

FACTORS AFFECTING THE DECISION OF SELECTING A DESTINATION FOR INTERNATIONAL TOURISTS AT THE HOI AN WORLD CULTURAL HERITAGE SITE

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Abstract: The paper aims to study the factors affecting the decision of international tourists to choose a tourism destination at Hoi An World Cultural Heritage Site. Based on the theory of intended behavior integrates new factors: Tourism products; Destination image; and Perceived risk. The research results show that: Using the Theory of Intended Behavior (TPB) with integration with 03 new components in the study of destination choice decisions of international visitors at the Hoi An World Cultural Heritage Site is appropriate; The model achieves composite reliability, discriminant, and extracted variance. The empirical model reached a high level of explaining the variation of variance and the predictive power reached a medium level; Two intermediate structures have been identified in the model, namely Attitude and Destination Image; Affirming the importance of structures has a strong influence on the decision structure of tourist destination selection, namely, perceived risk, social influence, image, and tourism product.

Key words: decision of selecting the destination of international tourists, mediator variable, important performance map analysis

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INTRODUCTION

Consumer behavior is the specific behavior of an individual when making decisions to purchase, use, and dispose of a product or service (Kotler and Armstrong, 2010). Consumer behavior is related to products, services, activities, and ideas, but has a broader meaning than a person buying physical products such as motorbikes, televisions, instant noodles, etc. It also includes the purchase of services, travel, medical treatment, implementation of other activities and ideas such as going to the park, participating in a fitness class, doing charity work, protecting the environment. Fishbein and Ajzen (1977) showed that behavioral intention is considered to be the best predictor of behavior, which is well established in the consumer research literature (Im et al., 2011; Martins et al., 2014; Farzin et al., 2023). Studies on the relationship between behavioral intention and actual usage have been carried out in the field of travel, online travel purchasing behavior, mobile banking, online banking, and service usage mobile service (Arenas-Gaitán et al., 2015; Baptista and Oliveira, 2015; Escobar-Rodríguez and Carvajal-Trujillo, 2014; Ruiz Mafe et al., 2010; Ramírez-Correa et al., 2019). Choosing a tourist destination is a very important decision process not only for tourists but also for the destination as a whole. Around the world, studies show that there are many factors influencing the choice of destination (Guillet et al., 2011; Zhu, 2022). To improve destination competitiveness, and tourist satisfaction and attract more and more tourists, local managers and tourism business organizations need to understand the influencing factors, the process of decide and decide on the destination of tourists to have orientation, infrastructure investment solutions, development of new products, improve service quality to attract tourists.

Hoi An is a tourist city, an ideal destination for international and domestic tourists. Hoi An is famous for its Ancient Town which was recognized by UNESCO as a World Cultural Heritage on December 4, 1999, and Cu Lao Cham World Biosphere Reserve recognized by UNESCO on May 29, 2009. Visitors Hoi An arrivals in 2018 reached more than 5 million arrivals, an increase of 53.6% compared to 2017. International visitors accounted for 74.8% of the total arrivals. In 2019, the number of visitors to Hoi An reached 5.35 million, an increase of nearly 6% compared to 2018. Hoi An tourism

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continues to be voted for and won many prestigious international awards such as "The most wonderful city in the World", "Asia's leading cultural city destination in 2019", and "Hoi An, the most attractive city in the World". In the years 2020-2022, due to the impact of the COVID-19 pandemic, the number of visitors decreased quite large, only 7-15% compared to 2019.

The paper studies factors affecting the decision to select a destination for international tourists at the Hoi An World Cultural Heritage Site for the following reasons:

-In the world, there are many theories of behavioral intention and these theories have been applied to empirical research in the field of tourism, however, in Vietnam, so far, there are no research topics on the factors affecting the intention to choose a tourist destination for international tourists, especially in Destination Hoi An.

-There are no studies, or empirical evaluations on the suitability of theoretical models of behavioral intention to choose tourist destinations in the context of Hoi An World Cultural Heritage Destination.

-The number of international visitors to Hoi An is not much, compared to the destinations of Thailand and Malaysia, the number of international visitors to Hoi An is still low.

-The length of stay of tourists in Hoi An is still low (2.2 - 2.5 days per trip). In Hoi An Site, the types and products of tourism, facilities are still limited, tourism products and services are still affected by seasonality, etc.

And this paper aims to study the factors affecting the decision to choose Hoi An as the destination for international tourists and to propose recommendations for the development of tourism products, investing destinations to satisfy international tourists and attract tourists to Hoi An.

LITERATURE REVIEW AND HYPOTHESES

Theoretical basis

There were the theoretical models of human behavior as a theory of reasoned action (Ajzen, 2020); Technology Acceptance Theory (Davis, 1989; Ulker-Demirel and Ciftci, 2020), and Theory of Planned Behaviour (Ajzen, 1991; Japutra et al., 2019). These models represent the decision-making steps from perception to the final choice decision, consumer behavior of tourists is the process of finding answers to related questions on your own related to destination choice such as: What factors influence to a decision to select a tourism destination or for actual behavior? Value characteristics of each destination? What factors have the strongest influence on the decision to choose a destination? The importance of each factor in formatting the decision to choose a tourist destination?

-The Theory of Reasoned Action (TRA): TRA argues that individuals evaluate the consequences of a particular behavior and generate an intention to act by their assessment. More specifically, the TRA states that individuals' behavior can be predicted from their intentions, which can be predicted from their attitudes and subjective norms. After the prediction sequence goes further, attitudes can be predicted from an individual's beliefs about the consequences of a behavior. One particularly useful aspect of TRA from a technology perspective is its assertion that any other factors influencing behavior do so only indirectly through the attitudinal component and subjective norms. Therefore, TRA is quite appropriate in the context of predicting behavior using multimedia technology (Hasan, 2020). However, the TRA has the limitation that it doesn't specify which particular beliefs would be appropriate in particular situations.

-Technology Acceptance Model (TAM): TAM was developed by Davis (1989). According to Davis' research, two important factors influence their decision about how and when they will use it those are Perceived usefulness (PU) and Perceived ease of use (PEoU). TAM is the most widely applied model in research on the use of technological products and services, especially in the field of E-banking. The drawback of TAM is it focuses only on the determinants of intention and does not tell us how such perceptions are formed or how they can be manipulated to foster user acceptance and increased usage (Sagnier et al., 2020).

