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電子口碑如何影響外國遊客的旅行意向：

以越南作為研究目標

A RESEARCH ABOUT THE INFLUENCE OF ELECTRONIC WORD OF MOUTH

ON FOREIGN TOURISTS' INTENTION TO TRAVEL: A CASE IN VIETNAM

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本校企業管理學系管理科學碩士班研究生 <u>Nguyen Tien Dat</u>君在本系修業 <u>1.5</u>年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面：<u>Nguyen Tien Dat</u>君已修滿 <u>39</u> 學分，其中必修科目：<u>研究方法</u>、<u>決策專題</u>、<u>管理科學</u>、<u>經營專題</u> 等科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面：<u>Nguyen Tien Dat</u>君在學期間已完成下列論文：

(1)碩士論文：A Research about the Influence of Electronic Word of Mouth on Foreign Tourist's Intention to Travel: A Case in Vietnam

(2)期刊論文：

　　本人認為 <u>Nguyen Tien Dat</u>君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：<u>A Research about the Influence of Electronic Word of Mouth on Foreign Tourist's Intention to Travel: A Case in Vietnam</u>，以參加碩士論文口試。

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Title of Thesis: A Research about The Influence of Electronic Word of Mouth on Foreign Tourists' Intention to Travel: A Case in Vietnam

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ABSTRACT

This study aims to find out how Electronic Word of Mouth (EWOM) influences the Intention to Travel to Vietnam of Foreigners. Based on the theoretical backgrounds and results of the former researchers, this study constructed a comprehensive model framework to show out the interrelationships among the following research variables: Electronic Word of Mouth (EWOM), Positive Emotions, Destination Image, Tourists' Attitude and Travel Intention. The Stimulate – Organism - Respond (S-O-R) theory is also integrated into the framework. The results of this study suggest how tourists' travel decision – making process is influenced by Electronic Word of Mouth (EWOM) and other variables. Besides, the implications and future research issues will also be discussed.

Keywords: SOR, Electronic Word of Mouth, EWOM, Positive Emotions, Destination Image, Tourists' Attitude, Travel Intention, Vietnam

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CHAPTER ONE

INTRODUCTION

1.1 Research Background

Recently, the influence of the tourism industry to the economic growth is very large. It has been indicated as one of the most important industries that provide opportunities for the growth of economic. In 2008, international tourism accounts for 8% of total export revenues and 5% of GDP in many different countries around the world (Lau et al. 2008). The tourism industry has become very important as it is the industry that generated foreign exchange earnings in most countries around the world. Thus, the impact of international tourism on the growth of the economy is extremely significant, from the perspective of a policy maker. Besides, it can be seen that the countries which have specialized in the tourism industry have faster economic growth than other countries. Tourism specialization is defined that is the proportion of tourism revenue in exports (Sequeira, Nunes 2008).

Vietnam, which is known as a developing country in South East Asia, has a fully potential tourism industry, which generated foreign exchange earnings in the country and has a significant contribution to the economy of the nation. As the World Travel and Tourism Council reported in 2015, tourism industries have the direct contribution to Vietnam's GDP was nearly 279.3 trillion VND (12.57 billion USD), or 6.6 percent of GDP, ranking 40th among 184 nations around the world. In 2015, the tourism sector had the contribution to Vietnam's GDP hit 584.88 trillion VND (26.32 billion USD), accounting for 13.9 percent of the total. The tourism sector also generated 6,035,500 jobs that accounting for 11.2 percent of

total employment, 2,783,000 direct jobs that accounting for 5.2 percent of total employment. Vietnam obtained 213.39 trillion VND (9.6 billion USD) from international visitor exports, accounting for 5.6 percent of the total export value.

Vietnam has become a new tourist destination for international travelers; including those who love nature and culture, love swimming or hiking, love the local specialty dishes, love historical research, the backpackers, and even the veterans etc. International travelers have been allowed to freely travel in Vietnam since 1997. The tour operators in the country and internationally have provided various types of tours for tourists such as trips to visit the minority, hiking tours, bicycle tours, river tours, photography tours and multi-country trips, especially with the neighboring countries of Vietnam, such as Laos, Cambodia, and Thailand. Aims to diversify the tourism industry in Vietnam, Vietnam Administration of Tourism is currently pursuing a long-term plan. Recently, the number of foreign tourists who choose Vietnam to be their travel destination is increasing gradually. According to the result of investigations by Vietnam National Administration of Tourism, "In September, the number of international travelers to Viet Nam estimated 813,007 arrivals, decrease 9.6% over the last month and up 28.0% over the same period last year. The total international arrivals in 9 months reached 7,265,380 arrivals, increase 25.7% over the same period last year". In additional, Vietnam has an opportunity to welcome huge of travelers when ASEAN Community has just opened in 2016.

Table 1.1 Number of international visitors to Vietnam in 2016

	September 2016 (estimate)	Accrued for 9 months of 2016	September 2016 vs, August 2016 (%)	September 2016 vs, September 2015 (%)	9 months 2016 vs, 9 months 2015 (%)
Total	813,007	7,265,380	90.4	128.0	125.7

Source: General Statistics Office of Vietnam

Table 1.2 Numbers of international visitors to Vietnam through years (1995-2015)

Year	Tourism Arrivals	Change
1995	1,351,300	
1996	1,607,200	18.9%
1997	1,715,600	6.7%
1998	1,520,100	−11.4%
1999	1,781,800	17.2%
2000	2,140,100	20.0%
2001	2,330,800	8.9%
2002	2,628,200	12.8%
2003	2,429,600	−7.6%
2004	2,927,876	20.5%
2005	3,467,757	18.4%
2006	3,583,486	3%
2007	4,171,564	16%
2008	4,253,740	0.6%
2009	3,772,359	−10.9%
2010	5,049,855	34.8%
2011	6,014,032	19.1%
2012	6,847,678	10.8%
2013	7,572,352	10,6%
2014	7,874,312	4%
2015	7,943,651	0.9%

Source: Vietnam Ministry of Culture, Sport & Tourism

Word of mouth (WOM) is defined as a form of communication between people, for non-commercial purposes, the content of the information can be about any product or service that consumers have experienced (Silverman, 2001, p. 25). It is considered to be a factor that plays a major role in shaping influence

behavioral intentions of consumers (Sen & Lerman, 2007; Xia & Bechwati, 2008). Many people, after they use a product or service, or travel to somewhere, share their experiences with friends and family. Recently, because the Internet is spreading out, it becomes easier and more convenient for people to interact with others. Many researchers have pointed out that Electronic Word of Mouth (EWOM) has a significant role in the retention and acquisition of tourists in the age of e-commerce today (Litvin et al., 2008; Vermeulen & Seegers, 2009). Many visitors seeking information from the message boards, forums, social networks, online communities before they decide to travel somewhere because they believe that the online reviews will be helpful for their decisions. Research by Forrester Research (2006) pointed out that the number of online purchases related to tourism accounted for 34.7% of all online purchases. A study by Gretzel & Yoo (2008) showed that the number of tourists using the comments and reviews of other users for reference when planning to travel somewhere occupies over 74% of the total number of travelers. Nowadays, tourists who using the Internet and online resources for their needs of information, are increasing gradually (Gursoy & McCleary, 2004).

To study the influence of Electronic Word of Mouth (EWOM) on intention to choose Vietnam as a tourist destination of international tourists, this study constructed a comprehensive research model, examine the interrelationships among the research variables: Electronic Word of Mouth (EWOM), Positive Emotions, Destination Image, Tourists' Attitude, and Travel Intention.

1.2 Research Objectives

To study how Electronic Word of Mouth (EWOM) impacts on Positive Emotions, Destination Image, Tourists' Attitude and Travel Intention.

To identify the interrelationships among the research variables.

To develop a comprehensive research model showing the interrelationships among Electronic Word of Mouth (EWOM), Positive Emotions, Destination Image, Tourists' Attitude and Travel Intention.

1.3 Research Procedure

The first thing is to identify the objectives and scope of the study. Subsequently, the relevant information and literature will be collected and reviewed to identify and understand the research variables. The next step is to develop hypotheses and the research model. Afterward, data will be collected via online survey and then analyzed by the following methods:

(1) Descriptive Analysis

(2) Factor Analysis and Reliability Tests

(3) Confirmatory Factor Analysis (CFA)

(4) Structural Equation Modelling (SEM)

The Research methods and Data analysis will be thoroughly described in Chapter three.

1.4 The Structure of This Study

There are a total five chapters in this study, listed as below:

(1) The contents of chapter one are mainly about the research background, research motivations, the objectives of the research, the research procedure, and research structure.

(2) In chapter two, the study will review the relevant literature about the research variables; particularly is about the SOR theory, Electronic Word of Mouth (EWOM), Positive Emotions (PI), Destination Image (DI), Tourists' Attitude (TA), and Travel Intention (TI). Finally, this study developed the hypotheses that integrated the results of the former researchers.

(3) The measurements of research variables, research model, questionnaire design, the sampling plan, and the data analysis procedure including descriptions of research methods are presented in chapter three. This study developed a research model that showing the interrelationship among the key research variables including Electronic Word of Mouth (EWOM), Positive Emotions (PE), Destination Image (DI), Tourists' Attitude (TA), and Travel Intention (TI).

(4) In chapter four, the results of several analyze will be presented in particular. The data collected via online survey were analyzed using the following methods: Descriptive Analysis, Factor Analysis and Reliability Tests, Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM).

(5) Chapter five, the last part of this study, will present the final conclusions of the research and propose the suggestions for the future studies. Besides, the

limitations and implications of this study will also be presented in this chapter.

