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從外國遊客的角度考察美食目的地形象影響對重遊意願之研究─越南胡志明市為例

A Perception into Food Image and Revisit Intention for Local Cuisine from Foreign Tourist Perspective: The Case of Ho Chi Minh City-Vietnam

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準博士推薦函

本校企業管理學系管理科學博士班研究生 阮璞玉 (Nguyen Thi Bich Dao) 君在本系修業05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：阮璞玉 君已修滿 44 學分，其中必修科

　目：研究方法 (Method of Research)、最佳化理論(Optimization Theory)、書報討論等科目(Journals and Papers)，成績及格(請查閱博士班歷年成績) and others required courses。

2、在論文研究方面：阮璞玉 (Nguyen Thi Bich Dao)君在學期間已完成下列論文：

　(1)博士論文：A perception into food image and revisit intention for local cuisine from foreign tourist perspective – The case of Ho Chi Minh City - Vietnam

　(2)學術期刊：- Destination image: A cocitation analysis.

　　　　- A perception into food image and revisit intention for local cuisine from foreign tourist perspective – The case of Ho Chi Minh City – Vietnam.

　　　　- Service quality and customer satisfaction in restaurant industry in Vietnam - A comparison between meta-analysis and empirical study.

　本人認為 阮璞玉 (Nguyen Thi Bich Dao) 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：A perception into food image and revisit intention for local cuisine from foreign tourist perspective – The case of Ho Chi Minh City - Vietnam，以參加博士論文口試。

指導教授：＿＿＿＿＿ 簽章

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南華大學管理學院企業管理學系管理科學博士班
110學年度第1學期碩士論文摘要

論文題目：從外國遊客的角度考察美食目的地形象影響對重遊意

願之研究—越南胡志明市為例

研究生：阮璞玉　　　　　　　　　指導教授：紀信光 博士

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中文摘要：

在當前旅遊業的背景下，目的地形象的作用被認為是影響遊客重訪意圖的因素之一。本研究旨在通過共引方法，通過收集高被引指數的科學文章的資料，參考關鍵字"目的地形象"，實證探索目的地形象在旅遊研究中的作用和地位。結果顯示了目的地形象研究的主要趨勢，包括發展具有認知形象和情感形象兩個因素的目的地形象研究模型。此外，本研究繼續應用目的地形象研究模型，特別是食品目的地形象來檢驗對訪問越南胡志明市的國際遊客重訪意圖的影響。使用285個調查樣本並應用偏最小二乘法（PLS）分析資料，結果通過仲介變數：客戶偏好和客戶滿意度證實了目的地形象對重訪意圖的積極影響。然而，顧客感知價值與重訪意圖無關。本研究還為行銷者提出了一些解決方案，幫他們建立更有效的目的地形象，以及提高遊客對目的地形象的感知。

關鍵詞：目的地形象、目的地美食形象、客戶感知價值、偏愛、消費者滿意度、重訪意向

Title of Dissertation: A Perception into Food Image and Revisit Intention for Local Cuisine from Foreign Tourist Perspective: The Case of Ho Chi Minh City - Vietnam

Department: Doctoral Program in Management Sciences, Department of Business Administration, Nanhua University

Graduate Date: 2022   Degree Conferred: Ph.D.

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ABSTRACT

In the context of the current tourism industry, the role of the destination image is considered as one of the factors affecting the intention to return of tourists. This study aims to empirically explore the role and position of destination image in tourism research through the co-citation method by collect data from scientific articles with high citation index, referring to the keyword "Destination image". The results show major research trends on destination image, including the development of the destination image research model with two factors: cognitive image and affective image. Moreover, this study continues to apply the research model of destination image, specifically the food destination image to examine the impact on the revisit intention of international tourists visiting Ho Chi Minh City, Vietnam. The convenient sampling method was applied through an online survey. Using 285 survey samples and apply partial least squares (PLS) method to analyze the data, the results confirmed the positive impact of destination image to revisit intention through the mediating variables: customer preference and customer satisfaction. However, customer perceived value is not related to revisit intention. The study also proposes a few solutions for marketers in building a more effective destination image, as well as improving the perception of the destination image for tourists.

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CHAPTER ONE

INTRODUCTION

In this chapter, the research background, motivation and objectives are summarized and illustrate the practical meaning.

1.1 Research Background and Motivation

In recent trends, tourism is assessed as a global industry in many countries. Tourism industry not only increases gross domestic product, supports jobs, promotes infrastructure and service conditions, but also creates intangible values, attaches culture between countries. Tourism development is understanding a spearhead economic sector of many countries.

With the limitation of infrastructure system and poor marketing strategy, "same" tourism services and safety and security problems, these reasons are barriers make tourist never return Ho Chi Minh city. Therefore, Ho Chi Minh City should be developing the new product and exploring the way to increase the revisit intention of tourists based on the increased tourist satisfaction. Many factors influence tourists when they make their destination decision for their vacation. According to Horner and Swarbrooke (2007), these factors can be internal (preferences and hobbies, lifestyle, attitude, experience, personality, etc.) and external (from advertising, promotion forever, service, climate, cuisine, tailored products, etc.). In the research of Quan and Wang (2004), the food image or traditional cuisine has used been in tourism destination marketing activities, especially in culinary tourism. Based on these perspectives, local cuisine is may be viewed as a way of creating a brand image of a tourism destination (Zhao & Ritchie, 2007).

According to Lee et al., (2015), food consumption has essential meaning that creates tourists' memorable experiences. Food destination image is confirmed as positively affect tourist satisfaction and travelers' destination choice (Kivela and Crotts, 2006). According to the World Food Tourism Association - WFTA

(2017), gastronomic tourism is the finding for unique and memorable experiences involving food consumption. Mitchell (2001) argues that culinary tourism is understood as an activity of tourists with the main purpose of going to places of production, food processing, food festivals, restaurants or other activities, a specific destination where they can taste, experience the typical dishes, unique to the destination. For example, visiting a winery, where guests can visit, learn, experience the production process as well as taste wine at the production site along with other unique local dishes. direction. In that context, the matter of declaration cultural of culinary culture to organize promotion and attractiveness tourists are particularly interested in by regulatory agencies. Posts mentioned to Vietnamese traditional culinary culture, the role of culinary culture in tourism promotion, and on a practical basis status of tourism promotion activities, the author proposes orientation and solutions to exploit the values of Vietnamese culinary culture to attract international tourists in the current period. Therefore, marketers have to prepare advanced strategies for promoting the food consumption of tourists and to develop local cuisine (Choe and Kim, 2018).

In tourism destination marketing policies, culinary culture is an interesting factor. Awareness of the importance of gastronomic tourism development, a research model needs be developed to exam the interaction between the perception of the destination food image as well as their visit intention. However, there are limitations of the number of research that concerned culinary tourism in Vietnam. In the research of Wongleedee (2013), the study examined role of the food hygiene and safety in culinary tourism that was identified in previous studies. Wongleedee (2013) confirmed that most of the respondents got health problems at least once in enjoying street food. Moreover, the tourists feel apprehensive about the quality of Vietnamese street food. According to Poolklai (2015), the research is concluded that belief of tourists about quality of food in hotel, restaurant is more than the quality of street

food. Therefore, these elements should be focused to improve the food destination image of Vietnam. Besides, it is necessary to extend the conceptual framework to examine the result of the influence of food destination image to visit intention.

Therefore, the article reviews the theoretical approaches in destination image and discusses the importance of food destination image into revisit intention. This research focuses on the value of local food as well as the development of food destination image to attract international tourists who visit Ho Chi Minh City-Vietnam.

1.2 Research Objectives

Following the above discussion parts, the purposes of research are as follows:

1. To identify role and research trend of destination image factor in the tourism area.
2. To examine the relationship between the dimensions that affect to revisit intention of international tourists who visit Ho Chi Minh City, Vietnam, especially the destination food image factor.

1.3 Research Contribution

This study contributes two main elements below:

Firstly, based on co-citation analysis of previous studies that mentioned "destination image", this study will provide main research problems in the tourism area and the role of destination image in practical tourism industry context.

Secondly, the purpose of this study is to analyze destination image, especially food image and their effects on the preference, perceived value, customer satisfaction and revisit intention of foreign tourists, Vietnam, thereby helping tourism managers easily plan business strategies, improve the ability to attract and satisfy the tourists.

Generally, the result of this study provides theoretical implications in tourism research and practical implications in tourism business activities in Vietnam. By collecting data to describe customer characteristics and have a realistic look, this study hopes that the result can assess the tourism resources of Vietnam and the factors influencing this destination choice of international tourists. The result of this study makes some recommendations for marketing the food image of Vietnam tourism and presents an overview of culinary tourism and expands the future research about the destination image field.

1.4 Research Project and Scope of the Study

Considering the purpose, this paper expanded the research project and scope as presented in Table 1.1.

Table 1.1 The scope of the study

Items	Scope of the Study
Types of the research	1) Co-citation analysis realized to confirm the role of destination image tourism research. Moreover, the literature reviews were examined to develop research structure and hypotheses. 2) Questionnaires are designed to collect empirical data and test the hypotheses.
Key issue	This research concentrates on analyzing the interrelation between food destination image and revisits intention.
Dependent variables	Revisit intention.
Independent variables	Food cognitive image, Food effective image, Customer preference, Customer perceived value, Customer satisfaction.

Underlying theory	Destination image theory.
Research instruments	(1) Co-citation analysis
	(2) PLS-SEM-analysis

1.5 Research Procedure

This research conducted two studies to examine empirically validate the research model.

Firstly, study one with co-citation analysis was adopted. The aims of co-citation analysis are first to evaluate the role of destination image and research trends in the tourism industry.

Second, study two conducted a questionnaire survey to examine the interrelationships of destination image, especially culinary tourism and the constructs effect to revisit intention based on the opinions of the international tourists in Ho Chi Minh City, Vietnam.