-The Theory of Planned Behavior (TPB): TPB (Ajzen, 1991, Bosnjak et al., 2020) developed from TRA (Ajzen and Fishbein, 1975), assumes that a behavior can be predicted or explained by behavioral tendencies to perform that behavior. The TPB suggests that in addition to determinants of behavioral attitude and subjective norm, a third element, perceived behavioral control (PBC), also influences behavioral intentions and actual behavior. The TPB model is considered to be more optimal than the TAM model in predicting and explaining consumer behavior in the same research content and context (Bhinekawati et al., 2020).

-Unified theory of technology adoption and use: Venkatesh et al. (2012) established the Unified Theory of Acceptance and Use of Technology (UTAUT). This model is a combination of some components of 8 previous theories/models to establish a common point of view for studying user acceptance of new information systems. UTAUT includes constructs such as Performance Expectancy; Effort Expectancy, Social Influence; Facilitating Conditions; Hedonic Motivation; Price Value; Habit, and moderator variables such as Age; Gender; Experience. There are also other experimental studies such as Jalilvand and Samiei (2012); Mohaidin et al. (2017); Viet (2019); Perera and Vlosky (2017); Seyidov and Adomaitiene (2016); Venkatesh (2022).

Hypotheses and proposed research model

Based on the background theories and empirical studies on behavioral intention, the article proposes the following hypotheses:

-Tourism products: Jeffries (1971) showed that tourism product is a problem that needs to be met when tourists make a trip out of their place of residence. Le et al. (2023) argued that tourism products are means to satisfy the needs of tourists. What do tourists consume and use during the trip? Marketing theories have focused on this issue as early as the 1970s through discussions and seminars. Perera and Vlosky (2013) proposed an ecotourism model based on the Theory of Intentional Behavior, which combined two new constructs, namely knowledge and satisfaction when planning to predict

ecotourism behavioral intentions. Research results of Perera and Vlosky (2017) have shown that knowledge structures, attitudes, social influence, and cognitive behavioral control are important precursors to forming behavioral intentions to participate in tourism. eco-history, and satisfaction constructs act as mediating structures in these relationships. The study of Perera and Vlosky (2017) has supplemented the research model components and contributed to the development of the theory of consumer behavior in the field of tourism.

H1a: Tourism products have a positive influence on tourism destination image

H1b: Tourism products have a positive influence on tourists' attitudes

-Attitude towards destination: Attitude towards a destination or a tourist product or service is described as psychological tendencies, expressing positive or negative evaluations of tourists when performing a certain behavior (Ajzen, 1991). Therefore, attitude is considered as the environment that shapes behavior, directs consumers' interest in products and services, or is the attitude that orients visitors to a particular destination with its unique characteristics. to satisfy the needs that tourists think the destination can bring to them. This explains why tourists will choose a certain destination instead of choosing another destination for their travel trip. According to TPB (Ajzen, 1991), behavioral intention is influenced by the visitor's attitude, subjective standards, and other controlling mood factors. If tourists show a preference for the destination, more likely they are to choose the destination (Ajzen, 2020). Studies also demonstrate that attitudes influence the grouping of potential destinations that will commit to choosing and guide the choice of the final destination (Um and Crompton, 1990; Lee et al., 2007; Aksöz and Çay, 2022). So hypothetical proposal:

H2: A tourist's attitude has a positive influence on the intention to choose a tourist destination

-Social influence: Social influence is defined as the degree to which an individual perceives that significant others believe he/she should use the new system. Social influences that are integrated from other similar architectures are: Subjective Norms (derived from the TRA, TAM2, TPB/DTPB, and C-TAM-TPB models)

H3: Social influence (subjective norm) has a positive influence on the intention to choose a tourist destination

Perceived Behavioral Control: Perceived behavioral control is the control that users perceive to be able to limit their behavior (Ajzen, 1991). For example, can I apply for a credit card and what are the requirements? Can I travel abroad and what are the requirements like finance, time, and health?

H4: Perceived behavioral control has a positive effect on the intention to choose a tourist destination

Destination image: Hunt (1975) suggested that images are formed by potential tourists' perceptions of factors such as climate, people, and culture that affect the attractiveness of a destination. Destination image is people's impression of a place where they do not reside (Bojanic, 1991), or destination image is the sum of beliefs, ideas, and impressions that a person has towards a destination (Crompton, 1979; Chaieb and Chaieb, 2023).

Image is a complex concept and has important value in understanding tourist behavior, and there have been many studies on the influence of destination image such as:

- Impact on behavioral intention and destination choice decision-making (Baloglu, 1997; Chon, 1990; Echtner and Ritchie, 1991; Sirakaya et al., 2001; Pike, 2002; Chen and Tsai, 2007; Chi and Qu, 2008; Lopes, 2011; Yen et al., 2021).

-Has a significant impact on post-decision behaviors including participation (on-site experience), assessment (satisfaction), and future behavioral intentions (revisit intention and ready to recommend) (Mansfeld, 1992; Bigne et al., 2001; Lee and Tideswell, 2005; Chen and Tsai, 2007; Chi and Qu, 2008).

Therefore, the researcher put forward the following hypotheses:

H5a: Destination image has a positive influence on the intention to choose a tourist destination

H5b: Destination image has a positive influence on travel behavior

Effect of perceived risk on destination: Perceived risk is defined as the customer's perception of an unstable, unsafe situation (Bauer, 1960). The issue of guest risk perception can have a significant influence on customer behavior (Mitchell, 1999; Paker and Gök, 2021). They prefer to minimize risk rather than encounter problems, and this is especially important when choosing a new product or choosing a tourist destination. Furthermore, they try to reduce the risk associated with a particular decision or behavior. In recent years, terrorism has increased and geopolitical conflicts have been occurring in many regions such as West Asia, the Middle East, Ukraine, etc., and the COVID-19 pandemic has had a great impact. affects the activities of individuals, businesses, and governments, and has a strong impact on financial markets and tourism around the world. Therefore, the following hypotheses are suggested:

H6a: Perceived risk has a positive influence on the intention to choose a tourist destination

H6b: Perceived risk has a positive effect on travel behavior

Intention to choose the destination: Ajzen and Fishbein (1975) showed that behavioral intention is considered to be the best predictor of behavior, which is well established in the consumer research literature (Im et al., 2011; Martins et al., 2014; Khan et al., 2022). Studies on the relationship between behavioral intention and actual usage have been carried out in the field of travel, online travel purchasing behavior, mobile banking, online banking, and service usage mobile service (Baptista and Oliveira, 2015; Ruiz Mafe et al., 2010). Therefore, we hypothesize:

H7: Intention to choose a tourist destination has a positive influence on travel behavior

Actual behavior: According to the theory of intended behavior (TPB), both attitudes towards the behavior and subjective norms are direct determinants of intention to perform a behavior. Based on certain beliefs, a person forms an attitude towards some object, based on which a person forms an intention about how to behave towards that object. Behavioral intention is the sole determinant of actual behavior (Davis, 1989; Ajzen, 1991).