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│          Develope hypotheses and Research model           │
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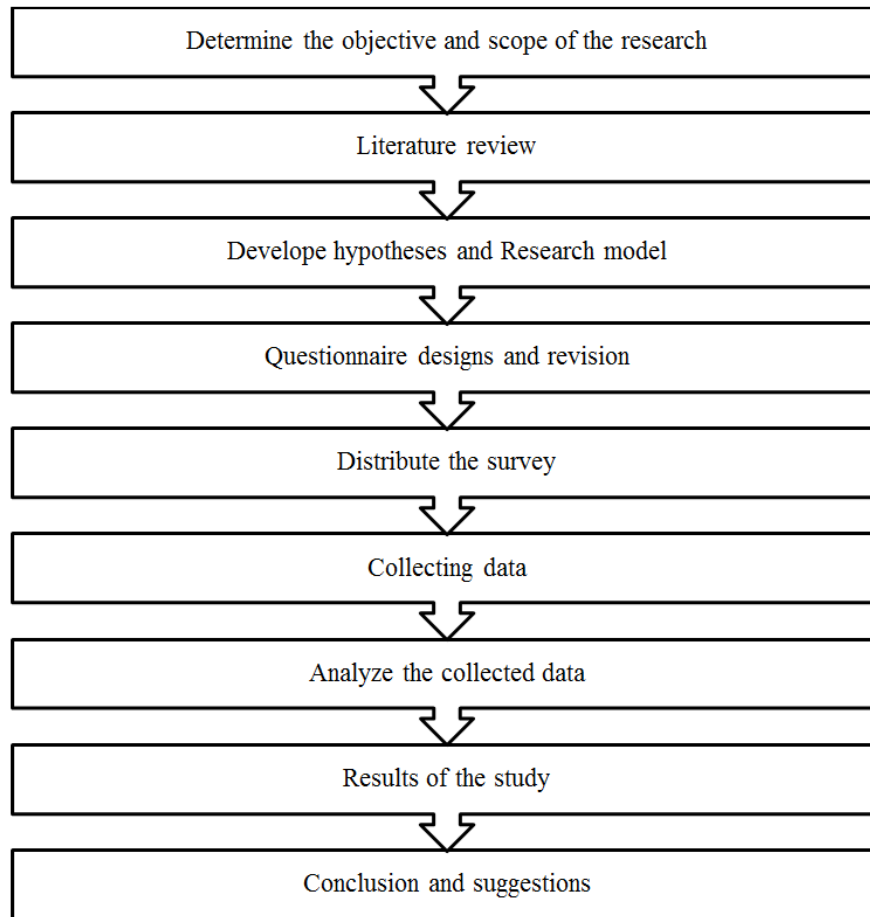
Figure 1.1 Flow chart of this research procedure

CHAPTER TWO
LITERATURE REVIEW

This chapter presented a review with respect to detailed descriptions of the theory pertaining to the research model and each research variable upon which concrete definitions were drawn by this study. Subsequently, the interrelationships among research variables were discussed and the related hypotheses were developed and presented. The interrelationships among Electronic Word of Mouth (EWOM), Positive Emotions, Destination Image, Tourists' Attitude, Travel Intention, and the outcome will be explicated in this chapter.

2.1 Definition of Theory and Research Variables

2.1.1 SOR Theory

Research about the effect of environment on human behavior was originated from Psychology. Stimulus – Respond theory was regarded as the first theory describing the relationship between environmental stimulus and human behavior. After that, this theory was criticized by Lazarus (1998), "*A person in this interchange is a passive creature, reacting to an environment that stimulates him or her, and that person's influence on the environment is ignored*". There are other authors believe that this relationship lacks an element that the human is different from machines in developing "organismic" reactions (Mehrabian & Russell, 1980). Therefore, the "Organism" was added into that relationship to become Stimulus – Organism – Respond. The S-O-R suggested that when environmental stimuli (S) affect to customers' cognition and reaction, "inner organism changes" (O) lead to their behavior responses. This theory has ruled the literature of consumer behavior;

it has been widely used in the studies of marketing. Based on this model, researchers can investigate the effect of the internet on users' responses due to their reaction.

The conceptual model of this study was based on S-O-R theory. This concept represents that Electronic Word of Mouth, which acts as a stimulus, affects to Positive Emotions of tourists, their Destination Image, Tourists' Attitude toward Vietnam, then gains their Intention to Travel to Vietnam.

2.1.2 Electronic Word of Mouth (EWOM)

The Internet age marks a huge breakthrough in the innovation of technology. Thanks to the extensive development and the need to use the Internet worldwide, businesses today spend more attention to factors word of mouth advertising - a useful tool to attract customers. Therefore, Word of Mouth in business has become a hot topic getting great attention and discussion by many researchers. Researchers Goldenberg, Libai & Muller (2001) stated that the widespread coverage of the Internet has created a great revolution that affects word of mouth marketing. Word of Mouth advertising is the customer feedback after experience using products and services. Referring to this, Electronic Word of Mouth (EWOM) can be considered as a multi-dimensional reflection of consumers includes both good and bad about the product or any company through using the Internet (Litvin et al., 2008). It is a utility for customers when they can use the Internet as a tool to make comments and those will be verified by other Internet users (Dellarocas, 2003). It can be seen that people use daily communication to exchange information. Thus, word of mouth advertising is also exchanged through that communication method, and it is happening in the various context. In term of the Internet, consumers can post comments, reviews, feeling about any used products on the product's websites,

forums of online shopping and other social network sites (Facebook, Twitter, Wassap, Tumblr ...).

On the one hand, there were similar characteristics between methods e-word of mouth advertising communication and traditional word of mouth communication. On the other hand, the two methods mentioned also have distinct differences and this uniqueness has made a very particular characteristic Electronic Word of Mouth (EWOM).

The first difference between the traditional Word of Mouth with Electronic Word of Mouth (EWOM) is that Electronic Word of Mouth (EWOM) has the capable of expansion and diffusion rate is much larger than those of traditional Word of Mouth. While sharing the information in tradition Word of Mouth is the sharing of information between small groups or individuals in synchronous mode (Steffes and Burgee, 2009), in Electronic Word of Mouth, the sharing of information is in multi-way exchange and between an unlimited number of people (Hung and Li, 2007). As Goldsmith (2006) mentioned, electronic technologies (such as blogs, review sites, online forums, social networks, etc.), with their use, supported and contributed greatly to the communication and information sharing of the human.

Secondly, different from traditional Word of Mouth, Electronic Word of Mouth communications could be potentially longer-term storage, and could be more easily accessible. Most of the text-based information presented on the Internet is archived and thus would be made available for an indefinite period of time (Park and Lee, 2009; Hung and Li, 2007; Lee, Park , and Han, 2008). Third, EWOM communications are more measurable than traditional WOM (Lee, Park and Hen, 2008; Park and Kim, 2008). The presentation format, quantity, and persistence of EWOM communications have made them more observable. Word-

of-mouth information available online is far more voluminous in quantity compared to information obtained from traditional contacts in the offline world (Chatterjee, 2001).

Lastly, traditional WOM emanates from a sender who is known to the receiver of the information, thereby the credibility of the communicator and the message is known to the receiver. On the contrary, the electronic nature of EWOM in most applications eliminates the receiver's ability to judge the credibility of the sender and his or her message.

Based on the above explanation, this study defines that Electronic Word of Mouth refers to the discussing and sharing experiences of people through the internet by posting positive or negative opinions, comments and reviews of products, service they used or any destination they have traveled.

2.1.3 Positive Emotions

Izard (1998) defined "emotion" as a type of feeling that can arouse, organize, and guide the perceptions, thoughts, and behaviors of people. Emotions are affective states characterized by episodes of intense feelings associated with a specific referent (such as a person, an object, or an event) and instigate specific response behaviors (Cohen and Areni, 1991). Mehrabian and Russell (1980) observed that people have various emotional reactions to an environment, and classified pleasure, arousal, and dominance as the three primary emotional reactions, allowing for the creation of a relationship between emotion and behavior, the M-R model. In the retail industry environment, this model detects customer emotions effectively during the process of consuming (Sherman et al., 1997).

Based on the above explanation, this study define that Positive Emotions refers to any positive feeling of people towards the products, services they used or are going to use in the future, toward the destination they have traveled, are living in or going to visit in the future.

2.1.4 Destination Image

Destination Image is defined as an individual's overall perception or the total set of impressions of a place (Phelps, 1986). It is regarded as the mental portrayal of a destination (Alhemoud & Armstrong, 1996). A destination's image can be developed based on the estimation or understanding of a region's characteristics. Past definitions of Destination Image have been various. Several attempts have been undertaken to summarize the definitions. For example, Gallarza et al. (2002) indicated that "there are almost as many definitions of an image as scholars devoted to its conceptualization" by illustrating with 12 definitions. Martin and Bosque (2008) also summarized 20 definitions of Destination Image.

Table 2.1 Summary of Definitions of Destination Image

Authors	Definition
Hunt (1971)	Impressions that a person or persons hold about a state in which they do not reside
Lawson and Bond-Bovy (1977)	An expression of knowledge, impressions, prejudice, imaginations and emotional thoughts an individual has of a specific object or place
Crompton (1979)	The sum of beliefs, ideas, and impressions that a person has a destination
Embacher and Buttle (1989)	Ideas or conceptions held individually or collectively of the destination under investigation
Gartner (1994) and Gartner (1996)	Destination Images are developed by three hierarchically interrelated components: cognitive, affective, and conative
Baloglu and McCleary (1999)	An individual's mental representation of knowledge, feelings, and global impressions about a destination

Authors	Definition
Murphy, Pritchard, and Smith (2000)	A sum of associations and pieces of information connected to a destination, which would include multiple components of the destination and personal perception
Bigné et al. (2001) **Kim and Richardson (2003)**	The subjective interpretation of reality made by the tourist A totality of impressions, beliefs, ideas, expectations, and feelings accumulated toward a place over time

Based on the above explanation, this study define that Destination Image refers to the overall perception of people towards the place that they have been in, are living in or going to visit in the future.

