

南華大學管理學院企業管理學系管理科學博士班

博士論文

Doctoral Program in Management Sciences

Department of Business Administration

College of Management

Nanhua University

Doctoral Dissertation

探討旅遊地點之品牌權益與熟悉度對意願影響

Examining the Relationships of Destination Brand Equity and

Destination Familiarity on Travel Intention

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中華民國 108 年 6 月

June 2019

南 華 大 學
企業管理學系管理科學博士班
博 士 學 位 論 文

探討旅遊地點之品牌權益與熟悉度對旅遊意願之影響
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Destination Familiarity on Travel Intention

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口試日期：中華民國 108 年 06 月 12 日

準博士推薦函

本校企業管理學系管理科學博士班研究生阮明勳君在本系修業04年，已經完成本系博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：阮明勳君已修滿36學分，其中必修科

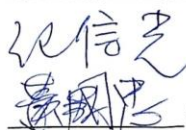
目：研究方法、最佳化理論、書報討論等科目，成績及格(請查閱博士班歷年成績)。

2、在論文研究方面：阮明勳君在學期間已完成下列論文：

(1)博士論文：Examining the Relationships of Destination Brand Equity and Destination Familiarity on Travel Intention
探討旅遊地點之品牌權益與熟悉度對旅遊意願之影響

(2)學術期刊：1) Journal of Retailing and Consumer Services
2) International Journal of Business and Management Invention

本人認為阮明勳君已完成南華大學企業管理學系管理科學博士班之博士養成教育，符合訓練水準，並具備本校博士學位考試之申請資格，特向博士資格審查小組推薦其初稿，名稱：Examining the Elements of Destination Brand Equity and Destination Familiarity Regarding Travel Intention，以參加博士論文口試。

指導教授： 簽章

中華民國 107 年 03 月 11 日

ACKNOWLEDGEMENT

First of all, I would like to thank God for everything he has done for me. I can't do it without you. I would also like to take this opportunity to thank everyone who supported me throughout my study. My special thanks to my advisor, Dr. Hsin-Kuang Chi. I am grateful for his support and guidance since I first started my Ph.D program. He assured me of my intellectual capabilities and helped me to stay on track. I really appreciate his encouragement, support, and patience answering my endless questions. He challenged me to broaden my perspective and encouraged my academic growth. I really appreciate his wisdom, guidance and constructive feedback. I am grateful for his reviewing all of my structures of content and meaning suggestions during my complete study period. I would also like to extend my sincerest thanks to my co-advisor Dr. Kuo-Chung Huang for inviting committee members of my oral defense. I would like to thank my committee members for reviewing my thesis and sharing their invaluable insights. My dissertation cannot be improved without their comments. My heartfelt thanks and gratitude to my parents; without their love, encouragement, and pray, I could have never completed my dissertation. I love you and I cannot thank you enough. I would like also to express my gratitude to my friends who have been so generous with their ongoing encouragement. Finally, my exceptional thanks go to Ton Duc Thang University and Nanhua University for giving me this opportunity to my further study. This dissertation is dedicated for them.

Nguyen Minh Huan

17 June 2019

南華大學企業管理學系管理科學博士論文

107 學年度第 2 學期博士論文摘要

論文題目：探討旅遊地點之品牌權益與熟悉度對旅遊意願之影響

研究生：阮明勳

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論文摘要內容：

在競爭激烈的市場中，營銷人員總是在尋找解決方案來加強所謂的目標價值（獨特的地方，服務和人力資源等）。他們通過專注於可以提高品牌權益的重要因素來做到這一點。儘管如此，但關於目的地品牌相關評估的研究仍然不足，仍需遊客的驗證。本研究以 531 外國遊客到越南旅遊為樣本並以偏最小平方法（PLS）方法，以目的地品牌權益（知覺品質，忠誠度，感知，意象）的四個要素，並以目的地熟悉為干擾變數。結果顯示，品牌權益與旅遊意願正相關。此外，目的地熟悉對目的地感知及知覺價值具有干擾調節作用。本研究亦提供了一些管理見解有效建立目的地品牌權益。

關鍵詞：目的地品牌權益、旅遊意願、目的地熟悉、目的地感知、知覺品質、目的地意象

Title of Thesis: Examining the Relationships of Destination Brand Equity and
Destination Familiarity on Travel Intention

Department: Ph.D. Program in Management Sciences, Department of
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Abstract

In a highly competitive market, marketing staff are always looking for solutions to strengthen what can be called their destination values (unique place, services, and human resources, etc.). They do this by concentrating on vital factors which can enhance their brand equity. Nevertheless, there is a shortage of studies about how destination brand evaluations are related to visitor appraisals. Using the opinions of 531 foreign tourists visiting a destination in Vietnam and a partial least squares (PLS) approach, this study examines four elements of destination brand equity (perceived quality, loyalty, awareness, image) regarding travel intentions and the moderating effect of destination familiarity. Results revealed that brand equity is positively related to travel intentions. Additionally, destination familiarity has positive moderating effects on destination awareness and perceived quality of travel intentions. This study offers some managerial insights into the effective building of destination brand equity.

Keywords: Destination Brand Equity, Travel Intention, Destination Familiarity, Destination Awareness, Perceived Quality, Destination Image

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CHAPTER ONE

INTRODUCTION

In this chapter, research background and motivations, research objectives and research process are discussed.

1.1 Research Background and Motivations

Vietnam is located in Southeast Asia which shares its boundary with China in the Northern, Laos and Cambodia in the Western. The national population in 2018 was estimated at 96.9 million people (GOFPPF, 2019). The territory of the country is about 327,480 km² of mainland and a 3,200 km substantial coastline. Forest and mountain occupy about 75% of the country which has created gorgeous landscapes of wild mountains and tropical rainforest. Other natural features such as beaches, long spread coastline, marine islands, rivers, as well as the abundance of plant species and animal species also become other attractive attributions for Vietnamese tourism (Henderson, 2000). Besides the attraction of geography, the richness of Vietnamese culture and historical sites are visible to visitors in the form of architectural monuments, French colonial structures, as well as the “Indo-Chinese” cultural heritage, war heritage and spirit (Myriam, 1995).

Since the end of the Vietnam-America War in 1975, Vietnam has been recovering from damage consequent upon the war. Vietnam is the latest country in Asian to state the significance of tourism to its national development (VNAT, 2005). As tourism enlarges and develops rapidly in Indochina, Vietnam has been attempting to determine its own position so as to take advantage of an emerging industry (Agrusa & Prideaux, 2002). With the combination of natural resources, history and cultural patrimony, Vietnam has been recognized as an attractive potential destination for tourism (Cooper,

1997). According to Vietnam National Administration of Tourism, international tourists to Vietnam reached 15,497,791 arrivals in 2018, representing a 19.9% growth over the same period the year before. There is potential to attract 20 million international tourists, with the growth of tourists coming to Vietnam in 2020 if the government continues to maintain investment in development of the tourism industry (Galaviz, 2007; VNAT, 2015). The 2017 Travel and Tourism Competitiveness Report by the World Economic Forum (WEF), ranked the tourist industry in Vietnam 67th overall, 14th in the Asia Pacific region, including Singapore, Malaysia, Thailand, Indonesia. Also from the report, Vietnam's resources were ranked 28th for its World Heritage natural sites and 46th for cultural sites. However, the WEF report recommended Vietnam to strengthen its competitiveness by further developing its transportation infrastructure and tourist infrastructure, (both ranked 71th and 113th respectively). The destination image of Vietnam is not well – understood. Nghiêm (2014) undertook a review of 177 papers in the destination image literature over the period 2008-2012. In those literatures of Asia, none of them investigate the destination image of Vietnam.

Unlike tangible products, destinations are multidimensional and can deliver different tourists different experiences. Destinations are seen as intangible products, and thus, subjective, and depending upon the route of travel, culture, purpose of the visit, educational level and past experience of visitors. For this reason, destination brands become higher risks because much of what creates the brand can be changed sometimes by quite simple human-induced influences, natural events, or, sometimes, purposeful intervention. Another factor here is that destinations are unique and not traded in the market. Thus, other destinations cannot directly determine the destination brand equity. Rather, the brand equity must be assumed as based upon

expenditures, tourists' revisit versus renewal ratios and visit rates overall (Szymanski & Hise, 2000).

It can be argued that globalisation and global tourism have meant increasingly fierce competition within the travel industry (Tasci, Gartner & Cavusgil, 2007). In those countries where tourism is one of the key contributors to the economy, it seems important that vendors differentiate their destination brand and value. To improve competitiveness, vendors in countries with popular travel destinations are likely to not only promote tourism by emphasising attractive natural resources, but also to attempt to market unique tourism experiences through a differentiated branding strategy (García, Gómez & Molina, 2012). Measuring the effectiveness of destination branding upon visitors' perception is seen as an important tool to evaluate intent to visit a place (Pike & Bianchi, 2013). However, a lack of research on destination brand measurement has revealed the complexity of such evaluations.

Most empirical research has proposed that familiarity has a positive correlation to destination image (Baloglu, 2001). Indeed, previous visitation itself is a key factor for recurrent trips, assuming return entry is relatively easy. First-time visitors often have different observations to recurrent visitors in that they are more driven by novelty than familiarity (Li et al., 2008). Notwithstanding, excessive familiarity also provides travelers with emotional attachment rather than the feeling of newness (Kastenholz, 2010). Several scholars have suggested that familiarity and experience contribute greatly to the visitors' destination planning. (Gursoy & McCleary, 2004; Prentice & Andersen, 2000). Maestro et al., (2007) pointed out that destination familiarity is considered as a procedure to assess the information. Awareness of the quality of service or satisfaction can have an impact on the procedure to evaluate destination familiarity and then demonstrate the attitudes and

intentions of visitors regarding the destination. Moreover, post-trip evaluations by tourists are also important to destination marketers as these evaluations can directly affect return visits (Petrick et al, 2001).

Pike and Bianchi (2016) stated that destination brand equity is a potential research gap and researchers needed to do more, suggesting that future research should extend to the measurement of re-positioning and re-branding strategies. However, most empirical and conceptual tourism studies have concentrated only upon destination image (Kim & Perdue, 2011; Elliot et al., 2011; Blain, Levy & Ritchie, 2005; Konecnik, 2004; Gnoth, 2002; Cai, 2002). Konecnik & Gartner (2007) and Gartner & Ruzzier, (2011) suggested that while destination images play an essential role in brand measurement, other dimensions were needed to accurately evaluate the dynamics of destination brand equity. The aforementioned researches supported Cai's (2002) study that images were important to brand equity and brand evaluation, however other elements were needed to accurately evaluate destination brand equity. Furthermore, diversified quantitative methods are necessary to effectively recognize constituent elements of brand equity dynamics (Chan & Marafa, 2013). Hence, this study to extend a perceived academic gap that can be said to be due to measuring destination brands from the perspective of tourists.

1.2 Research Objectives

Based on the above research motivations, the objectives of this study are as follows:

1. To examine the interrelationships amongst destination brand equity's dimensions (awareness, image, quality, and loyalty);
2. To identify the dimensions of destination brand equity to measure travel intentions;

3. To investigate the moderating effects of destination familiarity for the influences of brand equity on travel intention.

1.3 Research Contribution

This study contributes to the current literature from the following three aspects:

First, this study identifies the interrelationships among these four constructs are evaluated. Second, this study also verifies relationship between destination brand equity and travel intention. Third, this study identifies destination familiarity that moderates the influences of brand equity on travel intention.

From contribution point of view, the lack of research focus on measuring destination brands from the perspective of tourists need to be considered and this study tends to fill this gap. From the practical contribution view, however, it is needed to understand what tourists think about Vietnam or in the other say that what the destination brand of Vietnam in the view of foreigners in order to apply good strategies to support the development of Vietnam tourism industry. Only when the demand of costumers is realized, good tourism strategies can be made. From the analysis of Vietnam's destination brand, it will be useful for the Vietnamese Government and for Vietnamese travel providers to understand the perceptions that tourists have about Vietnam and to evaluate and apply them for further development of the tourism sector.

1.4 Research Project and Scope of the Study

Based on the above research objectives, this study develops the research project and scope as shown in Table 1-1.

Table 1-1 The Scope of this Study

Items	Scope of the Study
Types of the research	The literature reviews adopted to build up the research hypotheses and structure. Questionnaires and construct measurements are used to collect empirical data and to test the hypotheses and draw the conclusions.
Key issue	This study focuses on identifying the moderators of destination familiarity.
Dependent variables	Travel intention.
Independent variables	Destination brand awareness, destination brand image, destination brand perceived quality, destination brand loyalty.
Moderating variables	Destination familiarity.
Underlying theory	Brand equity theory, customer-based brand equity.
Research instruments	<ol style="list-style-type: none"> 1. Meta-analysis: Theory inference, secondary data, and statistical analysis instruments. 2. Survey: Theory inference, primary data, and statistical analysis instruments.

Source: Original Study

1.5 Research Procedure

This dissertation initially reviewed the existing literature related to destination brand equity. Based on these extensive literature reviews, this dissertation proposed 14 research hypotheses. This study then conducted two studies to empirically validate the research hypotheses and the research model. First, the study one with meta-analysis was adopted, in which 31 studies were obtained in order to evaluate their average effect size and standard deviation for each research hypothesis. The aims of this meta-analysis are firstly to evaluate the results of previous studies related to the constructs of this study, and then to reconfirm the viability of the research

hypotheses are developed in this study. Second, the study two conducted a questionnaire survey to test the research hypotheses based on the opinions of the consumers.