With the hypotheses mentioned above, the article proposes a research model based on the TPB model that integrates new structures, which are: Tourism products; Destination image, and Perceived risk (Figure 1).

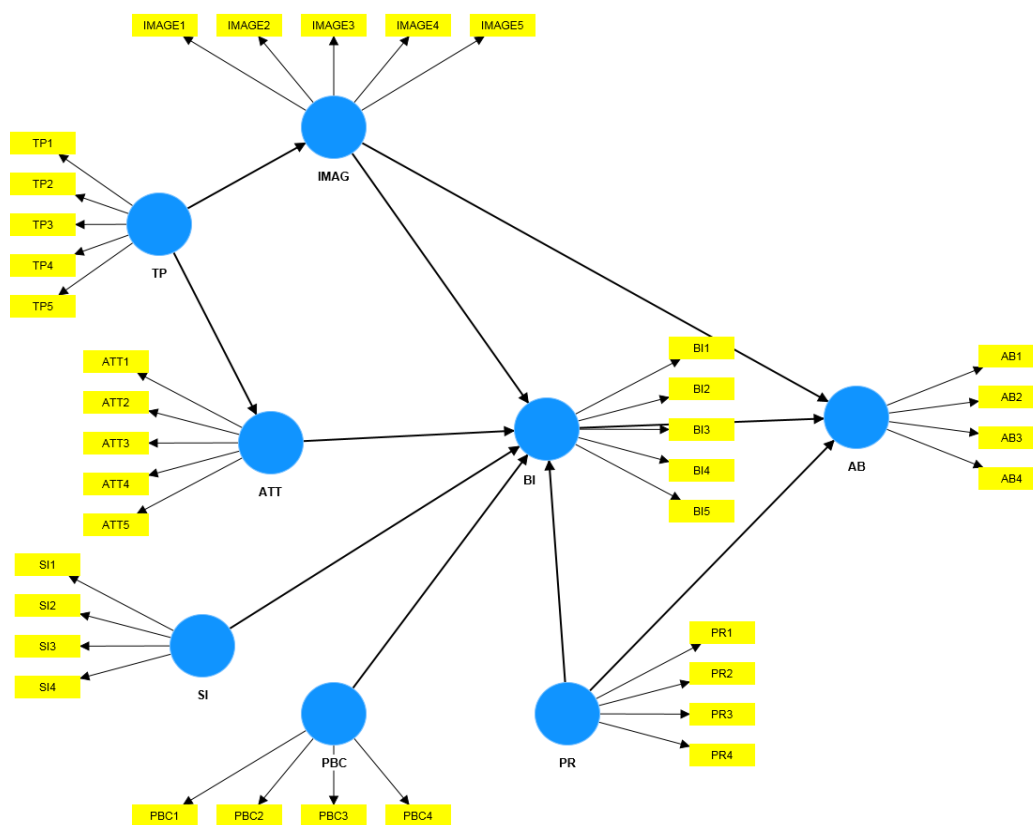


Figure 1. The proposed model

RESEARCH METHODS

Questionnaire design

The questionnaire was designed with two main parts. Part 1 is the personal information of the respondents including: Gender; Country of destination; Year old; Academic level; and Income. Part 2 includes measures that fit the research model. Details of variables are in Appendix 1. The 5-point Likert scale was used in the study (1- Strongly disagree, 5- Strongly agree).

-Destination image (IMAG) including 5 variables from IMAG1 to IMAG5 is acquired from the studies of Ramkissoon et al. (2011), Oppewal et al. (2015), Yoon and Uysal (2005), Woodside and Lysonski (1989), Beerli and Martin (2004).

-Tourism product (TP) includes 5 variables from TP1 to TP6 which are acquired from Perera and Vlosky (2017), Paul (1977), Jovičić (1988).

-Attitude (ATT) including 5 variables from ATT1 to ATT6 was acquired from Ajzen (1991), Davis (1989), Jalilvand and Samiei (2012), Perera and Vlosky (2017), Mohadin et al. (2017).

-Social influence (SI) (Subjective norm) including 4 variables from SI1 to SI5 was obtained from Ajzen and Fishbein (1975), Davis (1989), Cheng et al. (2006); Nasri and Charfeddine, (2012); Yadav et al. (2015).

- Perceived behavioral control (PBC) including 4 variables from PBC1 to PBC4 was acquired from Ajzen (1991), Cheng et al. (2006); Nasri and Charfeddine (2012).

- Risk perception (PR) including 4 variables from PR1 to PR4 was acquired from Venkatesh et al. (2012).

-Intention to choose a tourist destination (BI) includes 5 variables from BI1 to BI5 which are learned from Ajzen and Fishbein (1975); Ajzen (1991); Davis (1989); Cheng et al. (2006); Yadav et al. (2015), Yoon and Uysal (2005), Ramkissoon et al. (2011);

-Actual behavior (AB) including 4 variables from AB1 to AB5 is learned from Ajzen (1991), Davis (1989), Ajzen and Fishbein (1975); Woodside and Lysonski (1989);

Preliminary survey and adjustment of the questionnaire

After designing the survey, conducting a preliminary survey by directly contacting 10 international tourists visiting Hoi An during September and October 2022 and receiving customer feedback is a questionnaire that is easy to understand, has clear information, and can reflect the intention to choose a destination. Based on the feedback, the survey has been adjusted to conduct a formal survey from February to March 2023.

Samples and data collection

The proposed model of the article has 8 structures with 36 items (indicators), so according to Hair et al. (1998) the sample size must be larger than 180. Given the survey implementation and available resources, the article surveyed 470 customers to be able to obtain a sample size larger than the minimum sample size and highly reliable research results. After receiving back 431 survey questionnaires from the survey submission, 52 questionnaires with incomplete information were reviewed and discarded. The final result obtained by the study was 379 questionnaires with satisfactory response information used for analysis. Figure 2 describes the composition of the study sample by gender, age, education level, income, and destination of international tourists.