2.1.5 Tourists' Attitude

Tourist attitude describes the psychological trend which was expressed by the evaluations of tourists when engaged in certain behaviors (Ajzen, 1991; Kraus, 1995). Tourist attitude comprises cognitive, affective and behavioral components (Vincent & Thompson, 2002). The cognitive response is the evaluation made in forming an attitude, the effective response is a psychological response expressing the preference of a tourist for an entity and the behavioral component is a verbal indication of the intention of a tourist to visit or use that entity. Attitude predisposes a person to act or perform in a certain manner as shown in studies of household recycling behavior, and tourism behavior (Lee, 2007; Sparks, 2007).

Based on the above explanation, this study defines that Tourists' Attitude refers to the psychological trend of tourists towards the behavior, especially in this case it refers to the psychological trend of tourists towards choosing Vietnam to be their travel destination.

2.1.6 Travel Intention

Intentions are assumed to capture the motivational factors that influence a person's behavior (Ajzen, 2001). Thus, they represent how a person is willing to adopt a behavior, and how much effort he is likely to deploy toward that behavior. Behavioral intentions are an indication of the readiness to undertake a given behavior and are assumed to precede actual behavior (Ajzen, 2002).

This study, therefore, define that Travel Intention refers to the willing of people to go to the place that they choose to be their travel destination.

2.2 Hypotheses Development

2.2.1 The influence of Electronic Word of Mouth on Positive Emotions, Destination Image and Travel Intention of tourists

Westbrook (1987) finds that positive and negative emotions influence the amount of WOM. In general, Positive Emotions have a strong positive relationship with Positive Word of Mouth (PWOM), whereas negative emotions have a negative relationship with Negative Word of Mouth (White and Yu, 2005). However, our focus is the opposite - whether PWOM/NWOM impacts positive/negative emotions. Martensen & Grønholdt (2016) indicated that positive WOM has a strong and direct positive impact on Positive Emotions.

Travelers could find much information about the travel destination, hotel, and tourism service by reading the reviews of online users, which means that online reviews of internet users became a diversity information source for tourists (Pan, MacLaurin, & Crotts, 2007). According to the reports of Tripadvisor.com in 2011, there are hundreds of millions visitors take online reviews as references before they travel each year. Based on another statistic by Travelindustrywire.com (2007), 84% of the potential travelers were influenced by reviews before reserving their

trip. On the other hand, WOM from others has a strong influence on consumer decision-making processes (Goldenberg et al, 2001). Another finding showed that information provided by travel service providers are not considered as up-to-date and reliable as the reviews given by experienced travelers (Gretzel and Yoo, 2008). Vermeulen and Seegers (2009) indicated that the potential consumers' perceptions of hotels are revamped by good online reviews. Dellacoras (2003) found that online WOM provides essential implications regarding of brand building, quality assurance and product development for managers.

EWOM was considered as an important information source that influence tourists' Travel Intention and destination choice (Ying & Chung, 2007; Yun & Good, 2007). Previous studies have shown that the decisions of travelers might be influenced by the online reviews (Vermeulen & Seegers, 2009). Vermeulen and Seegers (2009)'s experimental study was objective to examine the influence of online reviews on the tourists' attitude toward hotels. The results showed that positive online reviews improved hotel awareness as well as tourists' attitude toward hotels. Meanwhile, Jalilvand and Samiei (2012)'s research revealed that EWOM is a crucial data source for tourists and strongly affects tourist attitude toward Isfahan. The role of information sources in creating the Destination Image was also shown by Hanlan and Kelly (2005). Many types of research indicated that WOM has a strong impact on Destination Image (Tasci & Gartner, 2007; Balakrishnan, Nekhili & Lewis, 2011). According to Baloglu and McCleary (1999)'s study, WOM recommendations from relatives and friends were suggested as the most critical factor in creating images relating to tourism. Similarly, Beerli and Martin (2004) figured out that WOM was the most credible and persuasive communication approach, which also strongly affected the destination image.

Based on above discussion, we suggest the following hypotheses:

H1: Electronic Word of Mouth has a positive and significant impact on Positive Emotions.

H2: Electronic Word of Mouth has a positive and significant impact on Destination Image.

H3: Electronic Word of Mouth has a positive and significant impact on Tourists' Attitude.

2.2.2 The influence of Positive Emotions on Destination Image, Behavioral Attitude and Travel Intention of tourists

The emotional state of mind of an organism which leads to the final behavior of response of prevention or even approaching was seen to be influenced by an environmental catalyst (Mehrabian and Russell, 1980). Bagozzi (1986) suggested that the catalyst can be an extraneous stimulus consisting of many factors forming the ambiance of an entity. He also defined "organism" as the person obtaining an exterior stimulus then generating a behavioral response. The affected state of a customer is, hence, predicted to mediate between environmental stimulus and the final behavioral response. However, related studies have indicated that pleasure and arousal are measurable emotional responses produced in relation to an environment and that dominance has no significant effect on subsequent behavioral intention (Russell and Pratt, 1980; Ward and Russell, 1981). Thus, Russell and Pratt (1980) modified the original model by delete the dimension of dominance and basing their study entirely on the dimensions of pleasure and arousal.

Emotion is a crucial factor in the consumer decision-making process, and can typically be divided between the two incompatible dimensions of positive emotion

and negative emotion (Laros and Steenkamp, 2005). Positive emotion is a type of state created by the preexisting mood of an organism tempered by responses to its surroundings (Rock and Gardner, 1993). Yalch and Spangenberg (2000) indicated that customers can experience Positive Emotions when consuming, causing positive subsequent behaviors. Yu and Dean (2001) considered that Positive Emotions explain consumers' subsequent behavioral intentions more effectively than do negative emotions. Previous studies have indicated that customers typically avoid expressing negative emotions, reducing their effect on behavioral intentions (Jang and Namkung, 2009). Therefore, this study focuses only on Positive Emotions.

Walmsley and Young (1998) indicated that the holistic image of the destination, beyond its physical properties, is influenced by an amalgam of emotional attributes. Prior studies establish that people elicit emotions toward the physical and social environment. When emotions evoked by a place coincide with the benefits sought, tourists will construct a positive evaluation of the destination's overall image. Prayag et al. (2017) also stressed that tourists' emotional responses, in particular joy and love, positively influence overall image evaluation.

Rust and Oliver (1994) indicated that customers decide whether they are satisfied according to the Positive Emotions they experience when receiving services. When they experience more Positive Emotions, this increases their positive evaluation of the consuming experience, leading to more positive results for the organization. Donovan and Rossiter (1982) confirmed pleasure to be the key factor in determining the future behavioral responses of customers. The previous study has confirmed that the Positive Emotions of customers affect their behavioral intentions, and a high sense of pleasure increases the willingness to repurchase (Donovan and Rossiter, 1982). Martensen & Grønholdt (2016)

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indicated that Positive Emotion has a very high and positive impact on Behavioral Attitude.

Based on above discussion, we suggest the following hypotheses:

H4: Positive Emotions has a positive and significant impact on Tourists' Attitude

H5: Positive Emotions has a positive and significant impact on Travel Intention

H6: Positive Emotions has a positive and significant impact on Destination Image

2.2.3 The influence of Destination Image on Behavioral Attitude and Travel Intention of tourists

Current tourism and marketing literature suggests that Destination Image is influential not only in the destination selection process and tourists' subjective perception but also in the subsequent evaluation of the trip, and on their future intentions (Ryu, Han & Kim, 2008; Hsu, Huang & Swanson, 2010). Further, previous studies supported that Destination Image is one of the most important factors to elicit the intention to revisit the same destination (Bigne´, Sa´nchez & Sa´nchez, 2001; Alcaniz, Garcia, & Blas, 2005). Lin et al. (2007) reported that a favorable image of a specific destination reinforces travelers' preferences for that destination. Ryu et al.'s (2007) findings also supported the relationship between image and behavioral intentions. Lee (2009) and Phau et al. (2010) indicated that perceived Destination Image is the main predictor of destination choice intention.

It is affirmed that there is a positive relation between Destination Image and future attitudes, and the possibility of a guest's, who has a positive image about the destination, visiting there again and recommending the destination to the

others increases (Prayag, 2008). The intangible nature of tourism and the fact that vacation purchase and consumption are often detached both spatially and temporally means Destination Image attributes are likely to influence attitude formation and change at each stage of the tourist decision-making process (Chen & Funk, 2010). According to Kim and Richardson (2003), Destination Image affects tourism related attitudes and behaviors variously, by confirming/reinforcing existing, creating new, and changing them. Woomi and Soocheong (2007) showed that perceived image of a particular destination influences tourist attitude toward tourist destination.

Based on above discussion, we suggest the following hypotheses:

H7: Destination Image has a positive and significant impact on Tourists' Attitude

H8: Destination Image has a positive and significant impact on Travel Intention.

2.2.4 The influence of Tourists' Attitude on Travel Intention of tourists

Tourist attitude is an effective predictor of tourist decision for traveling to a certain destination (Jalilvand & Samiei, 2012). According to the theory of planned behavior (Ajzen, 1991), behavioral intention is affected by attitudes, subjective norms and perceived behavioral controls toward behavior. The intention behind an attitude can affect external behaviors (Ajzen, 1991; Lee, 2007). The more favorable the attitude toward the behavior, the stronger will be an individual's intention to perform the behavior (Ajzen, 2001). Um and Crompton (1990) found that attitude is influential in determining whether a potential destination is selected as part of the evoked set and in selecting a final destination. Lee (2009) also found that tourist attitude affects future tourist behavior.

Based on above discussion, we suggest the following hypothesis:

H9: Tourists' Attitude has a positive and significant impact on Travel Intention.

CHAPTER THREE
RESEARCH DESIGN AND METHODOLOGY

The research model and measurement for research variables including Electronic Word of Mouth (EWOM), Positive Emotions, Destination Image, Tourists' Attitude and Travel Intention will be introduced and explained in this chapter. The questionnaire design, sampling plan, and the data analysis methods of this study will also be described in detail.

