate reasons why tourists choose a certain destination and activities in order group them into practical segments. Consequently, the findings of the study to some extent can give professionals in the tourism industry a better understanding of Nha Trang's current tourism industry, so that they can manage their businesses better and encourage more tourists to visit Nha Trang. Specifically, the study will measure tourist motivation to identify types of tourists and then segment those traveling for pleasure so that tourists travel patterns can be better understood and systematically analyzed. The study will firstly answer these two questions:

- (1) What are the tourists' motivations for visiting Nha Trang?
- (2) What are the most popular activities?
- (3) Are there efficient motive-based segments?

The thesis then will apply the factor-cluster segmentation approach to gather further insights into tourist motivation for the purposes of tourism development, service quality evaluation, image development, and promotional activities, such as positioning. More specifically, the study will answer the next two questions:

- (3) How many clusters can be inferred from data analysis?
- (4) Which predictor variables contribute to most of the inter-group differences?

In general, the thesis will be divided into four parts. The first part, the introduction chapter, will represent the background and purposes of the thesis. In the second part, the theory chapter, the main literature in tourism motivation will be reviewed. In this part, the concepts of segmentation, motivation, attitude and activities will briefly be introduced. In the third part, methods chapter, the materials and the research methodology will be described. This chapter will focus on the measurement, cluster analysis, and techniques of the main concepts. The fourth part, the results chapter, will indicate and explain the results from the empirical survey. This last part will discuss and conclude this study.

Chapter 2

THEORETICAL FRAMEWORK

2.1 Defining and describing main concepts

2.1.1 Motivation

People's motivation to behave is an interesting issue to explore, especially in understanding leisure motivation. This chapter firstly describes the concept of motivation in a marketing context and then includes further discussions about what the background of motivation is within a tourism context. Next, the relationships between tourist motivation and activities will be discussed.

Motivations are the fundamental reasons for a particular traveling behavior and play a vital role in understanding the decision making process of tourists, as well as assessing the subsequent satisfaction of tourist's expectation (*Snepenger, King, Marshall, and Uysal, 2006*). There are a great number of definitions of motivation. In general, the term motivation is simply the processes that answer the question about why and how people's behaviour is activated and directed. Therefore, motivation is considered as the internal factors that raise and control human behaviour. Motivation is described as a driving force that makes us move (Solomon, 2004: 114). Similarly, Romando (2008) has defined motivation as an "internal drive" that moves behavior to act and gives direction to the behavior. According to Solomon (2004), motivation itself is the processes that leads people to behave as they do, and the processes begin when a need arises that a consumer wishes to satisfy. He explains that "once a need has been activated, a state of tension exists that drives the consumer to attempt to reduce or eliminate the need" (Solomon, 2004:114). He continues that the goal is the end state that is desired by the consumer; drive is the degree of arousal present due to a discrepancy between the consumer's present state and some ideal state; and want is a manifestation of a need created by personal and cultural factors.

In general, basic motivation theory describes a dynamic process of internal psychological factors namely needs, wants, and goals, which generate an uncomfortable level of tension inside of human's minds and bodies (Fodness, 1994). These inner needs and resulting tension then stimulate to activate actions to satisfy the needs. Motivation, thus, can be seen as the inspiration to satisfy needs. Additionally, according to Maslow (1943), human demands do not have ending points but will raise other needs and demands once the present ones have been satisfied.

Furthermore, motivation is also explained by the term "motive". Both motive and motivation in general mean incentive or drive. However, motivation can be seen at a deeper

level than motive. Gnoth (1997: 287) mentioned that “each motive has its distinct type of contents in the form of goals of behavior” but “motivations contain results of situation-person interactions”. He continued to explain “the distinction between motives and motivations is important because it allows, on the one hand, a categorization of the energy that moves people to act (motives) and, on the other, allows these motives to be expressed differently by different individuals” (Gnoth, 1997: 287).

Gnoth also stated that motives were distinguished from motivations, “whereby the former refer to the generic energizer for behavior” (Gnoth, 1997: 291). In fact, motivations involve targets or objects and refer to an interaction between motives and situations. Gnoth also stated that motivations are cognitive in nature.

According to Romando (2008), motivation is the basic and important to push or stimulate human into actions with their attempt in order to obtain what they want. His theory claims that there are three specific aspects of motivation, which are the arousal of behavior, the direction of behavior, and persistence of behavior. He explained that “arousal of behavior involves what activates human behavior and direction of behavior is concerned with what directs behavior towards a specific goal. Persistence of behavior is concerned with how the behavior is sustained” (Romando, 2008).

2.1.2 Motivation in a tourism context

As the definitions and theories above illustrate, in general human behaviour is both directed to, and results from, unsatisfied needs (Maslow, 1943). People do everything for a reason, although sometimes it is not easy to determine expressly what the reason is (Solomon, 2004). To understand motivation in tourism is to understand what motivates tourists to choose a certain destination. Pearce, Morrison and Rutledge (1998) defined tourist motivation “as the global integrating network of biological and cultural forces which gives value and direction to travel choices, behavior and experience” (cited by Allan R. Rhodes Espinoza). Why do some people choose to visit Thailand on their holidays, whereas others spend their leisure time traveling to Spain? Assuming that all tourists make decisions about their destinations for certain reasons, we can assume that those reasons are a function of their motivations.

As Prebensen (2007) has written in her research regarding travel motivations, “once an individual has the right motivation to travel, the type of holiday and destination is often decided based on his/her perception or value of the various options in the marketplace (Prebensen, 2007: 3). She furthermore states that “people then go on holiday for many reasons and they participate in the ‘production’ of the holiday in various ways”. Motivation in a tourism context thus answers the question of what stimulates a person to travel. The answers

will represent main factors which influence the tourist to purchase a particular tourism product. The answers can be split into three groups: leisure, or business purposes, or both.

To go further, John and Susan (1999) describe six main factors that motivate people to travel to a certain destination: physical, emotional, personal, personal development; status and cultural. Specifically, individuals who have either one or some or all of those six motives would choose a destination where can satisfy their such motivations. For instance, physical motive is the motive for relaxation; emotion motive might be the motive of nostalgia or longing for a certain place or enjoy the romance, etc. Personal motivation could be the need of visiting friends and relatives or making new friends. Personal development motive might be the motive of increasing knowledge. Motive for status includes the desire to obtain something such as exclusivity or fashionability. And cultural motivation might be the motive of discovering new cultures.

People travel for all of the factors mentioned above just to satisfy their different needs, which in turn influences their choices of destination. Hence, motivations are the factors that affect people's choices of destinations in different ways. Moreover, tourist motivation can be explained by a system of needs theories that David McClelland (1965) has articulated. According to these theories stated above, people can be stimulated to do something in general or to choose a destination in particular by their differences of needs.