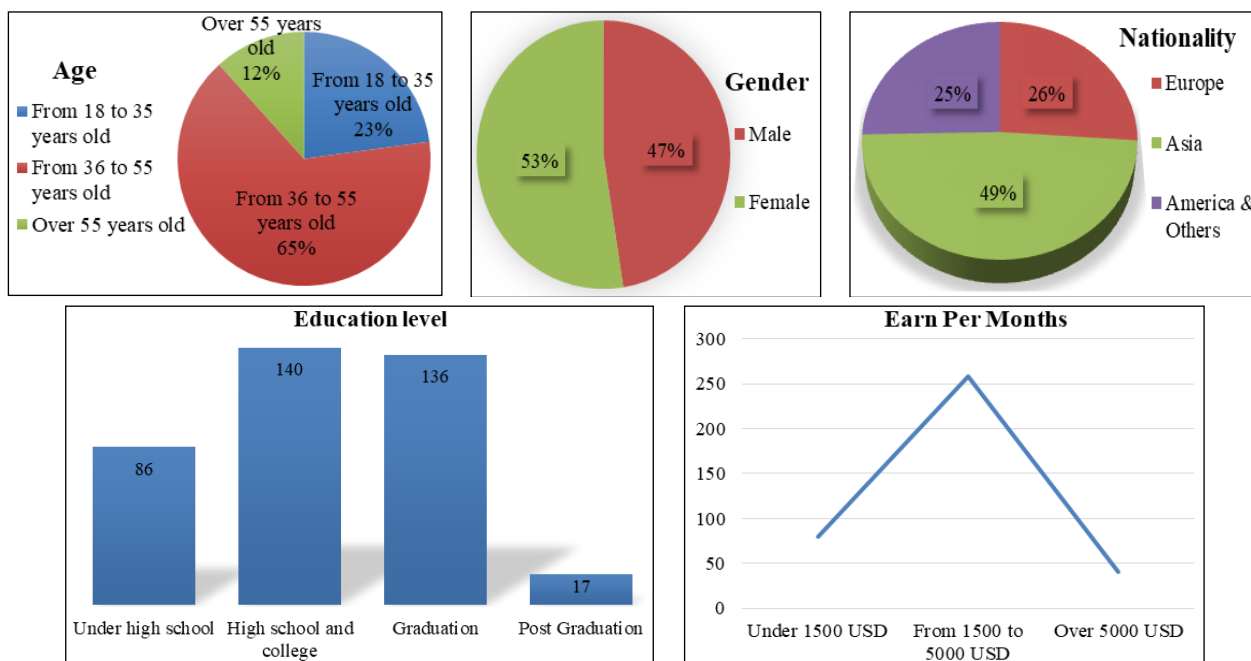


Figure 2. Description of study sample characteristics (Source: The authors collected)

RESULTS

Preliminary test of the reliability of the scale in the research model

Using statistical software SmartPLS 4 to analyze research data with a sample size of 379 international tourists. To test the reliability of the preliminary scale, the article uses the Outer Loading coefficient. The satisfactory Outer Loading value according to Hair et al. (1988) is greater than 0.7, so Table 2 has excluded indicators with a coefficient <0.7 from the processing step in PLS Model such as indicators: IMAG3, PBC3, PBC4, PR1, PR2, TP5 (Table 1)

Table 1. Outer loading (Source: Compiled by the authors)

	AB	ATT	BI	IMAG	PBC	PR	SI	TP
AB1	0.759							
AB2	0.913							
AB3	0.896							
AB4	0.817							
ATT1		0.892						
ATT2		0.783						
ATT3		0.865						
ATT4		0.803						
ATT5		0.757						
BI1			0.906					
BI2			0.873					
BI3			0.722					
BI4			0.717					
IMAG1				0.703				
IMAG2				0.741				
IMAG4				0.718				
IMAG%				0.727				
PBC1					0.932			
PBC2					0.957			
PR3						0.902		
PR4						0.891		
SI1							0.805	
SI2							0.759	
SI3							0.815	
SI4							0.782	
TP1								0.848
TP2								0.709
TP3								0.865
TP4								0.867

Evaluation of the reliability, validity, and discriminant of the structures in the PLS-SEM model

Table 2 presents the criteria to evaluate the reliability and validity of the scale, and extracted variance. According to Fornell and Larcker (1981), the extracted variance must be greater than or equal to 0.5 for the scale to have convergent validity. The magnitude of Cronbach's Alpha coefficients shows that the model satisfies the requirements (>0.7) according

to Hair et al. (2021), and the AVEs (Average variance extracted) are all larger than 0.5, so all meet the requirements of the model. Fornell and Larcker (1981) made a requirement to ensure the discriminant of the factors that the square root of the variance extracted for each factor must be greater than all the correlation coefficients between it and the other factors. Table 3 presents the results of testing the discriminant validity of the scale according to the Fornell-Larcker criteria. The results show that the square root of the extracted variance of each factor shown in bold is greater than all the correlation coefficients of that factor, the other factors are shown in the same column or row. Thus, the scale has ensured discriminant validity.

Table 2. Construct reliability and validity (Source: Compiled by the authors)

	Cronbach's alpha	Composite reliability rho_a)	Composite reliability (rho_c)	The average variance extracted (AVE)
AB	0.869	0.894	0.911	0.720
ATT	0.880	0.911	0.912	0.675
BI	0.823	0.871	0.882	0.654
IMAGE	0.750	0.783	0.813	0.521
PBC	0.881	0.914	0.943	0.893
PR	0.756	0.758	0.891	0.804
SI	0.803	0.809	0.869	0.625
TP	0.842	0.860	0.894	0.680

Table 3. Discriminant value fornell-larcker (Source: Compiled by the authors)

	AB	ATT	BI	IMAGE	PBC	PR	SI	TP
AB	0.849							
ATT	0.319	0.821						
BI	0.919	0.328	0.809					
IMAGE	0.614	0.162	0.534	0.722				
PBC	0.287	0.952	0.305	0.159	0.945			
PRC	0.757	0.195	0.758	0.433	0.186	0.897		
SI	0.545	0.249	0.547	0.353	0.272	0.431	0.790	
TP	0.740	0.214	0.765	0.532	0.191	0.620	0.424	0.825

Table 4. R-Square (Source: Compiled by the authors)

	R-Square	R.Square Adjusted
ATT	0.046	0.043
BI	0.685	0.681
AB	0.873	0.872
IMAG	0.283	0.281

Figure 3 and Table 4 describe the results of the analysis of the linear structural model.