3.1 Research Model

Based on the literature review in the previous chapter, a research model was developed. There is a total of five major research variables in this model.
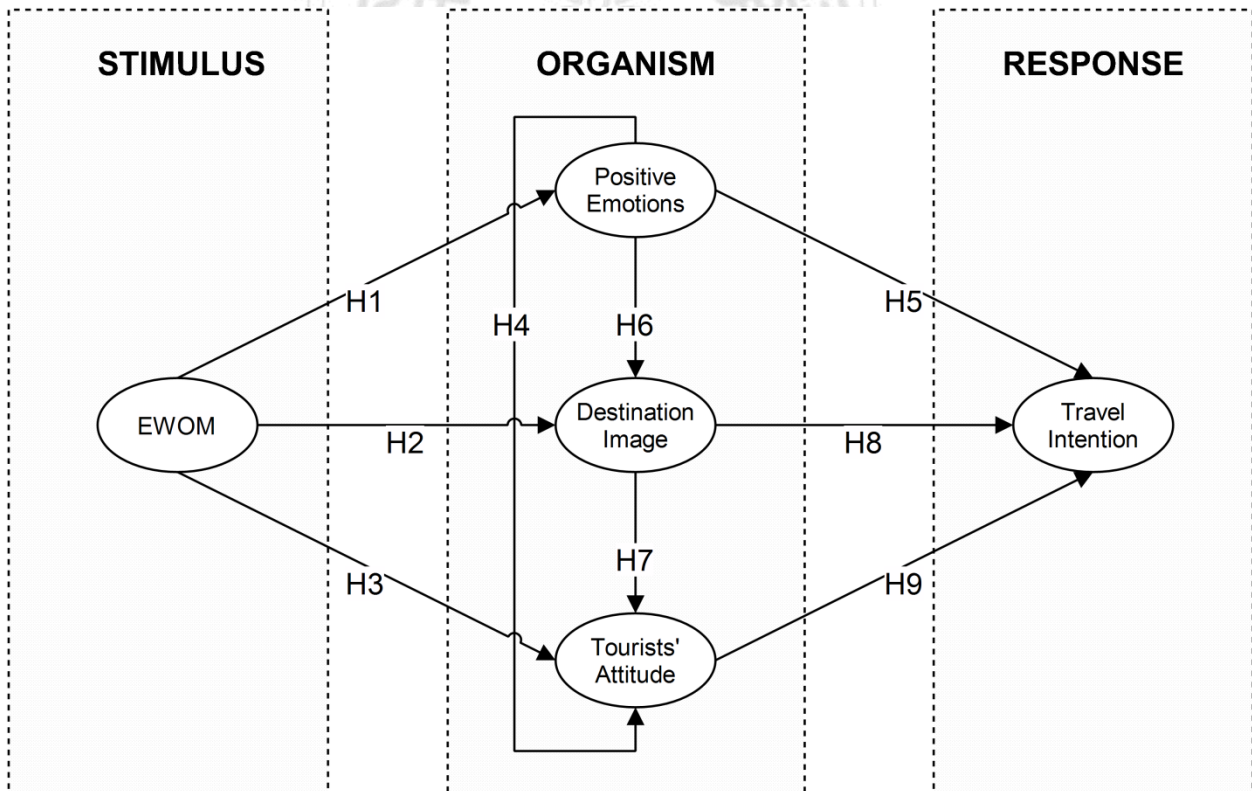
Figure 3.1 Research Model

3.2 Research Variables Measurement

There are total five major variables in this study:

Electronic Word of Mouth

Positive Emotions

Destination Image

Tourists' Attitude

Travel Intention.

A survey questionnaire based on the previous researches was designed for this study.

3.2.1 Electronic Word of Mouth (EWOM)

This variable was measured using the scale of Bambauer-Sachseand Mangold (2011). There is total of five items as below:

(1) (EWOM1) I often read other tourists' online travel reviews to know what destinations make good impressions on others.

(2) (EWOM2) To make sure I choose the right destination (e.g. Vietnam), I often read other tourists' online travel reviews.

(3) (EWOM3) I often consult other tourists' online travel reviews to help choose an attractive destination (e.g. Vietnam).

(4) (EWOM4) I frequently gather information from tourists' online travel reviews before I travel to a certain destination (e.g. Vietnam).

(5) (EWOM5) When I travel to a destination (e.g. Vietnam), tourists' online travel reviews make me confident in traveling to the destination.

All those questions above were measured by seven-point Likert scale. Respondents answered those questions by choosing their level of agreement; from 1 (strongly disagree) to 7 (strongly agree).

3.2.2 Positive Emotions (PE)

This variable was measured using the scale of Liu and Jang (2009). After adopted and modified, there is total of five items as below:

(1) (PE1) The overall feeling I get from Vietnam is a pleasure.

(2) (PE2) The overall feeling I get from Vietnam is relaxation.

(3) (PE3) The overall feeling I get from Vietnam is excitement.

(4) (PE4) The overall feeling I get from Vietnam is satisfaction.

(5) (PE5) The overall feeling I get from Vietnam is happiness.

All those questions above were measured by seven-point Likert scale. Respondents answered those questions by choosing their level of agreement; from 1 (strongly disagree) to 7 (strongly agree).

3.2.3 Destination Image (DI)

This variable was measured using the scale of Lee and Lockshin (2011). After adopted and modified, there is total of five items as below:

(1) (DI1) I feel Vietnam is safe and secure.

(2) (DI2) I feel Vietnam is an exotic place.

(3) (DI3) I feel Vietnam has beautiful scenery and natural attractions.

(4) (DI4) I feel Vietnam has a pleasant climate.

(5) (DI5) I feel Vietnam has many cultural and historical attractions.

All those questions above were measured by seven-point Likert scale. Respondents answered those questions by choosing their level of agreement; from 1 (strongly disagree) to 7 (strongly agree).

3.2.4 Tourists' Attitude (TA)

This variable was measured using the scale from Martensen et al. (2007) and Spears and Singh (2004). After adopted and modified, there is a total of five items as below:

(1) (TA1) I have a positive attitude toward choosing Vietnam as my travel destination.

(2) (TA2) I think Vietnam is a good choice for me as a travel destination.

(3) (TA3) I think Vietnam fulfills my needs as a travel destination.

(4) (TA4) I think Vietnam is my preferred place among travel destinations.

(5) (TA5) I would like to travel to Vietnam.

All those questions above were measured by seven-point Likert scale. Respondents answered those questions by choosing their level of agreement; from 1 (strongly disagree) to 7 (strongly agree).

3.2.5 Travel Intention (TI)

This variable was measured using the scale from Kassem (2003). After adopted and modified, there is a total of five items as below:

(1) (TI1) I think I will visit Vietnam in the future.

(2) (TI2) I would visit Vietnam rather than any other tourism destination.

(3) (TI3) If everything goes as I think, I will plan to visit Vietnam in the future.

(4) (TI4) I will recommend Vietnam as a good travel destination for others.

(5) (TI5) If you had to choose a destination to travel today, how likely is it that it will be Vietnam?

All those questions above were measured by seven-point Likert scale. Respondents answered those questions by choosing their level of agreement; from 1 (strongly disagree) to 7 (strongly agree).

3.3 Questionnaire Design

The questionnaire was made in English and also translated into Chinese to make respondents easy to answer. These questions can be separated into six parts, the first part with questions to identify the sample's socio-demographic characteristics; a second part with questions about Electronic Word of Mouth (5 items), a third part with questions about Destination Image (5 items), a fourth part with questions about Tourists' Attitude (5 items), a fifth part with questions about Positive Emotions (5 items) and a sixth part of question about Travel Intention (5 items). Socio-demographic information of research participants has obtained items including Age, Gender, Marital Status, Education Level, Main Purpose of Visit and Previous Experience of International Travel.

All of the questions were tested to assure the reliability and validity of the variables. The results suggested that the measurement scales are reliable and ready to be adopted in the official study.

3.4 Sampling Plan

Data were collected by using online survey. After designed the questionnaire survey using Google Forms – an online application of Google, the surveys were distributed through forums, social network (Facebook, Tumblr…), online

discussion group, through email to international friends. This study covered with people who are a foreigner that has been in Vietnam, are living in Vietnam or will go to Vietnam in the future as research objects.

3.5 Data Analysis Procedures

This study used the following methods to analyze the collected data: Descriptive Analysis, Factor Analysis and Reliability Tests, Confirmatory Factor Analysis (CFA), and Structural Equation Modelling (SEM). The software using to analyze the data in this study are SPSS 23.0 and AMOS 20.0.

3.5.1 Descriptive Analysis

Descriptive statistics analysis will be used to analysis the characteristics of each variable. Firstly, respondents' profile will be illustrated using descriptive statistic techniques in terms of frequency of distribution. Then the means and standard deviation of both independent and dependent variable will be illustrated.

3.5.2 Factor Analysis and Reliability Tests

Exploration factor analysis is applied to explore the structure of data and ensure dimensionality and reliability of the research constructs. After factor analysis was done, item-to-total correlation and internal consistency analysis (Cronbach's alpha) were employed to confirm the reliability of each research factors.

The purpose of factor analysis is to explore the underlying variance structure of a set of correlation coefficients. Factor analysis can be used to not only summarize or reduce data but also for an exploratory or confirmatory purpose.

Item-to-total correlation and coefficient alpha were also assessed to identify the internal consistency and reliability of the constructs. Item-to-total correlation measures the correlation of each item to the sum of the remaining items. This approach assumes that the total score is valid and thus the extent to which the item correlates with the total score is indicative of convergent validity for the item. In this study, measurement items with factor loadings greater than 0.6 were selected as members of a specific factor. Factor analysis was calculated for each research variable in this study.