The study structural outline is presented in Figure 1.1.
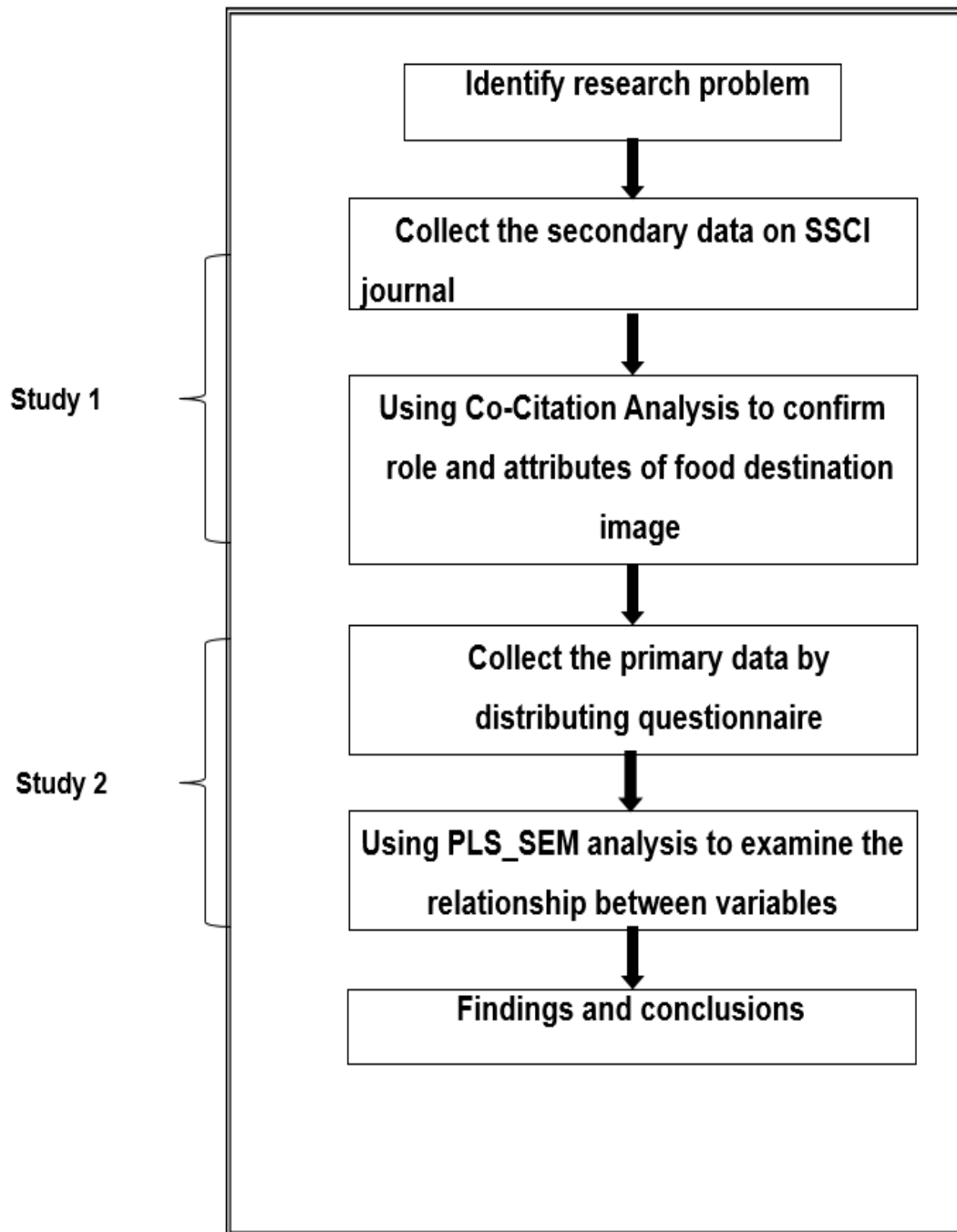
Figure 1.1 The flow chart for this research

1.6 The Structure of this research

This research comprises five chapters and is summarized:

Chapter one introduces the general research background, objectives and motivation, and discusses the significance of this research.

Chapter two summarizes the previous literature related to the concepts that provide a framework for research: destination food image, preference, customer perceived value, customer satisfaction, revisit intention.

Chapter three introduces the research methodology and data collection process of study 1 (Co-citation analysis) and study 2 (PLS_SEM analysis)

Chapter four conferred the result of research. Results include review tourism research in recent years for study 1 and response rates, the descriptive statistics of research items, variables, and relationship of constructs for study 2. Especially, the findings illustrate the assess and propose the most appropriate improvement for the role of destination food image.

Chapter five includes the summary and the conclusion about the collected issues which are proposed way to solve all of these collected issues. From the whole research results, suggestions and reality implications are presented for future research.

CHAPTER TWO
LITERATURE REVIEW

This chapter provides a general perspective existing literature on concepts concerning detailed descriptions of the theory about the research model, and each research framework upon which concrete definitions were drawn from this study such as food image, customer preference, customer perceived value, customer satisfaction and customer, revisit intention. Subsequently, the interrelationships among research constructs were discussed and the related hypotheses were developed and presented. The objective is to examine existing research on factors affecting food image and customer revisit intention.

2.1 The reality of the tourism industry in Vietnam

According to Nguyen (2017), in recent years, the tourism industry has contributed to 13.9% GDP of Vietnam (approximate 25.5 billion USD/ per year). Therefore, the economic and social aspects are influenced by the rapid development of Vietnam tourism, including natural resources and cultural resources. Based on the research of Tuan & Rajagopal (2019), more than 6,035 million jobs and more than 50% turnover of the tourism industry are created. Nevertheless, the tourism sector has to face many challenges, in which some strategies to develop the tourist market is not agreeing with globalization context.
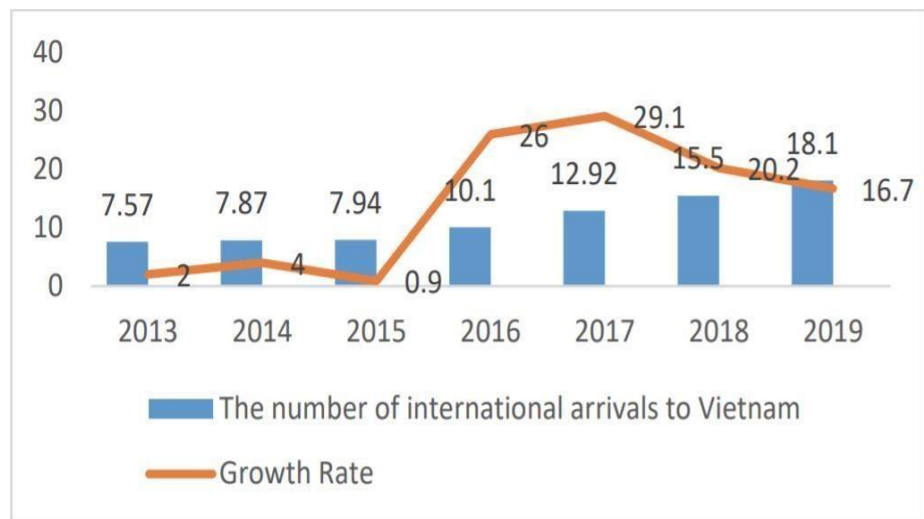
Figure 2.1 Chart of international arrivals to Vietnam in the period of 2013-2019. Source: Vietnam National Administration of Tourism (2019)

In 2019, the number of international visitors to Vietnam is approximate 18.1 million persons, growing 16.7% compared with the previous year. Compared with 2018, the growth rate of international tourists decreased from 20.2% to 18.1%. In recent years, after the period of strongest growth of Vietnam tourism from 2016 to 2017 *Vietnam National Administration of Tourism, 2019)*, this rate has decreased unexpectedly from 2020 until now because of the Covid-19 pandemic. Therefore, Vietnam tourism faces a necessary problem that not many tourists return after their first visit. Vietnam's tourism in recent years has revealed limitations and shortcomings that are not commensurate with the potential, strengths and expectations of society. According to the Vietnam National Administration of Tourism, in 2019, Vietnam is ranked 24th out of 141 countries in terms of tourism resources, but only 75th out of 141 in global tourism competitiveness; ranked 89th in terms of international openness, in which visa requirements ranked 119th (Vietnam has just exempted visas for citizens of 22 countries, compared to Thailand 61, Malaysia 155, Singapore 158, Indonesia is 169

countries). In previous studies, destination image building plays an important role to attract the revisit intention of tourists.

2.2 The role of culinary in Vietnam tourism

In previous studies, traditional food is asserted as an attraction factor that contributes to the motivation of tourists in Vietnam tourism. Indeed, the World Travel Awards (WTA) in 2019 is recognized Vietnam

tourism with the title: "Asia's Leading Culinary Destination". The result confirmed Vietnam culinary tourism position in the area and world. According to Nguyen (2019), the council asserted the attraction of Vietnam, culinary culture is one of the most vivid and rich features, crystallized into the Vietnamese cultural identity. The uniqueness of Vietnamese culinary culture is reflected in the use of food ingredients derived from nature, in the sophistication of the use of spices, in the harmony between tradition and modern, between Eastern and Western styles and philosophies in cooking as well as in decoration, arrangement and enjoyment of food. Nowadays, many Vietnamese dishes such as pho, spring rolls, bun cha, etc. have become world famous and cuisine has become an effective tool to build and form a Vietnamese brand. Phillip Kotler, the father of modern marketing said: "If China is the world's factory, India is the world's office, then Vietnam should be the world's kitchen". The World Tourism Organization has also identified culinary tourism as one of the unique advantages of each country, a strategic factor, and an important driving force for tourism development. The combination of food and tourism will create great opportunities for tourism development and promotion. Also according to research by World Tourism Organization, in the spending structure of tourists during the trip, on average a tourist spends about one-third of the trip budget on food. Today, culinary tourism has become a type of tourism that is popular globally along with other types of tourism. Considered as an essential element in tourism development, cuisine is increasingly being used by tourism business as a

tourism product, reflecting cultural values and national identity, contributing to the development of tourism, build a destination image of a country.

This study note explores culinary tourism from a consumer perspective. In addition, the result of this study provides data to extend culinary tourism research conceptual framework and confirm the influence of food destination image to visit intention. The result of this study may help tourism managers, tourism agencies promote culinary tourism effectively.

