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EFFECTS OF TOURIST MOTIVATION ON TOURISM PLANNING: A CASE STUDY OF DOMESTIC TOURISTS IN VIETNAM

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Abstract

Tourist motivations is a fundamental aspect of tourism planning as it enhances marketing efforts, product development, competitive positioning, and facilitates informed policymaking. As such, the present study provides accurate data with which to develop tourism planning in Vietnam based on the push motivation and pull motivation factors of Vietnamese domestic tourists. A quantitative method, namely, a questionnaire that was designed based on a self-desk study, expert opinions, and tour guide opinions, was used to collect data. Out of 670 questionnaire returned, 664 were ultimately usable for analysis. Descriptive analysis, factor analysis, and regression binary logistic models were then used to analyse the collected data. Seven important push motivation factors, namely, fulfilling prestige, fun and entertainment, escape, family and friends' togetherness, fulfilling spiritual needs, social relationships, and gaining knowledge were identified as important to Vietnamese domestic tourists. Meanwhile, the four important pull motivations for Vietnamese domestic tourists were events and activities; destination's facility, service, and trip sponsor; historical and cultural attractions; and natural resources. The findings can be used to develop tourism planning for domestic tourism in Vietnam. Destinations may use the insights on tourist motivations to attracts tourists and provide them with fulfilling experiences, which would, ultimately, contribute to the overall success and sustainability of Vietnam's tourism industry. Besides, the findings contribute to extant literature on the tourist motivations and tourist behaviours of Vietnamese domestic tourists. Lastly, the case study of Vietnam may serve as confirmation of the value of tourist motivations in tourism planning.

Keywords: domestic tourists, push and pull theory, tourist behaviour, tourist motivation, Vietnam

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INTRODUCTION

Domestic tourism is taking on an important role in world tourism. According to the UNWTO (2020), there were an estimated 9 billion domestic tourist arrivals (overnight visitors) worldwide in 2018, with more than half of those trips occurring in Asia and the Pacific. Vietnam is a country in Southeast Asia with numerous beautiful natural sceneries and landscapes and rich potential features for tourism development. In 2023, while the international tourism market was still experiencing a downward trend as a consequence of the COVID-19 pandemic, domestic tourism in Vietnam recorded 108 million tourist arrivals (The People, 2024). However, according to the official newspaper of the Communist Party of Vietnam (2023), the market is facing a significant challenge. In fact, in 2022, although there was an increase in domestic tourist arrivals, the number of domestic tourists who stayed overnight at their destination dropped. The downturn in the proportion of overnight tourists resulted in a reduction in tourism revenue. According to the State, the tourism sector needs to improve its service quality, diversify its tourism products, develop its technical infrastructure to serve tourists, etc.

To create suitable products for a market, market research needs to be conducted to understand the behaviour of potential customers (Kotler et al., 2021). In the context of tourist behaviour, tourist motivation is one of nine key concepts that has received excellent attention from scholars (Cohen et al., 2014). Scholars of tourism, especially, agree that studies into tourist motivations can explain why people travel (Camilleri, 2018). Even though the topic has been researched widely and early, scholars are still challenged by tourist motivation as it is a psychological aspect that is complex and dynamic and may, therefore, vary among individuals according to their nationality or destination (Kozak, 2002). Hence, tourist motivation is continually considered a contemporary research topic in tourism studies.

Given the deficiency and imperativeness of essential insights on domestic tourists, this study thus endeavoured to use the push-and-pull motivation theory to examine the motivations of Vietnamese domestic tourists. The findings will serve to address the gaps in the literature on the tourist behaviours of Vietnamese domestic tourists. Besides, the knowledge about tourist motivations will also be useful for the government in tourism planning and the formulation of tourism policies. The specific objectives of this study were (i) to identify the underlying tourist motivations perceived in Vietnamese domestic tourists; (ii) to examine the push motivation and pull motivation factors of Vietnamese domestic tourists; and (iii) to identify the effects of tourist motivations on tourism planning to increase domestic tourism in Vietnam.