Generally, people who have a greater need for achievement than the need for affiliation, power, or uniqueness usually want to separate themselves from others and possess their own needs, goals, and desires. In other words, they have a tendency to do something differently from others because this group of people would like to take personal responsibility in order to obtain their own satisfaction from their achievements. Additionally, these types of individuals like to set goals for themselves in a way that the goals are neither so low that they can be easily achieved, or so high that they are impossible. Applied to the context of tourism, tourists who have a high need for achievement like to seek surpass and "thus tend to avoid both low-risk and high-risk situations, e.g. by choosing to travel alone or with other high achievers, to new places (not perceived as a destination with too high a crime rate). They desire frequent and specific response concerning performance in order to enjoy the experience of making progress towards objectives" (Prebensen, 2007: 8).

People who have a higher need for affiliation than other needs (needs for achievement, needs for power and needs for uniqueness), want the harmonization in relationships with others. In other words, they are susceptible to the attitudes, feelings, or circumstances of others. Similar to the need for belongingness in Maslow's theory of needs, the need for affiliation is a kind of motivation that may affect people's behaviour and show itself in many

different ways. In tourism, the need for affiliation is often manifested in terms of need for social experience that is the need or want of meeting new people and having good time with others, friends and family.

Individuals who have higher needs for power like to influence and control others by using their said power. Therefore, they prefer to travel to places where they are well-known and / or where they think they can make others admire them. In other words, tourists with a high need for power “might prefer activities where they can influence others, overcome competitors, win discussions and make opinions, or attain authority” (Prebensen, 2006: 8). This means tourists with a high need for power have a tendency of prefer activities which they think they can influence others by participating in such activities. For instance, individuals who have good abilities of watersport might choose to travel to a place where have competitions of watersport and engage to participate in such activities with an expectation that they will be the winners so that they will be well-known afterwards, etc.

Motivation is an incitement or “internal drive” that moves human needs into action in order to obtain their goals (Seaton, 1997, as cited by Sreyoshee Banerjea). And the goals will change after having been satisfied through actions as Maslow’s hierarchy of needs mentioned above. For instance, people who live in countries with a colder climate like to travel to the tropics because they want to enjoy the different weather conditions that they do not usually encounter in their own countries. By contrast, people who live in the tropics may prefer to travel to colder areas to escape the heat where they live or to enjoy snow. However, tourists may seek to satisfy not only one single need but maybe many distinct needs simultaneously. Furthermore, the differences of needs may lead to differences of motivations but differences of motivations may lead to the same actions, and vice versa.

There have been many researchers and studies of tourists motivation, but the Leisure Motivation Scale of Beard and Ragheb (Beard and Ragheb 1980,, 1983; Ragheb and Beard 1982) has been considered as the most efficient study in the field, which is validated by Ryan and Glendon (1998). The Beard and Ragheb Leisure Motivation Scale has argued that there are four motives or factors that can determine satisfaction gained from leisure pursuits. These four factors, which often comprise 14 items discussed on the next chapter, are intellectual, social, mastery/competence, and stimulus avoidance motives.

The intellectual motive, according to Beard and Ragheb (1983), “assesses the extent to which individuals are motivated to engage in leisure activities which involve mental activities such as learning, exploring, discovering, thought or imagining” (cited by Ryan and Gledon, 1998: 173). This implies that intellectual factor would lead individuals to emerge in leisure activities which they think would increase their knowledge. Secondly, the social component

“assesses the extent to which individuals engage in leisure activities for social reasons. This component includes two basic needs, the need for friendship and interpersonal relationships, while the second is the need for the esteem of others”. This refers to social motive stimulates individuals participate in activities that would satisfy their needs of belongings, ego and respect from others (Maslow’s hierarchy, 1943). The third motive, the competence/mastery motive would stimulate individuals to seek “to achieve, master, challenge, and compete” themselves. Finally, the stimulus avoidance motive “assesses the drive to escape and get away from over-stimulating life situations. It is the need for some individuals to avoid social contacts, to seek solitude and calm conditions; and for others it is to seek to rest and to unwind themselves”. This last motive component in Beard and Ragheb Leisure Motivation Scale implies the fact that some people want to escape their daily life to obtain something new and allow themselves to rest.

To date, there has been many studies where the Leisure Motivation Scale of Beard and Ragheb has applied for carrying out segmentation. For instance, in a research of tourist motivation, Ryan and Glendon (1998) reported a cluster analysis derived from this specific scale. Their research replicated the original scale and used an abbreviated version to undertake a gap analysis between important items and perceptions of the last holiday, and then based on this to undertake another cluster analysis concurrently.

Furthermore, there is another important theory about motivation known as “push and pull” motivations. Generally, tourists’ motivation is explained through the definition of the term force that makes people to travel. The force or factor is divided into two groups: “push” factors (internal forces) and “pull” factors (external forces). According to the push and pull theory, tourists are pushed by motivation into the decision making of traveling and are pulled by destinations characteristics. The push motivation can be explained by desire for escape, rest and relaxation, prestige, health and fitness, adventure, social interaction, family togetherness, and excitement. In contrast, the pull motivation is determined by destination’s attraction, for instance, beaches, national museums, or traditional culture.

Understanding the basis of tourists’ motivations can help tourism organizations or companies to form good business policies and strategies to maintain and develop their own business. To understand motivation theory in a tourism context is to understand what motivates tourists to choose a certain destination. By doing so, tourism organizations can determine how to apply the knowledge to understand what aspect(s) of their location motivates tourists to come to visit, and in turn how to maintain and develop the location to attract more tourists. Otherwise, they may just develop without any plan or reason. This

sometimes would lead to a problem of developing away from what customers (tourists) need and want.

In addition, understanding motivation and tourist motivation theories can help tourism organizations and companies understand scientifically what type of needs tourists have in order to better satisfy those needs. Firstly, understanding needs theories will help us understand what customers want the most during their stay (as the primary stage need), as well as what will be the next stages of their needs, so that we can plan how to meet all of their expectations and needs. This is better than just offering services and products without any order of priority. Secondly, the tourist motivations theories will help us identify what kinds of tourists are in which stages of the needs theories so that we can focus on how to satisfy the needs as they develop and evolve. The real-world practice sometimes is not exactly the same as what the theories analyzed, however, by studying the theories we can understand the normal rules to follow in doing business in a tourism field.