Coefficient alpha is a measure of squared correlation between observed scores and true scores. In other words, reliability is measured in terms of the ratio of true score variance to observed score variance. It can test the internal consistency of each factor to avoid additional dimensions produced by factor analysis due to garbage items. The coefficient alpha will be high if the scale items are highly correlated. If the coefficient alpha is low, it is possible that the measurement scale used did not adequately measure the construct which it was intended to measure (Churchill, 1979). In this study, a coefficient alpha which is greater than 0.70, is highly satisfactory for most research purposes (Hair et al., 2006) and if α is smaller than 0.3, then it implies that there is low reliability.

3.5.3 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) is a special form of factor analysis, most commonly used in social research. It is used to test whether measures of a dimension are consistent with a researcher's understanding of the nature of that Dimension (or factor). As such, the objective of confirmatory factor analysis is to test whether the data fit a hypothesized measurement model. In this stage of analysis, we put all the main variables together with each factor. The figure of

CFA in this study can be seen in below section. This study conducts this analysis before doing the Structural Equation Model (SEM) analysis.

3.5.4 Structural Equation Modelling (SEM)

Structural Equation Modelling (SEM) is a family of statistical models that seek to explain the relationship between multiple variables. To do so, it exams the "structure" of interrelationship expressed in a series of equations, similar to a series of multiple regression equations. These equations depict all of the relationships among variables (the dependent variables) involved in the analysis.

CHAPTER FOUR
RESEARCH RESULTS

This chapter presents the results of several analyses including Descriptive Analysis, Factor Analysis and Reliability Tests, Confirmatory Factor Analysis (CFA) and the Structural Equation Modelling (SEM). The first section is the Descriptive Analysis of the respondent including the characteristic of respondents and the Descriptive statistics by the questionnaire items. The second section is the Factor Analysis and reliability check of measurement scales. It consists of the evaluations of the item-to-total correlation, principal components factor analysis, and the Cronbach's Alpha. The third section is the Confirmatory Factor Analysis (CFA) and the last section is the result of Structural Equation Modelling (SEM).

4.1 Descriptive Analysis
4.1.1 Characteristics of Respondents

The whole process of information gathering and distribution of the questionnaire have been summarized in this section to describe specific information about the individual characteristics of the respondents. After designing process, the questionnaire was generated and the internet questionnaire survey data was collected from October 10th, 2016 until December 12th, 2016. During two month, this study has been collected nearly 350 questionnaires. Finally, there were 330 valid questionnaires left in total.

Table 4.1 shows respondents' individual characteristic which includes the six major points in this study: (1) Gender, (2) Age, (3) Marital Status, (4) Education Level, (5) Main Purpose of Visit and (6) Previous Experience of International

Travel, respectively.It can be seen that the number of male and female respondents is not much difference. The number of female respondents is accounted for 50.9% while male respondents accounted for 49.1%. The age of the respondents focused primarily on the range of 18 to 35 years old. The number of respondents aged 18 to 25 accounted for 40.6% and the number of respondents aged 26 to 35 accounted for 46.1%. The number of respondents aged 36 to 50 accounted for only 10.9% and 2.4% left is respondents aged 51 and older. There was a huge number of single respondents (238 people with 72.1%) get involved with this survey while the number of married respondents is less, just accounted for 27.9%. Also, the results showed that the majority of respondents with education level is Bachelor and above. The number of respondents who is bachelor accounted for 41.8% and that of who is master or above accounted for 46.7%, the 11.5% left are respondents who are Primary/Secondary/High School. A statistic present that there were 240 people, accounted for 72.7%, have the main purpose of visit to Vietnam is travel, 16% is study and 9.7% is the business. The last section is about respondents' previous experience of international travel and it shows that a majority of respondents answered their experience of international travel is 2 times or less, 23.6% is 3-5 times and 35.2% the respondents have the experience of international travel is 6 times or more.

Table 4.1 Characteristic of Respondents

Classification	Description	Frequency	Percentage (%)
Gender	Male	162	49.1
	Female	168	50.9
Age	18 - 25	134	40.6
	26 - 35	152	46.1
	36 - 50	36	10.9
	51 and above	8	2.4
Marital Status	Single	238	72.1
	Married	92	27.9
Education Level	Primary/ Secondary/ High school	38	11.5
	Bachelor	138	41.8
	Master or above	154	46.7
Main Purpose of Visit	Travel	240	72.7
	Study	58	17.6
	Business	32	9.7
Previous Experience of International Travel	2 times or less	136	41.2
	3-5 times	78	23.6
	6 times or more	116	35.2

4.1.2 Descriptive Analysis of Research Variables

Table 4.2 presents the descriptive statistics of research variables containing Electronic Word of Mouth (EWOM), Destination Image (DI), Positive Emotions (PE), Tourists' Attitude (TA) and Travel Intention (TI), respectively. There are five items contained in each variable.

In term of Electronic Word of Mouth (EWOM), the item of this factor that has highest mean value is EWOM4 (5.65) with the standard deviation is 1.201 and the one that has lowest mean value is EWOM2 (4.95) with the standard deviation is 1.232. Mentioning about Destination Image (DI), the item that has highest mean value is DI5 (5.55) with the standard deviation is 1.293 and the one that has lowest mean value is DI4 (4.93) with the standard deviation is 1.404. It can be seen in the table result, the item that has the highest mean value of Positive Emotion (PE) is

PE3 (5.07) with the standard deviation is 1.245 and the item that has lowest mean value is PE2 (3.95) with the standard deviation is 1.336. Then, the table presents the item that has the highest mean value of Tourists' Attitude toward choosing Vietnam as their travel destination is TA1 (5.44) with the standard deviation is 1.110, the one that has lowest mean value is TA3 (5.05) with the standard deviation is 1.161. The last but not least variable is Travel Intention (TI) with the item that has highest mean value is TI5 (5.25) with the standard deviation is 1.153 and the item that has lowest mean value is TI2 (4.25) with the standard deviation is 1.149.

Table 4.2 Descriptive Analyses of Research Variables

Variables (7 point – scale)	Items	Description	Mean	Std. Dev
	EWOM1	I often read other tourists' online travel reviews to know what destinations make good impressions on others.	5.62	1.235
	EWOM2	To make sure I choose the right destination (e.g. Vietnam), I often read other tourists' online travel reviews.	4.95	1.232
Electronic Word of Mouth (EWOM)	EWOM3	I often consult other tourists' online travel reviews to help choose an attractive destination (e.g. Vietnam).	5.45	1.264
	EWOM4	I frequently gather information from tourists' online travel reviews before I travel to a certain destination (e.g. Vietnam).	5.65	1.201
	EWOM5	When I travel to a destination (e.g. Vietnam), tourists' online travel reviews make me confident in traveling to the destination.	5.49	1.453

(Continued)

Variables (7 point – scale)	Items	Description	Mean	Std. Dev
Destination Image (DI)	DI1	I feel Vietnam is safe and secure.	5.52	1.170
	DI2	I feel Vietnam is an exotic place.	5.42	1.319
	DI3	I feel Vietnam has beautiful scenery and natural attractions.	5.12	1.290
	DI4	I feel Vietnam has a pleasant climate.	4.93	1.404
	DI5	I feel Vietnam has many cultural and historical attractions.	5.55	1.293
Positive Emotions (PE)	PE1	The overall feeling I get from Vietnam is a pleasure.	4.33	1.311
	PE2	The overall feeling I get from Vietnam is relaxation.	3.95	1.336
	PE3	The overall feeling I get from Vietnam is excitement.	5.07	1.245
	PE4	The overall feeling I get from Vietnam is satisfaction.	4.27	1.320
	PE5	The overall feeling I get from Vietnam is happiness.	4.72	1.271
Tourists' Attitude (TA)	TA1	I have a positive attitude toward choosing Vietnam as my travel destination.	5.44	1.110
	TA2	I think Vietnam is a good choice for me as a travel destination.	5.25	1.240
	TA3	I think Vietnam fulfills my needs as a travel destination.	5.05	1.161
	TA4	I think Vietnam is my preferred place among travel destinations.	5.33	1.239
	TA5	I would like to travel to Vietnam.	5.12	1.299
Travel Intention (TI)	TI1	I think that I will visit Vietnam in the future.	5.18	1.093
	TI2	I would visit Vietnam rather than any other tourism destination.	4.25	1.149
	TI3	If everything goes as I think, I will plan to visit Vietnam in the future.	5.24	1.168
	TI4	I will recommend Vietnam as a good destination to others.	5.04	1.401
	TI5	If you had to choose a destination to travel today, how likely is it that it will be Vietnam?	5.25	1.153

4.2 Factor Analysis and Reliability Tests

This research adopted principal component factor analysis and varimax rotated method to extract the relevant factors. The essential criteria in terms of the values of a factor of each variable loading are greater than 0.6. In the reliability analysis, eigenvalue should certainly become larger than 1, the percentage of variance explained should be bigger than 50%, and the item-to-total correlation must be greater than 0.5. Cronbach's coefficient alpha (α) must be larger than 0.7 (Hair et al., 2006).

- Factor loadings higher than 0.6
- KMO > 0.5 & Bartlett's test Sig < 0.05;
- Eigen value > 1;
- Explained variance (accumulative) > 0.5.
- Item-to-total correlation higher than 0.5;
- Cronbach's Alpha (α) > 0.7

Table 4.3, Table 4.4, Table 4.5, Table 4.6 and Table 4.7 listed the questionnaire items and the results of factor analysis and reliability testing. Following item purification, this study demonstrates that the measurements of the research variables are reliable and suitable for further empirical validation. There is a total of 25 items of 5 variables. The detailed explanations of factor analysis and reliability tests in each variable are shown in the following Table:

4.2.1 Electronic Word of Mouth (EWOM)

Table 4.3 Results of Factor Analysis and Reliability Tests on Electronic Word of Mouth

Research Variable	Items	Factor loading	Eigen Value	% of Variance Explained	Item-to-Total Correlation	Cronbach's Alpha
Electronic Word of Mouth (EWOM) KMO = 0.835 Bartlett test value = 0.000	EWOM3	0.818	3.017	60.339	0.685	0.833
	EWOM2	0.799			0.657	
	EWOM4	0.774			0.632	
	EWOM1	0.752			0.610	
	EWOM5	0.737			0.590	

According to the table above, there is just only one major factor that used to explain the variable "Electronic Word of Mouth" which consists of 5 items.