2.3 Destination Image

The research of destination image research is interested by tourism researchers and one of them is Gunn (1972). Until now, destination image research is extend more and more. In recent years, Papadimitriou (2018) confirmed that destination image become to an important field of tourism research. Destination image has the main role that effects to consumption decision making of tourists. In the research of Cromton (1979), this study defined the destination image include impressions and awareness of tourists to a destination.

Furthermore, Lawson and Baud Bovy (1977) considered the concept of destination image such as perceptual or cognitive based on behavioral theoretical analysis. Additionally, destination image emphasized destination image as an experience or memory of a destination (Rezende-Parker, Morrison & Ismail, 2003).

In the research of Smith (2015), the "destination image concept is classified to two elements as cognitive image and affective image in tourism researches." Cognitive image is mentioned to perception, attitudes destination (Baloglu, 1999; San Martin & Bosque, 2008). In other words, the destination and beliefs of tourists regarding the tourism destination (Qu, Kim, & Im, 2011). "Affective image is mentioned to the awareness and emotion of individual to the tourism image is concluded as a synthesis

between cognitive and affective features. For this reason, the more attractive the destination has, the more positive impression in tourist's minds. Food is an important attribute. In the tourism industry, traditional cuisine has been conceptualized as one of the elements creating to the destination image. Therefore, tourism managers should invest in cuisine image and use image marketing strategy to create tourist attraction" (Lin et al., 2011).

In previous studies, the brand image of food and cuisine is asserted a unique selling point for the tourism boards of many countries (Okumus et al., 2007). Dining is an essential activity during the trips of tourists, which most important factor in Maslow's hierarchy of demands. Previous studies have shown the food or culinary tourism is asserted as the causal that effect to travel intention as well as a destination choice. Folgado-Fernández et al., (2017) identified that "the importance of local cuisine that tourism marketing should focus on it beside climate, accommodations, scenery or local culture, etc". Culinary culture is confirmed as travel motivation (Björk & Kauppinen-Räisänen, 2016), that create cultural tourism product (Lee & Scott, 2015).

The food image of a destination is considered as one of the factors that create destination branding, as a part that makes increases value of the overall destination image. Especially, in the research of Pike and Ryan (2004), the is one of the 20 items of brand image besides natural scenery, transport, accommodation and other tourism services The value of the destination brand increases when the destination image is widely disseminated, including the role of the culinary image through the visitors' perception of the traditional culinary and cultural values of a culinary destination. Food is also a major reason influencing tourists' decision to choose a destination (Seo, Yun, & Kim, 2014).

In most of the tourism studies, Pike and Ryan (2014) believed that the information sources provided to tourists through social media affect destination perception of tourists or in other words influence the cognitive

image factor. In the context of culinary tourism, the dissemination of food images, ways of processing and presentation of food also has an impact on the cognitive food image in the minds of tourists. Many researchers consider destination image has two components: Cognitive and Emotional. Not only the cognitive image but also the emotional image is confirmed is very important to travel intentions (Kim & Richardson, 2003; Pike & Ryan, 2004). The cognitive component includes an individual's knowledge and beliefs about the destination, which are the factors that create the traction or attraction necessary to persuade an individual to travel such as destination, natural environment, culture environment, local culinary (Gustafsson, & Mossberg, 2006).

In the research of Lee and Choi (2011), cognitive image is formed through the process of destination perception in information search, the impact of social media or formed during the tourist's previous experience of the destination. Emotional images are formed through visitors' emotions during the travel experience. The emotional component is the elements emotions generated from the tourism destination. The cognitive component precedes the emotional component, because consumers' feelings stem from their understanding of things (Beerli & Martin, 2004). The combination of these two components will create a comprehensive image (Overall Image) or compound image, associated with positive judgment or negative for the destination. Many studies have determined that the cognitive image before the trip experience has an impact on the emotional image, which is formed during the trip. If the perceived image has a positive element, it can increase the emotional image of visitors. The positive cognitive image dimension or negative cognitive image dimension has an effect on affective image with the same dimension: positive (exciting, joyful, relaxing) or negative (irritability, sadness, stress). Based on reviews of the above literature, we set out the following hypotheses:

H1: Food cognitive image has a direct effective on the food effective image

Moreover, Chen et al., (2016) found that the relationship between destination preferences and destination image (cognitive and affective image). The relationship is confirmed in previous hospitality field research. Seo & Kim (2017) asserted that a positive image of a particular destination influences to customer preference. Choe and Kim (2018) found a link between tourists' satisfaction during the destination experience based on a positive image of food. In addition, in this study, the author also analyzes the perception of value in the process of consuming local cuisine by tourists that will create preferences, motivation and travel intentions in culinary destinations. Positive cognitive image is the main key to creating tourists' motivation in experiencing the destination or increasing the preferences of tourists that lead to destination choice. For example, destination food image attributes such as service quality, cooking process, safety, taste influence to customer preferences. Based on these reasons, we set out the following hypotheses:

H2a: Food cognitive image of destination foods has a direct effect on preference for destination foods.

H2b: Food affective image of destination foods has a direct effect on preference for destination foods.

In previous tourism research, destination image and perceived value have been of interest to researchers. Allameh et al., (2015) found that the customer experience effect the destination image perception of consumer. Additionally, when the attractive image of the destination influence to customer perception as customer satisfaction, it is easier for customers to have positive reviews, positive feeling about the destination (Kaura et al, 2015). Moreover, quality perception of tourists about destination image is seen as values of expected consumption (Tapachai & Waryszak, 2000). Therefore, the study is expected to be able to provide an overview of this

relationship for marketers, thereby making reasonable business strategies, improving destination image. From the marketing perspective, service quality is evaluated by the value of customer satisfaction (Chen et al., 2010). For these reasons, this study confirms the direct effect of food image combining cognitive image and affective image on customer perceived value (Kazemi et al., 2011; Jin et al., 2013).

H3a: Food cognitive image has a direct effect on the Perceived Value

H3b: Food affective image has a direct effect on the Perceived Value

Besides, based on previous research, the relationship between customer behavior and satisfaction has been examined. According to Hui et al., (2007), destination satisfaction is considered as the main element of recommending and revisiting the intention of tourist. This study also focuses on assessing whet destination image affects visitor satisfactionimage. From the results of previous studies, many researchers have confirmed that tourist satisfaction is assessed by comparing the destination image in two stages: pre-trip perceived image and real experience image during the trip or post-trip. The confirmation in the study of Kivela and Crotts (2006), the author shows that the satisfaction of tourists about the destination will decrease when comparing the actual perceived image with the perceived image before the trip. In addition, if the pre-trip image is positively built, it will create satisfaction and lead to the decision making process. The authors of this study considered that there is a difference in the satisfaction and food food image of culinary destination with the market segments. This study suggestted that the future research should focus on the attitude and perception of tourists about tourism destination. The result confirmed the effect of food image to satisfaction of tourist. Therefore, the following hypotheses are presented:

H4a: Food cognitive image is direct positively associated with food satisfaction

H4b: Food affective image is direct positively associated with food satisfaction

H9: Food satisfaction is direct positively associated with revisit intention

2.4 The relationship between perceived value, preferences, satisfaction and revisit intention of tourist in culinary tourism

Alamro and Rowley (2011) shows that the destination image determines the formation of tourists' preferences, specifically, through the destination image, visitors will feel curious and want to experience the destination, which is completely appropriate. suitable for the main purpose of tourism motivation is to learn and explore, especially tourists who interesting in local food culture. In particular, tourists perceive the positive value of destination that creates a deep impression in the tourists' mind and affects the tourists' preferences about the destination.

H5: Customer perceived value has a positive effect on tourist preferences.

Besides, generally, in the tourism industry context, Chen and Chen (2010) asserts that the customer satisfaction is core element to compare pre-trip expectations and post-trip experiences. Moreover, in restaurant industry, Yuksel and Yuksel's (2002) asserted that in marketing activites, the satisfaction is a most essential tool to retain loyal customer and extend new customer through word-of-mouth marketing. Therefore, the higher customer satisfaction, the higher customer loyalty. In the other words, when the customer feel satisfy and comfort about restaurant service, they maybe have the positive feedback about service quality to the relatives, friends, etc. (Yuksel, 2002). This research conceptualizes perceived value as an overall assessment based on perceptions from the services that customers receive. On the other hand, researchers presented that perceived value is a reflection of assessment of service quality or satisfaction (Martinez-Ruiz et al. 2010). In this study, the satisfaction is tested on the comparison criteria between the

waiting, the willingness to pay of tourists and the felling after experiencing the service. Therefore, it is important to determine how the perceived value of the image of a culinary destination affects the satisfaction and satisfaction of tourists about the destination. In the researches of Oliver (1999), the definition is as follows: "Customer satisfaction is a psychological state with respect to surrounding emotions, events. Expectations are associated with the user's prior feelings about the consumer experience used". In the research of Cronin, el. (2000), the results of the study confirmed the influence of four factors on customer satisfaction includes: service quality, customer expectations, destination image and customer perceived value. The destination image is rated as one of the most important component of this model. The results also show that perceived value has a relationship with customer satisfaction including products and culinary destination (Kim & Chung, 2015). As the literature above, we can conclude that:

H6: Customer perceived value has a positive effect on tourist satisfaction.

Preferences are considered as individual psychological factors and are expressed through behavioral intentions (Overby & Lee, 2006). Indeed, there have been many studies referring to the relationship of these two variables in previous studies of consumer behavior. In the reseach of Guan et al., (2015), related to culinary tourism destination, this study asserted that destination preferences have positive effect on behavior intentions. Besides, Cheng and Chang (2008) confirmed the importance of individual preference that influence on revisit intention. Culinary tourism preferences shown individual psychology of customer that desise revisit intention. Accordingly, the following hypotheses are advanced:

H7: Preference for destination foods has a positively affect on intention to eat destination foods.