LITERATURE REVIEW

Tourist Motivation

Solomon et al. (2019) defined motivation, from a psychological perspective, as a process that causes human behaviour, is aroused by a need, and drives people to act to reduce the tension of a need or satisfy a demand. The term ‘motivation’, namely tourist motivation, is applied in tourism. Tourist motivations are determined by social and personal factors concerning needs. Tourists usually have multiple motives, based on their expectations of purchase values. In the context of studies on tourist behaviours, tourist motivation is one of nine key concepts that has received significant attention from tourism scholars (Cohen et al., 2014). Even though the topic has been researched widely and early, scholars are still challenged by tourist motivations (Cohen et al., 2014). Firstly, since tourist motivation is a psychological aspect that is complex and dynamic, it will vary between individuals. Crompton (1979) stated that understanding why people travel is more complicated than describing when, what, where, and how they travel. Secondly, tourist motivations vary according to nationality and destination (Cengizci et al., 2020). Thirdly, there are different tourist motivations across various types of tourism, such as between adventure tourism (Michael et al., 2017), and pilgrimage tourism (Bideci & Albayrak, 2016). Hence, tourist motivation has always been considered as a contemporary research topic in tourism studies.

Push motivation and pull motivation factors are widely used by tourism scholars when it comes to studies into tourist motivation. From the outset, Dann (1977) was a pioneer in applying the push-and-pull theory in his research into tourist motivation. From a sociological perspective, he explored tourist motivations in Barbados based on two conceptualisations: anomie and ego-enhancement, which are tied to socio-psychological needs. In continuing the work of Dann (1977), Crompton (1979) explored the dimensions of tourist motivation and leisure motivation using the push-and-pull theory. However, Crompton argued that the push motivation and pull motivation factors are two components of tourist motivation. According to Crompton, the push motivation factors are related to individual socio-psychological motives and the interpersonal world that induce a person to travel. In contrast, the pull motivation factors contain an attractiveness that draws an individual to travel to a specific destination. Two clusters of motives are specified, namely, socio-psychological motives and cultural motives. Remarkably, Crompton stated that the underlying motives provide helpful insights into understanding the destination selection decision process. Previous studies have proved the relationship between pull motivation and push motivation and explain them as two components of one feature, namely, tourist motivation (Shahrin & Marzuki, 2018).

Tourism Planning and Tourist Motivation

It can be a challenging task to define planning. The term “planning” can be applied in several circumstances, including to individuals, groups, organisations, and governments. It can be utilised in various geographical contexts, including in urban and rural areas, and can be implemented at multiple levels such as at municipal, regional and national levels. A plan can range from rudimentary and vaguely expressed ideas to a comprehensive and meticulously crafted document. The objective of tourism planning is to ensure that tourists have access to fun and rewarding experiences, while also providing benefits to enhance the quality of life of the people and the destination areas (Rahmafritria et al., 2020). An action plan has five primary components, namely, attractions or the development of tourism products, promotions, infrastructure, services, and hospitality (Mason, 2020). The seven phases in the process of tourism planning include identifying present tourism markets, developing market profiles, determining potential markets, stating tourism goals and objectives, developing action steps, involving the community, implementing the action plan, and monitoring the results (Mason, 2020).

Understanding tourist motivations allows tourism planners to design more effective strategies, create attractive products, allocate resources wisely, and promote sustainable and economically beneficial tourism practices. In fact, the insight into what motivates tourists will help in crafting marketing campaigns that effectively attract potential tourists (Kotler et al., 2021). By knowing whether tourists are seeking adventure, relaxation, cultural experiences, or other activities, tourism planners can tailor their promotional materials to highlight the specific attractions that will draw these visitors. Besides, when tourism planners are aware of the tourist motivations behind why people choose certain destinations, they can create new tourism products and services that meet tourist expectations or satisfy unfulfilled needs. This will lead to higher satisfaction, positive reviews, repeat visits, and increased tourist spending. Moreover, tourism planners must decide where to allocate resources such as funds and labour (Mason, 2020). Once they understand tourist motivations, they can prioritise those developments that will have the greatest impact. If most tourists visit a region for its natural beauty, resources can be allocated to preserve and enhance these natural sites. Additionally, destinations need to stand out in a competitive global market. Understanding what drives tourists to choose one destination over another enables tourism planners to emphasise unique selling points and differentiate their offerings from those of competitors (Kotler et al., 2021).