2.1.3 Activities

Activity generally is defined as “the state or quality of being active”; “lively action or movement”; or “a specified pursuit in which a person partakes” according to TheFreeDictionary website (2010). Based on these definitions, tourist activities can be seen as tourists’ behaviors of choosing to visit destinations and/or participate in various kinds of recreations. Hence, activities in a tourism context can be understood both as those activities that exist at the destinations, and tourists’ action of choosing certain destinations for their vacations. Additionally, since tourists’ activities have taken place during their vacations, the activities will have taken place as leisure activity. This refers to the activities without any compulsion. Leisure activities, hence, have been described as “non-work pursuits” that people participate in without obligation (Beard and Ragheb, 1983).

The present study will investigate the relationships between tourists motivation in choosing a destination and activities at the destinations that tourist participate in in order to understand the impact between the two concepts. Specifically, the affect of tourists’ motivation on their behaviour of choosing certain destinations (purchase action) and the impact of activities at the destinations and tourists’ motivation will be measured and explained. Concurrently, the relationship between tourists’ attitude and motivation will be examined as well.

2.1.3 Segmentation based on motivation

Segmentation approach has been used widely to investigate tourist motivation among various approaches used in tourism research. As mentioned in the first chapter, this study will focus on tourist motivation as the foundation for segmentation. Moreover, attitude and activities are also used to profile the segmentation.

According to Schiffman and Kanuk (2004), “market segmentation can be defined as the process of dividing a market into distinct subsets of consumers with common needs or characteristics and selecting one or more segments to target with a distinct market mix” (Schiffman and Kanuk, 2004: 50). These two authors also state that to carry out a segmentation strategy, the first important step to do is to select which base or bases are the most appropriate. There are nine main categories of consumer characteristics provide the most popular bases for segmentation: geographic factors, demographic factors, psychological factors, psychographic (lifestyle) characteristics, sociocultural variables, use-related characteristics, use-situation factors, benefits sought, as well as forms of hybrid segmentation, such as demographic – psychographic profiles, geodemographic factors, and values and lifestyles.

Segmentation based on motivation in a tourism context can be expressed as the process of dividing tourist motivations into different groups of travel motivations with common characteristics and selecting one or more segments to examine. In the area of tourism, a segmentation basis is a set of tourists’ characteristics used to assign various tourists into homogeneous groups.

With segmentation based on motivation, we can identify and categorize tourists by their motives. Specifically, based on some characteristics, tourists can be classified into relative groups that differ from others in purchasing behavior. These segments would be profiled following other characteristics to highlight the differences between these groups. Subsequently, this study will discuss some variables, apart from motivation, used to profile consumers in the area of tourism, such as demographics (e.g. age, gender, marital status, income, education, etc), activities and attitude variables. Generally, this thesis will use such distinct characteristics to profile the common characteristics of tourists of each conducted segment.

2.2 The relationships between the main concepts

2.2.1 Motivations and activities

The present thesis will focus on the relationship between tourists' motivations and choice of destination to understand the impact of motivation on activities in a tourism context since tourist activities are an important factor to explain the relationship between the tourists' motivations and choice of destination (Moscardo et al., 1995).

Activities are seen as the critical link between tourist motivations and destination choice (Moscardo, Morrison, Pearce, Lang and O'Leary (1995). Tourists who have heard that a certain place away from their current location has similar types of activities that they like may be stimulated to discover the place to enjoy the activities, and to see difference between those activities with the similar ones they have known or experienced before. For instance, individuals who like riding jet skis may prefer traveling to destinations which have beautiful beaches with big wave to enjoy the differences of the jet skis there and to compare with the waves at places that they used to play at before. Additionally, tourists who have heard about some exotic or interesting activities at a certain destination may like to visit the destination to experience how strange and exciting the activities would be. This illustrates the point that activities affect tourists' choice of destination through travel motivations. Specifically, activities create a motivation of traveling to a destination and the motivation turns into purchase behaviour known as choice of the destination. Therefore, there is a direct correlation between activities and motivation.

Returning to the six motives as proposed by John and Susan (1999), (e.g. physical, emotional, personal, personal development, status and cultural motives) and mentioned in the section of the motivation in a tourism context above, the impact between motivation and activities can be explained in a different way. Specifically, with physical motivation, individuals prefer to travel to destinations where have activities which can satisfy their needs of relaxation, sunbathing and/or sex. As for emotional motivation, people might participate in activities that can satisfy their needs for enjoyment of romance (e.g. night sightseeing on a boat), fantasy and spiritual fulfillment or traveling. People who travel out of personal motivation might join in night clubs to meet and make new friends, or just search for economy by participating in promotion programs which would pay participants (e.g. tourists bring tourist customer). Individuals who travel for motives of personal development and cultural prefer activities that might increase their knowledge, such as tours to discover local history, etc. With motivation for status, individuals have a tendency to participate in high-class activities (e.g. joining in balloon tour) to satisfy their need for being admired.

An individual may choose one type of activities for certain reasons. One type of activities can meet different types of motives. For instance, an individual could choose a mountain climbing activity either to satisfy the need for relaxation or to loose weight, or sometimes both. By contrast, different types of activities and different destinations can meet the same motivations. Indeed, tourists who have the same motivations may choose the different destinations and different types of activities to satisfy their needs. For instance, individuals who would like to find out about the Asian culture may choose China or Vietnam or any other Asian country to be their destination on their holidays. They may either participate in activities of traditional comedy opera or enjoy traditional culinary culture, or sometimes both to satisfy their purpose of discovering the country's culture. Therefore, the same motivations may lead to the choices of different types of activities. The relationship between motivation and activities in this stage is a positive relationship.

Similarly, a certain destination can meet a variety of needs. For example, traveling to the United States can meet purposes of visiting friends and looking for operating a new business, etc.

Furthermore, activities can be a factor that generates motivations. Specifically, some tourists' demands may generate at the destination that have not appeared before coming to the chosen destination. "The tourist might feel uncertain when deciding and choosing amongst various alternatives, which is especially true if the consumer is involved in the process" (Houston and Rothschild, 1978; Oliver 1997; Svenson, 2005, as cited by Prebensen (2007: 3)

Motivations may lead to purchasing behavior, which is destination choosing behavior. Individuals who have different motivations may choose the same destinations and participate similar or different types of activities to satisfy their needs. Additionally, motivation could lead to activities. Individuals who have different motives may choose the same destinations and same or different type of activities to satisfy their needs. Prebensen (2007) mentioned in her study that "the fact that customers prefer the same types of activities could be the consequence of a deficiency in the range of activities offered at the destination. In the process of consuming or producing (Holt, 1995) a journey, tourists also experience novel situations, which might result in different choice patterns" (Prebensen, 2007: 10).

The relationship between motivation, activities and choice of destination is not as simple as a linear line. However, it is expected that tourists with similar motivations may choose the same destinations and participate in similar types of activities during their stay at the destinations. This is also the main purpose of the present study which is to measure tourists' motivation towards visiting Nha Trang and Vietnam.