In recent studies, the perceived value is confirmed an important factor influencing behavioral intention. Moreover, many tourism and hospitality

area research confirmed that behavioral intention was formed base on customer perceived value (Kim et al., 2014). The correllation between perceived value and travel intention confirmed by the vistitors who enjoy dining festival in Hong Kong (Wong, 2015). On the other hand, the findings showed that the effect of food destination perceived value to revisit intention. Therefore, the framework posits:

H8: Customer perceived value is a positive effect on revisit intention to eat destination foods.

CHAPTER THREE

METHODOLOGY

This study is realized in two methods. The first method is a co-citation analysis study that confirm role of destination image in tourism research in the recent years. The second is a qualitative research by using questionnaire to do the survey. The research design and methodology adopted in these two methods, including questionnaire design, sampling design, data collection methods, and data analysis techniques are included in this chapter.

3.1 Introduction of research methodology

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: co-citation analysis; and study two: empirical survey.

Research trend analysis and forecasting plays an important role in the evaluation and planning of research and development for any field of science. In the field of tourism, although there are many studies using statistical methods to analyze research data such as citation analysis, co- citation analysis, graphing and visualization in bibliometric by year (publishing, journal title, author's name, author's agency, keywords), etc. However, there are a big gap in analytic research - predicting research trends on destination image at the overall level. Destination image is confirmed as important variable in tourism research in many years. However, a lack of contribution of extend research model that base on destination image theory (Gertner, 2011). Based on the Co- citation analysis result, this study has contributed to finding research trends, developing destination image theory for many years, and determining the importance of destination image research in tourism.

This research hope can be become a reference source and provide theoretical and practical contribution for tourism activities. In study two, a quantitative study was conducted to the test 12 hypotheses. Data were collected from international tourists who visited Vietnam.

3.2 Study One – Co-citation Analysis

According to Pilkington and Lawton (2014), a co-citation analysis is an academic research network analysis and determine the relationships among references. Boyack et al. (2013) presented co-citation clustering methodology. According to White and Griffith (1981), co-citation analysis was recognized such as a useful research methodology that applied in bibliometric research. Co-citation analysis is used to examines the frequency, pattern, and histogram of citations. It uses a guided graph of citations to explore a similar characteristic among documents. (Bellardo, 1980). Research procedure and sample plan

Especially, to contribute for the purpose of study and to collect the papers that concern "Destination Image" in tourism researches, related peer-reviewed articles in The Social Sciences Citation Index (SSCI) database were obtained to ensure valuable data. The SSCI was managed by The American Institute for Scientific Information that covers scientific journal and scientific article for scholars and researchers. Moreover, the SSCI impact factor is important index to evaluate the quality of article and identify the citation ratio of articles. Co-citation analysis is classification research topic into different groups by using cluster analysis. According to Acedo et, al (2006), to ensure valid research results, the chosen data from the previous articles that have high citation index and retrieved at least 30 times. Specifically, this study has collected the articles that highest citation ratio from period from 1996 to 2012. Total 35 articles have retrieved at lease 30 times up to the time of survey. Multidimensional scaling (MDS) in authors co-citation is a data reduction method that use to outline a map describing

similarities or dissimilarities between author groups (Wilkinson, 2002). For especially, multidimensional scaling was apply to generate the relationship between the authors by defining the dimensions that present the differences or similarities between the variables.This analysis was realized by using the ALSCAL algorithm of the Statistical Package for the Social Sciences software (SPSS 18).

3.3 Study Two – PLS – SEM Analysis

3.3.1 Descriptive Statistic Analysis

"Descriptive statistics were used to present the distribution of the demographics as well as behavior information of tourists. Moreover, to understand the characteristic of each variable, the measures of central tendency (means), the variation of the characteristics in this survey study, standard deviation" (Churchill & Brown, 2004). Additionally, the frequency was calculated to describe the distribution of customer's general information.

3.3.2 Reliability and Validity Measures

Churchill and Brown (2004) defined reliability as a reliability and validity measurement has an important role to ensure that the items can explain the research variable. The reliability test of Cronbach's Alpha scale is the useful tool. This tool will help check if the observed variables of the factor are reliable. This test reflects the degree of close correlation between observed variables in the same factor. It shows that the observed variables of a factor, which has contributed to the measurement of the concept of the factor. Robin & Shave (1991) provided reliability measurement standard as below: If α is lower than 0.3, it means the factor has low reliability and α is higher than 0.6, it means that there is high reliability.

Factor analysis is the identification of variables suitable for the research model, removal, transformation and grouping of factors, selection of appropriate names based on the variable constituting factors. A factor is an unobservable variable that is assumed to affect observed variables. It can be

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seen that factor analysis is used to not only summarize or simplify the data but also for exploratory or confirmatory purpose. Factor analysis is also used to assess the reliability and validity of measurement scales (Carmines & Zeller, 1979). In this study, measurement items with factor loadings has high score as the member of a specific factor.

3.3.3 PLS - Structural equation modelling

To perform the structural relationships for a conceptual framework, we used partial least squares (PLS) regression to a structural equation model (SEM) PLS technique is used and closely linked with implementation in hospitality and tourism research (Kock, 2018). PLS used for SEM analysis is suitable for small number of survey samples, accurate prediction by combining all observed variances and coefficient estimates to maximize variance. Indeed, the application PLS technique is in line with the scope of research in the field of tourism where researchers analyze the relationships between latent variables, interested in predictive-oriented research of Becker, Klein, & Wetzels (2012). Therefore, Smart PLS3 software is using to conduct data processing of the conceptual framework empirically.

3.3.4 Research Hypotheses

Based on the results of literature review and hypothesis development. The main purpose of study two is to analyze the following 12 research hypotheses.

H1: Food cognitive image has effect on the food affective image

H2a: Food cognitive image of destination foods positively affects preference for destination foods.

H2b: Food affective image of destination foods has a positive effect on preference for destination foods.

H3a: Food cognitive image has a positive effect on the perceived value

H3b: Food affective image has a positive effect on the perceived value

H4a: Food cognitive image has a positive effect on food satisfaction

H4b: Food affective image has a positive effect on food satisfaction

H5: Customer perceived value has a positive effect on tourist preference

H6: Customer perceived value has a positive effect on tourist satisfaction

H7: Preference for destination foods has a positive effect on revisit intension

H8: Customer perceived value has a positive effect on revisit intension

H9: Food satisfaction has a positive effect on revisit intention
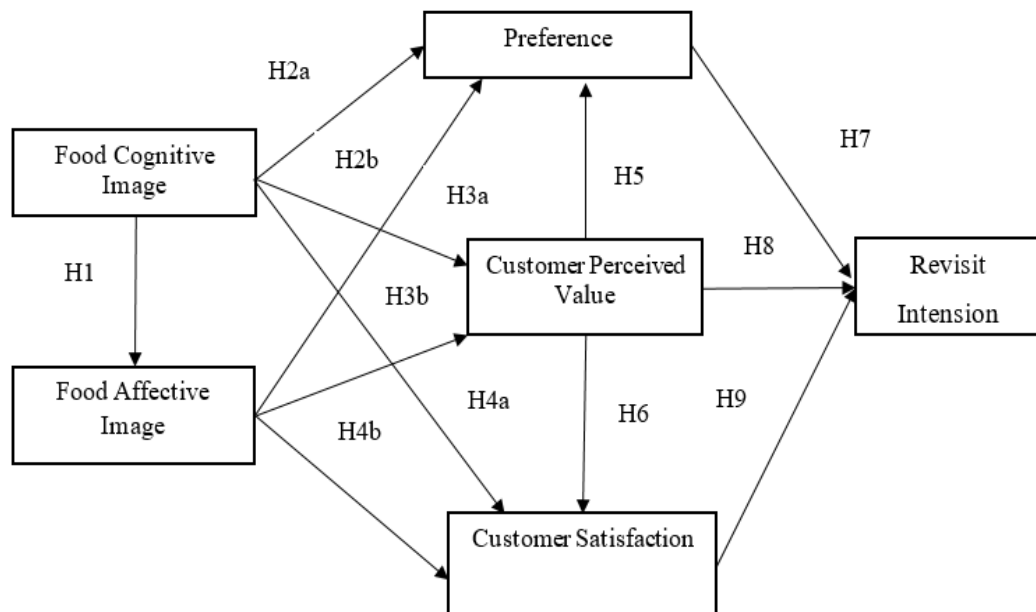
Figure 3.1 Conceptual framework of study

Using unstructured questionnaires to collect cognitive and affective attributes of food image destination from the free association of international tourists. The target sample of this research is a group of foreign tourists who had culinary experience in Vietnam. To ensure the validity of the questionnaire, the survey team conducted pretest 50 samples at Immaculate Conception Cathedral Basilica, Saigon Central Post office, Ben Thanh night market area of Ho Chi Minh City on the last weekend of January, 2019. The convenient sampling was used to conducted an online survey based on customer database

of Sinh' cafe - an international travel agency in Ho Chi Minh City. Questionnaire was sent via to Facebook and private email of tourists. Data is aggregated and processed on SPSS 18 software. The result of Cronbach's alpha test indicated that variables of conceptual framework are greater than 0.6 (the larger Cronbach's alpha score, the higher the internal consistency reliability). Convenience sampling method is used and distribute 300 questionaires. However, there are only 285 valid questionnaires that collected during February, 2019.

3.3.5   Questionnaire design

For questionnaire design, this study develops the questionnaire to obtain responses from international tourists on destination food image. Base on the measurement of the variables and the previous survey of Laros and Steenkamp (2005), Duncan and Chung (2015), Wong et al., (2015), Seo et al., (2017), Tsai and Wang (2017). Questionnaire includes three parts: demographic characteristics of respondents including gender, age, education level, marital status and monthly income level of consumers. The second part is to explore food consumption behavior. A frequency and percentage data analysis was conducted in these sections. The third section was designed to assess influence of destination food image. In this part, SEM-PLS analysis is used to test the relationship of variable in conceptual framework. The participant carefully specified their level of agreement to a statement. The level of agreement ranged from 1("Strongly Disagree"), 2 ("Disagree"), 3 ("Somewhat Disagree"), 4 ("Neutral"), 5 ("Somewhat Agree"), 6 ("Agree") to 7 ("Strongly Agree").