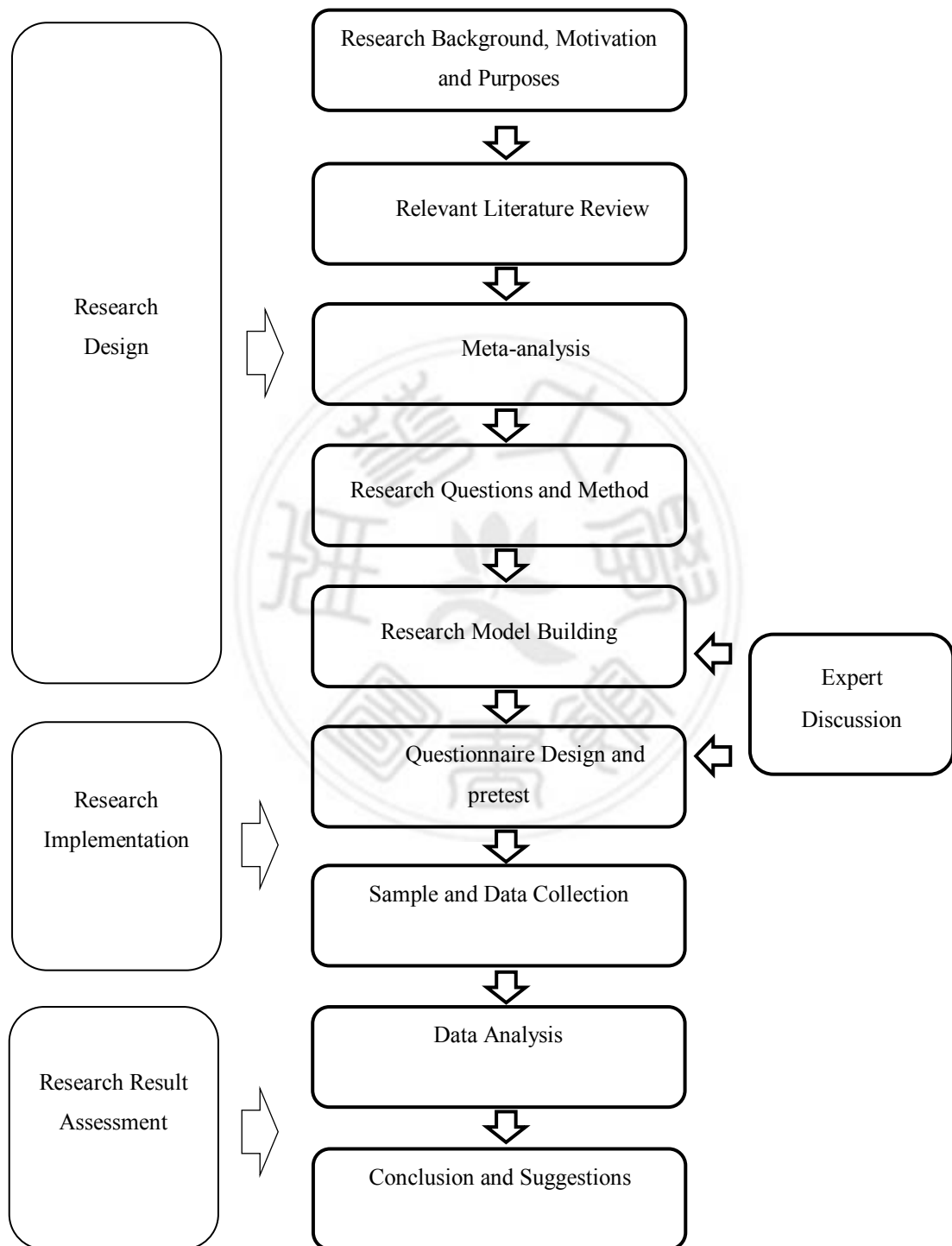


Figure 1-1 The flow chart for this research

Source: Original Study

1.6 The Structure of this Study

Chapter one outlines the research back ground, motivation, objectives, procedure and structure of this study.

Chapter two presented the literature review, including the definition of research variables, the evaluation of the theoretical formation, and the development of research hypotheses.

Chapter three presented research design and methodology. The research model was presented. The research design including (1) meta-analysis, and (2) survey were presented.

Chapter four presented the empirical results of this research, which included the results of meta-analysis (Study one) and the results of the survey (Study two). Meta-analysis is a statistical procedure used to combine data from multiple studies. The average effect size of each hypothesis was identified. The result of meta-analysis was used to confirm the appropriateness of the research hypotheses. The descriptive analysis, reliability and validity of the measurement scales and the hypotheses testing were also presented in this chapter.

Chapter five presented the conclusion and suggestions of this study, along with references and appendices at the end.

CHAPTER TWO

LITERATURE REVIEW

This chapter presents a review of literature with respect to detailed descriptions of the theories pertaining to the research model.

2.1 The Development of Tourism in Vietnam

2.1.1 Vietnam Tourism Resources

Located in South East Asia where the economic activities have been operating effervescent generally and tourism particularly, Vietnam should have many opportunities to develop its tourism. The diversified of resources in natural (beaches, caves, islands, unique scenic, rare animals species etc.), historical and cultural attractions (historical monuments, Indo-China cultural heritage, French heritage, war heritage), local culture and the ways of life, region rites and shopping are a good condition to develop many type of tourism in different period of time (Henderson, 2000; Miriam, 1995; Tran et al., 2006).

Following by the reform of the trade and industry, the progression of the economy, quality of living standards and social infrastructure of Vietnamese all together with the accommodation facilities and leisure complexes in the major tourist areas is seen as a consequence of the reform. These attributes are considered as advantages of Vietnam in order to exploit the potentials of its tourism, developing tourism attraction, promoting higher demand in domestic tourists as well as international tourists. Tirasatayapitak (2009) indicates that the stable of policy and high security, the friendly and hospitable of Vietnamese people are also seen as other advantages of Vietnam. It draws a significantly impressive image as a safe destination. Beside that the development of human resources for tourism industry in term of high

qualification and education is a great resource to tourism industry development.

With the friendly and hospitable of Vietnamese people has distributed a great value for the development and make Vietnam as an attractive destination for holidaymakers in all over the world (Miriam, 1995).

2.1.2 Vietnam tourism situation

With the loss of financial supports after the disintegration of Soviet Union at the end of 1991 and the rigidity of the Centrally - Planed Economy (started in Northern of Vietnam after 1954 and in the whole Vietnam after 1975), Vietnam put a lot of effort in recuperate itself. Since 1986, the country with the new economic policy of Doi Moi (openness - economic reform) had created favorable conditions for Vietnam tourism industry, In January 1994, United States decided to remove the embargo towards Vietnam had created a good conditions for the developing of Vietnam's economics general and to its tourism industry particular (Miriam, 1995). Hence, at present, Vietnamese government has been focusing on the development of infrastructure, facilities, hospitality and convenient transportation. By 2017, the number of accommodations in Vietnam had accounted approximately 25,600 increasing from 12,352 in 2010 and the number of available room had increased from 237,111 rooms in 2010 to 508,000 rooms in 2017 (Vietnam Tourism Report, 2018). By the same time, the number of international and domestic travel companies was increasing to 1,752 international and 2,058 domestic travel companies. In order to expanding international relations and investment cooperation, Vietnam has actively joined in international organizations and co-operations about tourism (Thai, 2011). By expand more investment policy, the tourism sector of Vietnam has been attracting foreign investment into Vietnam such as InterContinental Hotels Group (IHG), Accor, Best Western,

Hilton and Sheraton are active or in the process of setting up operations in Vietnam. The tourism administration expected to get the revenue in 2028 to reach VND564,968.0bn about USD24,859.6mn (WTTC, 2018).

2010 was a successful year for Vietnam tourism, especially with the celebration of “1000 years of Thang Long” - a celebration commemorating 1000 years since the establishment of Hanoi. The festival attracted a large number of international and domestic visitors. Additionally the wide rank of tourism attractions in Vietnam like big cities or areas, fabulous islands, natural cave and bay (Phu Quoc, Con Dao, Phong Nha Cave, Ha Long Bay) create a center of attention and magnetize tourists come to visit (Touropia, 2010). In 2018, the number of tourists that came to Vietnam is estimated 15,497,791 arrivals, representing a 19.9% growth over the same period last year, beside that following by the purpose of trip to Vietnam the number of tourists came to Vietnam in different purposes was also increasing over 2018 with the highest number of international holidaymakers came to Vietnam for travel and relaxation (VNAT, 2019). Figure 2-1 shows the numbers of tourists came to Vietnam by purposes of trip in 2018 and figure 2-2 shows the number of tourists came to Vietnam from difference regions.

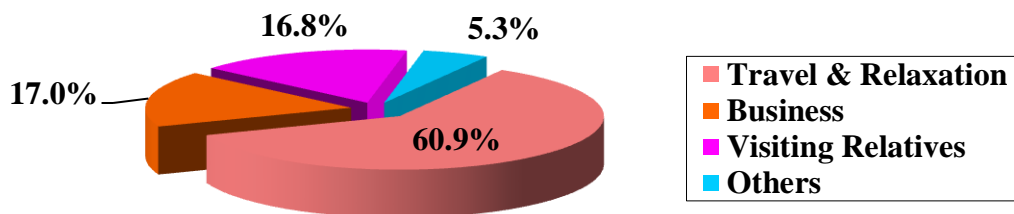


Figure 2-1 The number of tourists comes to Vietnam for different purposes 2018
 Source: Vietnam National Administration of Tourism, 2019.

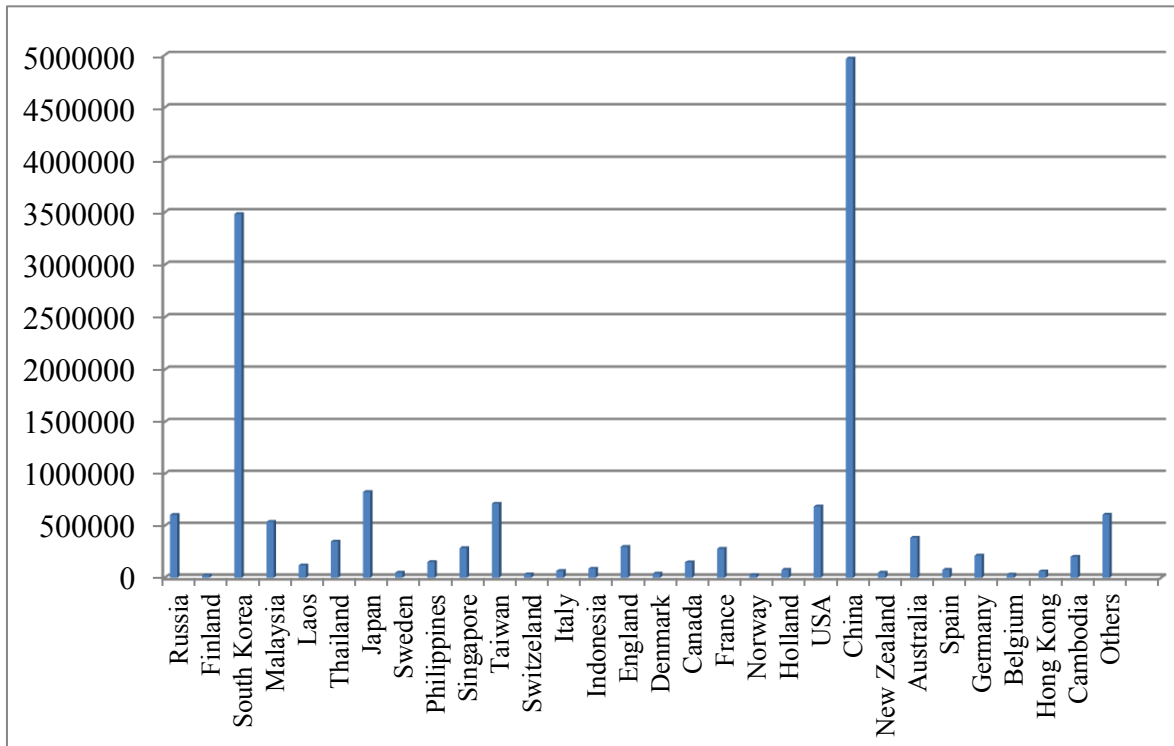


Figure 2-2 The number of tourists comes from different countries 2018
 Source: Vietnam National Administration of Tourism, 2019

Figure 2-2 shows the number of international tourists comes to Vietnam by countries. Tourists come to Vietnam mainly from Eastern Asia including China, South Korea, Japan, and Taiwan, are much higher than tourists from South East Asia those countries close by to Vietnam such as Indonesia, Philippines, and Laos. Western tourists arrive mostly from those countries like USA, Russia, Australia, England, France, Germany, and Canada.

Parallel to the international visitors market, the domestic holidaymakers market has also witnessed an exciting rise with 73,200 tourists (VNAT, 2019) as well as the risen of the number of international tour operators in Vietnam was 1,519 as of December 2015 (VNAT, 2016).. This economic revenue contributed 6.7% of GDP for Vietnam economics (VNAT, 2018).

In addition Vietnam tourism has set a goal of get 32 million international tourists a year by 2025. Therefore, the VNAT - Vietnam National

Administration of Tourism - has proposed ten key policies to realization of this goal such as policy for the promotion of tourism in four content: attract investment and socialization activities for the promotion of tourism in Vietnam, encourage Vietnamese communities to participate in the promotion of Vietnamese tourism, establish representative offices of Vietnam tourism abroad, create a budget for tourism promotion (Truong, 2011) in order to position tourism industry to get advantage position in region market.

By the rapidly growth of tourism and the support from Vietnamese Government at the same time, the tourism industry of Vietnam will have a long step in attracting international travelers and activate the domestic tourism as well as promoting Vietnam tourism to the world.

2.2 Destination Branding

Brand is a term that is more frequently and consistently mentioned in academia and practice in recent years. The definition of brand is diverse; however, they can be categorized into two main perspectives: traditional and integrated perspectives (Tho & Trang, 2008). From the traditional point of view, American Marketing Association (AMA) defined a brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors”. From this point of view, the brand is considered as a component of the product with two main functions: Information function is to distinguish products with competitive products. From a general point of view, brand is not only a name, symbol but much more complicated. The brand is considered an overarching element, a set in which the product is an integral part of the task of meeting the functional and psychological needs of the customer. The point of synthesis is accepted by

researchers and modern administrators because the brand can be associated with a series of serial products, which are long-lasting more than ever.

Destinations are seen as products, and the concept of tourist destination branding is a created or manufactured one (Prichard & Morgan, 1998). However, there are certain obstacles when determining destination branding. Differentiated from service products, the destination of travel involves many factors, such as accommodation, attractions, tourism policy, tourism industry (Cai, 2002). The name of a destination is almost predefined by the current name of the place (Kim et al., 2009) and therefore, the definition of destination brand is quite small and dispersed in theory. One of the most cited definitions of destination brands is the definition introduced by Ritchie and Ritchie in 1998. Accordingly, the destination brand is a name, logo, or graphic used to identify and distinguish the differences between places. As well as conveying a promise about potential experiences in that place for tourists, the destination brand must contribute to enhancing and consolidating positive memories associated with a place (Ritchie & Ritchie, 1998). Researchers have emphasized the importance of branding as a component of marketing to create the image, logo, and perception of visitors. Blain et al., (2005) argue that branding simultaneously reinforces the uniqueness, supports the formation, development and displays positive image of the destination to the target market (Baker & Cameron, 2008).

Destination brand is a combination of tourist perceptions, feelings and attitudes towards the destination, allowing tourists to establish a comparable image of a destination with others. Destination brand is a combination of the core values that the destination brings, summing up the values experienced by tourists, the differences of destinations, the beliefs of tourists. Destination brand is associated with the core values and characteristics of a destination, expressed in the characteristics and values of travel services at that

destination. The brand not only attaches to the image of the destination from the tourist's perception but also goes along with the activity of the travel manager in creating and maintaining those perceptions, values and beliefs.

In most countries, creating destination brand awareness and value has become a significant strategy due to increased competition between destinations (García et al., 2012). A literature survey shows that the terms “branding” and “brand” are frequently discussed in tourism studies. (Kaplanidou & Vogt, 2003) reported that a combination of all dimensions related to the travel site creates branding, demonstrating the personality and identity of a destination, which differentiates itself from its competing brands. Destination branding is important as it plays a major role in facilitating tourists' pre-trip planning from its competitors (Murphy et al., 2007) Additionally, destination branding might support visitors in enhancing their awareness of a destination after their tourism experiences (Qu, Kim& Im, 2011). García et al., (2012) proposed that the success of destination branding can be shown in the format of a pyramid consisting of four constructs as follow: awareness, image, perceived quality, and loyalty.