The coefficient of determination R^2 represents the percentage of the variance of the endogenous variable that is explained by the corresponding exogenous variables. According to Cohen (1988), the R^2 value is in the range from 2% to less than 13%, the exogenous variable has a small impact on the endogenous variable, from 13% to less than 26%, the exogenous variable has a moderate impact on the endogenous variable. endogenous and 26% or more have a large impact. In the model, the Actual Behavior (AB) structure achieves a high level of explanatory power.

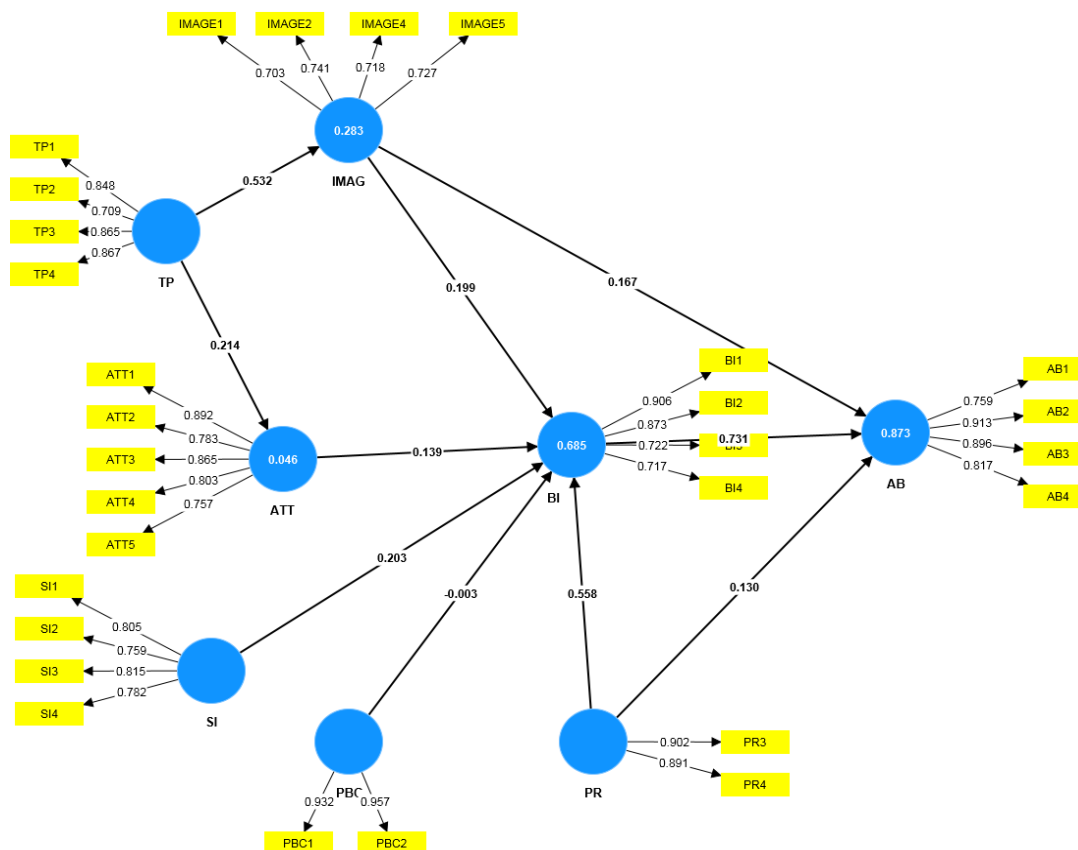


Figure 3. PLS-SEM model (Source: Compiled by the authors)

Bootstrapping test to determine the path coefficients

Hair et al. (2021) suggest that the number of subsamples generated when performing the Bootstrapping test should be 5,000. So in this study done with the number of subsamples generated is 5,000. Table 5 presents the results of Bootstrapping test with p-values to determine the statistical significance of the relationships. The p-values < 0.05, the relationships are significant. The coefficients of the original sample (O) and Sample mean (M) are both positive (Figure 4). Thus, it can be concluded: Accept the following hypotheses: (Reject hypothesis H4)

- H1a: Tourism products have a positive and statistically significant influence on tourist destination image
- H1b: Tourism products have a positive and statistically significant effect on tourists' attitudes
- H2: Tourist attitude has a positive and statistically significant influence on the intention to choose a tourist destination.
- H3: Subjective norm has a positive and statistically significant influence on intention to choose a tourist destination
- H5a: Destination image has a positive and statistically significant influence on the intention to choose a tourist destination.
- H5b: Destination image has a positive and statistically significant effect on travel behavior
- H6a: Perceived risk has a positive and statistically significant effect on the intention to choose a tourist destination.
- H6b: Perceived risk has a positive and statistically significant effect on travel behavior
- H7: Intention to choose a tourist destination has a positive and statistically significant effect on actual behavior.

Table 5. Path coefficient (Source: Compiled by the authors)

	Original Sample (O)	Sample mean (M)	Standard Deviation (STDEV)	t-Statistic	P-value	Accept or Reject Hypothesis
TP → IMAG	0.532	0.537	0.035	15.142	0.000	Accept H1a
TP → ATT	0.214	0.220	0.059	3.652	0.000	Accept H1b
ATT → BI	0.139	0.145	0.059	2.353	0.019	Accept H2
SI → BI	0.203	0.204	0.056	3.628	0.000	Accept H3
PBC → BI	-0.003	-0.003	0.054	0.054	0.957	Reject H4
IMAG → BI	0.199	0.196	0.043	4.566	0.000	Accept H5a
IMAG → AB	0.167	0.168	0.027	6.236	0.000	Accept H5b
PR → BI	0.558	0.561	0.070	7.936	0.000	Accept H6a
PR → AB	0.130	0.137	0.062	2.084	0.037	Accept H6b
BI → AB	0.731	0.723	0.066	11.061	0.000	Accept H7