CHAPTER FOUR

RESULTS AND DISCUSSIONS

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

4.1 Result of Co-citation analysis

In this research, the articles in the field of tourism have the keyword "Destination image" with the highest citation index were and organized a co-citation matrix. Based on 35 articles, a 35x35 units of co-citation matrix was constituted to mapping the structure. The collected data was input data by using factor analysis and multidimensional scaling. The result provides overall "Destination image" perspective in tourism research activities in recent years.

4.1.1 Result of Co-citation factor analysis

The study used factor analysis to divide similar research topics, research areas into same group (Nerur et al., 2008). Apply factor analysis in authors co-citation to reduce the number of data generated by factor loadings from topic of studies. To be consistent with the criterion of co-citation analysis, only studies with factor loadings greater than ±0.5 were comprised of the same factor (Mehmet et al., 2015). After using factor analysis, the result present the same research area or same research theories are grouped into one factor. (Nerur et al., 2008).

Table 4.1. Result of Co-citation factor analysis

Authors	Component				
	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
NadeauJohn	.871				
StepchenkovaS	.859				
FriasD	.858				
StepchenkovaS2	.855				
GoversR	.840				
ChoiS	.802				
Prebensen	.642				
LeeCK	.599				
TrauerB	.570				
ChenChingFu		.943			
ChiaChristina		.905			
BarrosoCastro		.885			
PrayagG		.869			
BigneAlcaniz		.857			
PrayagGirish		.838			
LeeTsungHung		.825			
AssakerG		.726			
MartinH		.694			
SelbyM			-.967		
MacKayKJ			-.828		
BalogluS2			-.792		
KimH			-.684		
OppermannM			-.640		
ChoiW			-.594		
GallarzaMG			-.573		
PikeS			-.564		
ChonK				-.754	
ChalipL				-.736	
FrostW				-.664	
HsuC				.615	
BeerliA2					-.604
HosanyS					-.602
Variance explained	12.960	7.949	2.718	2.429	1.041

Total variance explained: 84.678%
Papers with loadings ≥ ±0.5 are shown

Table 4.2. Result of Co-Citation Factor Analysis of Destination image articles

Theme of factor	Authors	Key topic
Factor 1: Perceptual and cognitive of destination image through social network/ media network	Nadeau John	Destination image in a country image context
	Stepchenkova S	Russia's destination image
	Frias D	The effect of the internet on the development of destination image
	Stepchenkova S 2	The online perspective of destination image – Case study in Russia
	Govers R	Apply virtual destination image
	Choi S	Destination image on the Macau tourism website
	Prebensen	Techniques tools to identify tourist image perceptions
	Lee CK	Destination image in social network
	Trauer B	Virtual destination image
Factor 2: Development of destination image conceptual model	Chen Ching Fu	Destination image and evaluate elements influence on behavioral intentions
	ChiaChristina	Structural relationships of destination image, customer satisfaction and customer loyalty
	Barroso Castro	The influence of tourist perceptions, destination image and tourist satisfaction on destination loyalty
	Prayag G	Tourist's evaluations of destination image, satisfaction, and future behavioral intentions
	Bigne Alcaniz	The cognitive component of the image of a destination from a dual perspective
	Prayag Girish	Tourists' evaluations of destination image, satisfaction, and future behavioral intentions
	Lee Tsung Hung	A structural model to examine how destination image, attitude,

		and motivation affect the future behavior of tourists
	Assaker G	Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern
	Martin H	Factors influencing destination image
Factor 3: Formation and development process of destination image research	Selby M	Development in the theory of place image
	MacKay KJ	Destination image and its functional relationships
	Baloglu S 2	A model of destination image formation
	Kim H	The process of destination image
	Oppermann M	Convention destination images
	Choi W	A qualitative and quantitative assessment of Hong Kong's image
	Gallarza MG	Destination image: Towards a conceptual framework
	Pike S	Destination image analysis—a review of 142 papers
Factor 4: The role of destination image in sport event media	Chon K	The role of destination image in tourism
	Chalip L	Effects of sport event media on destination image and intention to visit
	Frost W	Events and tourism
	Hsu C	Destination image assessment for a destination
Factor 5: Heritage tourism and destination image	Beeli A2	Heritage tourism and destination image
	Hosany S	Destination image, visitor experience

The result of factor analysis is presented in table 4.1. More than 60% accumulative explained in five factors (84.678%). Hence, we could confirm that the data is qualified and adapt criteria.

Table 4.2 explain segmentation main research topics related to "Destination image" in recent years. Factor 1 consists items that are mainly

mentioned cognitive and perceptual of destination image. In detail, this factor confirmed the impact of the information perception process (includes destination image) on the tourist's experience through digital foundation (internet, social network, etc), especially online information sources.

Factor 2 focused on articles destination image mentioned research model as well as the correlation of destination image with promotion activities in tourism and the development of destination image research model. Stepchenkova & Mills (2010) asserted that from 1970s, in the research of John Hunt, Edward Mayo and Clare Gunn (1987), destination image conceptual framework has been constructed. However, increasingly, most of the research are describe the destination image is adding new variables by the impact and change of the socio- cultural factor and the psychology of customers.

Factor 3 contains items that most of papers that investigate review articles that mentioned destination image as formation process and development of the term over the past decade. According by Pike (2002), destination image has become one of the most topic in the literature of tourism and hospitality research field. Therefore, these "destination image" data sources have an important role in current tourism research.

Factor 4 includes researches that focus on analyze destination image in sport event area. In recent years, sports tourism has accounted for 10% of the total market share of the world tourism market, with about 600 billion USD per year. Accordingly, sport tourism has become an important part of the global tourism industry (World Sport Destination Expo, 2010). Growth in sports tourism has been demonstrated in several countries around the world through the organization of events. According to the latest figures from the Canadian Sport Tourism Alliance (CAST, 2017), sports tourism income in Canada surpassed $6.5 billion in 2015 - a 13% increase from

$5.8 billion in 2014. Moreover, some of authors compared perceived image before and after get experience for the trip (Yilmaz, 2009).

Factor 5 was mentioned destination image and heritage tourism. Reality proves that cultural heritage creates endless attractiveness for tourist destinations. Cultural heritage is the engine, the reason for motivating the trip, the interactive environment and valuable experiences for visitors, thereby becoming a strategic resource for tourism development. The relationship between culture tourism and cultural heritage confirmed as main key help built destination image of many countries. (Frost, 2006).

4.1.2 Result of Multidimensional Scaling (MDS)

The study used Multidimensional Scaling (MDS), to inquire about the destination image of tourism research (Wilkinson, 2002). For especially, multidimensional scaling is applied to analyze research topic trend of previous studies by defining the dimensions that present the similarities and differences between the articles through the ALSCAL algorithm of the Statistical Package on the SPSS software.

The articles belong to the same group have same research area. Therefore, there is interconnection or considerable commonality between them (Nerur et al., 2008). Factor 1 and factor 2 have highest and biggest factor loading value group. Thus, in the destination image research area, most of articles focus on perceptual and cognitive of travelers about destination image, especially via social media, social network as well as destination image model development.

Derived Stimulus Configuration

Euclidean distance model
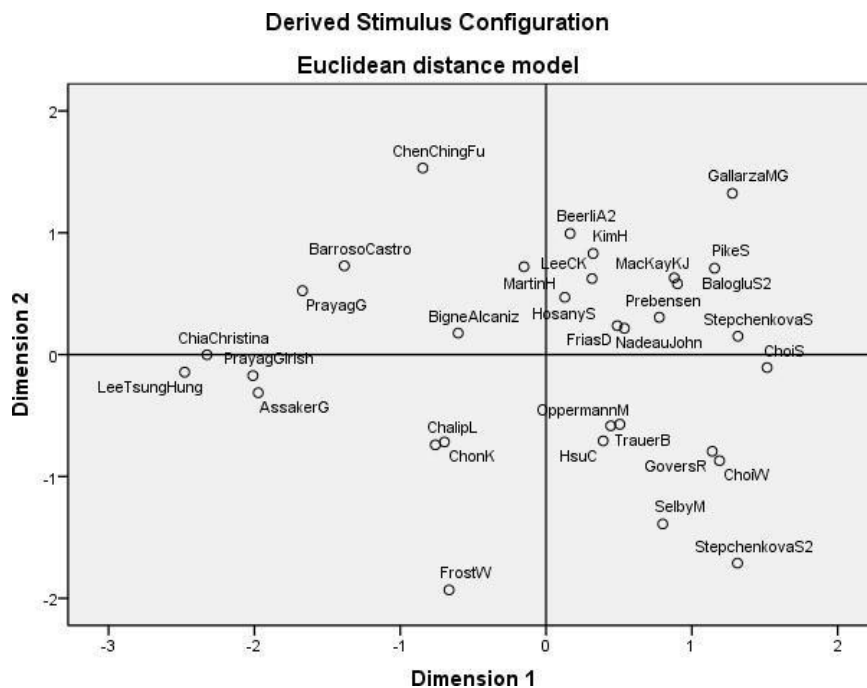
Figure 4.1. Conceptual structure of Destination Image Theory. Stress value is 0.0324. Proportion of variance (RSQ) is 0.91752.

Nowadays, destination image is a popular research area that presented literature review part (Gallarza, Saura, & Calderón García, 2002). In destination image promotional activities, Tasci and Gartner (2007) confirmed key part of destination image in promote and provide destination information and have large influence to the destination choice and final behavioral intention (Chen and Tsai, 2007).

Co-citation is used to overall outline of research trends and the role of the factor "Destination image" in tourism. This process resulted in a set of 35 articles have highest impact factor from tourism and hospitality area journals in 16 years (1996-2012). From the result, this study provides theoretical and practical perspectives and development trend of "destination image" for both researcher and tourism manager.

For especially, the research results have confirmed once again the important role of destination image in developing tourism activities.