2.2.2 Analytical model

The purpose of the theoretical discussion in this chapter is to form a conceptual model for this thesis based on the categories of various concepts. Specifically, tourist motivation, demographics and activities, have been selected to be as the basis for the segmentation in this study. The discussion describes and explains how these factors influence tourists' behaviour. Consequently, the discussion will lead to identification of the main variables used to profile tourists in different segments as a result.

Additionally, based on the findings reported later and the discussion described above the variables were chosen. A conceptual model for the segmentation based on motivation will be indicated in figure 2.1.

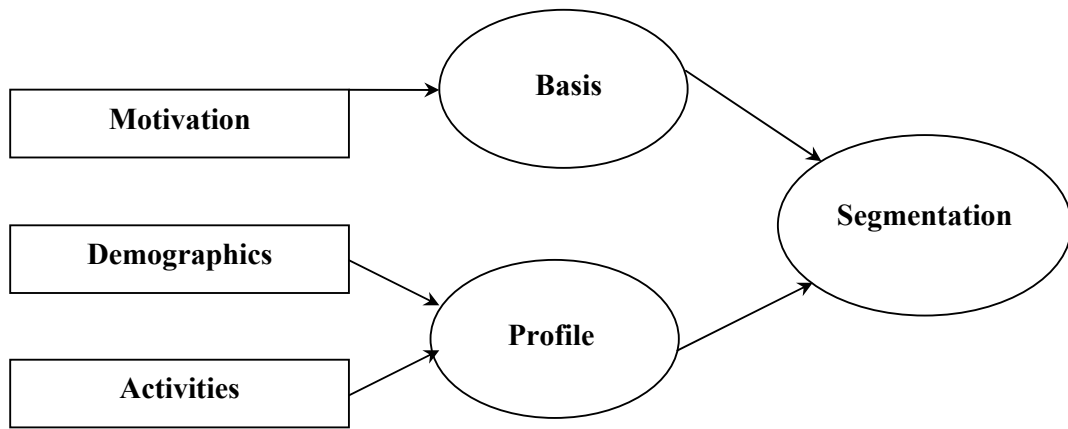


Figure 2.1: The structure model of category and profile variables

The segmentation procedures methods will be discussed in the next chapter.

Chapter 3

METHODOLOGY

This chapter presents the process of data collection and analysis methods. The thesis makes use of primary data for the analysis. Specifically, a survey of tourist motivation towards visiting Nha Trang was performed by surveying international visitors. SPSS 17.0 software was used to analyze the collected data.

3.1 Study population and data collection

A sample of surveys of 500 international tourists coming to Nha Trang constitutes the data used in this study in order to ensure a wide sample group. The data collection method used structured questionnaires that measure tourists' motivation, activities, demographics and intention to revisit the destination and recommend the journey to others. The questionnaires were specifically developed and then administered for international tourists visiting Nha Trang, to complete. The process of collecting data was implemented in two ways.

First, 80 questionnaires were delivered to 5 hotels, named Viễn Đông, Quê Hương, Trâm Anh and Thùy Dương, in the center of Nha Trang for the hotel guests to complete the survey. The second set of 80 questionnaires were delivered to two famous restaurants named Trúc Linh and Local Restaurant and two large bars named Guava in an area called "Western Area" where most of the foreign visitors are concentrated. The questionnaires were given to customers during the time they were staying in a hotel or waiting for their food and drink in a restaurant so that they had time to read and answer the questions. The author went to these places to collect the completed questionnaires everyday.

The final group of 340 questionnaires was given to 8 students interviewing tourists at Nha Trang beach and to ensure the questionnaires were properly completed by the respondents. The questionnaires were completed anonymously so that the respondents would not feel uncomfortable filling in their annual income or other personal information.

Specifically, 500 study questionnaires were handed out on 18th April, 2010 and delivered to tourists. There were 446 of the questionnaires, which accounted for 89.2% of total given questionnaires, were returned in an acceptable quality. The analysis was based on these respondents (table 3.1).

Table 3.1: The response rates

	Respondents	Response rate (%)
Questionnaires delivered	500	
Acceptable questionnaires returned	446	89.2

3.2 Measurement of the constructs

All the questions, except for demographics and geographics, were measured on a seven-point Likert scale anchored by “totally disagree” (1), “neither disagree nor agree” (4), and “totally agree” (7). The scale was later recoded into a 1–7 scale. Consequently, based on these data, the study carried out a segmenting analysis of the tourists visiting Nha Trang by motivation and then categorized them by the other variables.

To measure tourist motivation, The Bear and Ragheb Leisure Motivation Scale (1983) has been tested in many different tourism studies listed as Ryan and Glendon, 1998; Loundsbury and Franz, 1990; and Sefton and Burton, 1987, etc. As such as the scale has been validated as an efficient scale in measuring leisure motivation. Based on those successful researches, the author of this study has chosen to apply the scale to assess whether its dimensions could be replicated in a Nha Trang sample, and to identify those items with the highest predictive powers. Specifically, the scale includes 14 motivation items (table 3.2), giving 4 factors: Intellectual, Social, Master/Competence and Stimulus Avoidance. These items were selected into the questionnaires.

Table 3.2: Motivation items adopted from Beard and Ragheb’s motivation scale

Ord. No	Name of motivation items
1	Challenge my Abilities
2	Use my Imagination
3	Gain a Feeling of Belonging
4	Use my Physical Abilities/Skills in Sport
5	Develop Close Friendships
6	Relax Physically
7	Be in a Calm Atmosphere
8	Relax Mentally
9	Avoid the Hustle and Bustle of Daily Life
10	Be with Others
11	Build Friendships with Others
12	Have a Good Time with Friends
13	Discover New Places and Things
14	Increase my Knowledge

Secondly, activity items were collected based upon main activities offered by Nha Trang tourist offices. Specifically, there were meetings with several tourist offices to ask about the most common activities offered by outbound charter tours in Nha Trang. Consequently, 17 activities were selected to be included in the survey (table 3.3). The respondents were asked to state their involvement in these activities by a seven-point scale mentioned above.

Table 3.3: Activities asked the respondents regarding their involvement

Ord. No	Activity items
1	Sightseeing tour to islands (boat cruises)
2	Diving and Snorkeling
3	Sailing
4	Watersports
5	Sightseeing tour to Mountains
6	Waterfall
7	Motorbike tour
8	Cyclo tour (similar to rickshaw)
9	Live Traditional Folk-music
10	Traditional food and Seafood
11	Night clubs and bars
12	Museum and aquarium
13	Flea market
14	Mud bath
15	Traditional carnival
16	History discover (pagodas, etc)
17	Go fishing (boat)

Lastly, tourists' satisfaction and intentions to revisit and recommend the trip to others were adapted from Oliver (1997) and revised to fit the trip characteristics of visitors of Nha Trang: "I am satisfied with my visit to Nha Trang", "I will recommend Nha Trang to others" and "I would like to revisit Nha Trang in the future". These three measures of satisfaction and intention variables were also measured on a seven-point scale from 1 (1 = I totally disagree) to 7 (7 = I totally agree) as mentioned above. A category for "no opinion" was available for the respondents as well.