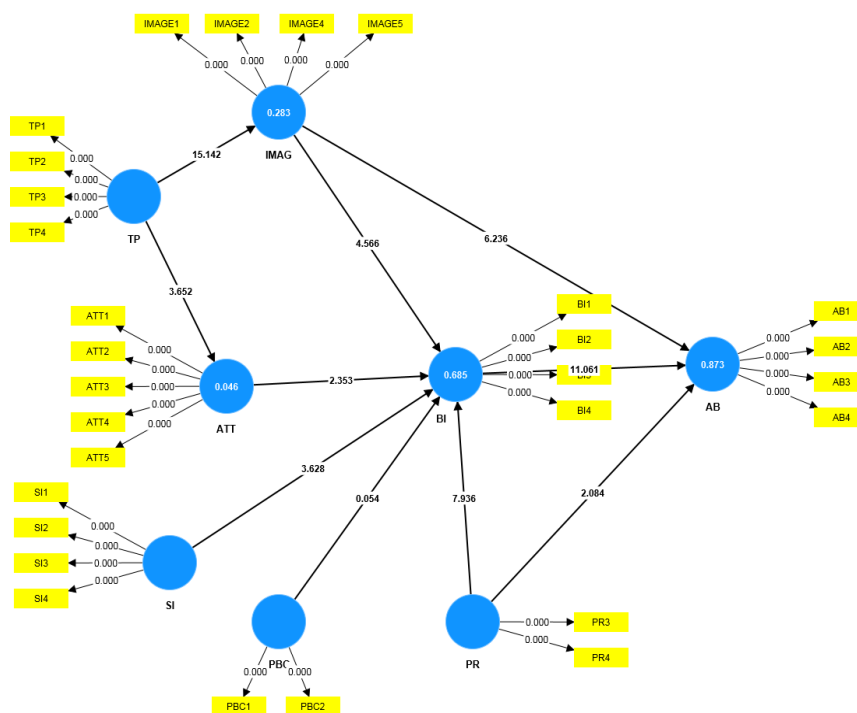


Figure 4. The results of bootstrapping (Source: Compiled by the authors)

Mediation Variable

The results from Table 6 show indirect relationships:

- TP has a positive and statistically significant indirect relationship with BI
- TP has a positive and statistically significant indirect relationship with AB
- ATT has a positive and statistically significant indirect relationship with AB
- SI has a positive and statistically significant indirect relationship with AB
- PBC has a positive and statistically significant indirect relationship with AB
- PR has a positive and statistically significant indirect relationship with AB
- And: - IMAG acts as an intermediary structure in the relationship between TP and BI, between TP and AB
- ATT acts as an intermediary structure in the relationship between TP and BI, between TP and AB

Table 6. Specific indirect effects (Source: Compiled by the authors)

	Original Sample (O)	Sample mean (M)	Standard Deviation (STDEV)	t-statistic	P-value
TP → IMAG → BI	0.106	0.106	0.026	4.041	0.000
TP → IMAG → AB	0.089	0.090	0.015	6.007	0.000
TP → IMAG → BI → AB	0.077	0.077	0.021	3.656	0.000
TP → ATT → BI	0.030	0.032	0.017	1.744	0.081
TP → ATT → BI → AB	0.022	0.024	0.013	1.639	0.100
IMAG → BI → AB	0.145	0.142	0.036	4.070	0.000
PR → BI → AB	0.408	0.403	0.044	9.236	0.000
SI → BI → AB	0.149	0.149	0.048	3.067	0.002
PBC → BI → AB	-0.002	-0.009	0.039	0.054	0.957

Table 7. MV prediction summary for construct AB (Source: Compiled by the authors)

	Q ² predict	PLS-SEM_RMSE	PLS-SEM_MAE	LM_RMSE	LM_MAE
AB1	0.262	0.568	0.395	0.560	0.399
AB2	0.662	0.404	0.262	0.337	0.222
AB3	0.662	0.393	0.255	0.324	0.197
AB4	0.354	0.528	0.371	0.531	0.385

Table 8. The difference between PLS-SEM_MAE and LM_MAE of construct AB

	PLS-SEM_MAE	LM_MAE	Difference
AB1	0.395	0.399	-0.004
AB2	0.262	0.222	0.040
AB3	0.255	0.197	0.058
AB4	0.371	0.385	-0.014

Table 9. Summary of the IPMA

	Total effects (Importance)	Performance
PR	0.558	75.827
SI	0.203	48.606
IMAG	0.199	55.442
TP	0.135	64.756
ATT	0.139	78.075
PBC	-0.003	78.824

Evaluate the predictive power of the model

The most popular metric to quantify the degree of predictive errors is the root-mean-square error (RMSE). Another popular metric is the mean absolute error (MAE). Performing MV prediction summary for structure AB (Actual Behavior), the results show that the Q² predict indices are all greater than 0, so the prediction errors in the symmetric distribution are high (Table 7). For more clarification and detail, it is necessary to perform a PLS-SEM MV errors histogram for the indicators of the AB structure. The results from the PLS-SEM MV errors histogram showed that the indicators AB1, AB2, AB3, and AB4 do not have a symmetrical distribution across the 0 axis. Shmueli et al. (2016) stated the basic principles in evaluating the predictive power of the model are: If errors are normally distributed, use RMSE to evaluate; If the errors are not normally distributed, use Mean Absolute Error (MAE). Since the variance of the error is variable, we cannot use PLS-SEM_RMSE nor LM_RMSE and it is necessary to check whether the errors in PLS-SEM_MAE are less than LM_MAE. Further, it is necessary to evaluate the difference between the value of PLS-SEM_MAE and LM_MAE. Based on the four principles proposed by Shmueli et al. (2019), we can conclude that the predictive power of the model is the medium level.

Important Structures Diagram Analysis (IPMA)

IPMA is used to identify the predecessors that have relatively high importance for Actual Behavior (AB) but also relatively low performance. IPMA is shown in Figure 5, in which: The x-axis depicts the (unstandardized) total effect of TP, IMAGE, ATT, SI, PBC, PR, and BI on the target construct (Actual Behavior); The y-axis represents the average rescaled (unstandardized) latent variable score of IMAGE, ATT, TP, PBC, SI, PR, BI. The results in Figure 5 and Table 9 find that the constructs PR, SI, IMAG, and TP have high importance for the Actual Behavior.