Domestic Tourism

Domestic tourism contributes to improving the economy of a country, equilibrating the socio-economic growth within regions, and maintaining and developing the regional economy (Urzha et al., 2017). Domestic tourism

stimulates the redistribution of the national income from the developed or urban areas to the poor or rural ones. The domestic market is taking on an important role in world tourism. According to the UNWTO (2020), there were an estimated nine billion domestic tourist arrivals (overnight visitors) worldwide in 2018, with more than half of those trips occurring in Asia and the Pacific.

Vietnam is a country in Southeast Asia with numerous beautiful natural sceneries and landscapes and rich and diverse cultural and historical features that attract millions of tourists from around the world. The tourism industry is attracting more and more attention from the state and private sectors. To ensure the sustainable development of tourism in Vietnam, the industry is also receiving the attention of the local people to reduce its impact on the environment (Ngan et al., 2022). It has been confirmed that tourism planning and tourism policies, especially in Vietnam, have been effective in responding to the crisis brought about by the Covid-19 pandemic (Ngoc & Omar, 2022). Domestic tourism in Vietnam has been growing steadily since 2010 and promises to continue growing in the future (Ngoc & Omar, 2021). Remarkably, in 2022, one year after the COVID-19 pandemic, this figure reached 101.3 million tourists, while the number of international tourists continued to drop (My, 2022).

Domestic tourism is still a market that is expected to continue to “boom”. It is the main driver of growth in the tourism industry in Vietnam. However, according to the Vietnamese Government (Communist Party of Vietnam, 2023), the market is facing a significant challenge. In fact, in 2022, the number of domestic tourist arrivals increased, but the number of domestic tourists staying overnight at their destinations dropped. The downturn in the proportion of overnight tourists resulted in a reduction in tourism revenue. Besides, the difficulty with domestic tourism is that the proportion of tourists taking package tours, long-stay tourists, tourist spending and room occupancy rates seem to be decreasing (Communist Party of Vietnam, 2023). In order to overcome the challenges of Vietnamese tourism after COVID-19, the State has stated that the focus would be on maintaining the growth rate of domestic tourism, which is truly the “pillar” and main driving force of the entire industry (Communist Party of Vietnam, 2023). However, domestic tourists have different cultural backgrounds from international tourists. These differences in cultural characteristics induce differences in tourist behaviours and the needs and wants of tourists. The scholar emphasized the impact of place identity, place attachment, and placemaking on tourist experiences (Minh et al., 2023; Xiang & Mohamad, 2023). Consequently, a well-developed master plan in tourism could significantly enhance the quality of experiences offered to tourists. In tourism planning and destination management, before products or services can be created, market research should be conducted to understand the needs of potential customers (Mason, 2020). Thus, to create suitable products for the market, it is first necessary to understand what factors incite Vietnamese domestic tourists to travel and what factors

motivate them to choose to travel within Vietnam. Market research is also a part of the tourism planning process. It is important to gain insight into the tourist motivations for selecting a product or service in the domestic tourism market.

RESEARCH METHODOLOGY

The fundamental goal of this research was to identify the tourist motivations of Vietnamese domestic tourists. A quantitative approach was applied using a questionnaire that was developed based on previous studies involving push motivations and pull motivations in tourism. The questionnaire comprised three sections, namely, a section on socio-demographic items, 24 items on push motivations that motivate Vietnamese domestic tourists to travel, and 23 items on pull motivations. A five-point Likert scale, ranging from *strongly disagree* to *strongly agree*, was used to measure the push motivation and pull motivation items. The questionnaire was first developed in English and then translated into Vietnamese. A pilot study was undertaken to check the content validity.