4.2 Questionnaire Survey Results

4.2.1 Characteristics of Respondents
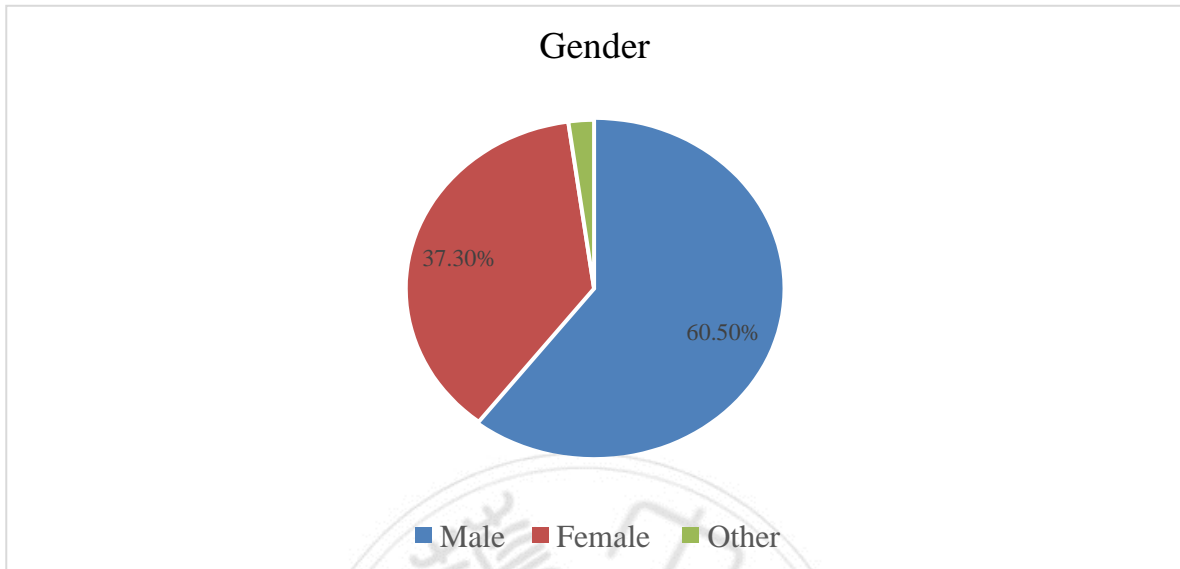
Figure 4.2. Gender of respondents

The pie chart figures out the number of both genders of participants. Following to the figure, the gender of males is randomly surveyed comparing to female higher than merely 20% in details, males and females counted of 60.5% and 37.3% respectively. Moreover, in table 4.3 describes that approximately 52.8% respondents are single and nearly 42.9% of them are married.

From the result, it can be said the reason for the number of elder participate is low because elder do not using Facebook or not interested in doing online surveys. Moreover, culinary tourism is a new concept for them and they seldom received opportunities to get experiences, especially local cuisine.

Table 4.3. Demographic and Descriptive Information of Sample

Variables	%	Variables	%
Gender		**Marital status**	
Male	60.5	Single	52.8
Female	37.3	Married/partner	42.9
Others	2.2	Divorced/separated/widowed	4.3
Age		**Highest level of education**	
<18	5.8	High school	6.8
18-24	30.7	Bachelor	48.7
25-31	37.3	Master	37.3
32-38	17.8	Others	7.2
>39	8.4		
Household income		**Frequency of Vietnamese meal**	
< 5 million VND (<$200)	13.8		
5 million – 10 millions ($200 - $400)	41.5	Regularly	36.1
		5-7 times	30.9
>10 millions VND (>$400)	44.7	3-4 times	18.8
		Seldom	14.2
Main purpose		**Is this your first time visit Vietnam?**	
Try traditional Vietnamese food	85.2		
		Yes	86.8
Business	3.9	No	13.2
Convenient meal	10.9		
Information sources about Vietnamese culinary		**Have Vietnamese traditional meal with:**	
		Alone	23.1
Internet	73.4	Family	28.4
Guide book/ Newspapers	7.9	Friends	48.5
Friend & Family	9.3		
Hotel staff	9.4		

On the other hand, the ratio of respondents who have average income higher than 400 USD is 44.7%. and describes the frequency of dining local food t of respondents. The indicators figure out the section of "Regularly" takes up 36.1% which the section of "Seldom" is less than 14.2% in total samples. It can be said that Local Vietnamese food is steadily well-known for international tourists. The most reason that respondents choose dining with Vietnamese food was explore local cuisine (85%) and the information resource of Vietnamese food that respondents search on internet with 73.4%.

Bristow (2018) showed that the essential of food consumption in tourism experience when tourists pay 25% of the total cost of the trip for the purpose of eating. Besides, another study shows that the top concern of customers

for a trip is food, tourists are willing to pay a large amount of money to serve this need (Ardabili et al., 2011). Therefore, average income of tourist also has important role that help traditional restaurant setting price.

Because of most of respondents from 25–31 years old, who were familiar and comfortable with information technology. Most of the respondents were relatively young in age. This result is completely consistent with the information on how to search for trip information mainly via the internet and suggestions from family, relatives and friends. Once again, this result confirms the role of word of mouth marketing in culinary tourism. Smith (2012) stated that the internet is a bonding tool between travel service providers and tourists and is the fastest and most effective way to provide information. The authors also reported that social media is the most effective marketing tool that exerts influence on the consumer decision process. From the survey results, 85% of the respondents agreed with the view that food is one of the main factors affecting revisit intention. Moreover, the role of the destination image is very important in attracting customers' expectations, promoting the decision to try local cuisine of tourists.

4.2.2 Construct reliability and validity

To verify the dimensionality and reliability of the variables, factor analysis is used to examine the basic structure of the data and identify the dimensionality of each variable. The questionnaire items with high factor loadings were selected. Then factor loading compares them with items suggested theoretically. In this study, measurement items with factor loadings greater than 0.6 will be considered as the member of a specific factor. Table 4.4 shows result of reliability test, the Cronbach's alpha values are higher than 0.6. It indicates that a high reliability of factors. Therefore, it is highly reliable as a result of high internal consistency. All items have the factor loading greater than 0.6 and the variables is extracted. Based on all criteria, we can conclude that the reliability and internal consistency of this variable are acceptable.

Moreover, the coefficient of determination (R^2) is used in statistics to measure the fit of research model and the coefficient explains percentage of dependent factor is reached during the research process. R^2 of the six latent constructs are as follows: food cognitive image factor (0.580), food affective image factor (0.267), preference factor (0.696) customer perceived value factor (0.497), customer satisfaction factor (0.529) and revisit intention factor (0.382). Based on Schroer and Herterl (2009), these R^2 coefficients are considered to be substantial on moderate. To evaluate the convergence on SMART PLS, this study relies on the average variance extracted AVEs (Average Variance Extracted). Hock & Ringle (2010) suggested that a scale achieves convergence if the AVE is above 0.5. Level 0.5 (50%) has the meaning to explain the variation of each observed variable. The AVEs of the constructs are ranged from 0.696 to 0.845 (more than 0.5).

Table 4.4. Evaluation of the Measurement Model

Construct	AVE	CR	Cronbach's Alpha(α)	R^2
Food cognitive image	0.841	0.913	0.818	0.580
Food affective image	0.704	0.943	0.929	0.267
Preference	0.725	0.646	0.713	0.696
Customer perceived value	0.845	0.910	0.817	0.497
Customer satisfaction	0.701	0.550	0.697	0.529
Revisit intention	0.696	0.873	0.785	0.382

Note: CR=Composite reliability AVE=average variance extracted

4.2.3 SEM analysis result

In table 4.3, the result of relationship of hypotheses of conceptual framework are presented. By apply partial least squares structural equation modeling (PLS-SEM) to analysis the data, total 10 hypotheses are supported by adapt with p value < 0.1 and 2 hypotheses are rejected (p value >0.1). Hypothesis 1 confirmed with previous study about the relationship of two components in destination factor, it means the cognitive image have a positive influence to affective image. Moreover, in hypothesis 2a and 2b, the food cognitive image and food affective image have positive influence on preference of tourists and the overview of destination food image (including cognitive image and affective image) has positive influence on perceived value and food satisfaction. (Hypothesis 3a, 3b, 4a, 4b are accepted). However, finally, The PLS_SEM model confirmed there are no relationship between customer perceived value and preference as well as revisit intention (Hypothesis 5, hypothesis 8 are rejected) because criteria are null with p value >0.1.

Table 4.5. Path coefficients and results of hypotheses tests

Hypotheses	Path coefficients	t-value	Result
H_1 Food cognitive image — Food affective image	0.077	6.623***	Supported
H_{2a}. Food cognitive image — Preference	0.071	7.250***	Supported
H_{2b}. Food affective image — Preference	0.035	14.823***	Supported
H_{3a}. Food cognitive image — Customer perceived value	0.043	5.525***	Supported
H_{3b}. Food affective image — Customer perceived value	0.010	3.992**	Supported
H_{4a}. Food cognitive image — Customer satisfaction	0.065	13.672***	Supported
H_{4b}. Food affective image — Customer satisfaction	0.048	12.347***	Supported
H_5. Customer perceived value — Preference	0.063	1.437	Not Supported
H_6 Customer perceived value — Customer satisfaction	0.064	3.902***	Supported
H_7. Preference — Revisit intention	0.033	10.003***	Supported
H_8. Customer perceived value — Revisit intention	0.071	0.883	Not Supported
H_9. Customer satisfaction — Revisit intention	0.091	3.021***	Supported

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

CHAPTER FIVE

CONCLUSION

In this chapter, conclusions, theoretical and practical implications, research limitations, and future research directions are presented. In this first section, the statistic result is summarized from result of co-citation analysis and SEM analysis that present above parts. Based on those results, theoretical implications and practical implications are suggested. Finally, research limitations and future research suggestions are considered.

5.1 Main findings

In study one, this research examined the role of destination image in tourism literature in recent years. From cited result of leading journals in field of tourism and hospitality (Highest H index of SSCI system), this study drawn some conclusions. Most of the studies focus on developing the destination image model, especially the destination image perception factor. According to Pike (2002), more than half of articles published with the keyword "Destination image" refer to the factor of destination image perception. In addition, the research results also show that with the expansion of the research model on destination image in recent years, especially with the development of the 4.0 technology era, the role of destination image has become more and more important and applied in many research models. The study also showed that the relationship mainly studied between destination image and satisfaction, loyalty as well as revisit intention is the model used in testing the most.