The next chapter is going to present the results and findings of the analysis process.

Chapter 4

RESULTS AND FINDINGS

This chapter reports the research results and presents the four steps of the data analysis process. First, the procedure was initiated by running a factor analysis of the motive variables that were presented first. Secondly, Cronbachs alpha test of the factors were established. Next, findings of the cluster analysis of the motivation factors carried out to identify the segments of tourists were determined. Finally, an ANOVA, MANOVA and Cross-tab analysis of the clusters towards the demographics, nationality, and activities variables was completed to test for significant differences between the clusters.

The segmentation based on motivation was applied to a group international tourists visiting Nha Trang. The results generally show that the average age of the respondents was quite young, with 59.6% of the respondents between 20 to 30 years old and 24.9% between 30 to 40 years old, which indicates that visitors tend to be younger than international tourists in general. The respondents' average ages seemed to be consistent with their education backgrounds, occupations, and incomes: 63.7% of respondents had some level of university/college education (39.5% with between 1 and 3 years; 24.2% with between 4 and 5 years); 46.9% had a full time job; and 23.5% of them were students. Respondents had an average income of 54.494 US dollars per year, which accounted for 61.4% of total respondents. In addition, the proportion of male tourists (54.4%) was higher than that of female (45.7%).

Furthermore, social and intellectual motives were found to be the strongest motivations of tourists visiting Nha Trang, compared with other motivations of mastery/competence and stimulus avoidance. The resulting standard deviation, 67.04% of total variance, shows that the factor-cluster analysis is a suitable approach to examine and identify the behavior of the respondents surveyed.

4.1 Factor analysis of the motive variables

The Beard and Ragheb (1983) factors are replicated (minus one item). First, unrotated factor analysis was performed for the construct to get an indication for the proper number of factors. Varimax rotated analyses were conducted for the scale that resulted into four motivation factors, which are slightly different (table 4.1).

Furthermore, an advantage of using factors (mean of included items) was to avoid the multicollinearity effect of the model due to possibilities of high inter-correlations among variables, given the fact that the study re-valuates the relationship among the constructs. In sum, the factor analysis conducted on 13 motivation factors explains 67.04% of the variance.

Additionally, Table 4.1 points out that the Mastery/competence factor explains 34.5% of the variance, making it more efficient explanation in comparison with the other factors, which are Stimulus avoidance (14.1%), Social (9.52%) and Intellectual (9.06%).

Table 4.1: Factor analysis of motivation (rotated solutions)
(Replication of Beard and Raghebs four factor model)

Motive factors/ Motive items	h^2	Mastery/ competence	Stimulus avoidance	Social	Intellectual
Challenge my Abilities	0.730	0.802			
Use my Imagination	0.622	0.738			
Gain a Feeling of Belonging	0.621	0.721			
Use my Physical Abilities/Skills in Sport	0.425	0.635			
Develop Close Friendships	0.632	0.595			
Relax Physically	0.717		0.819		
Be in a Calm Atmosphere	0.721		0.819		
Relax Mentally	0.662		0.723		
Avoid the Hustle and Bustle of Daily Life	0.503		0.689		
Be with Others	0.799			0.856	
Build Friendships with Others	0.764			0.776	
Have a Good Time with Friends	0.689			0.733	
Discover New Places and Things	0.758				0.825
Increase my Knowledge	0.744				0.812
<i>Percentage of total variance</i>	67.040	34.350	14.100	9.520	9.060
<i>Percentage of trace</i>	100.000	51.000	21.000	14.200	13.500
<i>Eigen value</i>		4.810	1.980	1.330	1.270
Cronbach's Alpha		0.792	0.792	0.807	0.715

The motivation items were then transferred into the new four factors variables, which are the means from such items, and Cronbach's alpha (reliability test for new variables) was considered. As can be seen, table 4.2 indicates the number of items, mean, standard deviation and Cronbach's alpha for each component of the three scales of the test. Carmines and Zeller

(1979) suggest that Cronbach's alpha should not be lower than 0.80 for widely used scales. However, Cronbach's alpha values, which are close to 0.80 as Carmines and Zeller's suggestion, can be considered to be acceptable. Thus, all of the Cronbach's alpha values of motivation subscales in this study are acceptable because such values almost fit the standard number, specifically 0.792 for both mastery/competence and stimulus avoidance variables, 0.807 for social, and 0.715 for intellectual variables.

Table 4.2 shows that the mean values are positive in all four factors. Specifically, the measurement scale ranges from 1 to 7, which state that 1= totally disagree, 4 = neutral, and 7 = totally agree. The mean values obtained from analysis are over 4.0, which proves that motivations measured are positive.

Table 4.2: Consistency and inter-correlation of scales

The name of motivation scale and its components	Number of items	Mean	Standard Deviation	Alpha	Inter-correlation among the components		
					2	3	4
Mastery/Competence	5	4.670	1.230	0.272	0.512	0.365	
Stimulus avoidance	4	5.350	1.230	-----	0.372	0.265	
Social	3	5.600	1.270		-----	0.348	
Intellectual	2	5.910	1.250			-----	

The measurement scale ranges from 1 to 7, where 1=totally disagree, 4 = neutral, 7 = totally agree.

Furthermore, Table 4.2 also indicates the inter-correlations among the resulting motivation factors. The relatively high correlation scores between some of the scales (e.g., stimulus avoidance and social motivations) indicate that the scales should be treated with caution.

4.2 Cluster analysis of the motivation variables

A two-step cluster analysis gave two segments based on tourist motivation (table 4.3). Table 4.3 shows that four factors - mastery/competence, stimulus avoidance, social, and intellectual - are different between the two clusters. In cluster one, the tourists are often motivated by three factors, which are stimulus avoidance, social and intellectual factors. The value for mastery/competence factor is negative, which is demonstrated by the number 3.92 in

the seven-point scale that ranges from 1 = totally disagree, 4 = neutral and 7 = totally agree. This implies that the tourists are not motivated by mastery/competence motives.

Conversely, cluster two shows that the tourists are motivated by all four motive factors, and specifically are strongly motivated by social and intellectual factors in comparison with mastery/competence and stimulus avoidance factors.