Under the tourism crisis caused by the COVID-19 pandemic, the number of domestic tourists in Vietnam was fluctuated. So the authors used the number of domestic tourist arrivals in 2019, before crisis. With a population size of 85,000,000 domestic tourists in 2019, a margin of error of 5%, and a confidence level of 99%, a total of the 670 questionnaires were distributed. The survey was conducted in the five biggest cities in Vietnam, namely, the capital, Hanoi, Hai Phong, Danang, Ho Chi Minh City, and Can Tho. Finally, 664 usable questionnaires were returned and used for the data analysis. The data analysis procedures were coded and processed using IBM® Statistical Product and Service Solutions (SPSS®). The mean (M) analysis and factor analysis (with a principal component analysis, (PCA)) were run.

ANALYSIS AND DISCUSSION

Sample Characteristics

Out of the 664 respondents, the proportion of men and women were nearly equal. There were slightly more females (51.1%) than males. Most of the respondents were aged 18-45 (77.2%) followed by 18-35 (42.1%). Most of them were married (54.4%) and worked as office staff, salespersons, waiters/waitresses, vendors, students, or teachers (64.4%). Lastly, the mostly earned 6-15 million de Dong a month (72.7%).

Push Motivations and Pull Motivations of Vietnamese Domestic Tourists

Push Motivations

The significance levels of the tourist motivations of the Vietnamese domestic tourists were measured on a five-point Likert scale, ranging from 1 = *strongly disagree* to 5 = *strongly agree*. Table 1 indicates the significant mean (M) rankings of the 24 push motivations. The most critical factor that pushed the

Vietnamese domestic tourists to travel was *to seek religious practices* (M = 3.42), followed by *to learn new skills and new things* (M = 3.41). Four other essential factors that motivated the Vietnamese domestic tourists to travel were *to find thrills and excitement* (M = 3.38), *to rest and relax physically doing nothing* (M = 3.38), *to strengthen family or friendship bonds* (M = 3.37), and *to have fun and enjoyment* (M = 3.37). Overall, these findings highlighted the diverse tourist motivations that drove these Vietnamese domestic tourists to travel. While some of them were motivated by spiritual or educational experiences, others were seeking adventure, relaxation, or social connections. It can be said that Vietnamese domestic tourists are individuals seeking meaningful, authentic, and personally fulfilling travel experiences.

Table 1: The Significant Ranks of Push Motivations

	Push Motivations	N	Mean	SD
Most significant	To seek religious practices	664	3.42	0.612
	To learn new skills, and new things, such as cooking new dishes, making local handicrafts, etc.	664	3.41	0.585
	To find thrills and excitement	664	3.38	0.603
	To rest and relax physically doing nothing	664	3.38	0.557
	To strengthen family or friendship bonds	664	3.37	0.592
	To have fun and enjoyment	664	3.37	0.582
Least significant	To experience luxury, enjoy nice food, and have a comfortable place to stay	664	3.19	0.610
	To take beautiful travel pictures and videos	664	3.18	0.627
	To visit places on their dream list	664	3.16	0.653
	To visit popular destinations	664	3.16	0.660
	To be able to share their travel experiences on their social media accounts	664	3.14	0.632

Note:

Likert scale: 1= strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; and 5= disagree

SD = Standard deviation

Pull Motivations

The pull motivations were measured based on the same five-point Likert scale as the push motivations (Table 2). The mean values of the push motivations reflected the driving force that was pushing the Vietnamese domestic tourists to travel. In contrast, the mean values for the pull motivations represented the critical level of the destination attributes that appealed to them. In the context of the Vietnamese domestic tourists in this study, the top five underlying pull motivation items were (1) *activities for the entire family*, (2) *beautiful natural scenery and landscape*, (3) *cooler weather*, (4) *chance to practise light sports*, and (5) *big theme parks*. The mean values for these top five items ranged from 3.42-3.31.