2.3 Brand equity and Destination brand Equity

The emergence of brand equity has provided a focus for researchers and managers and increased the important role of marketing strategy (Keller, 2003). The definition and meaning of brand equity have been debated from many different perspectives for different purposes, and no common viewpoint has emerged.

From a financial perspective, brand equity is considered a separate asset with the goal of estimating the value of the brand and brand assets that can be used as a basis for internal performance evaluation or for external corporate consolidation plans (Feldwick, 1996). From the customer perspective, brand

assets are also known as CBBE, taking customer reviews as the focus. Customer associations and perceptions for specific brands will add value to the product (Winters, 1991). Compared to brand equity based on a financial perspective, CBBE is more favored by researchers (Cobb-Walgren et al., 1995)

Researching brand assets does not stop at tangible products or services but has gradually spread to tourist destinations. There have been some researches on brand assets for destinations (Boo et al., 2009; Konecnik & Gartner, 2007; Myagmarsuren & Chen, 2011). Compared to research on brand assets for products, research on brand assets for destinations is much less in terms of quantity and time of occurrence. One of the reasons for this is that the concepts, views of destinations and destination brands are quite complex, and are dominated by many factors.

Brand equity was defined as four primary elements: perceived quality, brand association, brand awareness, and brand loyalty (Aaker, 1991). Keller (1993) was among the first researchers to identify brand equity as “the different effect of brand knowledge on consumer response to the marketing of the brand.” However, Keller did not use brand loyalty as an element in her study. Yoo et al., (2000) further argued that distribution intensity, store image, price, and advertising should also be treated as antecedents of brand equity. Mishra and Datta (2011) and many other researchers have considered brand equity as an independent element associated with the value of the brand and have explored other brand-related dimensions, such as perceived quality, brand awareness, brand personality, brand associations, brand communication, or brand name as significant components of brand loyalty.

The literature has been widely split (Gartner & Ruzzier, 2011) between conceptions of “brand equity” and “brand loyalty” that have been defined with a widespread background within marketing (Aaker & Joachimsthaler,

2000; Aaker, 1996; Keller, 1993) although later studies show relatively minimal attention related to destination brand equity in the tourism field (Pike, 2007; Konecnik, 2006; Harish, 2010; Dooley & Bowie, 2005). The research has essentially incorporated findings based on product brand equity into the field of destination brand equity (E.G., Yoo et al., 2000; Yoo & Donthu, 2001 and 2002; Keller, 1993; Aaker, 1991). Kim and Kim (2005) defined destination brand equity as perceptual equity (Perceived Quality, Image, Awareness). Consequently, Kim and Kim (2005) treated destination loyalty (Behavioral Equity) as one of the derivatives of perceptual equity. Travelers' viewpoints relied upon their knowledge of the destination brand and its particular elements, enabling them to discuss brands as well as destination brand equity.

Destination marketers have realized the growing importance of brand equity in promoting their destinations. As noted in some marketing materials, the elements of a product brand are not applied directly to the services (Aaker, 1991; Keller, 2003). Therefore, the individual components of a brand will change, depending on the composition of products or services. Boo et al., (2019) stated that the development and measurement of brand equity are challenging due to the complexity of a destination. Theoretically, a destination brand consists of both intangible and tangible elements. Visitors sense these components by the combination of the functions and psychology of the dimensions of a destination brand. Therefore, the value and interest of a destination brand can change in light of how tourists perceive the service or products. There are numerous methods used for measuring elements of a destination brand. The method recommended by Kim et al., (2009) employed six factors: perception, interest, price, popularity, uniqueness, value; those by (Konecnik & Gartner, 2007) employed four dimensions: quality, loyalty,

awareness, and image; and Boo et al., (2009) applied three dimensions: quality, image, and awareness.

2.3.1 Destination brand awareness (DBA)

Brand awareness is considered the power of the presence of a brand in customers's mind (Aaker, 1991). Therefore, awareness is a necessary and special aspect of brand equity (Tasci, 2018; Lu, et al., 2015, Lee & Back, 2008; Pike et al., 2010; Boo et al., 2009). It is the first step in forming and developing brand value. In other words, consumers can distinguish a brand that has been seen or heard before. According to Keller (1993), brand awareness includes two components: Brand recognition and brand recall. Brand recognition relates to the ability of the customer to recognize a certain brand already knowing when the brand suggestions are made. Brand recall is when customers see a product; they can recall the brand name correctly. In the tourism industry, recognizing destination brands is defined as the image of the destination that exists in potential tourists' mind (Konecnik & Gartner, 2007). When a tourist destination wants to succeed, it must first gain the visitor's awareness (Milman & Pizam, 1995). The goal of destination marketing is to enhance the awareness of a destination by creating brand uniqueness (Jago & associates, 2003).

Awareness has a key role in tourists' travel intentions (Yuan & Jang, 2008). Therefore, an important issue is how to create travelers' awareness of a destination through specific emotions and connections to the destination (Murphy et al., 2007). Destination marketing purposes are to increase the destination awareness of tourists by advertising and creating a distinctive brand (Jago et al., 2003). Destination choice is made from the choice set, based on the evaluation criteria of travelers. More specifically, destination marketers must raise awareness of visual images associated with the

destination as a means to embedding awareness about the destination brand. For a place to have potential as a destination, it must be known widely by possible visitors.

2.3.2 Destination brand image (DBI)

Brand images are referred to customer perceptions or senses for a certain brand (Keller, 2003). In the tourism industry, although the destination brand image has been extensively studied, there is not yet a concept of what is unique and widely accepted (Konecnik & Gartner, 2007). The destination image can be viewed as anything that links the visitor's mind to the attributes of a particular city (Yuwo et al., 2013); it could be a country, an island or a town (Hall, 2000). According to Cai (2002), building a destination brand image is an important component in the process of forming a destination branding model.

Destination brand image refers to a collection of connections associated with the brand in consumers' minds, requiring consumers to recreate the brand correctly from memory. The more positive exposure, hence, familiarity, a consumer associates with a brand, the more brand equity increases. Besides, the more unique and favorable images the consumer holds in his/her memory, the stronger can be the connection a consumer has with the destination. Images are used to generate awareness and diminish risks for travelers considering a destination about which few people know (Gartner, 1994). Destinations widely use images in promotional materials to foster awareness of attributes setting them apart from competitors. Cai (2002) reported that building of a destination brand image has great significance for a destination brand model. Moreover, destination brand image is considered as consumer awareness or sentiment associated with a specific brand (Keller, 2003). There have been many approaches to measuring destination brand images (Gómez et

al., 2015; Baloglu et al., 2014). For instance, a scale of examining Customer-Based Brand Equity (CBBE) was developed in Lassar et al., (1995) in which the image element was preferred over any social aspect.

2.3.3 Destination brand quality (DBQ)

Perceived quality is the subjective assessment of customers about the overall perfection or superiority of a product (Zeithaml, 1988). Therefore, perceived quality is a vital attribute of brand equity in the sense that it creates value for consumers by differentiating the brand from competitors and giving consumers a reason to buy (Allameh et al., 2015). Personal experience, special needs and consumer situations can affect the subjective assessment of customers in terms of quality. Quality of perception based on customer evaluation. For the tourism industry, the quality of destination perception is a comparison between the perceived reality and expectations of visitors about a destination's quality of service (Myagmarsuren & Chen, 2011) and is a key factor affecting consumer behavior. According to Pike (2010), the quality of destination perception is the overall assessment of tourists to a destination, or rather an assessment of the combination of products and services as well as experiences they gain at that destination.

A destination quality brand is defined as the perception of travelers regarding the possibility that the destination can meet their expectations (Konecnik & Gartner, 2007). Tourism researchers frequently use perceived quality as a construct in conceptualizing a brand equity (Baalbaki & Guzmán, 2016; Gartner & Ruzzier, 2011; Pike, 2010; Boo et al., 2009). When discussing destination brands, environmental factors such as service infrastructure are usually considered in measures of perceived quality. Quality is difficult to define precisely because it is subjective; however individuals internally assess quality all the time. The quality of evaluations can frequently

change as comparative standards increase the level of experience of travelers. Quality simply meets or exceeds the travelers' expectations. Therefore, to maintain or enhance quality is a prerequisite for developing brand equity.

2.3.4 Destination brand loyalty (DBL)

According to Sheth and Parvatiyar (1995), previous research from marketing scholars shows customer loyalty achieved constant interest as the marketing paradigm relationship emerged. Customer loyalty has received considerable attention for over forty years (Oppermann, 2000). However, in tourism, hospitality and recreation leisure, destination brand loyalty research is a new phenomenon, relatively mentioned for approximately the last 10 years (Chanrithy, 2007). In particular, tourism and hospitality scholars have identified "loyalty" as a priority in research (Shoemaker & Lewis, 1999). Thus, destination loyalty has become a critical topic for scholars permitting discussions of its relationships perceived value, brand quality and consumer engagement (Boo et al., 2009; Yuksel et al., 2010; Han & Back, 2008). In this paper, the description of brand loyalty is taken as equivalent to the intention of a tourist to visit a destination. Of the various indicators of brand loyalty, tourists' recommendations based on their personal experience/visits are considered a key attribute (Oppermann, 2000; Chen & Gursoy, 2001). Researchers have referred to repetitive visits in terms of behavioral loyalty (Yousaf, et al., 2017; Wu, 2016).

Brand loyalty is a strong commitment to continue to buy a favorite brand or service frequently, whether it is influenced by the situation and marketing efforts that are capable of creating a conversion behavior (Oliver, 1999). Brand loyalty is often approached under two main angles, which are: (1) Attitude: is a commitment that a customer has with a brand (Aaker, 1991); and (2) Behavior: The extent to which a unit has purchased a certain brand in

a time unit (Javalgi & Moberg, 1997).

Brand loyalty was described as the consumers' commitment to a particular brand (Aaker, 1991). The main objective with which brand managers are concerned is the creation of customer loyalty. Generally, loyalty measurement is based on two different approaches (Russell-Bennett et al., 2007; Oppermann, 2000), emphasizing the observations of loyal customers (Bennett et al., 2000) and examining repurchase intentions and commitment attitudes to brands. To the tourism industry, the destination brand loyalty shows the level of visitors' attachment to a specific destination in the form of the intention to visit again, along with the desire to introduce the destination to other travelers (Myagmarsuren & Chen, 2011).

2.4 Travel Intention

Laroche and Teng (2001) suggested that the process of choosing a brand is sequential and continuous; therein the brand understandings are shaped first, followed by three specific elements, ranking via order of importance, including attitudes, confidence levels, and purchase intentions. Bian and Forsythe (2012) demonstrated that a personal trait influences his or her behavioral intentions; supposed that trait directly impacts on intentions regarding a behavior (Szymanski & Hise, 2000). Awareness from visitors' previous experiences results in their future travel intentions. Tourism motivation can be considered as an indicator of their actions as travel thinking can have a big influence on their future travel decisions (Jang & Namkung, 2009). This finding underlines the significance of tourism awareness measurement and brand equity's element identification affecting travel intentions (Stokburger-Sauer, 2011; Kim & Kim, 2005; Boo et al., 2009).

2.5 Destination Familiarity

Familiarity is often defined in terms of repetition of previous visits (Milman & Pizam, 1995), the number of earlier visits (Tasci et al., 2007; Sun et al., 2013), or it is used to contrast first visits and revisits (Prentice, 2006). In other words, familiarity is the basis for explaining the differences in the various aspects of travel behavior among regular visitors and first time visitors. According to Chen and Lin (2012), destination familiarity allows us to understand how individuals shape the image of a destination. Prior studies on tourism found that many visitors feel secure in familiar environments, on the contrary, novel environments are likely to be riskier for the visitors (Lepp & Gibson, 2003), although one of the main motivations for tourism is that tourists often search for the unfamiliar (Ryan, 2003). An important existing literature showed that the degree of familiarity or novelty sought on vacation are different amongst tourists, which could in turn be understood as different levels of risk that they are willing to perceive or endure (Lepp & Gibson, 2003).

Milman and Pizam (1995) suggested that destination familiarity significantly impacts travel intentions and can potentially play an important role in the travelling decisions. However, tourists with low familiarity relied more upon external information to decide their travels than tourists with high familiarity (Murphy et al., 2007; Mawby, 2000). Visitors can attain a definite level of familiarity created by contact with other individuals, travel guides, mass media, and through education (Prentice & Andersen, 2003; Gursoy, 2011).

2.6 Hypothesis Development

2.6.1 Brand equity relationships

Following the CBBE model introduced by Keller (1993), Konecnik & Gartner (2007) were one of the first to address CBBE for a destination. They used a questionnaire including 32 questions from prior studies about destination image.

Mudambi et al. (1997) described brand equity as “the total value added by the brand to the core product.” In recent times, in fields from marketing to tourism management, the emergence of brand equity issue is one of the most essential focuses (Oh & Hsu, 2014). Some scholars have suggested tourist-based measurement structures for the tourism industry, applying Keller and Aaker’s (1993) conceptualization. Lee and Back (2008) applied structural equation analyses to examine the effects of brand equity regarding value, satisfaction, loyalty and trust. Arasli and Kayaman (2007) divided brand equity into the sub-variables of brand loyalty, brand image, perceived quality and they measured the relationships amongst these variables. Besides, Horng et al. (2012) tested and confirmed the influences of brand equity (Awareness, Loyalty, Perceived Quality, Image) on tourists’ travel intentions. More recently, Oh and Hsu (2014) validated the concept of consumer-based destination and practically evaluated the sub-constructs of brand equity as considering the following factors: brand awareness, utilitarian value, brand reliability, brand image, perceived quality, and management trust. Jiang et al. (2017) suggested that culinary tourism brand equity (Image, Quality, Value, Loyalty) enhances motivations and further influences behavioral intentions and the interrelationships with brand equity. It is essential for researchers to recognize the following attributes: brand awareness, brand quality and brand image, although they either extended or focused on different factors of brand equity.

From the perspective of awareness, the image of a destination's resources is related to the functional features for attracting tourists. Alternatively, when the image of a brand comes to be more prevalent to tourists, it connects to a trustworthiness and quality, enhancing brand loyalty towards the destination. This connection is created by combining the brand image with the perceptions of tourists regarding specific brands (Kotler & Kotler, 2001).