Factor loadings of all the variables are higher than 0.6. The highest factor loading belongs to the item EWOM3 (0.818), indicating this item had the highest relation to Electronic Word of Mouth.

The item to total correlations are above 0.5, contributing to the high value of $\alpha = 0.833$ and eigenvalue = 3.017 thus representing a high internal consistency within this factor.

In conclusion, we can conclude that the reliability and internal consistency of this factor are reasonable.

4.2.3 Destination Image (DI)

Table 4.4 Results of Factor Analysis and Reliability Tests on Destination Image

Research Variable	Items	Factor loading	Eigen Value	% of Variance Explained	Item-to-Total Correlation	Cronbach's Alpha
Destination Image (DI)	DI5	0.820	2.954	59.088	0.688	0.826
KMO = 0.839	DI4	0.783			0.639	
Bartlett test value = 0.000	DI2	0.773			0.627	
	DI1	0.738			0.584	
	DI3	0.725			0.573	

The results of factor analysis and reliability test for Destination Image (DI) show that this variable has high degree internal consistency. From Table 4-4 we can see there is no item excluded for this variable. All factor loadings are greater than 0.6 with the highest is DI5 (0.820). Eigenvalue extracted from the factor analysis of Destination Image is 2.954 and the percentage of variance explained by these five items is 59.088%. Additionally, all variables have a high coefficient of an item to total correlation (larger than 0.5) as well as the Cronbach's alpha also meet the criterion (larger than 0.7). In brief, the five items all pass every criterion.

4.2.4 Positive Emotions (PI)

Table 4-5 Results of Factor Analysis and Reliability Tests on Positive Emotion

Research Variable	Items	Factor loading	Eigen Value	% of Variance Explained	Item-to-Total Correlation	Cronbach's Alpha
Positive Emotions (PE)	PE4	0.845	3.171	63.413	0.734	0.855
	PE2	0.838			0.725	
KMO = 0.837	PE5	0.785			0.653	
Bartlett test value = 0.000	PE1	0.774			0.642	
	PE3	0.734			0.593	

Table 4.5 shows there is no item of this variable was deleted because all the factor loadings are greater than 0.6. The item that has the highest factor loading is PE4 (0.845). Eigenvalue extracted from the factor analysis of Positive Emotions is 3.171 and the percentage of variance explained by these five items is 63.413%. Additionally, all variables have a high coefficient of an item to total correlation (larger than 0.5) and the Cronbach's Alpha also meet the criterion (larger than 0.7). In brief, the five items all pass every criterion and shows high degree internal consistency.

4.2.5 Tourists' Attitude (TA)

Table 4.6 Results of Factor Analysis and Reliability Tests on Tourists' Attitude

Research Variable	Items	Factor loading	Eigen Value	% of Variance Explained	Item-to-Total Correlation	Cronbach's Alpha
Tourists' Attitude (TA)	TA3	0.854	3.484	69.673	0.759	0.890
	TA5	0.842			0.745	
KMO = 0.881	TA2	0.834			0.732	
Bartlett test value = 0.000	TA4	0.828			0.727	
	TA1	0.815			0.707	

The Table 4.6 illustrates a total of 5 items that used to explain the variable "Tourists' Attitude".

Factor loadings of all the variables are higher than 0.6. Item TA3: "I think Vietnam fulfills my needs as a travel destination." had the highest factor loading of 0.854, indicating this item had the highest relation to Tourists' Attitude.

The item to total correlations are all above 0.5, contributing to the high value of $\alpha = 0.890$ and eigenvalue = 3.484 which representing a high internal consistency within construct consumers' attitude. Based on all criteria, we can conclude that the reliability and internal consistency of this factor are acceptable.

4.2.6 Travel Intention (TI)

Table 4.7 Results of Factor Analysis and Reliability Tests on Travel Intention

Research Variable	Items	Factor loading	Eigen Value	% of Variance Explained	Item-to-Total Correlation	Cronbach's Alpha
Travel Intention (TI)	TI4	0.811	3.101	62.027	0.683	0.845
	TI1	0.810			0.685	
KMO = 0.817	TI5	0.783			0.650	
Bartlett test	TI2	0.769			0.631	
value = 0.000	TI3	0.764			0.625	

The variable "Travel Intention" has five items and no item excluded. The item that has the highest factor loading is TI4 (0.811) and the others are all greater than 0.6. Table 4.7 shows Eigenvalue extracted from the factor analysis of Travel Intention is 2.950 and the percentage of variance explained by these five items is 62.027%. Moreover, all variables have a high coefficient of an item to total correlation (larger than 0.5) and the Cronbach's alpha also meet the criterion (larger than 0.7). In brief, the four items all pass every criterion and shows high degree internal consistency.

4.3 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis (CFA) is a special form of factor analysis, most commonly used in social research. It is used to test whether measures of a dimension are consistent with a researcher's understanding of the nature of that Dimension (or factor). As such, the objective of confirmatory factor analysis is to test whether the data fit a hypothesized measurement model. In this stage of analysis, we put all the main variables together with each factor. The figure of

CFA in this study can be seen in below section. This study conducts this analysis before doing the Structural Equation Model (SEM) analysis.

Overall Model Fit assessments:

- Chi-squared χ^2/d.f. < 3
- p – value < 0.05
- Goodness of Fit (GFI) > 0.90
- Adjust of Goodness of Fit (AGFI) > 0.90
- CFI, NFI, TLI, IFI > 0.90
- SRMR < 0.08
- RMSEA <0.08

Figure 4.1 Confirmatory Factor Analysis (CFA) Model

There are total of five variables which are (1) Electronic Word of Mouth (EWOM), (2) Destination Image (DI), (3) Positive Emotions (PI), (4) Tourists' Attitude (TA), (5) Travel Intention (TI).

The result of this analysis can be seen in the Table 4.8. In the table, we focus only in the standardized coefficients section. We could decide to keep items or delete items which have standardized coefficients less than 0.60. However, we need to make sure that each factor or dimension should have at least three item or three factors.

Table 4.8 Results of Confirmatory Factor Analysis (CFA)

Relations		Standardized Coefficients	C. R.
Variables			
Electronic Word of Mouth (EWOM)	EWOM2	0.701***	8.998
	EWOM4	0.765***	9.072
	EWOM5	0.633***	A
Destination Image (DI)	DI2	0.768***	A
	DI3	0.651***	10.407
	DI4	0.649***	10.053
	DI5	0.682***	10.545
Tourists' Attitude (TA)	TA2	0.778***	14.872
	TA3	0.805***	15.482
	TA4	0.806***	15.508
	TA5	0.792***	A
Positive Emotions (PE)	PE2	0.751***	13.974
	PE4	0.827***	A
	PE5	0.759***	14.153
Travel Intention (TI)	TI1	0.841***	13.187
	TI2	0.746***	12.128
	TI4	0.713***	A
Fit index			
Chi-Square (p-value)		208.953 (0.000)	
Degree of freedom (d. f)		108	
Chi-Square/ d. f.		1.935	
GFI		0.931	
AGFI		0.903	
CFI		0.960	
NFI		0.922	
IFI		0.961	
TLI		0.950	
SRMR		0.0425	
RMSEA		0.053	

Note : 1. ***p-value <0.001, **p-value <0.010, *p-value <0.050; using a significance level of 0.05, critical ratios (t-value) that exceed 1.96 would be called significant.

2. A: the parameter compared to others is set as 1, therefore there is no C. R. It is determined as significant.

According to the table above, all of the standardized coefficients are fulfilled the criterion. Look at the "Fit Index" section; we can see that the Chi-Square/ d. f. is 208.953 /108 = 1.935 < 3. GFI = 0.931 > 0.90, AGFI = 0.903 > 0.90, CFI = 0.960 > 0.90, NFI = 0.922 > 0.90, IFI = 0.961 > 0.90, TLI = 0.950 > 0.90, SRMR = 0.0425 < 0.08, RMSEA = 0.053 < 0.08. It means that the results of the research model meet the criteria and all of these factors can be used in the next stage of Structural Equation Model (SEM).

4.4 Structural Equation Modelling (SEM)

Structural Equation Modelling (SEM) is a family of statistical models that seek to explain the relationships among multiple variables. SEM examines the "structure" of interrelationships expressed in a series of equations, similar to a series of multiple regression equations. These equations depict all of the relationships among variables (the dependent and independent variables) involved in the analysis.

Overall Model Fit assessments:

- Chi-squared $\chi2/d.f. < 3$
- p – value < 0.05
- Goodness of Fit (GFI) > 0.90
- Adjust of Goodness of Fit (AGFI) > 0.90
- CFI, NFI, TLI, IFI > 0.90
- SRMR < 0.08
- RMSEA <0.08

The objective of this study is to explore the relationships among (1) Electronic Word of Mouth (EWOM), (2) Destination Image (DI), (3) Positive

Emotions (PE), (4) Tourists' Attitude (TA), (5) Travel Intention (TI). For this purpose, the Structural Equation Model is used to test the viability of the research integral model, through different criteria, such as goodness of fit, adjusted goodness of fit, Chi-square/ d.f. , etc.