In study two, based on destination image conceptual framework that cited from study one, combine with review of the literature, study two was conducted to assert the role destination food image into revisit intention for local cuisine. In addition, the research results emphasize the role of the element cognitive image's attributes (food safety, processing method, presentation) that strongly influence affective image, helping to enhance high customer perception and

impact on revisit intention (Omar et al., 2015).

Firstly, the research results have shown that cognitive image is the premise leading to the formation of affective images, this finding agrees with the study of Beerli and Martín (2004). Therefore, the visitor's feelings towards the destination must be the result of the perception process of the destination, as well as the need for an overall assessment of the destination to create satisfaction and revisit intention of tourists. Similar with the results of study one, the research results also agree with previous studies on the importance of cognitive images in contribution create the oral destination image. Therefore, to build the competitive advantage, tourism businesses should concentrate on this factor.

Secondly, the finding of this study showed that positive food destination images has influence to promote the preference, the perceived value and the satisfaction of tourists. Similar with previous studies, the results conclude that there is positive effect between food image destination and preference of tourists. In other words, the image of the destination has an impact on the personal psychology of tourists, including the element of preferences. (Tasci and Gartner, 2007). Destination image positively affects perception and contributes to the creation of trip memories of tourists and is a valuable source of information that influences the decision to choose a tourist destination or a food destination. (Wang & Hsu, 2010). In conclusion, social media approached in tourism marketing activities with purpose effect to tourists. Positive destination food image will help to increase the ability of meet of consumers' expectation for the journey. (Gassiot & Coromina, 2013). Cognitive image of Vietnamese cuisine includes visitors' feelings about food destination information, photos, comments of reviewers, etc. also have an impact on visitors' preferences. Moreover, tourists' perception is considered as an essential factor affecting preferences and contributing to changing tourists' thinking about the previous image of the destination.

Thirdly, on the other hand, there are no relationship between customer perceived value to preference. Moreover, the perceived value of tourist also has not relationship with revisit intention. To explain the problem, in the context of Vietnam, Vietnam tourism industry has a lot of potential for development, especially in terms of diverse culinary culture and develop new culinary tourism product. Vietnam's culinary culture can create a special first impression on visitors. However, there are not many new culinary tourism products to attract visitors back. Therefore, the number of visitors after the actual experience has no intention of returning compared to some countries with similar tourism industries such as Thailand, Cambodia. (Vietnam National Administration of Tourism, 2017). One of the current concerns in the development of culinary tourism in Vietnam may be the issue of food safety and hygiene, when there are not many government policies to control street food, especially when Vietnam is famous for its street food culture and most tourists come to our country. Therefore, ensuring hygiene and safety in food selection, processing and supply is the leading factor for the development of culinary tourism. Moreover, with the above conditions along with the development of Vietnam's tourism industry, the promotion of local cuisine has not been really paid attention and implemented methodically. Therefore, the tourism industry Ho Chi Minh City has not made any announcements about the identity values as well as the personality of the tourism brand. This problem confirmed the lack a destination image develops activities of tourism in Ho Chi Minh City in particular and Vietnam in general.

Moreover, word-of-mouth and social media have an important role to build destination (Govers, Go, & Kumar, 2007), the tourism managers should have promotions of Vietnamese culinary culture in domestic and international television channels. Domestic television programs often introduce cuisine through culinary culture programs or cooking programs on television, not really having a connection with tourism. For international television channels, due to

the large advertising budget, so far, the tourism managers have hardly had any methodical and large-scale communication campaigns about culinary tourism on the world's major television channels. world such as CNN, BBC. In 2016, Vietnam tourism also cooperated and promoted Vietnamese tourism on the British Food Channel. However, due to limited budget, short broadcast time and not well-invested content, the effectiveness is not high. Therefore, in the coming time, along with building a Vietnamese culinary tourism brand as well as building a database system on food and culinary tourism, the tourism industry needs to invest in a campaign. methodically and on a large scale on major television channels.

5.2 Limitations and suggestions for future research

There are certain limitations in this research. The future researchers should widen the geographical area to get the large number of samples from many customer segments. The present study was choosing Ho Chi Minh city to conduct do survey because of diversity of regional culinary culture and Ho Chi Minh city is one of the most attractive tourism destination. Vietnam has 54 ethnic groups with cultural diversity including culinary culture, the different in ingredients and processing methods that create the attraction of each locality. Therefore, the future research should be developing research area and collect more samples from the other regions would enhance the comprehension of the result.

The following researchers should last more survey time so that there are a huge number of samples. The intending researchers should synthetize a plenty of advance researches to construct the model with the other elements in order to complete the factor relating to destination image and help the manager have an overview of customer's needs.

Additionally, the further research is encouraged to expand the field of research in restaurants or hospitality industry environment as well as in other regions and countries.

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APPENDIX

Survey Questionnaire

Hello everyone.

I am a student of Nanhua University, and I am conducting the research about "Examining the role of food destination image influence to revisit intention from foreign tourist perspective – The case of Ho Chi Minh City - Vietnam". Therefore, I need you all to fill out this survey questionnaire so that this paper will complete successfully.

Thank you all a lot!

<u>Section A</u>: DEMONGRAPHIC PROFILE

Please answer each of the following questions to provide information about yourself. This demographic information will be used for research purposes only.

1. Your gender

 □ Male   □ Female   □ Other

2. Your age

 □ Under 18 □ 18-24   □ 25-31   □ 32-38   □ Above 39

3. Marital

 □ Single   □ Married □ Other

4. Your highest level of education

 □ High school

 □ Bachelor

 □ Master

 □ The others

5. What is your approximate household income?

 □ < 5 million VND (< $200)

 □ 5 million -10 million VND ($200- $400)

 □ > 10 million VND (> $400)

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Section B: INFORMATION

6. How often do you enjoy Vietnamese food when you stay in Vietnam?

☐ Regularly

☐ Every week

☐ One time per month

☐ Seldom

7. What is your reason you visit Vietnam?

☐ Try traditional Vietnamese food

☐ Business

☐ Convenient meal

8. Is this your first time you visit Vietnam?

☐ Yes ☐ No

9. What is resources you know about Vietnamese culinary?

☐ Guidebook

☐ Newspapers

☐ Friend &Family

☐ Hotel Staff

10. Who do you usually go with when you have meal at traditional restaurant?

☐ Alone

☐ Family

☐ Friends

Section C:

Variable 1: Destination food image

	Strongly disagree	Disagre	Moderately Disagree	No opinion	Moderately Agree	Agree	Strongly Agree
Cognitive Image of Destination Food This place as a tourism destination for the following set of feelings:							
Destination Food is safe	1	2	3	4	5	6	7
Destination Food is hygienic	1	2	3	4	5	6	7
Destination Food is natural	1	2	3	4	5	6	7
Destination Food is clean	1	2	3	4	5	6	7
Destination Food is easily digestible	1	2	3	4	5	6	7
Destination Food is reliable	1	2	3	4	5	6	7
Destination Food is neat	1	2	3	4	5	6	7
Destination Food is organic	1	2	3	4	5	6	7
Destination Food uses fresh ingredients	1	2	3	4	5	6	7
Attractiveness of food							
Destination Food tastes good	1	2	3	4	5	6	7
Destination Food smells good	1	2	3	4	5	6	7
Destination Food is attractive	1	2	3	4	5	6	7
Destination Food is appealing	1	2	3	4	5	6	7
Destination Food is popular	1	2	3	4	5	6	7

Destination Food is easy to eat	1	2	3	4	5	6	7
Health benefits of food							
Destination Food can prevent adult disease	1	2	3	4	5	6	7
Destination Food can prevent chronic disease	1	2	3	4	5	6	7
Destination Food can prevent cancer	1	2	3	4	5	6	7
Destination Destination Food can prevent obesity	1	2	3	4	5	6	7
Food is good for immune system	1	2	3	4	5	6	7
Food culture							
Destination Food is served in family style	1	2	3	4	5	6	7
Destination Food is prepared in a large pot	1	2	3	4	5	6	7
Destination Food is shared with others at table	1	2	3	4	5	6	7
Destination Food is family-oriented	1	2	3	4	5	6	7
Destination Food offers various side dishes	1	2	3	4	5	6	7
Culinary arts of food							
Destination Food takes long time to prepare	1	2	3	4	5	6	7
Destination Food uses various cooking methods	1	2	3	4	5	6	7
Destination Food uses scientific cooking methods	1	2	3	4	5	6	7
Affective Image of Destination Food This place is a tourism destination for the following set of feelings:							
Unpleasant - Pleasant	1	2	3	4	5	6	7
Gloomy- Exciting	1	2	3	4	5	6	7
Distressing - Relaxing	1	2	3	4	5	6	7
Negative - Positive	1	2	3	4	5	6	7
Unenjoyable - Enjoyable.	1	2	3	4	5	6	7
Unfavorable - Favorable	1	2	3	4	5	6	7
Boring- Fun	1	2	3	4	5	6	7

Varible 2: Preference with destination food

	Level of Agreement						
	Strongly disagree	Disagre	Moderately Disagree	No opinion	Moderately Agree	Agree	Strongly Agree
I like destination foods	1	2	3	4	5	6	7
I have good feelings about destination foods	1	2	3	4	5	6	7
Destination foods are my favorites	1	2	3	4	5	6	7
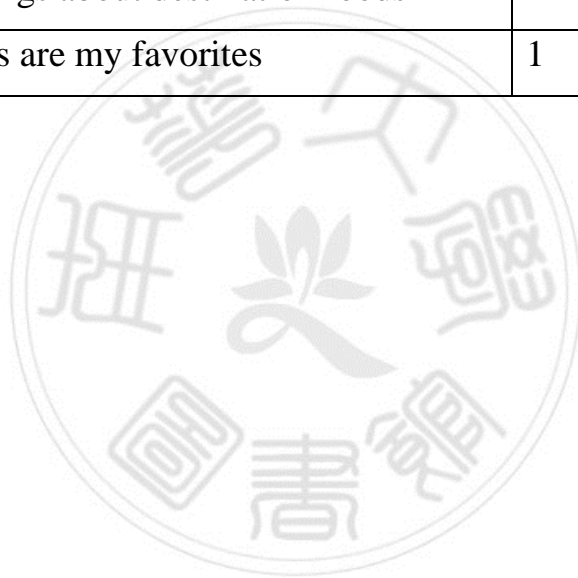
Variable 3: Customer perceived value for destination food