Brand awareness is one of the important perceptions of visitor behavior (Woodside & Lysonski, 1989); and brand awareness of a higher destination will further enhance the destination brand image (Pike et al., 2010). In their study, Pike et al (2010) used the concept of brand salience to replace the concept of brand awareness, with brand salience as an extension of recognition, awareness of the brand. It represents the power of awareness of a destination. Konecnik (2010) argues that there is a relationship between destination brand awareness and destination brand image. The results of Myagmarsuren and Chen (2011) and Pike et al (2010) demonstrate that recognizing destination brands positively affects destination brand image. Instead, although in the theoretical basis of the tourism field, the relationship between destination brand awareness and quality of perceived destination has not been reflected; however, in marketing theory, Keller (1993) stated that brand awareness and association leads customers' perception of a brand's quality. With practical studies for travel destinations, Myagmarsuren and Chen (2011) has suggested that the perceived quality of a destination brand is likely to be enhanced by destination brand awareness. The positive relationship between destination brand awareness and destination perceived quality is confirmed by Konecnik's actual research results (2010); Pike et al (2010). Similarly, for the relationship between destination brand image and perceived quality; Konecnik's actual research studies (2010); Aliman (2014);

Myagmarsuren and Chen (2011) has demonstrated a direct, positive relationship between the two concepts.

Actual test results from studies by Boo and et al. (2009); Bianchi et al. (2010); Pike et al. (2010); Aliman (2014) affirmed the positive relationship between destination brand loyalty and brand image. On the other hand, the theoretical basis has shown a positive relationship between perceived quality and intention after purchase (Keller & Lehman, 2003). The actual research results have shown a positive relationship between destinations perceived quality and destination brand loyalty as research by Boo and et al. (2009); Pike et al. (2010).

Lewis and Chambers (1989) noted that perceived quality involves the judgments of consumers relied on the results of comparisons between the expectancies and perceptions of actual services (Bentzen et al., 2011). Besides, Konecnik and Gartner (2007) stated that the overall assessment of the travel intentions of tourists is a combination of services, expectations and perceptions. It is argued that high brand perceived quality increases value to brand loyalty and consumers' purchases (Low & Lamb, 2000). Therefore, the following hypotheses must be tested:

- H1. Brand awareness will have a direct and positive influence on perceived quality.
- H2. Brand awareness will have a direct and positive influence on brand image.
- H3. Perceived quality will have a direct and positive influence on brand image.
- H4. Brand awareness will have a direct and positive influence on brand loyalty.
- H5. Perceived quality will have a direct and positive influence on brand loyalty.

H6. Brand image will have a direct and positive influence on brand loyalty.

2.6.2 Brand equity and travel intention

Previous studies suggested that highly perceived quality of brands plays a significant role in increasing value to brand loyalty and consumers' purchases (Low & Lamb, 2000). Murphy et al. (2000) found that the quality of a trip has a positive effect on the perception of the trip, as well as the travel intentions of tourists. Brand perceived quality is defined as key aspect of brand equity in regards to a destination (Deslandes, 2004; Boo et al., 2009).

Destination brand image is relevant to brand perceptions in consumers' minds (Arendt & Brettel, 2010; Keller, 1993). As of the perspective of travel intentions, destination brand image is seen as the fundamental repository, reflecting the significant indicators of customer segmentation, as well as potential of marketplace, and provides insights into the functions and society and a sense of the destination image of the tourism industry. Accordingly, destination marketers aim to build a distinct, efficient and strong identity image to encourage travel intent in tourists, with of course the expectation of making them loyal return visitors (Camarero et al., 2010).

The concepts of loyalty have been widely applied in marketing strategies to assess the repurchase ability or consumers' recommendations (Flavian et al., 2001). Yoon and Uysal (2005) stated that brand loyalty creates benefits to tourist destinations because visitors can revisit or suggest the location to other potential visitors. Visitors might be loyalty to a destination or a specific brand and might show their intentions to revisit a destination in various ways. Baloglu (2001) studied tourism and showed that loyalty and travel intentions have a positive correlation. Lee and Back (2008) identified ways that brand awareness resulted from the experiences of previous consumers and figured out that the brand was more vital than other experiences in measuring overall satisfaction. Brand awareness is a significant premise of customer value and

makes a great contribution to the service company's performance (Kim & Kim, 2005). Ferns and Walls (2012) studied tourism and showed that loyalty and travel intentions have a positive correlation.

The aforementioned evidence shows a positive relationship between brand equity and travel intentions. Therefore, the features of brand equity could serve as suggestions for potential tourists in determining their destination choices. Brand equity perception positively impacts on the overall tourism purposes of foreign tourists. As the literature has been reviewed, this study proposes hypotheses as follow:

- H7. Perceived quality will have a direct and positive influence on travel intentions.
- H8. Destination brand image will have a direct and positive influence on travel intentions.
- H9. Brand loyalty will have a direct and positive influence on travel intentions.
- H10. Brand awareness will have a direct and positive influence on travel intentions.

2.6.3 Moderating role of destination familiarity

Previous studies proposed that increased destination familiarity has a positive affect the decision-making process and destination's image (Lee et al., 2008; Prentice & Andersen, 2000; Baloglu, 2001). Lin et al., (2014) contended that destination familiarity has moderating effects on the relationships amongst retail destination image and awareness and franchise purchase intentions. The majority of tourists tend to gain particular knowledge about a destination that they will be more familiar with it. This knowledge can bring them a sense of comfort and security, leading to an increase in their confidence in choosing a destination (Lee et al., 2008).

Similarly, Lee and Lockshin (2011) suggested that the more destination familiarity increases, the less destination images visitors are likely to depend on to create product beliefs. In the meantime, Horng et al., (2012) stated that greater destination familiarity has a positive moderating effect on the relationship between perceived quality and loyalty in travel intention within culinary tourism. Henthorne et al., (2013) concluded that repeat tourist visitors present higher levels of comfort with their surround environments than do first-time tourists, which leads to a constraint of purchase behavior. Hence, it is proposed that destination decisions might rely on the degree of tourists' destination familiarity. This study acknowledges the following matters:

- H11. Destination familiarity has a positive moderating effect on the relationship between brand awareness and travel intentions, indicating brand awareness will have a significantly greater influence on travel intentions for travelers with greater destination familiarity than that for travelers with less destination familiarity.
- H12. Destination familiarity has a positive moderating effect on the relationship between destination brand image and travel intentions, indicating that destination brand image will have a significantly greater influence on travel intentions for travelers with greater destination familiarity than that for travelers with less destination familiarity.
- H13. Destination familiarity has a positive moderating effect on the relationship between brand loyalty and travel intentions, indicating that brand loyalty will have a significantly greater influence on travel intentions for travelers with greater destination familiarity than that for travelers with less destination familiarity.
- H14. Destination familiarity has a positive moderating effect on the relationship between perceived quality and travel intentions, indicating

that perceived quality will have a significantly greater influence on travel intention for travelers with greater destination familiarity than that for travelers with less destination familiarity.



CHAPTER THREE

METHODOLOGY

This study is carried out in two stages. The first stage is a meta-analysis study that integrates the results of previous studies which related to our research hypotheses. The second stage is a questionnaire survey.

3.1 Introduction

To ensure the reliability and validity of the research result, this study firstly conducted a series of literature review, and then two studies were included: study one: meta-analysis; and study two: empirical survey.

In study one, meta-analysis was conducted to integrate quantitative data from 31 previous studies and to check the common effects for each of the 10 research hypotheses. The study results from the data base, including ABI/Inform, JSTOR, EBSCO, SCI, SSCI, and A&HCI were included. In study two, a quantitative study using survey methodology was conducted to the test above 10 research hypotheses. Data were collected from international tourists.

3.2 Study One - Meta-analysis

3.2.1 Meta-analytic Procedure

Meta-analysis is a statistical procedure used to combine data from multiple studies. As meta-analysis does not require to access original study data, it has emerged as one of the most common integrative approaches to identify effect sizes of the same hypotheses across many empirical studies.

De Matos and Rossi (2008) suggested that in applying the meta-analysis method, there are two criteria that should be included: (1) correlation studies that give the correlation coefficient, r , or the standardized regression

coefficient β , (2) studies of group contrasts that show the related statistics (t-tests or F-ratios with one degree of freedom in the numerator) determining the influence of independent variables on dependent variables. In addition, p-value was used to identify the significance of the variables. Furthermore, by adopting Comprehensive Meta-Analysis (CMA) software, it is possible to convert all coefficients into r coefficients. This study used the correlation coefficient r as the primary effect size because it is easier to interpret and because most studies employ r as the main criterion in a meta-analysis (Byron et al., 2010; Bhaskar-Shrinivas et al., 2005). Before taking r coefficients into consideration, the basic information were evaluated.

3.2.2 Sample Plan

This study collected research articles based on the following steps. First, those articles that were appeared in the meta-analysis with relevant research topics of study. Especially, indexed keywords related to destination brand equity (e.g. perceived brand quality, brand loyalty, brand awareness, brand image) and travel intention were searched to establish a database for this study. The data for brand equity and other relevant constructs gathered from different scientific databases such as ProQuest, JStor, Willey Online Library, Science Direct, Taylor and Francis, and Emerald Insight, among others in order to identify the studies which were relevant to the research topic of this study. Second, quantitative studies that tested the interrelationships amongst destination brand equity's dimensions and the relationship between dimensions of destination brand equity and travel intentions were chosen. Third, these preview studies should be conducted in quantitative form with sample sizes, correlation coefficients (r) or standardized regression coefficients (β) and path coefficients. The meta-analysis on brand equity encompassed previous studies from 2005 to 2019.

Based on the study results from previous studies, the articles were collected from the following journals.

- (1) Asia Pacific Journal of Tourism Research
- (2) Current Issues in Tourism
- (3) Event Management
- (4) Int. J. Business Innovation and Research
- (5) Int. J. of Hospitality Management
- (6) Int. J. of Tourism Research
- (7) Int. J. of Wine Business Research
- (8) Journal of Consumer Marketing
- (9) Journal of Convention & Event Tourism
- (10) Journal of Destination Marketing & Management
- (11) Journal of Hospitality & Tourism Research
- (12) Journal of Travel & Tourism Marketing
- (13) Journal of Travel Research
- (14) Marketing Intelligence & Planning
- (15) Revista de Administração de Empresas
- (16) Sustainability
- (17) The Service Industries Journal
- (18) Tourism and Hospitality Research
- (19) Tourism Economics
- (20) Tourism Management
- (21) Tourism Review

3.2.3 Data Analysis Techniques

Following Lipsey and Wilson's (2001) scheme, an effect size smaller than 0.1 ($r < 0.1$) is considered to be small, an effect size equals to 0.25 ($r = 0.25$) is considered to be medium, and an effect size greater than 0.4 is

considered to be large. After the evaluation of the correlation of coefficients r , a 95% of internal confidences were presented to show their significance. Another statistic used for analysis in the meta-analysis method is the Q statistic, distributed as a chi-square (Lipsey & Wilson, 2001), with degree of freedom = $n-1$, where n = number of studies. When the Q value is higher than Chi-square value, with a significant p value ($p < 0.05$), then the subset of effect size is highly heterogeneous. If the effect size is highly heterogeneous, it means that the difference in effect size is attributed to factors other than sampling. Therefore, the heterogeneity between the variance is exist.

3.3 Study Two-Survey

3.3.1 Research Hypotheses

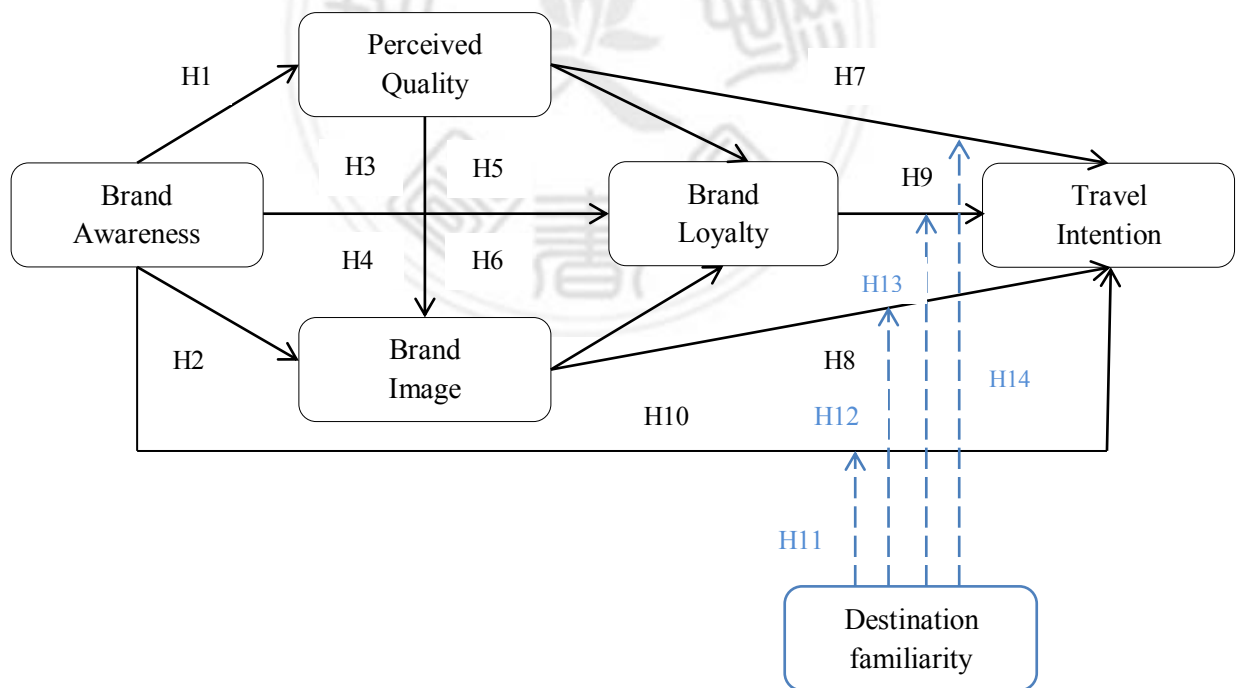


Figure 3-1 The conceptual framework of this study

Source: Original Study

- Hypothesis H1: Brand awareness will have a direct and positive influence on perceived quality.
- Hypothesis H2: Brand awareness will have a direct and positive influence on brand image.
- Hypothesis H3: Perceived quality will have a direct and positive influence on brand image.
- Hypothesis H4: Brand awareness will have a direct and positive influence on brand loyalty.
- Hypothesis H5: Perceived quality will have a direct and positive influence on brand loyalty.
- Hypothesis H6: Brand image will have a direct and positive influence on brand loyalty.
- Hypothesis H7: Perceived quality will have a direct and positive influence on travel intentions.
- Hypothesis H8: Brand image will have a direct and positive influence on travel intentions.
- Hypothesis H9: Brand loyalty will have a direct and positive influence on travel intentions.
- Hypothesis H10: Brand awareness will have a direct and positive influence on travel intentions.
- Hypothesis H11: Destination familiarity has a positive moderating effect on the relationship between brand awareness and travel intentions, indicating brand awareness will have a significantly greater influence on travel intentions for travelers with greater destination familiarity than that for travelers with less destination familiarity.
- Hypothesis H12: Destination familiarity has a positive moderating effect on the relationship between brand image and travel intentions,

indicating that brand image will have a significantly greater influence on travel intentions for travelers with greater destination familiarity than that for travelers with less destination familiarity.