The table illustrates the results of the structural equation modeling analysis with five variables as the figure below.
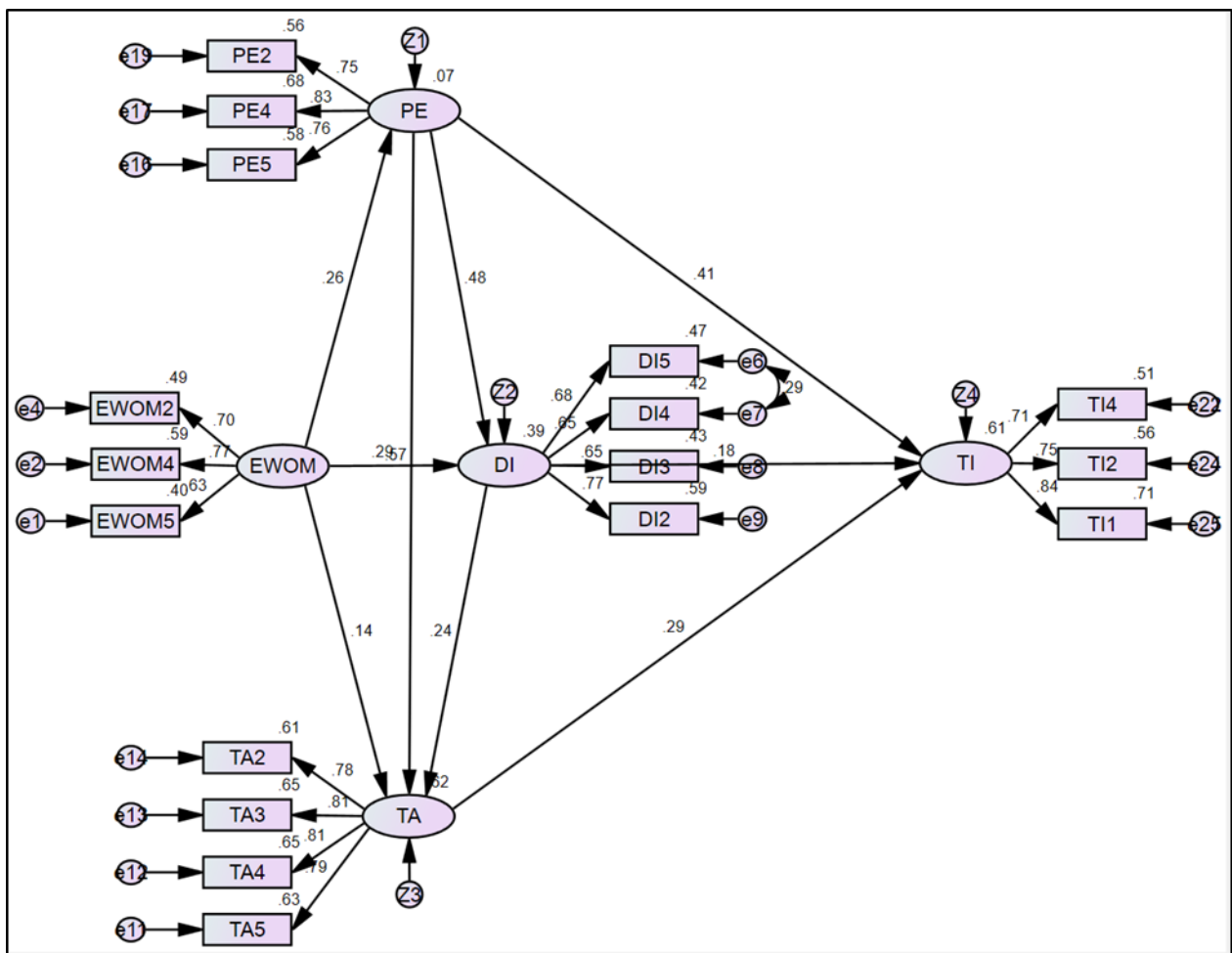

Figure 4.3 Structural Equation Modelling (SEM) Results

The first section of the table, labeled Variables shows the significance of the relationships between the individual variables and their items. If the CR value is over 1.96 it means the relationship is significant because it implies a p-value of under 0.05. If it is under 1.96 it means the relationship is not significant because the p-value is higher than 0.05.

Regarding the interrelationships between indicators and dimensions, all of the coefficients are at significant level. As the overall goodness of fit is promising, it is encouraged to further identify the magnitudes and significance of the path structural coefficients of the model. The results show that all items are significant to the variables with the high C.R values. Thus, the interrelationships between indicators and dimensions are at significant level. The second part of the table, named Paths, shows the significance of the relationships between the various variables. Here we can see that all of the nine relationships examined to meet the criteria of a CR higher than 1.96. It means that all the hypotheses are significant.

Table 4.9 Results of Structural Equation Modelling (SEM)

Relations		Standardized Coefficients	C. R.
Variables			
Electronic Word of Mouth (EWOM)	EWOM2	0.701***	8.998
	EWOM4	0.765***	9.072
	EWOM5	0.633***	A
Destination Image (DI)	DI2	0.768***	A
	DI3	0.651***	10.407
	DI4	0.649***	10.053
	DI5	0.682***	10.545
Tourists' Attitude (TA)	TA2	0.778***	14.872
	TA3	0.805***	15.482
	TA4	0.806***	15.508
	TA5	0.792***	A
Positive Emotions (PE)	PE2	0.751***	13.974
	PE4	0.827***	A
	PE5	0.759***	14.153
Travel Intention (TI)	TI1	0.841***	13.187
	TI2	0.746***	12.128
	TI4	0.713***	A
Paths			
Electronic Word of Mouth (EWOM) → Positive Emotions (PE)		0.264***	3.678
Electronic Word of Mouth (EWOM) → Destination Image (DI)		0.291***	4.097
Electronic Word of Mouth (EWOM) → Tourists' Attitude (TA)		0.138*	2.347
Positive Emotions (PE) → Tourists' Attitude (TA)		0.570***	8.077
Positive Emotions (PE) → Travel Intention (TI)		0.408***	4.464
Positive Emotions (PE) → Destination Image (DI)		0.478***	6.895
Destination Image (DI) → Tourists' Attitude (TA)		0.238***	3.311
Destination Image (DI) → Travel Intention (TI)		0.181*	2.467
Tourists' Attitude (TA) → Travel Intention (TI)		0.292**	3.139
Fit index			
Chi-Square (p-value)		211.234 (0.000)	
Degree of freedom (d. f)		109	
Chi-Square/ d. f.		1.938	
GFI		0.931	
AGFI		0.903	
CFI		0.960	
NFI		0.921	
IFI		0.960	
TLI		0.950	
SRMR		0.0433	
RMSEA		0.053	

CHAPTER FIVE
CONCLUSIONS AND SUGGESTIONS

There are three sections included in this chapter: the first section starts with conclusions; the suggestions and implications are mentioned in the next section, and the last section is research limitations and directions for future research.

5.1 Conclusions

Based on the research background and motivations, the objectives of this study are:

Figure out the influence of Electronic Word of Mouth (EWOM) on foreign tourists' Positive Emotions, Destination Image, Tourists' Attitude and Travel Intention.

To identify the interrelationships among the variables.

To develop a comprehensive research model showing the interrelationships among Electronic Word of Mouth (EWOM), tourists' Positive Emotions, Destination Image, Tourists' Attitude and Travel Intention.

This study aims to identify the procedure of tourists' choosing destination in the context of online communications. It was implemented by proposing an integrated approach. The model of this study included Electronic Word of Mouth (EWOM), Destination Image (DI), Positive Emotions (PE), and Tourists' Attitude (TA). TA is considered as the major determinants of the tourists' Travel Intention (TI). The impacts of Electronic Word of Mouth (EWOM) were then hypothesized and validated with three different cases: (1) Electronic Word of Mouth (EWOM) impact on Positive Emotions (PE); (2) Electronic Word of Mouth impact on

Destination Image (DI), and (3) Electronic Word of Mouth (EWOM) impact on Tourists' Attitude (TA). This study proposed three hypotheses about the impact of EWOM on Positive Emotions, Destination Image, and Tourists' Attitude. In addition, three other hypotheses about the impacts of Positive Emotions on Tourists' Attitude, Destination Image, and Travel Intention are also proposed. Two hypotheses about the impact of Destination Image on Tourists' Attitude and Travel Intention are also stated in this study. Further, a hypothesis was proposed to examine the impact of Tourists' Attitude on the Travel Intention. This study was conducted by accepting newly developed methods. Three – hundred and thirty collected responses from a survey were analyzed using SEM. Finally, all of the nine hypotheses were supported as summarized in Table 5.1.

Table 5.1 Hypothesis and Results of Empirical Test

	Research Hypotheses	Result
H1:	Electronic Word of Mouth has a positive and significant impact on Positive Emotions.	**Supported**
H2:	Electronic Word of Mouth has a positive and significant impact on Destination Image.	**Supported**
H3:	Electronic Word of Mouth has a positive and significant impact on Tourists' Attitude.	**Supported**
H4:	Positive Emotions has a positive and significant impact on Tourists' Attitude.	**Supported**
H5:	Positive Emotions has a positive and significant impact on Travel Intention.	**Supported**
H6:	Positive Emotions has a positive and significant impact on Destination Image.	**Supported**
H7:	Destination Image has a positive and significant impact on Tourists' Attitude.	**Supported**
H8:	Destination Image has a positive and significant impact on Travel Intention.	**Supported**
H9:	Tourists' Attitude has a positive and significant impact on Travel Intention.	**Supported**

This study examined the relationship between those factors: Electronic Word of Mouth, Positive Emotions, Destination Image, Tourists' Attitude, and Travel Intention and tried to figure out their interrelationship. It helps to determine the effect of destination information on the tourists' decision-making process. By considering the effects of EWOM on Positive Emotions, Destination Image, Tourists' Attitude, and then influence the Travel Intention, this study was able to identify the decision process, which provided a rationale for the tourists' traveling behavior in the context of online communications. The results indicate that EWOM positively influences and significant with the Positive Emotions, Destination Image, and Tourists' Attitude. The results of Structural Equation Modelling analyses also point out that Travel Intention is a positive function of Positive Emotions, Destination Image, and Tourists' Attitude. Additionally, the findings from a structural modeling revealed that Positive Emotions positively affects Destination Image and Tourists' Attitude, Destination Image also positively affects Tourists' Attitude. Since the Internet provides easy access to information with minimum time and costs involved, prospective tourists are likely to take advantage of EWOM information as a supplementary information source. Compared to traditional WOM that is difficult to observe and control, EWOM is more manageable because the messages about destination are posted online and are easily accessible. For tourism practitioners, observing messages posted on review sites may help to monitor different kinds of Destination Images in a timely and cost effective way.