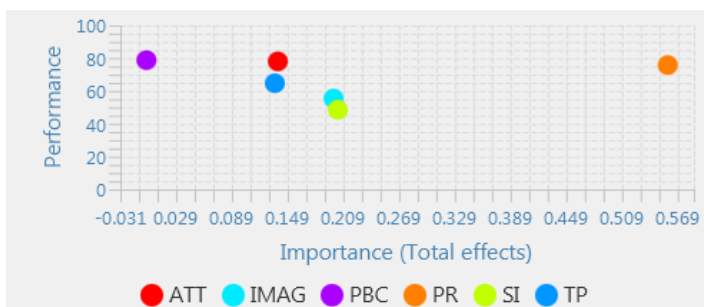


Figure 5. Importance performance map for the target construct actual behavior (Source: Compiled by the authors)

Table 10. Influence of gender (male, female) on destination choice decision (Source: Compiled by the authors)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-statistic O /STDEV	P-value
ATT → BI	0.139	0.146	0.059	2.359	0.018
BI → AB	0.724	0.715	0.067	10.832	0.000
<i>Gender</i> → AB	-0.029	-0.027	0.037	0.778	0.437
<i>Gender x IMAG</i> → AB	0.032	0.029	0.041	0.791	0.429
IMAG → AB	0.158	0.159	0.030	5.257	0.000
IMAG → BI	0.199	0.196	0.043	4.575	0.000
PBC → BI	-0.003	-0.012	0.054	0.049	0.961
PR → AB	0.134	0.142	0.062	2.144	0.032
PR → BI	0.558	0.561	0.070	7.949	0.000
SI → BI	0.203	0.204	0.056	3.636	0.000
TP → ATT	0.214	0.220	0.059	3.651	0.000
TP → IMAG	0.532	0.538	0.035	15.166	0.000

Multigroup Analysis

Consider the influence of gender (male, female) on destination choice decision: The results in Table 10 show that gender has no effect on AB (p-value=0.437), and gender interacts with IMAG and has no statistically significant effect on AB (p-value =

0.429) Multigroup analysis: The AB structure has a variable variance, so for multigroup analysis, the Welch test must be used instead of the Parametric test. The purpose is to consider and evaluate whether there is a difference between the two groups (male and female) in the destination choice decision of international tourists in Hoi An Sites. The results in Table 11 give us some conclusions as following: There is a statistically significant difference between Females and Males in the relationship BI - > AB with p-value = 0.005, the difference is -0.320; There is not a statistically significant difference between Females and Males in the relationship IMAGE -> AB with p-value =0.319; Evaluating similarly for the other relationships of the model.

Table 11. Path Coefficients - Welch – Satterthwaite test (Source: Compiled by the authors)

	Difference (female-male)	1-tailed (female vs male) p-value	2-tailed (female vs male) p-value
ATT -> BI	-0.212	1.789	0.075
BI -> AB	-0.320	2.817	0.005
IMAGE -> AB	0.051	0.998	0.319
IMAGE -> BI	-0.171	2.229	0.027
PBC -> BI	0.119	1.116	0.266
PR -> AB	0.305	2.774	0.006
PR -> BI	0.310	2.804	0.006
SI -> BI	-0.129	1.333	0.184
TP -> ATT	-0.065	0.574	0.567
TP -> IMAGE	-0.116	1.683	0.094

5. DISCUSSION AND CONCLUSIONS

To analyze the factors affecting the intention to choose a tourist destination of international visitors at World Heritage Destination Hoi An, the study used a survey sample of 379 international tourists and used SmartPLS 4 software to evaluate and test. Research results show that:

First, using the Theory of Intended Behavior (TPB) with integrating of 03 new components namely Tourism Product (TP), Destination Image (IMAG), and Risk Perception (PR) in researching the actual behavior of international tourists at the World Cultural Heritage Hoi An Site is appropriate.

Second, the model achieves composite reliability, discriminant, and extracted variance. The experimental model reached the level of explaining 87% of the variation of the variance and the predictive power of the model reached the average level.

Third, identify two intermediate structures (mediator variables) in the model, namely Attitude (ATT) and Destination Image (IMAG). IMAG acts as an intermediary structure in the relationship between TP and BI and between TP and AB. ATT acts as an intermediary structure in the relationship between TP and BI and between TP and AB.

Fourth, about direct relationships:

-Tourism product (TP) has a positive and statistically significant impact on destination image and attitude. This result is consistent with the studies of Perera and Vlosky (2017), Paul (1977), and Jovičić (1988).

-Destination image (IMAG) has a positive and statistically significant effect on destination choice intention and travel behavior. This result is consistent with the study of Perera and Vlosky (2017).

-Attitude influence (ATT) has a direct and positive impact on the intention to choose a destination. The results are consistent with Davis (1989), Ajzen (1991), Lam and Hsu, (2006).

-Social influence (SI) has a direct and positive impact on the intention to choose a destination. The results are consistent with Davis (1989), Ajzen (1991)

-Risk perception (PR) has a positive and statistically significant effect on the intention to choose a tourist destination and travel behavior. The results are consistent with Venkatesd et al. (2012), Rodríguez-Torrigo et al. (2017)

-Destination intention has a positive and statistically significant impact on actual behavior. The results are consistent with Venkatesd et al. (2012), Davis (1989), Ajzen (1991), Rodríguez-Torrigo et al. (2017).

Fifth, about indirect relationships:

-Tourism product (TP) has a positive and statistically significant indirect relationship with the behavioral intention and travel behavior of international visitors.

-Attitude (ATT) has a positive and statistically significant indirect relationship with travel behavior

-Social Influence (SI), Perceived Behavioral Control (PBC), and Risk Perception (PR) have a positive and statistically significant indirect relationship with travel behavior.

Sixth, the ability to explain and predict

-R. Square of the structure AB is 0.87, which shows that the research model explains 87% of the variance of the variables, achieving a fairly good level of explanation.

-The good predictive power of the research model is average

Seventh, the importance of each component (structure) affects the destination choice decision of international tourists. Research results show that there are 3 important influential structures ranked from high to low, which are: Perceived risk; Social Influence, Image, and Tourism Products.

Based on the research results, the paper proposes policy implications and governance implications to attract international visitors, exploit the potentials and advantages of the locality, and enhance the competitiveness of tourist destinations, contributing to realizing the economic restructuring goal in the coming years of Hoi An City.

Policy implications

To develop tourism products and services, create a good image for tourists, and improve the competitiveness of Hoi An

destination, to attract more international tourists, some policy implications for Quang Nam province and city government. Hoi An is as follows:

-First, carry out the socio-economic master plan and the spatial planning of the tourism territory of Hoi An city until 2035, with a vision to 2045, in which:

+ Need to complete tourism environment and infrastructure; especially, there must be a break through tourism product, refer to the tourism practices of the world's major tourist centers, and transform the mindset of turning tourism into a spearhead economic sector of the province and the locality.

During the planning process, attention should be paid to connecting with the East-West economic corridor, both creating a development space for Hoi An, Quang Nam province, and connecting with Laos, Thailand, and the ASEAN region.