Hypothesis H13: Destination familiarity has a positive moderating effect on the relationship between brand loyalty and travel intentions, indicating that brand loyalty will have a significantly greater influence on travel intentions for travelers with greater destination familiarity than that for travelers with less destination familiarity.

Hypothesis H14: Destination familiarity has a positive moderating effect on the relationship between perceived quality and travel intentions, indicating that perceived quality will have a significantly greater influence on travel intention for travelers with greater destination familiarity than that for travelers with less destination familiarity.

3.3.2 Research Instruments

This study identified 6 research constructs and evaluated the inter-relationship among these constructs. These constructs are destination brand awareness, destination brand image, perceived quality, destination brand loyalty, destination familiarity, and travel intention. For each construct, the operational definitions and measurement items were also identified. The detailed questionnaire items are shown in Appendix.

3.3.2.1 Destination brand awareness

The measurement of destination awareness compose of six items, relied on the studies of Pappu and Quester (2006); Yoo and Donthu (2001); Arnett

et al. (2003); and Konecnik and Gartner (2007). The detailed questionnaire items for the above brand awareness are shown in Section 1 of the Appendix.

3.3.2.2 Destination brand image

Destination brand image was measured with four items modified from Grace and O’Cass (2005) and Boo et al. (2009). All of the above items were measured based on a seven-point Likert scale ranging from 1= totally disagree, 7= totally agree. The detailed questionnaire items for the constructs of brand image are shown in Section 1 of the Appendix.

3.3.2.3 Destination perceived quality

Perceived quality was measured with five items using a scale derived from Boo et al. (2009) and Sweeney and Soutar (2001). All of the above items were measured based on a seven-point Likert scale ranging from 1= totally disagree, 7= totally agree. The detailed questionnaire items for the above perceived quality are shown in Section 1 of the Appendix.

3.3.2.4 Destination brand loyalty

The calibration of loyalty was adapted from Bianchi and Pike (2011), Boo et al. (2009), and Konecnik and Gartner (2007). All of the above items were measured based on a seven-point Likert scale ranging from 1= totally disagree, 7= totally agree. The detailed questionnaire items for the constructs of brand loyalty are shown in Section 1 of the Appendix.

3.3.2.5 Travel intention

A three-item travel intention scale measuring the possibility of future tourists to visit a destination was based on the work of Pike and Ryan (2004) and Ryu and Jang (2006). All of the above items were measured based on a

seven-point Likert scale ranging from 1= totally disagree, 7= totally agree. The detailed questionnaire items for the above consequences of travel intention are shown in Section 2 of the Appendix.

3.3.2.6 Destination familiarity

This study used a five-item scale to estimate destination familiarity based on Dogan Gursoy and McCleary (2004). All of the above items were measured based on a seven-point Likert scale from 1= totally disagree, 7= totally agree. The detailed questionnaire items for the above destination familiarity are shown in Section 3 of the Appendix.

3.3.3 Questionnaire Design

The questionnaire of this study consists of the following 6 constructs: (1) destination brand awareness, (2) destination brand image, (3) perceived quality, (4) destination brand loyalty, (5) travel intention, (6) destination familiarity, and (7) basic information of respondents.

- (1) Destination brand awareness (6 items)
- (2) Destination brand image (4 items)
- (3) Destination brand perceived quality (5 items)
- (4) Destination brand loyalty (5 items)
- (5) Travel intention (3 items)
- (6) Destination familiarity (5 items)
- (7) Basic information of respondents

3.3.4 Sampling Plan

This research performed the first phase of a larger project evaluating the varied features of destination branding. Pre-testing was needed for the questionnaires to ensure clarity of the questionnaires, to guarantee the

questions are understandable, and check if changes were necessary before the survey was to be fully deployed. A group of fifty respondents, who had the reasonably similar characteristics with the survey population, were sufficient for the pre-testing. After that, the questionnaire was reviewed and confirmed through the pretest results. The pre-test was undertaken with visitors who had previously traveled to Vietnam. The aims of the pretest were to determine the reactions of international tourists to the questionnaire, validate the translation of key technical terms used, estimate the time needed to complete the interview, ascertain whether the sequence of the questions solicited the desired information, and to determine whether respondents could understand any of the technical terms. All Cronbach's alpha values were higher than 0.7. After the pretest procedure, the research used quantitative data from a mailed survey questionnaire to classify factors and examine their significance in influencing or determining the impacts of destination brand equity and familiarity regarding travel intentions.

In the second phase, a sampling plan was developed to ensure that certain types of respondents would be included. The study adopted convenience sampling method. The main data were collected from a survey conducted between February and May 2018. The questionnaire was executed individually to respondents in three big cities in northern, central and southern Vietnam, being Hanoi, Danang, Ho Chi Minh City, respectively. Respondents to the study were visitors arriving in three cities and all were in the first few days of their stay. While there is no doubt a flush of initial enthusiasm, or trepidation, in arrival in the busy city, their plans to visit other parts of Vietnam - HCMC is not as such their 'destination' were taken as prospective. It is surmised that the enthusiasm of arrival could be productive of responses that otherwise would be more difficult to elucidate, or even to procure, since access to visitors before arrival would not mean they could be defined as

visitors. Survey respondents were interviewed in shopping malls, tourism sites and main streets in each city. Respondents were identified as foreign visitors and asked about their intentions in visiting Vietnam and if they would agree to participate in the survey, they were informed that all responses would remain anonymous. Additionally, the survey was conducted face-to-face on site so that any potential confusion could be clarified right away. A total of 750 survey questionnaires were delivered, but the total valid sample was 531. This sample can be representative if comparing to the general profile of international tourists to Vietnam, because foreign tourists come to Vietnam mainly from Europe and Asia.

3.3.5 Data Analysis Techniques

In order to test the hypotheses, SPSS 18.0 and Smart PLS were employed to analyze the collected data. The following data analysis techniques were adopted:

3.3.5.1 Descriptive Statistic Analysis

Descriptive statistics analysis is used to describe the basic features of the data and provide summaries about the sample and the measures.

3.3.5.2 Reliability and Validity Measures

According to Hair et al. (2010), the following criteria should fulfill factor loading >0.6 ; Eigenvalue >1 , accumulated explained variance >0.6 , Item-to-total correlation >0.5 , and coefficient alpha(α) > 0.7 . Those questionnaire items that do not fulfill these criteria were excluded from further analyses.

3.3.5.3 Common Method Variance Issue

Furthermore, to assess the possibility of common method variance which are biased by collecting two measures from the same source using the same method at the same time), the following validity checks were conducted.

3.3.5.4 Hypotheses Testing Techniques

The Partial Least Squares (PLS) path modeling algorithm was adopted in this study for both the measurement model and the structural model. According to Karin (2009), PLS is less restrictive in regard to its normal distribution assumption, sample size restriction, and multicollinearity situation (Ribink, Liligander & Streakens, 2004; Anderson & Swaminathan, 2011) than other options.

Hair, Sarstedt, Ringle, and Mena (2012) further argued that the primary criterion for the PLS model assessment was the coefficients of determination (R^2), which represented the amount of explained variance of each endogenous latent variable. The second important global criterion was the goodness-of-fit (i.e., the GoF index), which was the geometric mean of the average communality and the models' average R^2 value. According to Schroer and Herterl (2009) and Chin (1988), an R^2 value of more than 0.672 is considered to be substantial; 0.33 is described as moderate, while 0.19 is described as weak. According to Vinzi et al. (2010), The goodness of fit index (GoF) greater than 0.36 is considered to be large; 0.25 is described as medium, while 0.10 is described as small. The PLS procedure was implemented using Smart PLS software package.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

This chapter presents the study results from meta-analysis (Study one) and questionnaire survey (Study two). The research hypotheses are tested using the data collected from the meta-analysis and survey. They study results are also discussed using those of previous studies as a comparison.

4.1 Meta-analysis Results

4.1.1 Descriptive Analysis of Collected Data

This study acquired published and unpublished empirical studies of brand-related studies through a variety of means. First, search from electronic data base, including STOR, Taylor and Francis Online Journals, Wiley Online Library, and Elsevier Science Direct, was conducted using multiple keywords to identify relevant articles, dissertation, and book chapters. Second, manual search was conducted to acquire earlier relevant papers from the reference lists of the published papers. Third, search from SSRN and Google Scholars was conducted to acquire unpublished papers and conference papers. Through this process, this study identified 31 quantitative studies. Table 4-1 lists the studies included in the meta-analysis of this study.

4.1.2 Inclusion Criteria and Coding

Theoretical and qualitative investigations were excluded for further analysis. Although there was a wide variation in the retained investigations, most of previous studies adopted a cross-sectional, mail survey. To evaluate the effect size of each hypothesis, this study identified two criteria: (1) correlation coefficients (r) or standardized regression coefficients (β) should be presented in the study, and (2) if r or β were not available, then t , z , and p

values should be available. By using Comprehensive Meta-Analysis (CMA) software, these values can be converted to correlation coefficients (r).

Table 4-1 Studies Used in Meta-Analysis

Studies Alphabetically by Source and Codes for Hypotheses Tests ^{a,b}	
Atilgan et al., 2005 ¹⁴ (DA-PQ; DA-DL; PQ-DL)	Kladou & Kehagias, 2014 ¹⁰ (DA-PQ; DA-DL; PQ-DL)
Bianchi & Pike, 2011 ¹² (PQ-DI; PQ-DL; DI-DL)	Kotsi et al., 2018 ²⁰ (DA-PQ; DA-DI; PQ-DI; DA-DL; PQ-DL; DI-DL)
Bianchi et al., 2014 ²⁰ (PQ-DL)	Liu & Fang, 2018 ¹¹ (DA-PQ; DA-DI; PQ-DI; DA-DL; PQ-DL; DI-DL)
Boo et al., 2009 ²⁰ (PQ-DL; DI-DL)	Liu et al., 2015 ⁶ (DA-DI; DA-DL; DI-DL)
Brochado & Oliveira, 2018 ⁷ (DA-PQ; DA-DL; PQ-DL)	Llopis-Amorós et al., 2018 ³ (DA-PQ; DA-DI; PQ-DI; DA-DL; PQ-DL; DI-DL; PQ-TI; DI-TI; DL-TI; DA-TI)
Buil et al., 2013 ⁸ (DA-PQ)	Lu et al., 2015 ⁵ (DA-PQ; DA-DI; PQ-DI; DA-DL; PQ-DL; DI-DL; PQ-TI; DI-TI; DL-TI; DA-TI)
Chekalina et al., 2018 ¹³ (DA-DL)	Pike & Bianchi, 2016 ¹¹ (PQ-DI; PQ-DL; DI-DL)
Chen & Myagmarsuren, 2010 ¹⁹ (DA-DI; PQ-DI)	San Martín et al., 2018 ² (DA-PQ; DA-DL; PQ-DL)
Ghafari et al., 2017 ⁴ (DA-DI; PQ-DL; DI-DL)	Shahabi et al., 2019 ⁹ (PQ-DI; PQ-DL; DI-DL)
Herrero et al., 2017 ¹⁰ (DA-PQ; DA-DI; PQ-DI; DA-DL; PQ-DL; DI-DL)	Tran et al., 2018 ²¹ (DA-PQ; DA-DI; PQ-DI; PQ-DL; DI-DL)
Horng et al., 2012 ¹⁷ (PQ-DI; PQ-DL; DI-DL; PQ-TI; DI-TI; DL-TI)	Tsaur et al., 2016 ⁶ (DA-PQ; DA-DI; PQ-DI)
Horng et al., 2012 ²⁰ (DA-PQ; DA-DI; PQ-DI; DA-DL; PQ-DL; DI-DL; PQ-TI; DI-TI; DL-TI; DA-TI)	Xu et al., 2019 ¹⁷ (DA-PQ; DA-DL; PQ-DL)
Im et al., 2012 ¹² (DA-DI; DA-DL; DI-DL)	Yang et al., 2015 ¹² (DA-PQ; DA-DI; PQ-DI; DA-DL; PQ-DL; DI-DL)
Kashif et al., 2015 ¹⁵ (DI-DL)	Zarei & Mahmoodi Pachal, 2019 ¹ (DA-PQ; DA-DI; PQ-DI; DA-DL; PQ-DL; DI-DL)
Kaushal et al., 2018 ¹⁸ (DA-PQ; DA-DI; PQ-DI; DA-DL; PQ-DL; DI-DL)	
Kim & Lee, 2018 ¹⁶ (DA-DI; PQ-DI; PQ-DL; DI-DL)	
Kim et al., 2018 ¹⁰ (DA-PQ; DA-DI; PQ-DI; DA-DL; PQ-DL; DI-DL)	

^aCodes in parentheses: DA=Destination Awareness ; PQ= Perceived Quality; DI= Destination Image; DL= Destination Loyalty; TL= Travel Intentions.

^bJournals are footnoted in order:

- | | | |
|--|--|---|
| (1) Asia Pacific Journal of Tourism Research | (8) Journal of Consumer Marketing | (14) Marketing Intelligence & Planning |
| (2) Current Issues in Tourism | (9) Journal of Convention & Event Tourism | (15) Revista de Administração de Empresas |
| (3) Event Management | (10) Journal of Destination Marketing & Management | (16) Sustainability |
| (4) Int. J. Business Innovation and Research | (11) Journal of Hospitality & Tourism Research | (17) The Service Industries Journal |
| (5) Int. J. of Hospitality Management | (12) Journal of Travel & Tourism Marketing | (18) Tourism and Hospitality Research |
| (6) Int. J. of Tourism Research | (13) Journal of Travel Research | (19) Tourism Economics |
| (7) Int. J. of Wine Business Research | | (20) Tourism Management |
| | | (21) Tourism Review |

4.1.3 Results and Discussions

4.1.3.1 Inter-relationships amongst destination brand equity's dimensions

Table 4-2 Meta-Analytic Relationship among destination brand equity's dimensions

Hyp	k	N	r	LCI	UCI	p-value	R ² -value	Q-value	I ² -value
1	21	7680	0.470	0.452	0.487	0.000	45.32	258.774	92.271
2	19	6820	0.379	0.358	0.399	0.000	42.31	172.668	89.575
3	21	8746	0.459	0.442	0.475	0.000	45.32	649.541	96.921
4	20	7311	0.441	0.423	0.460	0.000	43.82	390.234	95.131
5	28	11091	0.479	0.464	0.493	0.000	55.48	636.171	95.756
6	24	9835	0.529	0.514	0.543	0.000	49.73	446.953	94.854

Notes. k is the number of study in the meta-analysis. N = sample size. r refers to the number of effect sizes. LCI is the lower confidence limit for effect size. UCI is the upper confidence limit for effect size. Chi-square is used to determine the stability of r and to yield appropriate confidence intervals. The Q-value refers to the amount of variance unexplained by sampling error; a statistically significant cue value implies that there is significant variance in the effect size due to moderators. The I² value is an estimate of the percentage of error variance not attributed to sampling error.