Table 2: The Significant Ranks of Pull Motivations

	Pull Motivations	N	Mean	SD
Most significant	Activities for the entire family	664	3.42	0.628
	Beautiful natural scenery and landscapes, such as beaches, forests, lakes, mountains, etc.	664	3.40	1.056
	Cooler weather	664	3.39	1.242
	Chance to practice light sports, such as walking, running, cycling, swimming, fishing, paddle surfing	664	3.32	1.072
	Big theme parks	664	3.31	0.552
Least significant	Feels safe and secure enough to go out alone	664	3.14	0.736
	Pure unpolluted environment	664	3.05	1.035
	Experience a lifestyle that differs from current one, such as ethnic customs, rural life, etc.	664	2.97	1.000
	Cultural, art, and traditional performances	664	2.91	1.110
	Access to famous local products and cuisine, such as handicrafts and local delicacies	664	2.76	1.188

Note:

Likert scale: 1= strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; and 5= disagree

SD = Standard deviation

Overall, the Vietnamese domestic tourists were attracted by *activities for the entire family, the chance to practice light sports, and beautiful natural scenery and landscapes*. The findings suggest that Vietnamese domestic tourists are motivated by a combination of family-oriented activities, natural beauty, climate considerations, recreational opportunities, and entertainment experiences. Destinations offering a diverse range of attractions and activities catering to these tourist motivations are likely to be preferred by Vietnamese domestic tourists seeking memorable and enjoyable travel experiences.

Push Motivation and Pull Motivation Factors of Vietnamese Domestic Tourists

Push Motivation Factors

After the first round of the PCA in SPSS®, two items were loaded into two components simultaneously, and the difference between the values was < 0.3. They were *to visit places that their friends and family members had visited before* and *to find thrills and excitement*. The item *to visit places that their friends and family members had visited before* was deleted in the second round of the PCA. The item *to find thrills and excitement* still appeared in two components, and the difference between the values was < 0.3. Then, the item *to find thrills and excitement* was deleted in the third round of the PCA. The final output from the PCA was satisfactory (Tables 3 and 4). Table 3 outlines the Kaiser-Meyer-Olkin (KMO) and Barlett's test of sphericity for the push motivation variables. The KMO was 0.829 or > 0.5 and the significance value of the Bartlett's test was 0.00

or < 0.05 . The factor loading (FL) for each item was > 0.5 , while the total variance explained (VE) was 70.365 or $> 50\%$.

Table 3: The KMO and Barlett's Test Results of the Push Motivation Variables

KMO of sampling adequacy		0.829
	Approx. chi-square	6003.990
Bartlett's test of sphericity	df	231
	Sig.	0.000

Table 4 depicts the results of the varimax rotation extracted from the seven push motivation factors. Overall, these seven push motivation factors provided a comprehensive framework for understanding the diverse tourist motivations driving the Vietnamese domestic tourists to travel. They encompassed a wide range of psychological, social, cultural, and experiential dimensions, highlighting the multifaceted nature of tourist motivations in this population.

The first push motivation factor was *fulfilling prestige* (CA=0.885; VE=15.877%) and comprised five push motivation items with factor loading between 0.882 and 0.751, indicating high correlation among the items in this dimension. The second factor was *fun and entertainment* and comprised four motivational items related to and sports activities, rest and relax, fun and enjoying the trip, and sightseeing touristic spots (CA=0.799; VE=11.775%). The third factor was *escape* and included four motivational items concerning the needs of being in an unusual environment, escape from daily life and a busy job, and feeling free (CA=0.769; VE=11.123%). The fourth factor was *family and friends' togetherness* (CA=0.821; VE=10.177%) while the fifth was *fulfilling spiritual needs* including two items (CA=0.805; VE=7.232%). The sixth factor was *Gaining knowledge*, which comprised two items (CA=0.725; VE=7.113%) and the seventh was *social relationships* and included two items (CA=0.716; VE=7.113%).

Table 4: The Push Motivation Factors of Vietnamese Domestic Tourists.