Table 4.3: Final Motive Clusters

Clusters/ Motive Factors (means)	1 (n=245)	2 (n=201)
Mastery/ Competence	3.920	5.580
Stimulus avoidance	4.880	5.930
Social	5.010	6.330
Intellectual	5.460	6.480

The results after testing clusters towards demographics/geographics indicate that only gender was significantly different when it comes to demographics (table 4.4). Three activities then turn out differently as well (table 4.6). Consequently, satisfaction and intentions, which gave significantly different scores, were included (table 4.7).

Table 4.4: Profile of the two clusters: Demographics

Demographics	Cluster 1	Cluster 2	P<	df	X ²
Gender					
- Male	60% of male	40% of male	0.014	1	5.310
- Female	49% of female	51% of female			

Table 4.5: Demographic characteristics of the sample (% of respondents, n = 446)

Items	Characteristics	Cluster 1 (n=245)	Cluster 2 (n=201)	Total (n=446)
	<i>Distribution of gender: (% respondents)</i>			
Gender	+ Male	59.2%	48.3%	54.3%
	+ Female	40.8%	51.7%	45.7%
	<i>Distribution of Marital status:</i>			
Marital status	+ Married/partnership	41.6%	35.8%	39.0%
	+ Single / widower	58.4%	64.2%	61.0%
Age	Average of age	29.3 (15.0-72.0)	29.3 (18.0-75.0)	29.3 (15.0-75.0)
	<i>Distribution of Age: (% respondents)</i>			
	+ <20	2.4%	5.0%	3.6%

	+ <30	59.2%	60.2%	59.6%
	+ <40	26.5%	22.9%	24.9%
	+ <50	6.1%	4.5%	5.4%
	+ <60	3.7%	4.0%	3.8%
	+ <70	1.6%	2.5%	2.0%
	+ >70	0.4%	1.0%	0.7%
<hr/>				
<i>Distribution of Education:</i>				
<i>(% respondents)</i>				
Education	+ Primary school	2.4%	1.0%	1.8%
	+ High school	26.1%	26.9%	26.5%
	+ 1-3 years university/college	38.0%	41.3%	39.5%
	+ 4-5 years university/college	26.5%	21.4%	24.2%
	+ More than 5 years university/college	6.9%	9.5%	8.1%
<hr/>				
<i>Distribution of Occupation:</i>				
<i>(% respondents)</i>				
Occupation	+ full time job	45.3%	48.8%	46.9%
	+ part time job	11.4%	9.0%	10.3%
	+ staying at home	4.1%	2.5%	3.4%
	+ unemployed	10.2%	13.4%	11.7%
	+ student	24.1%	22.9%	23.5%
	+ pensioned	4.9%	3.5%	4.3%
<hr/>				
Average of income				
<i>Distribution of Income:</i>		56,519.6	52,026.4	54,494.6
<i>(% respondents)</i>				
Income	+ <50,000 \$year ⁻¹	63.3%	59.2%	61.4%
	+ <100,000 \$year ⁻¹	20.8%	25.4%	22.9%
	+ <200,000 \$year ⁻¹	13.1%	12.9%	13.0%
	+ <400,000 \$year ⁻¹	1.2%	2.0%	1.6%
	+ >400,000 \$year ⁻¹	1.6%	0.5%	1.1%
<hr/>				
Nationality	<i>Distribution of Nationality:</i>			
	<i>(% respondents)</i>			
	+ American	10.2%	10.0%	10.1%
	+ British	25.7%	25.9%	25.8%
	+ Canadian	3.7%	10.0%	6.5%
	+ Australian, New Zealand	8.6%	9.5%	9.0%
	+ Scandinavia	15.9%	15.4%	15.7%
	+ European	24.1%	18.9%	21.7%
	+ Russian	1.2%	1.0%	1.1%
+ South American	1.6%	1.5%	1.6%	

+ North American	0.8%	1.0%	0.9%
+ Asian	7.8%	7.0%	7.4%
+ African	0.4%	0.0%	0.2%

As can be seen, table 4.5 indicates a different in the percentage of male and female visitors, with 54.3% male tourists and 45.7% female. Among the respondents, 61.0% were single and 39.0% either married or in a relationship. Most of the respondents (60.2%) were young with the average age of 20 to 30 years old. This is consistent with the fact that the majority of the respondents (61.4%) had incomes under 50,000 USD per year, with the main level of education between 1 and 3 years university/college. Moreover, the table also shows that the majority of respondents came from United Kingdom (25.8%), Europe (21.7%), Scandinavian countries (15.7%) and The United States (10.1%).

Next, the step of profiling the segments was supported by ANOVA and MANOVA procedures. The tested clusters towards various variables indicates that there were significant differences between the two clusters in terms of perceptions of activities (table 4.6), satisfaction and intentions (table 4.7).

Table 4.6: Profile of the two clusters: Perceptions of activities

Perceptions of Activities	Cluster 1	Cluster 2	P<	df	χ^2
Perceptions of nightclubs (mean)	4.800	5.500	0.001	444	11.070
Perceptions of flea-market	4.100	4.500	0.001	444	10.667
Perceptions of museum and aquarium	4.100	4.500	0.001	444	8.039

Table 4.7: Profile of the two clusters: Satisfaction and future intentions

Satisfaction/ future intentions	Cluster 1	Cluster 2	P<	df	χ^2
Satisfied with the stay	5.470	5.940	0.001	442	10.648
Would recommend Nha Trang to others	5.570	6.160	0.000	441	20.918
Would revisit Nha Trang	4.900	5.710	0.000	440	18.087

Since the p -values in the tables 4.6 and 4.7 are all less than 0.005, we can conclude that there are significant differences in all factors between the two clusters. For instance, the differences in tourists' perceptions of nightclubs between the two clusters are significant ($p=0.001$, $\chi^2=0.070$). Specifically, the respondents' perceptions of nightclubs in cluster two are higher than that of cluster one, which is demonstrated by the value of 4.800 in cluster one and 5.500 in cluster two. The significant differences between the two clusters, similarly, occur in the rest factors: the value of perceptions of flea market is 4.100 in cluster one but 4.500 in cluster two ($p=0.001$; $\chi^2=10.667$); the perceptions value of museum and aquarium of cluster one is 4.100 but 4.500 for cluster two ($p=0.001$; $\chi^2=8.039$); the value of satisfactions with the stay of cluster one is 5.47 but that of cluster two is 5.94 ($p=0.001$; $\chi^2=10.648$); cluster one's value of intentions of recommending Nha Trang to others is 5.57 but cluster two's reaches 6.16 ($p=0.000$; $\chi^2=20.918$); and the intentions value of revisit Nha Trang of cluster one is only 4.90 but that of cluster two reaches 5.71 ($p=0.000$; $\chi^2=18.087$)

More specifically, table 4.6 and 4.7 clearly show that cluster two has trends higher in comparison with cluster one in terms of all factors identified. Furthermore, all the factors' values of cluster two do not only nearly reach the value of 6.00 decoded by "agree" but one of them (the "would recommend Nha Trang to others" factor) exceeds the value of 6.00, whereas almost all the values of the factors in cluster one just exceed the positive bound and only two of them ("satisfied with the stay" and "would recommend Nha Trang to others" factors) exceed the value of 5.00, which corresponds to the "somewhat agree" answers. For instance, table 4.7 shows only moderate likelihood of revisitation to Nha Trang from the respondents of cluster one, which is explained by the mostly "somewhat agree" answers, while the average response to the same question of cluster two nearly reaches the answer of "agree".