Source: Original Study

The purpose of the Hypothesis 1 is to evaluate the relation between brand awareness and perceived quality. There is a correlation ($r= 0.470$) so it has a high effect between brand awareness and perceived quality. The index of heterogeneity ($I^2= 92.27\%$) shows that this hypothesis has highly heterogeneity. In addition, Q-value is higher than chi-square and p-value ($p=0.000$) < 0.05 it means that the subset of effect size is highly heterogeneous. Therefore, H1 is supported and it can be concluded that brand awareness has positive influence on perceived quality.

Hypothesis 2 examines the effect between brand awareness and brand image. There is a correlation ($r= 0.379$) so it has a medium effect between

brand awareness and brand image. The index of heterogeneity ($I^2= 89.57\%$) shows that this hypothesis has highly heterogeneity. Besides that, Q-value is higher than chi-square and p-value ($p=0.000$) < 0.05 it means that the subset of effect size is also highly heterogeneous. Therefore, H2 is supported and it can come up with a conclusion that brand awareness has positive influence on brand image.

Hypothesis 3 evaluates the effect between perceived quality and brand image. There is a correlation ($r= 0.459$) so it has a high effect between perceived quality and brand image. The index of heterogeneity ($I^2= 96.92\%$) shows that this hypothesis has highly heterogeneity. Besides that, Q-value is higher than chi-square and p-value ($p=0.000$) < 0.05 it means that the subset of effect size is also highly heterogeneous. Therefore, H3 is supported and it can be understood that perceived quality has positive influence on brand image.

Hypothesis 4 focuses on the effect between brand awareness and brand loyalty. There is a correlation ($r= 0.441$) so it has a high effect between brand awareness and brand loyalty. The index of heterogeneity ($I^2= 95.13\%$) shows that this hypothesis has highly heterogeneity. Besides that, Q-value is higher than chi-square and p-value ($p=0.000$) < 0.05 it means that the subset of effect size is also highly heterogeneous. Therefore, H4 is supported and it can bring a close that brand awareness has positive influence on brand loyalty.

Hypothesis 5 underlines the effect between perceived quality and brand loyalty. There is a correlation ($r= 0.479$) so it has a high effect between perceived quality and brand loyalty. The index of heterogeneity ($I^2= 95.75\%$) shows that this hypothesis has highly heterogeneity. Besides that, Q-value is higher than chi-square and p-value ($p=0.000$) < 0.05 it means that the subset of effect size is also highly heterogeneous. Therefore, H5 are fully supported

and it can bring about a fact that perceived quality has positive influence on brand loyalty.

Hypothesis 6 examines the effect between brand image and brand loyalty. There is a correlation ($r= 0.529$) so it has a high effect between brand image and brand loyalty. The index of heterogeneity ($I^2= 94.85\%$) shows that this hypothesis has highly heterogeneity. Besides that, Q-value is higher than chi-square and p-value ($p=0.000$) < 0.05 it means that the subset of effect size is also highly heterogeneous. Therefore, H6 is accepted and it can be said that brand image has positive influence on brand loyalty.

4.1.3.2 Dimensions of destination brand equity and travel intention

Table 4-3 Meta-Analytic Relationship among dimensions of destination brand equity and travel intention

Hyp	k	N	r	LCI	UCI	p-value	R ² -value	Q-value	I-Squared
7	4	1664	0.565	0.531	0.597	0.003	11.35	14.023	78.606
8	4	1664	0.520	0.484	0.554	0.000	16.27	20.320	85.237
9	4	1664	0.641	0.612	0.669	0.000	16.27	20.728	85.527
10	3	1257	0.385	0.337	0.431	0.000	13.82	21.937	90.883

Notes. k is the number of study in the meta-analysis. N = sample size. r refers to the number of effect sizes. LCI is the lower confidence limit for effect size. UCI is the upper confidence limit for effect size. Chi-square are used to determine the stability of r and to yield appropriate confidence intervals. The Q-value refers to the amount of variance unexplained by sampling error; a statistically significant cue value implies that there is significant variance in the effect size due to moderators. The I² value is an estimate of the percentage of error variance not attributed to sampling error.

Source: Original Study

Hypothesis 7 evaluates the effect between perceived quality and travel intentions. There is a correlation ($r= 0.565$) so it has a high effect between perceived quality and travel intentions. The index of heterogeneity ($I^2= 78.60\%$) shows that this hypothesis has heterogeneity. Besides that, Q-value is higher than chi-square and p-value ($p=0.003$) < 0.05 it means that the

subset of effect size is heterogeneous. Therefore, H7 is accepted and resulted in an outcome that perceived quality has positive influence on travel intentions.

Hypothesis 8 figures out the effect between destination image and travel intentions. There is a correlation ($r= 0.520$) so it has a high effect destination image and travel intentions. The index of heterogeneity ($I^2= 85.23\%$) shows that this hypothesis has highly heterogeneity. Besides that, Q-value is higher than chi-square and p-value ($p=0.000$) < 0.05 it means that the subset of effect size is also highly heterogeneous. Therefore, H8 are fully supported and it can bring about a fact that destination image has positive influence on travel intentions.

Hypothesis 9 examines the effect between destination loyalty and travel intentions. There is a correlation ($r= 0.641$) so it has a high effect between destination loyalty and travel intentions. The index of heterogeneity ($I^2= 85.52\%$) shows that this hypothesis has highly heterogeneity. Besides that, Q-value is higher than chi-square and p-value ($p=0.000$) < 0.05 it means that the subset of effect size is also highly heterogeneous. Therefore, H9 is supported and it can come up with a conclusion that destination loyalty has positive influence on travel intentions.

Hypothesis 10 focuses on the effect between destination awareness and travel intentions. There is a correlation ($r= 0.385$) so it has a medium effect between destination awareness and travel intentions. The index of heterogeneity ($I^2= 90.88\%$) shows that this hypothesis has highly heterogeneity. Besides that, Q-value is higher than chi-square and p-value ($p=0.000$) < 0.05 it means that the subset of effect size is also highly heterogeneous. Therefore, H10 is supported and it can bring a close that destination awareness has positive influence on travel intentions.

4.2 Questionnaire Survey Results

4.2.1 Characteristics of Respondents

The characteristics of respondents were gathered. As shown in Table 4-4, the characteristics of international visitors involved age, education, gender, marital status, occupation, income, main travel purpose, nationality, and travel days. In particular, the percentage of participants varied among female tourists (53.1%), male tourists (46.9%), business people (27.3%), students (13.6%) or government officers (12.2%) from countries in Europe (34.3%), Asia (28.1%) or the Americas (19.6%) with a university level of education (56.3%), younger than 50 years old (84.9%), and with the main sightseeing purpose (27.1%).

Table 4-4 Demographic and Descriptive Information of Sample for This Research

Variables	%	Variables	%
Gender		Marital status	
Male	46.9	Single	17.3
Female	53.1	Married/partner	75.1
		Divorced/separated/widowed	7.5
Age		Monthly income	
<20	3.6	Below \$1000	15.8
20-30	31.8	\$1000-\$1999	24.7
31-40	33.3	\$2000-\$2999	18.6
41-50	16.2	\$3000-\$3999	11.3
51-60	10.5	\$4000-\$4999	9.2
>61	4.5	\$5000 and Above	9.6
		No income	10.7
No. of days of travel		Nationality	
Less than 3 days	5.3	Asia	28.1
3-7 days	41.2	Americas	19.6
8-14 days	34.5	Europe	34.3
15-30 days	15.4	Australia/New Zealand	14.5
More than one month	3.6	Africa	3.6
Main purpose		Occupation	
Food and cuisine	18.6	Business people	27.3
Religion	1.7	Professionals	7.9
Visit friend/family	14.9	Education workers	8.7
Shopping	5.1	Governmental officers	12.2
Sightseeing	27.1	Workers	7.7
Conference	4.3	Housekeepers	9.6
Night life	1.1	Retired servants	7.2
Visit historic relics	12.6	Students	13.6
Cultural experience	8.7	Others	5.8
Others	5.8		

Source: Original Study

4.2.2 Measurement Results for Research Variables

Table 4-5 provides descriptive statistics with respect to each of the research variables for 531 respondents, including mean values and standard deviations. The results of the means and standard deviations as shown in Table 4-5, the results indicate that all respondents tend to report higher levels (the value of mean all above 4) for most items of the constructs of this research framework. Particularly, in the constructs of destination brand equity, travel intention, destination familiarity with mean scores over 5.0 in a seven-point scale except the item DI4 (M=4.910), item DI3 (M=4.783), item DI2 (M=4.736), and item DF3 (M=4.994).

Table 4-5 Descriptive Analysis for Questionnaire Items

Research Items	Mean	Std. Dev.
Research Construct: Destination Brand Awareness		
[DA4] The characteristics of this destination come to my mind quickly.	5.695	1.509
[DA1] I can picture what the destination looks like in my mind.	5.584	1.808
[DA5] When I am thinking about travelling, this destination comes to my mind immediately.	5.580	1.649
[DA3] I can recognize the destination among other similar travel destinations.	5.576	1.760
[DA2] I am aware of the place as a travel destination.	5.542	1.691
[DA6] I can quickly recall the marketing about the destination.	5.269	1.784
Research Construct: Destination Brand Image		
[DI1] This destination fits my personality.	5.185	1.902
[DI4] Visiting this destination reflects who I am.	4.910	1.844
[DI3] The image of this destination is consistent with my own self-image.	4.783	1.994
[DI2] My friends would think highly of me if I visited this destination.	4.736	2.093
Research Construct: Destination Brand Quality		
[DQ5] Considering what I would pay for a trip, I will get much more than my money's worth by visiting this destination.	5.431	1.451
[DQ2] This destination provides quality experiences.	5.343	1.725
[DQ3] From this destination's offerings, I can expect superior performance.	5.290	1.482
[DQ1] This destination provides tourism offerings of consistent quality.	5.284	1.442
[DQ4] This destination performs better than other similar destinations.	5.153	1.745

Research Items	Mean	Std. Dev.
Research Construct: Destination Brand Loyalty		
[DL5] I would advise other people to visit this destination.	5.727	1.870
[DL3] The destination would be my first choice of a travel destination.	5.605	1.885
[DL4] I will visit this destination instead of other travel destinations if they are similar.	5.397	1.628
[DL2] If there is another travel destination as good as this one, I prefer to visit this destination.	5.358	1.736
[DL1] I consider myself a loyal traveler to this destination.	5.256	1.767
Research Construct: Travel Intention		
[TI3] I wish to visit this destination again for tourism	5.544	1.701
[TI1] In the following year, I may visit this destination again for tourism	5.539	1.631
[TI2] In the following year, I plan to visit this destination again for tourism	5.119	1.512
Research Construct: Destination Familiarity		
[DF4] I often spend time gathering information about the destination.	5.181	1.573
[DF5] I am very familiar with information on the destination.	5.160	1.538
[DF1] Compared to an average person, I am very familiar with a wide variety of vacation destinations.	5.105	1.589
[DF2] Compared to my friends, I am very familiar with a wide variety of vacation destinations.	5.085	1.547
[DF3] Compared to people who travel a lot, I am very familiar with a wide variety of vacation destinations.	4.994	1.550

Source: Original Study

4.3 Factor Analysis and Reliability Test

Principal component factor analysis and varimax rotated method were adopted to extract the relevant factors of which eigenvalue is greater than 1. Two essential criteria in terms of the values of factor of each variable: loading are greater than 0.7 and the difference of factor loadings between each other being larger than 0.3 are ensured in specification. In the reliability analysis, the item-to-total correlation must be larger than 0.5. Cronbach's coefficient alpha (α) must be larger than 0.7 (Hair, Black, Babin, Anderson & Tatham, 2010). The results of the factor analysis and reliability test for each dimension are shown from Table 4-6 to Table 4-11.

In general, the KMO value for all factors in each Construct is over 0.7 hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are less than 0.001, indicate correlations between the variables are significant. Following explained detailed factor analysis and reliability test result of each construct.

4.3.1 Destination brand awareness

Drawing upon the results of factor analysis, Table 4-6 shows that higher degree of internal consistency for the factors of brand awareness. There is 1 deleted item for this construct because the factor loadings of DA6 (=0.338) lower than 0.7. The eigenvalue extracted from the factor analysis of brand awareness is 3.243 with the total variance explained of 64.853%. The construct also yield high value of reliability ($\alpha=0.864$).

Table 4-6 Exploratory Factor Analysis for Destination Brand Awareness

Construct	Items	Factor Loading	Eigenvalue	Accumulative Explanation %	Item-to-Total	Cronbach's α
	<i>Destination Brand Awareness</i>		3.243	64.853		.864
I Destination Brand Awareness KMO= 0.871 Barlett= 0.000	1. I can picture what the destination looks like in my mind.	.827			.713	
	2. I am aware of the place as a travel destination.	.825			.711	
	3. I can recognize the destination among other similar travel destinations.	.804			.683	
	5. When I am thinking about travelling, this destination comes to my mind immediately.	.802			.681	
	4. The characteristics of this destination come to my mind quickly.	.767			.638	
	* 6. I can quickly recall the marketing about the destination.				Delete	

Source: Original Study

4.3.2 Destination Brand Image

Based on the factor analysis result, Table 4-7 shows that higher degree of internal consistency for the factors of brand image. The eigenvalue extracted from the factor analysis of brand image is 2.905 with the total variance explained of 72.636%. The construct also yield high value of reliability ($\alpha=0.874$).

Table 4-7 Exploratory Factor Analysis for Destination Brand Image

Construct	Items	Factor Loading	Eigenvalue	Accumulative Explanation %	Item-to-Total	Cronbach's α
Destination Brand Image KMO= 0.824 Barlett= 0.000	<i>Destination Brand Image</i>		2.905	72.636		.874
	3. The image of this destination is consistent with my own self-image.	.895			.798	
	2. My friends would think highly of me if I visited this destination.	.862			.743	
	4. Visiting this destination reflects who I am.	.835			.706	
	1. This destination fits my personality.	.814			.676	

Source: Original Study

4.3.3 Destination Brand Quality

Table 4-8 shows the results of factor analysis for the factors of brand quality. There is 1 deleted item for this construct because the factor loadings of DQ5 (=0.638) lower than 0.7. The eigenvalue extracted from the factor analysis of product involvement is 2.596 with the total variance explained of 64.895%. The construct also yield high value of reliability ($\alpha=0.819$).