Push Motivation Factors	Factor Loading	Cronbach Alpha (CA)	Variance Explained
<i>Fulfilling prestige</i>		0.885	15.877
To visit popular destinations	0.882		
To experience luxury, enjoy nice food, and have a comfortable place to stay	0.850		
To take beautiful travel pictures and videos	0.797		
To be able to share their travel experiences on their social media accounts	0.763		
To visit places on their dream list	0.751		
<i>Fun and entertainment</i>		0.799	11.775
To participate in sports	0.844		
To rest and relax physically doing nothing	0.763		
To have fun and enjoyment	0.754		
To sightsee famous and beautiful tourist spots, be they natural or constructed	0.687		
<i>Escape</i>		0.769	11.123
To satisfy the desire to be somewhere else, in a strange environment	0.831		
To be free of the stresses of daily life	0.759		
To be free to act the way that they feel	0.751		
To get a break from a busy job	0.630		
<i>Family and friends' togetherness</i>		0.821	10.177
To spend time with family or friends	0.842		
To visit friends and relatives	0.825		
To strengthen family or friendship bonds	0.822		
<i>Fulfilling spiritual needs</i>		0.805	7.232
To seek religious practices	0.854		
To experience spirituality	0.806		
<i>Gaining knowledge</i>		0.725	7.113
To gain knowledge and learn new lifestyles or traditions	0.864		
To learn new skills, and new things, like cooking new dishes, making local handicrafts, etc.	0.806		
<i>Social relationships</i>		0.716	7.068
To enhance interactions with local people and exchange cultures	0.858		
To meet new people with similar interests	0.842		
Total Variance Explained			70.365

Pull Motivation Factors

To obtain the final result of the factor analysis for the pull motivation factors, five rounds of the factor analysis had to be run to ensure an acceptable value. Four

pull motivation items were deleted, namely, (1) *different lifestyle than yours*, (2) *activities for the entire family*, (3) *cultural, art, and traditional performances*, and (4) *less tourists, not too crowded*. Table 5 shows the KMO and Bartlett's test results for the pull motivation items. They indicate that the KMO was 0.821 or > 0.5 with a significance level of < 0.05, which was satisfactory for conducting a factor analysis. Table 6 points out the PCA and the varimax rotation extraction. Overall, the factor analysis requirements were satisfied with VE = 63.114% or > 50%, all the factor loading values being > 0.5, and the CA of each dimension being > 0.7.

Table 5: The KMO and Bartlett's Test Results of the Pull Motivation Variables

Kaiser-Meyer-Olkin measure of sampling adequacy		0.821
Bartlett's test of sphericity	Approx. chi-square	6046.946
	Df	171
Sig.		0.000

Four pull motivation factors were extracted from the final results of the EFA, including (1) *events and activities*, (2) *destination's facility, service, and trip sponsor*, (3) *historical and cultural attractions*, and (4) *natural resources*. In sum, the first two factors, namely *events and activities* (CA = 0.895) and *destination's facility, service, and trip sponsor* (CA = 0.828; VE = 38.447%) accounted for more than half of the total VE. These two dimensions explain much about, "*Why do Vietnamese domestic tourists choose a particular destination?*". The third factor was *historical and cultural attractions* (CA = 0.795; VE = 13.449%). This factor reflects the allure of historical sites, cultural landmarks, and heritage attractions at a destination. The fourth factor was *natural resources*, which included three items (CA = 0.895; VE = 11.219%). This factor pertains to the natural beauty, resources, and landscapes of a destination.

Regarding previous studies, historical and cultural attractions, along with natural resources, are key pull factors for tourists (Cengizci et al., 2020; Michael et al., 2017). However, for Vietnamese tourists, these factors are less significant compared to events and activities. This is likely due to their existing familiarity with local history and culture. While historical sites, heritage, local food, and natural resources are important, they are less compelling than tourism events and activities in influencing destination choice.