Generally, the segmentation process supported by factor-cluster analysis points out the diversity of variables, which can explain the differences in tourist motivations, perceptions of activities, and satisfaction that influences the future intentions of tourists. The above results demonstrate the relevance of motivation factors to each cluster. Thus, clusters are named "Traditional Tourists" for cluster 1 and "Nightlife and Positive Recommenders" for cluster 2 based on their relevance.

Conclusion and discussion of the findings are revealed in the following chapter.

Chapter 5

CONCLUSIONS AND DISCUSSIONS

This study has attempted to investigate and provide an overview of tourists visiting the city of Nha Trang, Vietnam, with a focus on tourists' motivation and activities and using a segmentation approach. The findings generally indicate that the majority of tourists visiting Nha Trang were quite young with the average age between 20 to 40 years old: had some level of university/college education backgrounds: were mainly employed full time or were students: and had an average income of \$54.494 US per year. Additionally, the majority of tourists market came from United Kingdom, Europe, Scandinavian countries and The United States. Furthermore, social and intellectual motives were found to be the strongest motivations of tourists visiting Nha Trang, compared with other motivations of mastery/competence and stimulus avoidance. This indicates that Nha Trang seems to be a destination for those who want to discover new places and things and to spend time with others.

The segmenting process supported by a factor-cluster analysis grouped tourists visiting Nha Trang into two segments named "Traditional Tourists" and "Nightlife and Positive Recommenders". The results of the factor analysis show that the motivation items explain 67% of the variance. This implies that using motivation as a basis for segmentation is an appropriate choice for profiling consumers in a tourism context. Also, this demonstrates the high ability to measure tourists' motivation in general and towards Nha Trang in particular.

First, the analysis results indicate that tourists' motivation of visiting Nha Trang is generally to satisfy their social and intellectual motivations rather than those of mastery/competence and stimulus avoidance. Such strong motivations show that tourists travelled to Nha Trang in order to satisfy their needs of enjoying a good time with others and building friendships (social motive), and discovering new places and increasing knowledge (intellectual motive). On the other hand, that both negative and positive values appeared in mastery/competence motives factor implies that the tourists seem not to be compelled by such motivations. However, this was just the case for cluster one, the Traditional Tourists.

Based on these findings, there is a recommendation of developing related activities to attract more tourists, e.g. develop tours with a diversity of activities where two people or groups of individuals can participate, such as overnight camps for groups of two people to romantic places or music camps for groups of many people to ancient houses, where tourists can participate in cultural activities with local people. Such activities might attract those with

the needs of having good time with others as well as that of discovering new places and cultures.

Second, the *p*-values found indicate that the significant differences between the two clusters occur in all factors identified of both perceptions of activities and satisfaction/intentions. The findings show that cluster two, the Nightlife and Positive Recommenders, seems to be more positive than cluster one, the Traditional Tourists, since most of trends in both perceptions of activities and satisfactions/intentions of cluster two are higher than of cluster one. For instance, the results show that tourists' satisfaction, revisitation intention, and destination recommendation of cluster two are clearer and higher than that of cluster one. This was demonstrated by the findings that the factor "satisfied with the stay" of cluster two nearly reaches the value of 6.00, which was decoded as "agree", while that of cluster one only obtained the value of 5.47, which refers to the answers "somewhat agree". This higher satisfaction of the group of Nightlife and Positive Recommenders leads to the higher likelihood of recommending the journey to others as well as revisit the city, compared with that of the group of Traditional Tourists. By contrast, the satisfaction factor of cluster one is less positive than that of cluster two, as it was for the intention for revisitation factor. In addition, the analysis results present that nightclubs, flea market, museum, and aquarium activities are preferred by the group of Nightlife and Positive Recommenders more so than the group of Traditional Tourists.

The research findings, generally, delineate the profiles of the two clusters, which can be seen as good indicators in adequately planning tourism development policies for the defined segments. Specifically, based on the findings and discussions above, cluster two, the group of Nightlife and Positive Recommenders, accounts for 45.67% of the sample, and would thus be a very good potential segment for the tourism industry of Nha Trang. This segment can be considered as the target market for the local tourism industry to focus on in both the present and the future. Consequently, there should be some marking policies towards this segment to increase tourists' satisfaction in order to obtain their revisit intentions and recommendation of the destination to others. For instance, based on the findings of the strongest motivations as well as the activities preferences of the Nightlife and Positive Recommenders segment, a focus on developing industries related to such activities, e.g. offering packages including these types of activities and promoting them specially to this segment to satisfy tourist's needs (and thus stimulate their revisitation intentions), might be a good policy that needs to be considered by tourism planners. Additionally, the main tourist markets found in cluster two are United Kingdom, Scandinavian countries, European countries, The United States, Canada, Australia and New Zealand markets, with tourists in

such markets that are single, young, and have an average income of about 52,000 US dollars per year. A recommendation policy for this case, hence, could be setting up a promotion strategy by providing some discount on air ticket and for hotels cost for those who come from this segment, and concurrently offer tours including activities where groups of people can join such as fishing tours to ancient houses' ponds, etc.

The differences found in motivations and preferences in activities should be given more attention by the tourism marketers and managers to produce efficient policies in developing and managing the tourism industry of the city of Nha Trang, as well as the country of Vietnam, in order to attract more tourists visiting the destination and expand the markets identified.

In general, segmentation in a tourism context, supported by cluster analysis, is a methodological tool to systemize the tourists into distinct groups in order to provide insight into visitation behaviour so as to help tourism marketers and managers to develop the industry appropriate. Indeed, the present study has attempted to carry out the research to meet those two main core purposes. On one hand, the study has investigated tourist motivation through segmentation approach in order to identify the tourist segments and with their characteristics scientifically, and, on the other, the findings of the study would be helpful for the tourism organizations and managers in developing the industry.