5.2 Contribution and Implications

Based on the results given above, this study offers suggestions for a complete integrated model of tourists' travel intention. It could be widely used in other service circumstances. M primary literature review was given to support the factor of Travel Intention in the context of online communications and stated other factors as Electronic Word of Mouth (EWOM), Positive Emotions (PE), Destination Image (DI), and Tourists' Attitude. Those factors are the most important criteria. The results have several implications that are of practical importance. For those travelers who do not have experience in the selection of destinations, they will have the opportunity to improve their understanding of Electronic Word of Mouth based on those with previous experience. On the other hand, relying on EWOM can affect the customers' decision to travel to a specific destination because of its reliance on personal decisions. (Lewis & Chambers, 2000). Even EWOM can significantly influence the tourists' decision to travel as the indirect help destination managers a beautiful picture of positive Destination Image. Especially, it helps to increase tourists' intentions to travel. Once customers satisfied about their choosing destination in term of accommodation, transportation, and entertainment, a sense of satisfactory will be made as a signal of positive EWOM. Therefore, it is beneficial for destination managers to understanding which kind of practical experience could lead to trigger positive EWOM. It would be very useful for them. When tourists express a good attitude with given services, products, and other attributes provided by tourism destination, it could understand that they have been experiencing a good experience. It means the percentage that they will re – visits and disseminates positive EWOM about the destination among tourists is quite high. The fact shows that, since there was

no real evidence clearer than recommendations given from experimental visitors, customers tend to rely on that information as a believable source to take a suggestion from. Recommendations to other people in online context are one of the most vital types of information for tourists interested in discovering. A joyful travel experience with stunning out services provided by the destination encourages tourists' altruistic behavior toward the destination and arouses a psychological tension in tourists to share their good experience with others in an online environment. Destination managers need to keep in mind that providing a pleasant experience for their customers is very important. It has a major effect on the development of positive images for non-visitors. Moreover, managers can also build the online tourism communities. The tourism website's community is the main place in which travelers exchange information in the online environments, and the travelers may freely speak about own traveling feeling, the service of any kind accommodation and chain of restaurant in the community. The EWOM information in the community is different from tourist enterprise's propagation. It has the characteristics of two-way information exchange and having no commercial motivation (Zhu & Lai, 2009). Therefore, EWOM has the more influence on tourists' decision than the propagation of tourism enterprise. Tourism enterprise's website should establish the discussion community for tourists to exchange opinions conveniently over the internet, and promote tourism enterprise's propagation through EWOM. Destination managers should try to stimulate travelers to join in discussing in the online community. When the volume of tourist reviews on a destination is high, the more information about a certain destination will disseminate among potential tourists. As a result, the high possibility of choosing the destination will increase. Nowadays, so many travelers have their own way to capture their experience by posting on the social sites,

tourists' blog and review, etc.Hence, destination managers should strongly encourage the travelers to publish tourist reviews. Destinations can give some prizes to the member of the community if he/she publishes a tourist review or writes a blog for instance (Zhu & Lai, 2009).

Although the former research on the impact of Electronic Word of Mouth and Travel Intention is not less, there are not many studies integrated the Positive Emotion in the contexts of Tourism, especially in Viet Nam. In this study, we use Positive Emotion as an Organism that is influenced by the Stimulus Electronic Word of Mouth and then causes the Travel Intention of Tourists.

5.3 Limitations and future research recommendations

It can be seen that this study still had a limitation even all of the efforts was given. In detail, the sample size of this study used sampling method could not be approached as representative of all international tourists from the destination's major source markets but only from social sites and relatives.

Secondly, we didn't put the "Nationality" in the demographic part of survey questionnaire so we cannot identify the nationality of respondents.

Thirdly, the measurement items of Electronic Word of Mouth are about the frequency instead of the contents of Electronic Word of Mouth. For more exactly, the future researches should use the contents instead of frequency.

In addition, through the process of research, this study found out that the impacts of culture, nationality, and multiculturalism on using Electronic Word of Mouth and decision-making process need to be studied in depth.

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APPENDICES

Appendix A: Survey questionnaire

Section1. Research Variables

Direction: Please read and answer the following questions that best describes you by filling in the appropriate bubble on the answer sheet. 請看然後回答以下問題。請選著最像你感想的號碼。	**Levels of Agreement 同意程度**						
	非常不同意 Strongly disagree	不同意 Disagree	有點不同意 Somewhat Disagree	無意見 Neutral	有點同意 Somewhat Agree	同意 Agree	非常同意 Strongly Agree
Electronic Word of Mouth							
1. I often read other tourists' online travel reviews to know what destinations make good impressions on others. 我常在網路上看其他遊客的旅遊評論，以了解哪些目的地對他人有好的印象。	1	2	3	4	5	6	7
2. To make sure I choose the right destination (e.g. Vietnam), I often read other tourists' online travel reviews. 為了確保我選擇了正確的目的地（如越南），我經常看其他遊客的在線旅行評論。	1	2	3	4	5	6	7
3. I often consult other tourists' online travel reviews to help choose an attractive destination (e.g. Vietnam). 我經常諮詢其他遊客的在線旅遊評論，以幫助選擇一個有吸引力的目的地（如越南）。	1	2	3	4	5	6	7
4. I frequently gather information from tourists' online travel reviews before I travel to a certain destination (e.g. Vietnam). 前往某個目的地（如越南）之前,我經常收集遊客的在線旅行評論的信息。	1	2	3	4	5	6	7
5. When I travel to a destination (e.g. Vietnam), tourists' online travel reviews make me confident in traveling to the destination.	1	2	3	4	5	6	7

當我旅行到目的地（如越南），遊客的在線旅行評論讓我自信前往目的地。							
Positive Emotions							
6. The overall feeling I get from Vietnam is a pleasure. 我從越南得到的總體感覺是愉快。	1	2	3	4	5	6	7
7. The overall feeling I get from Vietnam is relaxation. 我從越南得到的整體感覺是放鬆。	1	2	3	4	5	6	7
8. The overall feeling I get from Vietnam is excitement. 我從越南得到的整體感覺是興奮。	1	2	3	4	5	6	7
9. The overall feeling I get from Vietnam is satisfaction. 我從越南得到的整體感覺是滿意。	1	2	3	4	5	6	7
10. The overall feeling I get from Vietnam is happiness. 我從越南得到的整體感覺是幸福。	1	2	3	4	5	6	7
Destination Image							
11. I feel Vietnam is safe and secure. 我覺得越南是一個安全又可靠的地方。	1	2	3	4	5	6	7
12. I feel Vietnam is an exotic place. 我覺得越南是一個異國情調的地方。	1	2	3	4	5	6	7
13. I feel Vietnam has beautiful scenery and natural attractions. 我覺得越南有美麗的風景和自然景觀。	1	2	3	4	5	6	7
14. I feel Vietnam has a pleasant climate. 我覺得越南氣候宜人。	1	2	3	4	5	6	7
15. I feel Vietnam has many cultural and historical attractions. 我覺得越南有許多文化和歷史景點。	1	2	3	4	5	6	7
Tourist's Attitude							
16. I have a positive attitude toward choosing Vietnam as my travel destination. 我對選擇越南作為我的旅行目的地有積極的態度。	1	2	3	4	5	6	7
17. I think Vietnam is a good choice for me as a travel destination. 我認為越南是我作為旅遊目的地的不錯選擇。	1	2	3	4	5	6	7

	1	2	3	4	5	6	7
18. I think Vietnam fulfills my needs as a travel destination. 我認為越南滿足了我作為旅行目的地的需要。	1	2	3	4	5	6	7
19. I think Vietnam is my preferred place among travel destinations. 我認為越南是我在旅遊目的地中首選的地方。	1	2	3	4	5	6	7
20. I would like to travel to Vietnam. 我蠻想去越南旅遊。	1	2	3	4	5	6	7
Travel Intention							
21. I think that I will visit Vietnam in the future. 我覺得我將來會去越南旅行。	1	2	3	4	5	6	7
22. I would visit Vietnam rather than any other tourism destination. 我會去越南旅行，而不是任何其他旅遊目的地。	1	2	3	4	5	6	7
23. If everything goes as I think, I will plan to visit Vietnam in the future. 如果一切都像我想的一樣，我計劃在未來會到越南旅行。	1	2	3	4	5	6	7
24. I will recommend Vietnam as a good destination to others. 我會推建其他人去越南玩。	1	2	3	4	5	6	7
25. If you had to choose a destination to travel today, how likely is it that it will be Vietnam? 如果你今天一定要選一個地方旅行 有多大的可能你會選擇越南？	1	2	3	4	5	6	7

Section2. Personal Information

1. Gender 性別 　□ Male 男 　□ Female 女
2. Age 年齡 　□ 18-25 　□ 26-35 　□ 36-50 　□ 51 and above 51 以上
3. Marital Status 婚姻狀況 　□ Single 單身 　□ Married 結婚

4. Education Level 教育 　　☐ Primary/ Secondary/ High school 小學/中學/高中 　　☐ Bachelor 大學 　　☐ Master or above 碩士以上
5. Main Purpose of Visit 去越南的主要目的 　　☐ Travel 旅行 　　☐ Study 學習 　　☐ Business 商業
6. Previous Experience of International Travel 以前的國際旅行經驗 　　☐ 2 times or less 2 次以下 　　☐ 3-5 times 3-5 次 　　☐ 6 times or more 6 次以上