+ Planning on city land use, focusing on forming new destinations, eco-tourism areas, high-tech agricultural zones, commercial and shopping areas, public parking lots, bungalow areas, coastal sports areas, etc. to attract domestic and foreign businesses to invest in developing new tourist attractions and products and services; at the same time, resolutely handle suspended projects, projects behind schedule, problems caused by inspection and examination results.

+ Proposing to the Government to develop a project to develop 1-2 world-class entertainment zones in Hoi An

-Secondly, Implement Co Co River Project, spatial planning for riverside development, dredging to clear Co Co flow, developing complexes, riverside eco-tourism areas interspersed with other areas. urban, new residential area

+ Completing bridges and roads connecting tourist areas and urban areas.

+ Allocating funds and contractors to execute the project of dredging, emergency flood drainage, and combating saltwater intrusion of the Co Co River through Quang Nam.

+ Detailed planning of 1/500 scale along the Co Co River through Quang Nam territory to call for investment and development of complexes, riverside eco-tourism areas interspersed with fish.

Management Implications

Hoi An Ancient Town is ranked second by Tripadvisor in the list of 25 emerging destinations in the world. The website rates Hoi An, a city on the south-central coast of Vietnam, as "a well-preserved model of an important trading port city in Southeast Asia from the 15th century to the 19th century." 19th century".

Hoi An is a popular destination for foreign tourists, and its popularity is also increasing among tourists in general. Topping the list this year is Cuba, an island that offers a great opportunity to experience cultural differences. Havana is a blend of old architecture and modern culture. Leaving the capital city, visitors can visit the small town of Trinidad to admire many Spanish-style architecture. This is a UNESCO World Heritage Site and is a great starting point for a visit to the Sugar Mills Valley, the land that was once the center of the sugar industry in Cuba. In addition, in this year's list of emerging world destinations, there are many other interesting names such as Mauritius - Africa, Siem Reap - Cambodia, Chiang Mai - Thailand, Grand Cayman - Cayman Islands, Fes - Morocco, Baku - Azerbaijan, Kathmandu - Nepal...

Developping the night economy at Hoi An Site and catamaran sailing services on the Cua Dai Sea, Hoi An City. Currently, when tourists come to Hoi An, besides participating in traditional activities such as walking to visit the old town, cycling, and swimming, they tend to look for modern and new fun and entertainment activities. which extends the stay in the locality areas. It is necessary to develop services such as purchasing on night, extreme off-road racing, catamaran sailing, kayaking, and sidecars that will contribute to creating new, unique, and safe tourism products for visitors, thereby further enhancing the image of tourists. of Hoi An destination in the eyes of Vietnamese and international tourists

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Appendix 1. Indicators of constructs in the proposed model (Source: Compiled by the authors)

	Indicator	Variable	Resource
Tourism Products	HoiAn City is both a coastal city and a cultural heritage city	TP1	Paul (1977); Jovičić (1988); Perera and Vlosky (2017)
	Hoi An City is the tour destination ranked 7th of the World's Top 15 cities by the Travel & Leisure Magazine, and Hoi An City now still retains much of its Asian authentic architecture as well as its nostalgic ambiance; especially the old town	TP2	

	Tourists can take part in many activities such as visiting Cham Island and My Son Sanctuary, swimming, and tourists can participate in sport tourism, sightseeing, fishing, Jet-ski service, Night Yacht Service, etc.	TP3	
	HoiAn City has been developing tourism products, handicraft villages, health care tourism, agricultural tourism, and event tourism v.v...	TP4	
	HoiAn needs to diversify tourism activities, developing ecotourism products, handicraft villages, health care tourism, agricultural tourism, event tourism v.v.	TP5	
Image	The HoiAn destination has the attractive historic and cultural sites	IMAG1	Ramkissoon et al. (2011); Jalivand et al. (2012); Yoon and Uysal (2005); Beerli and Martin (2004a); Woodside and Lysonski (1989)
	It is easy to visit historical and touristic places in the HoiAn destination	IMAG2	
	The level of service quality is excellent	IMAG3	
	The residents of the HoiAn destination are friendly	IMAG4	
	Hoi An destination created many pleased	IMAG5	
Attitude	Making the travel to HoiAn City environmentally favorable	ATT1	Jalivand et al. (2012); Ajzen (1991); Lee et al. (2007); Lam and Hsu, (2006).
	Traveling to HoiAn City is interesting	ATT2	
	Traveling to HoiAn City is enjoyable	ATT3	
	Traveling to HoiAn City is educational	ATT4	
	The city is backpacker-friendly	ATT5	
	HoiAn City has a distinguished history and heritage	ATT6	
Social Influence	The popular thinking in society is to travel to HoiAn City	SI1	Ajzen (1991); Lam and Hsu, (2006); Cheng et al. (2006); Nasri and Charfeddine (2012); Yadav et al. (2015)
	People who are important to me would like to travel to HoiAn City	SI2	
	My colleagues would think I should travel to HoiAn City	SI3	
	My family members would think I should take part in HoiAn City	SI4	
	My friends would think I should travel to HoiAn City	SI5	
Perceived Behavior Control	I have enough money when I go to travel HoiAn City	PBC1	Ajzen (1991); Cheng et al. (2006); Nasri and Charfeddine (2012)
	I have much information to select the HoiAn destination	PBC2	
	I have enough stamina to take part in tourism	PBC3	
	To participate in traveling HoiAn City, I have enough time	PBC4	
	Tôi có đủ khả năng để sử dụng dịch vụ ngân hàng điện tử	PBC5	
Perceived Risk	HoiAn destination is completely safe and secure	PR1	Mitchell, (1999); Rodríguez-Torrico et al. (2017);
	HoiAn destination is well maintained	PR2	
	HoiAn Government has efficiently implemented solutions to protect tourists and prevent Covid-19	PR3	
	It is scarce to happen risk for tourists visiting HoiAn	PR4	
Behavior Intention	HoiAn is the city that I want to travel	BI1	Cheng et al. (2006); Yadav et al. (2015); Rodríguez-Torrico et al. (2017);
	I intend to go to HoiAn City shortly	BI2	
	In the future, I intend to go to HoiAn City whenever I have a travel	BI3	
	I shall recommend the HoiAn destination to others	BI4	
Actual Behavior	Observed nature and seabeach thoroughly	AB1	Fishbein and Ajzen (1977); Ajzen (1991); Woodside and Lysonski (1989);
	Coming HoiAn City to see the Asian authentic architecture as well as its nostalgic ambiance; especially the old town	AB2	
	Helped to maintain the local environmental quality	AB3	
	I am going to revisit HoiAn City on the next day	AB4	

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