Limitation and future research

There appear to be some limitations generated during the time carrying out this study, which should be considered in future research. For instance, as for the questions about tourists' perception of activities, some of the respondents had just arrived at the destination (Nha Trang) on the day they completed the questionnaires, thus making unlikely that they could adequately evaluate their new location with unknown activities. The answers, therefore, were either neutral or depend on their subjective feelings which probably originate from motivations. Nevertheless, to some extent the data collection process might be considered as the catalyst of motivation factors due to the diversities of motivation mentioned in the questionnaires, which either was figured out by tourists themselves or generated after answering the questions.

Moreover, there should be research to investigate the influences of satisfaction on tourists' intention, in order to understand the role of satisfaction in explaining the revisitation intention for a deeper understanding of consumer behaviour in a tourism context of Nha Trang. The findings from such a study might give more effective solutions for the segments identified in this study.

Furthermore, an investigation of factors contributing to tourist's dissatisfaction towards Nha Trang should be carried out to seek and provide efficient solutions for such problems so that the development of the local tourism industry can be carried out more efficiently.

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APPENDIXES

1. Questionnaire

UNIVERSITY OF TROMSØ



NORWEGIAN MASTER STUDY PROGRAM

NHA TRANG UNIVERSITY



Your visit to Nha Trang

Questionnaire to Investigate the Tourists' Motivation Towards Travelling to Vietnam and Nha Trang

By completing the questionnaire, you have contributed to the development of Vietnam's tourism industry so that will give yourself and others a more enjoyable stay on the next visit to Vietnam.

The motivation which causes someone to choose a certain destination for vacation is an interesting issue, which allows for a better understanding of people's behaviour. The master student who is conducting this research for her thesis has chosen the following title for the project: Tourist Motivation and Activities: A Case Study of Nha Trang.

The objective of this study is to understand why tourists choose a certain destination in order to give professionals in the tourism industry a better understanding of Nha Trang's current tourism industry.

Thank you very much for your help!

I wish that you have perfect days in Nha Trang, Vietnam!

Phan Thị Kim Liên

April, 2010

Hotel/Restaurant/Bar/Beach: _____ Date and Time of day _____

DEMOGRAPHICS

Birth year?	
Gender (insert cross ☒):	Marital status (choose one only ☒):
Male <input type="checkbox"/>	Married/partnership <input type="checkbox"/>
Female <input type="checkbox"/>	Single / widow-er <input type="checkbox"/>

Number of travel party (total)	<input type="text"/>
Number of children (16 years and younger) in the party	<input type="text"/>

Education? (choose only one ☒)	
Primary school	<input type="checkbox"/>
High school	<input type="checkbox"/>
1-3 years university/college: bachelor	<input type="checkbox"/>
4-5 years university/college: master	<input type="checkbox"/>
More than 5 years university/college	<input type="checkbox"/>

Occupation... (choose only one ☒)	
... full job	<input type="checkbox"/>
... part time job	<input type="checkbox"/>
... staying at home	<input type="checkbox"/>
... unemployed	<input type="checkbox"/>
... student	<input type="checkbox"/>
... pensioned	<input type="checkbox"/>

The total income in your household: Approximately.....USD/ per year
--

Country of living/nationality: _____

How many times have you been to Vietnam before this trip? _____ (if not Vietnamese)

How many times have you been to Nha Trang before this trip? _____

How often per year do you travel abroad for vacation purposes? _____

What country did you visit on your last vacation? _____

How many months in advance did you plan your vacation? _____

MOTIVATION

1=totally disagree, 2=disagree, 3=somewhat disagree, 4=neither/nor, 5=somewhat agree, 6=agree, 7=totally agree

I am motivated to...	Disagree ← → Agree							No opinion
	1	2	3	4	5	6	7	
Relax Mentally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Discover New Places & Things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Avoid the Hustle & Bustle of Daily Life	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Relax Physically	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Be in a Calm Atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Increase my Knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Have a Good Time with Friends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Be with Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Build Friendships with Others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use my Imagination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gain a Feeling of Belonging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Challenge my Abilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Use my Physical Abilities/Skills in Sport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Develop Close Friendships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How many days did you stay in Nha Trang? _____

Please indicate the total number of hours participated in the following activities

(0 indicates did not join the activity at all) – and how much enjoyed each activity?

1=disliked a lot, 2=disliked, 3=disliked a bit, 4=neither/nor, 5=liked a bit, 6=liked, 7=liked very much

Dislike ← → Like

Activities joined during the stay	Hours participated	1	2	3	4	5	6	7
Sightseeing tour to islands (boat cruises)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diving & Snorkeling		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sailing		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Watersports		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sightseeing tour to Mountains		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Waterfall		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorbike tour		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cyclo tour (similar to rickshaw)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live Traditional Folk-music		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traditional food & Seafood		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Night clubs and bars		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museum & Aquarium		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flea market		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mud bath		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traditional carnival		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
History discover (pagodas, etc)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Go fishing (boat)		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Please indicate how much you agree with the following statements
(one cross per statement)**

1=totally disagree, 2=disagree, 3=somewhat disagree, 4=neither/nor, 5=somewhat agree, 6=agree, 7=totally agree

	Disagree ←————→ Agree							No opinion
	1	2	3	4	5	6	7	
I am interested in travelling to Nha Trang a lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I want to experience travelling to Nha Trang as much as possible	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I can tell my friends about travelling to Nha Trang confidently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I have a broad knowledge about travelling to Nha Trang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I know this place very well	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I prefer this place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
It is worth visiting here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
It is very unique here	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
It is popular	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I would like to visit here regardless of high visitation fee/costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I am satisfied with my visit to Nha Trang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I will recommend Nha Trang to others	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I would like to revisit Nha Trang in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I have mixed emotions regarding Nha Trang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I had second thought regarding visiting Nha Trang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
I have both positive and negative emotions regarding Nha Trang	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Joining the activity I was both satisfied and unsatisfied	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

**Please indicate how much you agree with the following statements
(one cross per statement)**

1=totally disagree, 2=disagree, 3=somewhat disagree, 4=neither/nor, 5=somewhat agree, 6=agree, 7=totally agree

	Disagree ←————→ Agree							No opinion
	1	2	3	4	5	6	7	
Buying a vacation is like buying a gift for myself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Whenever one buys a vacation, one never really knows whenever it is the one that should have been bought	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
It is really annoying to purchase a vacation that is not suitable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

A vacation is somewhat of a pleasure to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I face a variety of vacation choices, I always feel a bit at loss to make my choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If, after I bought a vacation, my choice proves to be poor, I would be really upset	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I attach great importance to a vacation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Choosing a vacation destination is rather complicated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
One can say vacation destination interests me a lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When one purchases a vacation, one is never certain of one's choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your participation and time!