Table 6: The Pull Motivation Factors of Vietnamese Domestic Tourists

Pull Motivation Factors	Factor Loading	Cronbach Alpha	Variance Explained
<i>Events and activities</i>		0.895	22.735
Chance to practice light sports	0.822		
Many adventurous activities to choose from	0.798		
Variety of tourist attractions	0.795		
Big theme parks	0.777		
Attractive festivals and entertaining events	0.767		
Many nature-based activities	0.764		
Lively nightlife entertainment and activities	0.755		
<i>Destination's facility, service, and trip sponsor</i>		0.828	15.712
Conveniences of a modern metropolis	0.805		
Friendliness of the locals and staffs	0.788		
Sponsored by their company	0.771		
Inexpensive price of hotels, food and beverages, and entry to tourist spots etc.	0.770		
Easy to access the destination from their home by many modes of transport	0.714		
<i>Historical and cultural attractions</i>		0.795	13.449
Interesting historical sites/places	0.821		
Many cultural, religious, and heritage sites	0.817		
Access to famous local products and cuisine, such as handicrafts and local delicacies	0.736		
Cultural, art, and traditional performances	0.705		
<i>Natural resources</i>		0.805	11.219
Cooler weather	0.831		
Beautiful natural scenery and landscapes	0.830		
Pure unpolluted environment	0.792		
Total Variance Explained			63.114

EFFECTS OF TOURIST MOTIVATION ON TOURISM PLANNING

Push motivation factors are linked to an individual's socio-psychological traits and are difficult for destination management organizations to influence. In contrast, pull motivation factors, which are related to destination attributes, can be shaped by tourism planners to enhance destination competitiveness. By understanding these pull factors, planners can better address tourists' needs and preferences, ensuring that the destination offers suitable products that meet customer expectations.

For tourism product development in Vietnam, while domestic tourists primarily seek participation in events and activities, planners should also focus on enhancing historical and cultural attractions. Vietnamese tourists favor light sports, adventurous activities, sightseeing, nature-based pursuits, and nightlife. Current offerings are mainly limited to sightseeing, but there is a clear demand

for active and diverse experiences. Popular theme parks like Vinpearl and Sunworld attract many visitors daily with their wide range of activities and should be integral to tourism packages. Additionally, festivals and entertainment events are key motivators for domestic travel. The State should emphasize these elements to boost the domestic tourism market.

In tourism promotion, planners should create targeted campaigns that highlight relaxation and a break from daily routines. Emphasizing family-friendly and group-oriented packages, such as discounts and multi-generational attractions, is crucial. Additionally, promoting the conveniences of modern cities, including infrastructure, local friendliness, affordability, and accessibility, is important. Vietnamese domestic tourists value these aspects highly, along with the quality of service provided by staff and ease of access. Improved infrastructure in Vietnamese cities enhances their appeal, but difficult access can deter potential visitors. Therefore, focusing on these elements can boost domestic tourism.

CONCLUSION

The study was conducted to identify TM and its implications on tourism planning. Overall, the findings highlighted the push motivations and pull motivations of Vietnamese domestic tourists. It can be concluded that tourist motivations provide helpful and important information for tourism planning. Specifically, the seven push motivations that were found to be most significant for Vietnamese domestic tourists were religious practices, learning new things, feeling thrills and excitement, rest and relaxation, strengthening family or friendship bonds, and having fun and enjoyment. The five pull motivations that were found to be the most important at the destination were activities for the entire family, beautiful natural scenery and landscape, cooler weather, a chance to practice light sports activities, and big theme parks.

The study contributes to both the practical implications and academic literature. Academically, it enriches the understanding of tourist behaviours and the choice of a destination, particularly in the context of Vietnam, and provides a framework for future research into tourism. Its practical implications are that it offers insights for tourism planning that are aligned with the tourist motivations of Vietnamese domestic tourists.

To provide fundamental knowledge about domestic tourists in developing tourism planning in Vietnam, other unresolved matters require attention in the future. Scholars should focus particularly on analysing the interconnectedness of several concepts within tourist behaviours. Subsequent research could explore the correlation between tourist motivations and anticipation, experience and satisfaction, satisfaction and loyalty, personality and purchase behaviour, etc. Furthermore, it should consider the effects of technological progress on local tourism. The impact of technology on tourism has

led to significant transformations in this sector. The dynamic nature of the tourism industry is seen in the evolving methods by which tourists obtain travel information and share their experiences through various technology-mediated platforms. Therefore, it is crucial to research the impact of social networking websites, social media, and video-sharing websites on domestic visitors.

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