



**APPLICATION OF STRUCTURE
TECHNIQUE FOR MEASURING HUE
TOURIST DESTINATION IMAGE IN
THAILAND TOURIST' EYES**

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1. Introduction

- Located in the central of Vietnam, Hue city has a high potential for tourism development. Hue has a diversity of natural and human resources, including two of tangible and intangible heritages recognized by the UNESCO.

-Thailand is one of the targeted markets of Thua Thien Hue tourism. However, in recent years, there has been a significant decrease in the number of Thai tourists coming to Hue (especially in 2014 and 2015).

- Destination image is not only one of the most important elements affecting tourists' destination choice (Mayo, 1973; Hunt, 1975), but also contributes to branding the destination (Blain et al., 2005).



- To successfully expand into the targeted markets, Hue must be favorably differentiated from its competitors and positively positioned in the minds of the buyers of which building a positive image of Hue is the priority of the destination's marketing strategy.
- Measuring the target image of Hue in the minds of visitors, especially targeted visitors such as Thai tourists, is a crucial task.
- The overall objective of the study is applying structure technique to figure out the image of Hue in the minds of Thai tourists.



2. Methodology for measuring Hue tourist destination image:

Definition:

“An image may be defined as the sum of beliefs, ideas, and impressions that a person has of a destination”

(Crompton, 1979; Kotler, 2000)

Components of Destination image:

Destination image is not only the perceptions of separate destination attributes but also the holistic destination impression, and can be measured by combining the structure and unstructure techniques.

(Echtner & Ritchie, 2003)



Questionnaire design:

+ In this study, Hue tourist destination image is measured with structure technique, this means the scale evaluation for destination imagery attributes.

+ The destination imagery attributes using to measure Hue tourist destination image were inherited from the study “Assessing the attractiveness of Hue tourist destination” (Bui Thi Tam & Mai Le Quyen, 2012) (including 17 destination attributes).

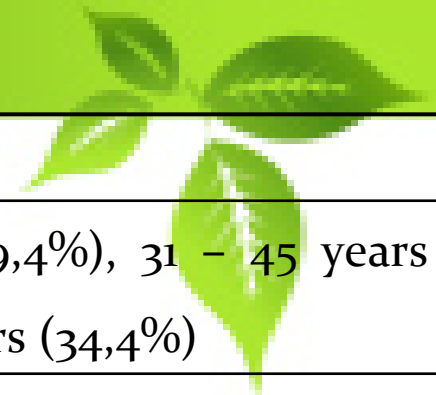
+ The trial investigation revealed other destination imagery attributes mentioned by Thai tourists such as: the activities by night, the hygiene and cleanliness, the beaches, pagodas/ spiritual attractions, political stability.

Table 1: Attributes for measuring Hue tourist destination image

No.	Attributes	No.	Attributes
1	Natural attractions	12	Entertainment activities
2	The climate	13	Friendly people
3	Historical attractions	14	Transportation condition
4	Culture attractions	15	Personal safety
5	Accommodations	16	Language barrier
6	The local food	17	The local price
7	Native lives	18	Activities by night
8	The accessibility	19	The beaches
9	Festivals and events	20	The hygiene and cleanliness
10	Sport activities	21	Political stability
11	Shopping	22	Pagoda/ Spiritual attractions

3. Findings

Table 2: Visitors' profile



Gender	Female (61,9%), male (38,1%)
Age	Under 18 years (9,4%), 18 – 30 years (9,4%), 31 – 45 years (13,1%), 46 – 60 years (33,8%), over 60 years (34,4%)
Origin	North of Thailand (26,2%), central of Thailand (41,9%), south of Thailand (31,9%)
Occupation	Business (32,5%), governmental officer (6,2%), workman (10%), students (19,4%), retired (37,5%)
No. of previous visits	1 st time (83,8%), 2 nd / 3 rd times (13,1%), > three times (3,1%)
Purposes	Sightseeing (83,1%), duties (3,8%), studying & research (6,2%), visiting friends/ relatives (6,9%)
How to organize the trip	Self – organized (22,5%), buy tour – packaging from Tour operator/ Travel agency (77,5%)
Length of stay	Less than 2 days (23,8%), 2 – 3 days (44,4%), 4 – 5 days (17,5%), more than 5 days (14,4%)



Exploratory factor analysis (EFA) for attributes of Hue tourists destination image

- The value of Kaiser – Meyer – Olkin (KMO) and the result of Bartlett's test of sphericity indicate that the study sample is adequate to be used in factor analysis.
- From 22 original variables to measure Hue tourist destination image, there are 4 factors extracted with Cumulative variance explaining 88,087% (>50%) of the sample total variance, which proves the suitability of factor formation. In which, the first factor explains 38,827% of the sample total variance.
- The final result EFA shows that Hue tourists destination image is restructured into 4 components which presented in Table 3.

Table 3: Four components of Hue tourists destination image

<i>Spirit, safety & friendliness (F1)</i>	<i>Tourism resouces & the hygiene (F2)</i>
Pagoda/ Spiritual attractions	Historical attractions
Political stability	The hygiene and cleanliness
Language barrier	Native lives
Local price	The local food
The accessibility	Culture attractions
Personal safety	The beachs
Shopping	Natural attractions
friendly people	<i>Climate & tourism services (F4)</i>
<i>Entertainment, sport & event (F3)</i>	Transportation condition
Entertainment activities	Accommodations
Sport activities	Activities by night
Festivals and events	The climate





Table 4: Result of analysis of variance test (ANOVA) and Independent Sample T - test

Components of Hue tourist destination image	Independent variables				
	Means	Gender	Origin	Age	Occupation
Spirit, safety & friendliness	3.84	Ns	Ns	*	*
Tourism resources & the hygiene	3,42	Ns	*	*	*
Climate & tourism services	3,14	Ns	Ns	Ns	Ns
Entertainment, sport & event	3,09	Ns	Ns	Ns	Ns



4. Conclusion



- Measuring Hue destination image – especially for the targeted market such as Thailand - is the most important task not only for the destination marketing, but also for destination development and management.
- The final results show that, from the original 22 destination imagery attributes, after the exploratory factor analysis, four main attribute groups were identified, namely: (1) Spirituality, safety, friendly; (2) Tourism resources and the cleanliness; (3) Climate and tourism services; (4) Entertainment, sports and festivals.
- The research result reveals that tourism resources and spirituality attributes are outstanding and impressive in Thailand tourists' eyes, however, products & services attributes are still bleary



- Hue in the overall belief and impression of Thai tourists surveyed in this study is a safe, friendly city with stable political, besides, Hue also highlighted with many natural attractions and the historical & cultural values.
- Base on these findings, the implications for Hue tourism development should be focused on positioning a clear and positive image destination. Tourism development and marketing strategy should follow the identified path, as well as the urgent demands for infrastructure development, and the public – private partnership in developing tourist destination.





- One of the biggest drawbacks of the project is the limited sample size as well as limited survey time, which leads to the sample being not representative.
- In future, further research is needed, particularly in understanding and studying the difference between the primary image and secondary image of Hue with the targeted market in Thailand.





THANKS FOR YOUR ATTENTION!