	Level of Agreement						
	Strongly disagree	Disagre	Moderately Disagree	No opinion	Moderately Agree	Agree	Strongly Agree
The culinary destination made me feel pleased	1	2	3	4	5	6	7
The quality of the culinary destination was outstanding	1	2	3	4	5	6	7
The culinary destination has a good reputation	1	2	3	4	5	6	7

Variable 4: Customer satisfaction for destination food

	Level of Agreement						
	Strongly disagree	Disagre	Moderately Disagree	No opinion	Moderately Agree	Agree	Strongly Agree
Overall, I am satisfied with this culinary destination.	1	2	3	4	5	6	7
As a whole, I am happy with this culinary destination	1	2	3	4	5	6	7
I believe I did the right thing in attending this culinary destination	1	2	3	4	5	6	7

Variable 5: Revisit Intention destination food

	Level of Agreement						
	Strongly disagree	Disagre	Moderately Disagree	No opinion	Moderately Agree	Agree	Strongly Agree
I am willing to revisit Vietnam	1	2	3	4	5	6	7
I will actively recommend Vietnamese food to others	1	2	3	4	5	6	7
I am willing to recommend Vietnam when other people ask for suggestions	1	2	3	4	5	6	7

Câu hỏi khảo sát

Tôi hiện là sinh viên Đại học Nanhua, Đài Loan. Tôi đang thực hiện nghiên cứu về "Nhận thức về vai trò hình ảnh điểm đến ẩm thực ảnh hưởng sự trở lại của khách du lịch quốc tế - Nghiên cứu trường hợp tại Thành phố Hồ Chí Minh – Việt Nam". Vì vậy, tôi cần sự giúp đỡ của bạn để tôi có thể hoàn thành bảng khảo sát này.

Xin chân thành cảm ơn!

Phần A: THÔNG TIN CÁ NHÂN

Bạn vui lòng trả lời các câu hỏi bên dưới về thông tin cá nhân. Thông tin này chỉ sử dụng cho mục đích nghiên cứu.

1. Giới tính

Nam ☐   Nữ ☐   Khác ☐

2. Tuổi

☐   Dưới 18   ☐ 18-24   ☐ 25-31   ☐ 32-38   ☐ Above 39

3. Tình trạng hôn nhân

☐   Độc thân ☐ Kết hôn ☐ Khác

4. Trình độ học vấn

☐   Đại học

☐   Thạc sĩ

☐   Khác

5. Thu nhập trung bình?

☐   < 5 triệu đồng (< $200)

☐   5 triệu đồng -10 triệu đồng ($200- $400)

☐   > 10 triệu đồng (> $400)

Phần B: THÔNG TIN

6. Bạn thường xuyên thưởng thức ẩm thực Việt Nam khi đi du lịch?

☐ Mỗi tuần

☐ Một lần mỗi tháng

☐ Hiếm khi

7. Lý do bạn thưởng thức ẩm thực Việt Nam

☐ Dùng thử

☐ Kinh doanh

☐ Tiện lợi

8. Lần đầu bạn đến Việt Nam?

☐ Đúng   ☐ Sai

9. Bạn biết nguồn thông tin về ẩm thực Việt Nam từ? Internet

☐ Sách hướng dẫn du lịch

☐ Báo chí

☐ Bạn bè & Gia đình

☐ Nhân viên khách sạn

10. Bạn thường thưởng thức ẩm thực truyền thống Việt Nam cùng với?

☐ Một mình

☐ Gia đình

☐ Bạn bè

Biến 1: Hình ảnh điểm đến ẩm thực

	Hoàn toàn không đồng	Không đồng ý	Tương đối không đồng	Không có ý kiến	Tương đối đồng ý	Đồng ý	Hoàn toàn đồng ý
Hình ảnh nhận thức về điểm đến ẩm thực Địa điểm mang đến cho bạn cảm nhận:							
Điểm đến ẩm thực an toàn	1	2	3	4	5	6	7
Điểm đến ẩm thực hợp vệ sinh	1	2	3	4	5	6	7
Thực phẩm điểm đến tự nhiên	1	2	3	4	5	6	7
Điểm đến ẩm thực sạch sẽ	1	2	3	4	5	6	7
Điểm đến ẩm thực có thực phẩm dễ tiêu hóa	1	2	3	4	5	6	7
Điểm đến ẩm thực đáng tin cậy	1	2	3	4	5	6	7
Điểm đến ẩm thực gọn gàng	1	2	3	4	5	6	7
Thực phẩm điểm đến là thực phẩm hữu cơ	1	2	3	4	5	6	7
Điểm đến sử dụng thực phẩm tươi sống	1	2	3	4	5	6	7
Tính hấp dẫn của món ăn							
Món ăn có khẩu vị ngon	1	2	3	4	5	6	7
Món ăn có mùi vị ngon	1	2	3	4	5	6	7
Món ăn hấp dẫn	1	2	3	4	5	6	7
Thực phẩm hấp dẫn	1	2	3	4	5	6	7
Món ăn phổ biến	1	2	3	4	5	6	7
Món ăn hợp khẩu vị	1	2	3	4	5	6	7
Lợi ích sức khỏe của món ăn	1	2	3	4	5	6	7
Thực phẩm có thể ngăn ngừa bệnh ở người lớn	1	2	3	4	5	6	7

Thực phẩm có thể ngăn ngừa bệnh mãn tính	1	2	3	4	5	6	7
Thực phẩm có thể ngăn ngừa bệnh ung thư	1	2	3	4	5	6	7
Thực phẩm có thể ngăn ngừa bệnh béo phì	1	2	3	4	5	6	7
Thực phẩm tốt cho hệ thống miễn dịch	1	2	3	4	5	6	7
Văn hóa ẩm thực							
Món ăn được phục vụ theo phong cách gia đình	1	2	3	4	5	6	7
Món ăn được phục vụ thành những phần ăn chung	1	2	3	4	5	6	7
Món ăn có thể chia sẻ với những người khác cùng bàn	1	2	3	4	5	6	7
Món ăn theo định hướng gia đình	1	2	3	4	5	6	7
Món ăn ăn kèm với đa dạng món ăn phụ	1	2	3	4	5	6	7
Nghệ thuật ẩm thực	1	2	3	4	5	6	7
Món ăn cần nhiều thời gian chuẩn bị	1	2	3	4	5	6	7
Món ăn sử dụng đa dạng các phương thức chế biến	1	2	3	4	5	6	7
Món ăn sử dụng phương thức chế biến khoa học	1	2	3	4	5	6	7
Hình ảnh cảm xúc về điểm đến ẩm thực Địa điểm mang đến cho bạn cảm nhận:							
Khó chịu – Thoải mái	1	2	3	4	5	6	7
Không thú vị – Thú vị	1	2	3	4	5	6	7
Căng thẳng – Thư giãn	1	2	3	4	5	6	7
Tiêu cực – Tích cực	1	2	3	4	5	6	7
Không thể tận hưởng – Có thể tận hưởng	1	2	3	4	5	6	7
Không yêu thích – Yêu thích	1	2	3	4	5	6	7
Chán nản – Vui vẻ	1	2	3	4	5	6	7

Biến 2: Sở thích đối với điểm đến ẩm thực

	Mức độ hài lòng						
	Hoàn toàn không đồng	Không đồng ý	Tương đối không đồng	Không có ý kiến	Tương đối đồng ý	Đồng ý	Hoàn toàn đồng ý
Tôi thích điểm đến ẩm thực	1	2	3	4	5	6	7
Tôi cảm thấy hài lòng về điểm đến ẩm thực	1	2	3	4	5	6	7
Điểm đến ẩm thực này là điểm đến yêu thích của tôi	1	2	3	4	5	6	7

Biến 3: Giá trị nhận thức về điểm đến ẩm thực

	Mức độ hài lòng						
	Hoàn toàn không đồng	Không đồng ý	Tương đối không đồng	Không có ý kiến	Tương đối đồng ý	Đồng ý	Hoàn toàn đồng ý
Điểm đến ẩm thực làm tôi cảm thấy hài lòng	1	2	3	4	5	6	7
Chất lượng của điểm đến ẩm thực đạt tiêu chuẩn	1	2	3	4	5	6	7
Điểm đến ẩm thực có uy tín	1	2	3	4	5	6	7

Biến 4: Sự hài lòng đối với điểm đến ẩm thực

	Mức độ hài lòng						
	Hoàn toàn không đồng	Không đồng ý	Tương đối không đồng	Không có ý kiến	Tương đối đồng ý	Đồng ý	Hoàn toàn đồng ý
Nhìn chung, tôi hài lòng về điểm đến ẩm thực	1	2	3	4	5	6	7
Tôi cảm thấy hạnh phúc khi thưởng thức món ăn tại điểm đến ẩm thực	1	2	3	4	5	6	7
Tôi tin rằng việc lựa chọn điểm đến ẩm thực này là một sự lựa chọn đúng đắn	1	2	3	4	5	6	7

Biến 5: Dự định trở lại điểm đến ẩm thực

	Mức độ hài lòng						
	Hoàn toàn không đồng	Không đồng ý	Tương đối không đồng	Không có ý kiến	Tương đối đồng ý	Đồng ý	Hoàn toàn đồng ý
Tôi sẵn sàng quay trở lại Việt Nam	1	2	3	4	5	6	7
Tôi sẽ tích cực giới thiệu ẩm thực Việt Nam	1	2	3	4	5	6	7
Tôi sẽ giới thiệu về ẩm thực Việt Nam khi có người hỏi	1	2	3	4	5	6	7