Table 4-8 Exploratory Factor Analysis for Destination Brand Quality

Construct	Items	Factor Loading	Eigenvalue	Accumulative Explanation %	Item-to-Total	Cronbach's α
	<i>Destination Brand Quality</i>		2.596	64.895		.819
Destination Brand Quality KMO= 0.805 Barlett= 0.000	4. This destination performs better than other similar destinations.	.832			.679	
	2. This destination provides quality experiences.	.818			.660	
	1. This destination provides tourism offerings of consistent quality.	.797			.630	
	3. From this destination's offerings, I can expect superior performance.	.774			.601	
	* 5. Considering what I would pay for a trip, I will get much more than my money's worth by visiting this destination.					Delete

Source: Original Study

4.3.4 Destination Brand Loyalty

Drawing upon the results of factor analysis, Table 4-9 shows that higher degree of internal consistency for the factors of brand loyalty. There is no deleted item for this construct because of the factor loadings of five items greater than 0.7. The eigenvalue extracted from the factor analysis of brand loyalty is 3.172 and the total variance explained by these five items under the perceived risk is 63.445%. Moreover, all items also yield high value of reliability ($\alpha=0.856$).

Table 4-9 Exploratory Factor Analysis for Destination Brand Loyalty

Construct	Items	Factor Loading	Eigenvalue	Accumulative Explanation %	Item-to-Total	Cronbach's α
	<i>Destination Brand Loyalty</i>		3.172	63.445		.856
Destination Brand Loyalty KMO= 0.859 Barlett= 0.000	4. I will visit this destination instead of other travel destinations if they are similar.	.847			.737	
	2. If there is another travel destination as good as this one, I prefer to visit this destination.	.794			.665	
	3. The destination would be my first choice of a travel destination.	.790			.659	
	5. I would advise other people to visit this destination.	.787			.657	
	1. I consider myself a loyal traveler to this destination.	.763			.626	

Source: Original Study

4.3.5 Travel Intention

Based on the factor analysis result, Table 4-10 shows that higher degree of internal consistency for the factors of travel intention. The eigenvalue extracted from the factor analysis of travel intention is 2.425 with the total variance explained of 80.827%. The construct also yield high value of reliability ($\alpha=0.881$).

Table 4-10 Exploratory Factor Analysis for Travel Intention

Construct	Items	Factor Loading	Eigenvalue	Accumulative Explanation %	Item-to-Total	Cronbach's α
	<i>Travel Intention</i>		2.425	80.827		.881
Travel Intention KMO= 0.740, Barlett= 0.000	1. In the following year, I may visit this destination again for tourism.	.914			.799	
	3. I wish to visit this destination again for tourism.	.891			.757	
	2. In the following year, I plan to visit this destination again for tourism.	.891			.755	

Source: Original Study

4.3.6 Destination Familiarity

Table 4-11 shows that higher degree of internal consistency for the factors of destination familiarity. There is no deleted item for this construct because of the factor loadings of five items greater than 0.7. The eigenvalue extracted from the factor analysis of destination familiarity is 4.304 with the total variance explained of 86.083%. The construct also yield high value of reliability ($\alpha=0.960$). It is also shown that the item to total correlation are greater than 0.6 of all items within this factor that tend to have a high coefficient. Based on the result of this factor analysis, it can conclude that the high degree of internal consistency is existed and the results of all criteria are acceptable.

Table 4-11 Exploratory Factor Analysis for Destination Familiarity

Construct	Items	Factor Loading	Eigenvalue	Accumulative Explanation %	Item-to-Total	Cronbach's α
	<i>Destination Familiarity</i>		4.304	86.083		.960
Destination Familiarity KMO= 0.916 Bartlett= 0.000	1. Compared to an average person, I am very familiar with a wide variety of vacation destinations.	.943			.909	
	4. I often spend time gathering information about the destination.	.932			.892	
	5. I am very familiar with information on the destination.	.926			.883	
	2. Compared to my friends, I am very familiar with a wide variety of vacation destinations.	.920			.874	
	3. Compared to people who travel a lot, I am very familiar with a wide variety of vacation destinations.	.918			.871	

Source: Original Study

4.4 The Test of Common Method Variance

According to Teo (2011), common method variance (CMV) refers to the overlap of variance between two variables due to the type of measurement rather than a true relationship of the variables. Campbell and Fiske (1959) stated that an outcome of CMV is an inflation of the observed correlations, thus may provide false support of the hypotheses.

Comparing all of the correlation coefficients with square roots of AVEs in Table 4-12, the results show strong evidence of discriminant validity. Henseler et al. (2015) reported a new procedure called the heterotrait-monotrait ratio (HTMT) to test the discriminant validity. Besides, the HTMT approach has shown overcomes bias and reliable performance to compute the parameters of the structural model. Table 4-12 showed that the value of HTMT was less than 0.90, indicating that discriminant validity has been

established between two reflective variables (Henseler et al., 2015; Hair et al., 2017)

Table 4-12 Correlations among the Research Constructs

	Mean	SD	Destination Awareness	Destination Image	Perceived Quality	Destination Loyalty	Travel Intention	Destination Familiarity
Destination Awareness	5.59	1.35	1	0.700	0.592	0.494	0.653	0.142
Destination Image	4.90	1.66	0.611***	1	0.662	0.581	0.724	0.218
Perceived Quality	5.26	1.29	0.503***	0.563***	1	0.449	0.581	0.137
Destination Loyalty	5.46	1.41	0.425***	0.504***	0.375***	1	0.551	0.223
Travel Intention	5.40	1.45	0.570***	0.637***	0.496***	0.479***	1	0.327
Destination Familiarity	5.10	1.44	0.130***	0.200***	0.122***	0.203***	0.301***	1

Notes: Below the diagonal elements are the correlations between the construct values.

Above the diagonal elements are the HTMT values.

*** $p < 0.001$

Source: Original Study

4.5 Hypotheses Testing

4.5.1 Evaluation of the Measurement Model

Using the above criteria, the reliability and validity of the measurement model can be verified. As shown in Table 4-13, the coefficient of determination (R^2) for the four variables are as follows: 0.46 for brand image, 0.25 for brand quality, 0.29 for brand loyalty, and 0.55 for travel intention. These R^2 coefficients are considered as moderate, according to Schroer and Herterl (2009). The AVEs of the constructs are ranged from 0.63 to 0.86, which are much higher than the benchmark of 0.5 as recommended, and demonstrate a satisfactory reliability and convergent validity of the research

constructs. The Cronbach's alpha coefficients are ranged from 0.819 to 0.960, which have fulfilled the criteria of 0.7, and confirm the internal consistency of the measurement items. The CR coefficients are ranged from 0.88 to 0.96, which are much higher than the criteria of 0.6 and show that the variance shared by the respective indicators is robust. Based on the above discussions, it can be concluded that the reliability and convergent validity of the research model is appropriate, which enables us to proceed to an evaluation of the structural model.

Table 4-13 Evaluation of the Measurement Model

Construct	AVE	CR	R^2
Brand Awareness	0.64	0.90	N/A
Brand Image	0.72	0.91	0.46
Brand Quality	0.64	0.88	0.25
Brand Loyalty	0.63	0.89	0.29
Travel Intention	0.80	0.92	0.55
Destination Familiarity	0.86	0.96	N/A

CR=Composite reliability AVE=average variance extracted; N/A=Not available

Source: Original Study

4.5.2 Evaluation of the Structural Model

The structural model with its research hypotheses was tested using the parameter estimates of the path between research constructs. Using a sample of 531, a non-parametric bootstrapping procedure was performed with 2500 sub-samples to obtain the statistical significance of each path coefficient for hypotheses testing. The goodness-of-fit (GoF) index is used to measure the overall fitness between the data and the model. Following Vinzi et al. (2010), GoF greater than 0.36 is considered to be large, 0.25 is described as medium, while 0.10 is described as small. The GoF of this structural model is 0.52,

which is considered to be large. This result confirmed that the structural model is appropriate with high predictive power.

4.5.2.1 Interrelationships amongst destination brand equity's dimensions

Table 4 shows standardized path coefficients and t-values for the model. To test interrelationships amongst destination brand equity's dimensions, the path coefficient ($\beta = 0.50$, $t = 12.44$, $p < 0.01$) was significant, thus, H1 is supported, which proposes that destination awareness positively related to perceived quality. The path coefficient ($\beta = 0.44$, $t = 10.32$, $p < 0.01$) was significant, thus, H2 is supported, which proposes a positive relationship between destination awareness and destination image. The path coefficient ($\beta = 0.34$, $t = 6.49$, $p < 0.01$) was significant, thus, H3 is supported, which proposes a positive relationship between perceived quality and destination image. The path coefficient ($\beta = 0.37$, $t=7.08$, $p<0.01$) was significant, thus H6 is supported, which displays that destination image positively related to destination loyalty. This research determines that brand image, perceived quality, and brand awareness are influential factors in creating brand loyalty. The findings replicate the previous research (Konecnik & Gartner, 2007; Kim et al., 2009). Destination equity has a complicated nature, making it difficult to evaluate the equity. This research indicated that the individual degree of interest in travel directly influences on his or her viewpoints and understanding regarding the destination brand equity.

In contrast to our theoretical predictions, the path coefficient from destination awareness to destination loyalty ($\beta=0.14$, $t=1.86$, $p > 0.1$) was not significant, thus H4 is not supported. The results do not support H5, which hypothesized that destination quality predicts destination loyalty significantly ($\beta = 0.09$, $t = 1.78$, $p > 0.1$). This conclusion complies with the results of other empirical studies, although it is in conflict with the findings of some studies

(W. G. Kim, Jin-Sun & Kim, 2008; Cretu & Brodie, 2007; Back, 2005; Buil et al., 2013). For instance, brand awareness has no direct relationship with brand loyalty (Hyun & Kim, 2011). In addition, Boo et al. (2009) figured out that destination brand image and brand quality not directly effect on loyalty. This result demonstrates that there is the lack of consistency in the relationships amongst these constructs. From the viewpoints of tourists, this research attempts to give explanations for these results.

4.5.2.2 Relationship between dimensions of destination brand equity & travel intention

To test dimensions of destination brand equity and travel intention, as expected, the results demonstrate that brand equity positively relates to travel intention. The path coefficient ($\beta=0.15$, $t=3.56$, $p<0.01$) is significant, therefore H7 is supported, which shows that perceived quality positively related to travel intention. The findings verify the hypotheses connecting destination image ($\beta=0.33$, $t=6.08$, $p<0.01$) and destination loyalty ($\beta=0.12$, $t=2.94$, $p<0.01$) to travel intentions. Lastly, as suggested in the hypotheses, the relationship between destination awareness and the travel intention is significant and positive ($\beta=0.22$, $t=4.36$, $p<0.01$). Unsurprisingly, the results indicate that four components of destination brand equity are significant predictors of travel intention, consistent with the arguments of prior researchers that image, perceived quality, awareness, and loyalty are key variables for organizations interested in the value of brand equity when examined from the perspectives of consumers (Boo et al., 2009; Kandampully et al., 2011).

Table 4-14. Results for the hypothesized model using PLS.

Hypotheses	Path coefficient	t-value	Result	VIF
H ₁ Destination Awareness — Perceived Quality	0.50	12.44***	Supported	1.000
H ₂ Destination Awareness — Destination Image	0.44	10.32***	Supported	1.344
H ₃ Perceived Quality — Destination Image	0.34	6.493***	Supported	1.344
H ₄ Destination Awareness — Destination Loyalty	0.14	1.86	Not Supported	1.719
H ₅ Perceived Quality — Destination Loyalty	0.09	1.78	Not Supported	1.561
H ₆ Destination Image — Destination Loyalty	0.37	7.08***	Supported	1.880
H ₇ Perceived Quality — Travel Intentions	0.15	3.56***	Supported	1.723
H ₈ Destination Image — Travel Intentions	0.33	6.08***	Supported	2.135
H ₉ Destination Loyalty — Travel Intentions	0.12	2.94***	Supported	1.502
H ₁₀ Destination Awareness — Travel Intentions	0.22	4.36***	Supported	1.917

*p < 0.10; **p < 0.05; *** p < 0.01

Source: Original Study

4.5.2.3 Moderating effect of destination familiarity

To test the moderating effect, Hypothesis 11, which postulated that destination familiarity has a positive moderating effect on the relationship between awareness and travel intentions, was supported ($\beta=0.12$, $t = 2.65$, $p < 0.01$). Previous studies have supported this finding. Enhancing brand familiarity through continuous exposure creates brand awareness, which is important to potential visitors to understand the brand name, symbol, logo, and character of the destination (Keller, 2003). Milman and Pizam (1995) also explained that, as potential tourists change their awareness to the familiarity stage regarding specific destinations; it causes their interest in it and their intention to visit to increase as well.

Regarding Hypothesis 12, destination familiarity was significant, and there is a negative interaction effect between destination image and travel

intentions ($\beta=-0.19$, $t=3.89$, $p < 0.01$). That is, the high brand image and destination familiarity has a significant and negative effect on travel intentions. Previous studies have found that the more that familiarity increases, the more positive that a destination image is (Kerstetter & Cho, 2004; Beerli & Martin, 2004; Sharifpour et al., 2014). The increased familiarity of people regarding actual visitation and information about the destination adds a more positive destination image. In contrast, some research has indicated that negative images of a destination can be created by certain information (Sönmez & Sirakaya, 2002; McCartney et al., 2008). Additionally, travelers have personally shaped destination images based upon their travel experiences. However, the tourist destination's reality might not match the perceived image (Andreu et al., 2000).

In addition, the results show that destination familiarity has a negative moderating effect on the relationship between brand loyalty and travel intentions ($\beta=-0.08$, $t=2.13$, $p < 0.01$). Therefore, destination familiarity will be the moderating variable which affects the relationship between destination loyalty and travel intention. Destination familiarity enables visitors to have positive or negative loyalty to a destination, as well as helping to evaluate a destination's attractiveness. The more that destination familiarity increases, the more attractive that the destination is; nonetheless, after a certain point, the destination familiarity becomes less attractive, causing a decrease in brand loyalty (Um & Crompton, 1990). Thus an important finding of this research is that it identifies another area in which both further empirical investigation is needed to attempt to identify the tipping point at which familiarity shifts towards decreasing loyalty, and to evaluate measures that could be taken to counteract this decrease. For example, based upon these results, marketers should undertake greater efforts to provide opportunities for tourists to

experience themselves in Vietnam in different ways that supplement familiarity so as to maintain tourists as repeaters.

The last hypothesis was H14, which hypothesized that destination familiarity has a positive moderating effect on the relationship between perceived quality and travel intentions ($\beta=0.13$, $t = 2.97$, $p < 0.01$). Research suggests that, increased familiarity helps tourists in deciding on their vacation spots. Gursoy (2001) stated that a tourist whose perceived quality based on their existing knowledge will make travel decision using their internal information. An elaboration of this point in future research might explore where existing knowledge itself becomes familiar to the point of tipping decisions towards other locations. Or perhaps testing the further hypothesis that existing knowledge, as is true of all knowledge, including survey results, is always partial and so an awareness of this, and desire to increase familiarity further, can be a reason to repeatedly visit a destination that offers the new and mysterious within the familiar.

Table 4-15 Moderation tests using PLS.

Hypotheses	Path coefficient	t-Value	Result	VIF
H ₁₁ . Destination Familiarity moderates — Destination Awareness on Travel Intention	0.12	2.652***	Supported	2.337
H ₁₂ . Destination Familiarity moderates — Destination Image on Travel Intention	-0.193	3.89***	Significant but not supported	2.065
H ₁₃ . Destination Familiarity moderates — Destination Loyalty on Travel Intention	-0.087	2.13**	Significant but not supported	1.535
H ₁₄ . Destination Familiarity moderates — Perceived Quality on Travel Intention	0.13	2.97***	Supported	1.811

* $p < 0.10$; ** $p < 0.05$; *** $p < 0.01$

Source: Original Study

For further understanding of the moderating effects, this research followed the guidance of Aiken, West and Reno, (1991). Figure 1 show that both destination awareness and familiarity positively influence on travel intentions, for instance, an increase in travel intentions is associated with an increase in familiarity. In particular, as shown in Figure 2, compared to tourists with low perceived quality, those with high perceived quality enjoy more growth in travel intentions with an increase in familiarity, indicating that high familiarity has a stronger influence on travel intentions than low familiarity.

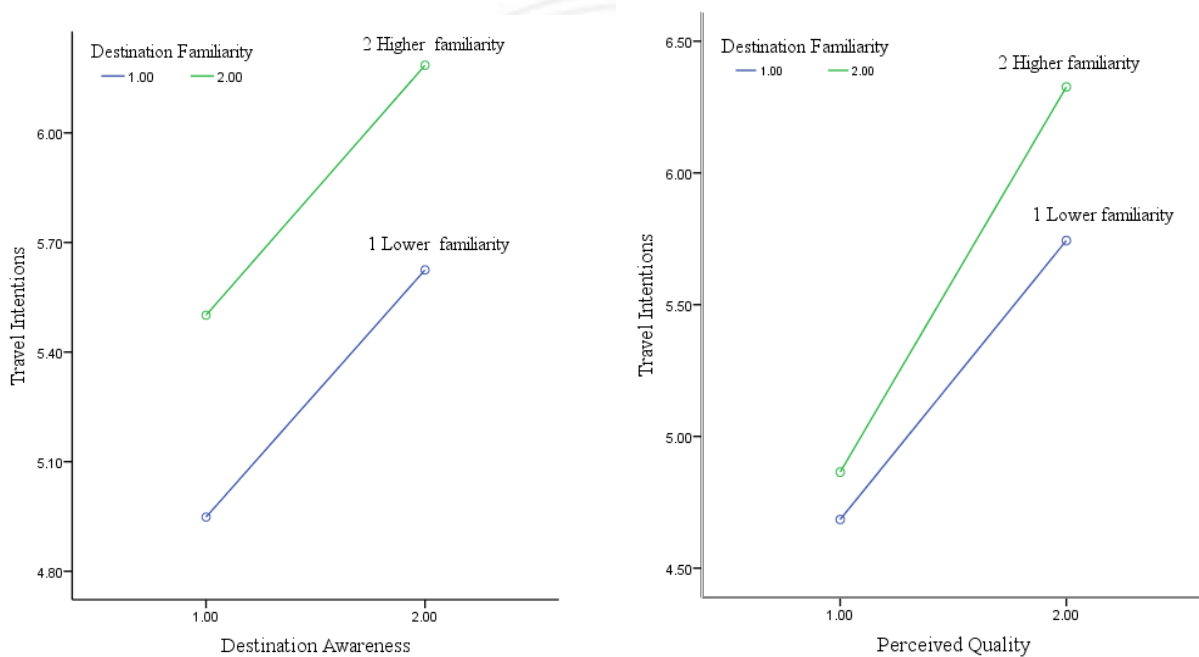


Figure 4-1 Moderating effect of destination familiarity

Source: Original Study

CHAPTER FIVE

CONCLUSION

In this chapter, conclusions, managerial implications, limitations, and future research directions are presented. In this first section, the study's results from previous chapters are concluded. Based on those results, managerial implications for academics and practitioners are suggested. Finally, limitations and future research directions are discussed.

5.1 Findings

The acknowledgment of this paper is to examine the assessment of travel intentions through various elements of brand equity. Specifically, these dimensions include the following: (1) the interrelationships amongst destination brand equity's dimensions (Loyalty, Quality, Image, and Awareness); (2) use of conception of destination brand equity to measure travel intentions; and (3) the positive moderation by destination familiarity of the relationship between destination brand equity and travel intentions. As a result, these hypotheses differentiate the extraordinary attributes of the destination brand equity evaluation from the travel intention assessment. As these hypotheses, this empirical research used a PLS approach from the perspective of international tourists regarding Vietnamese tourism to examine the model of brand equity in a destination setting and test four dimensions of brand equity in the suggested model. Some important conclusions were drawn.

First, the travel intentions of foreign tourists are created by the perceived brand equity of tourists' vis-à-vis destination brand equity. Hence, the travel intentions of tourists will be influenced by brand equity. The moderator, destination familiarity, has an impact on this bias; thus, when visitors have

greater familiarity with a destination, the visitors' travel intentions change their evaluations of brand equity vis-à-vis awareness, and the perceived quality increases, up to a point. Second, the findings demonstrated that brand equity can be seen as an important indicator and a key determinant of travel intentions. Therefore, to gain a better understanding of what encourages visitors to visit particular destinations and why brand equity significantly affects travellers' decision is critical. The research was conducted within the framework of consumer behavior to better understand the significance of brand equity, especially for international destinations. The implications of familiarity and the tendency for this to reach a tipping point, after which new strategies for marketing may be required, is identified as an area for subsequent research.

Although past studies have attempted to conceptualize the theory of brand equity within a tourism context, most efforts have focused on determining the interrelationships among frequently used brand equity dimensions such as brand awareness, brand loyalty, perceived quality, and brand image. The findings in this study can be discussed by comparing and contrasting related studies. Konecnik and Gartner (2007) applied the concept of destination brand equity to evaluate the tourist destination of Slovenia for the German and Croatian markets. Although it is impossible to use absolute comparisons between the present study and Konecnik and Gartner (2007), because this study began with the assumptions presented in the earlier discussion, it is similar in light of the choice of dimensions in destination brand equity. However, though Konecnik and Gartner (2007) included awareness, image, quality, and loyalty dimensions in the model, they applied the brand concept in the extension line of destination image studies. Consistent with previous conceptualizations in the destination branding literature (e.g., Boo et al., 2009; Konecnik & Gartner, 2007), brand image is

found to positively affect brand loyalty; however, the results did not support the relationship of brand image to brand equity. This result is somewhat different from other destination brand equity studies (Booetal.,2009; Konecnik & Gartner, 2007; Pike et al., 2010). A theoretical representation of destination dimensions in Konecnik and Gartner's study (2007) highlighted a critical role of image over other dimensions (including brand awareness) in destination evaluation.

5.2 Implications

This paper has contributed to both theoretical and practical implication. Theoretically, tourism scholars will have greater awareness of the magnitude of destination branding, which is a rising variety of tourism to which researchers have applied the theory of brand equity (Williams et al., 2004; Woodside et al., 2007; Konecnik & Gartner, 2007). Nevertheless, until now, by concentrating on different influence of brand equity on travel intention, very limited studies have investigated the brand equity mechanism. This research attempted to bridge the academic gap due to the lack of research about the interrelationships among dimensions of travel intentions and brand equity from travelers' perspectives. Therefore, this insufficiency is serious, as brand equity is one of the most powerful factors increasing differentiation. Additionally, that differentiation is one of the important marketing strategies (Hotho & Champion, 2011). Prior researches have highlighted the influences of brand equity regarding the tourist perspectives of culinary tourism (Horng et al., 2012), artistic and cultural activities (Camarero et al., 2010). Under the conditions of foreign tourists' perceptions, this research clearly emphasized the differential effect of brand equity dimensions. This study suggests a direction for future researchers with which they can apply brand equity perceptions in circumstances where marketing strategists take into account

familiarity as a moderator, and measures to maintain and enhance the attachment aspects of this moderation.

Regarding practical implications, the results are particularly valuable to targeted marketers and planners who focus more on enhancing, improving and developing their brand equity. By checking the perceptions and familiarity of foreign visitors about destinations, managers can build destination brand equity, and they will need to focus not only on visual components but also on ensuring that potential visitors perceive destination as a feasible tourism destination, with further interests and experiences to offer beyond the familiar, and that this might lead to an increase in travel intention. Understanding the elements and metrics of destination brands in travel intentions can clarify the solutions, therefore, providers must adopt to raise and extend the awareness of visitors. Managers should focus on developing well-defined characteristics which are easily connected with brand image from the perspectives of tourists. It will be more easy to embed information in visitors' remembrances by increasing the amount of brand-related activity. Thus, marketing managers should upgrade the brand, such as with promotion and advertising. Creating distinctive brand activity might enhance brand equity and offer more competitive advantages compared with those of others in the travel industry.

5.3 Limitations and suggestion for future researches

It is suggested that this research may have at least four limits. First, the limitations highlight the evidence not considering the roles of different sociodemographic variables, such as income, education level or behavioral traits of tourists, and the influences of previous destination experiences (Repeat Travel) when performing the research. Further experimental studies are necessary to attempt to combine the factors not tested in this study to

attain a more accurate perception of travelers' intentions regarding destinations and familiarity over longer time frames. Second, this present study only gathered questionnaire data from tourists to reflect accurately the evaluations, perceptions, and attitudes of tourists. Consequently, that the study incorporates the customers' viewpoints might not be sufficient to manage destination brands. Therefore, further work must be performed to incorporate the employees' viewpoints, which could create a greater holistic perspective predictive of destination brand performance. Third, to create destination familiarity might be considered over a shorter time to attract visitors, but over a longer time a different dynamic will need to be considered. It is important that the memory of past experiences forecasts future commitment with brand equity. Therefore, a question becomes: how to create good remembrances about a visiting destination and a promise of more unanticipated positive experiences. A concentration on increasing good remembrances associated with elements of destination brand equity can be a vital issue for future research. Finally, further research can compare prospective, first-time, and repeat visitors from the viewpoint of destination branding.

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APPENDICES

Survey Questionnaire

Section 1. Destination brand equity

Please take a short look on the questions below related to Destination brand equity, and then CIRCLE the level of agreement on each of the items below based on your opinion.	Levels of Agreement						
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	<----->						
Destination awareness							
1. I can picture what the destination looks like in my mind	1	2	3	4	5	6	7
2. I am aware of the place as a travel destination	1	2	3	4	5	6	7
3. I can recognize the destination among other similar travel destinations	1	2	3	4	5	6	7
4. The characteristics of this destination come to my mind quickly	1	2	3	4	5	6	7
5. When I am thinking about travelling, this destination comes to my mind immediately	1	2	3	4	5	6	7
6. I can quickly recall the marketing about the destination	1	2	3	4	5	6	7
Destination image							
1. This destination fits my personality	1	2	3	4	5	6	7
2. My friends would think highly of me if I visited this destination	1	2	3	4	5	6	7
3. The image of this destination is consistent with my own self-image	1	2	3	4	5	6	7
4. Visiting this destination reflects who I am	1	2	3	4	5	6	7
Destination quality							
1. This destination provides tourism offerings of consistent quality	1	2	3	4	5	6	7

2. This destination provides quality experiences	1	2	3	4	5	6	7
3. From this destination's offerings, I can expect superior performance	1	2	3	4	5	6	7
4. This destination performs better than other similar destinations	1	2	3	4	5	6	7
5. Considering what I would pay for a trip, I will get much more than my money's worth by visiting this destination	1	2	3	4	5	6	7
Destination loyalty							
1. I consider myself a loyal traveler to this destination	1	2	3	4	5	6	7
2. If there is another travel destination as good as this one, I prefer to visit this destination	1	2	3	4	5	6	7
3. The destination would be my first choice of a travel destination	1	2	3	4	5	6	7
4. I will visit this destination instead of other travel destinations if they are similar	1	2	3	4	5	6	7
5. I would advise other people to visit this destination	1	2	3	4	5	6	7

Section 2. Travel Intention

Please take a short look on the questions below related to Travel Intention, and then CIRCLE the level of agreement on each of the items below based on your opinion.	Levels of Agreement						
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	< - - - - - >						
Travel Intention							
1. In the following year, I may visit this destination again for tourism	1	2	3	4	5	6	7
2. In the following year, I plan to visit this destination again for tourism	1	2	3	4	5	6	7
3. I wish to visit this destination again for tourism	1	2	3	4	5	6	7

Section 3. Destination Familiarity

Please take a short look on the questions below related to Destination Familiarity, and then CIRCLE the level of agreement on each of the items below based on your opinion.	Levels of Agreement						
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	< - - - - - >						
Familiarity							
1. Compared to an average person, I am very familiar with a wide variety of vacation destinations	1	2	3	4	5	6	7
2. Compared to my friends, I am very familiar with a wide variety of vacation destinations	1	2	3	4	5	6	7
3. Compared to people who travel a lot, I am very familiar with a wide variety of vacation destinations	1	2	3	4	5	6	7
4. I often spend time gathering information about the destination	1	2	3	4	5	6	7
5. I am very familiar with information on the destination	1	2	3	4	5	6	7

Respondent Information

We sincerely appreciate your time and efforts to answer the following questions. Your answer will be treated in strict confidence. For our information, would you please indicate the following questions?

1. How many times have you visited Vietnam?
 - (1). 1 time
 - (2). 2 times
 - (3). 3 ~ 5 times
 - (4). Above 5 times

2. How many days did you spend on sightseeing in Vietnam?

- (1). Under 3days
- (2). 3~7 days
- (3). 8~14 days
- (4). 15~ 30 days.
- (5). Over one month

3. Who travels with you?

- (1). Alone
- (2). Spouse/Girlfriend/Boyfriend
- (3). Friends / Co-workers/ Classmates
- (4). Family or relatives
- (5). Group tour

4. Main purpose(s)

- (1). food & cuisine
- (2). Religion
- (3). Visit friend/ family
- (4). Shopping
- (5). Sightseeing
- (6). Conference
- (7). Night life
- (8) Visit historic relics
- (9). Cultural experience
- (10). Others

5. Gender

- (1). Male
- (2). Female

6. Age

- (1). <20
- (2). 20-30
- (3). 31-40
- (4). 41-50
- (5). 51-60
- (6). >61

7. Marital status

- (1). Single
- (2). Married/partner
- (3). Divorced/separated/widowed

8. Education

- (1). Junior high school
- (2). Senior high school
- (3). University
- (4). Graduate school

9. Occupation

- | | | |
|---------------------------|-------------------|-----------------------|
| (1). Business people | (2). Professional | (3). Education worker |
| (4). Governmental officer | (5). Workers | (6). Housekeeper |
| (7). Retired servants | (8). Student | (9). Others |

10. Monthly income

- (1). Below \$1000
- (2). \$1000–\$1999
- (3). \$2000–\$2999
- (4). \$3000–\$3999
- (5). \$4000–\$4999
- (6). \$5000 and Above
- (7). No income

11. Nationality

- (1). Asia
- (2). America
- (3). Europe
- (4). Australia/New Zealand
- (5). Africa

