

**MINISTRY OF FINANCE
UNIVERSITY OF FINANCE - MARKETING**

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**STUDY ON THE RELATIONSHIP BETWEEN
DESTINATION IMAGE, TRAVEL CONSTRAINTS,
MEMORABLE TOURISM EXPERIENCES AND
REVISIT INTENTION OF TOURISTS
CASE STUDY OF AN GIANG TOURISM DESTINATION**

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CHAPTER 1: RESEARCH OVERVIEW

1.1 The necessity of research

1.1.1 About the theoretical background

Research on "Revisit Intention " of tourists is an issue of interest to many researchers. "Revisit Intention" is one of the components of behavioral intention, revisit intentions can be defined as the intention of a tourist to experience the same product, brand, place or area. area in the future (Zeithaml, Berry & Parasuraman, 1996). In addition, there are tourist Revisit Intention related to perceived components, such as quality (Kim et al., 2013), value (Cheng & Lu, 2013) and destination image (Molina). & associates, 2013). There have been many studies around the world showing that: there are quite a few factors that can influence that can cause tourists to return not only once but also many times at a tourist destination. factors such as "destination image" (Byon, 2009; Chew & Jahari, 2014; Tosun, Dedeoglu & Fyall, 2014), "travel constraints" (Lee et al., 2012; Hunga & Petrick, 2012; Zhang et al, 2012), "Memorable tourism experiences" (Agapito et al., 2014; Kim, 2014; Zatori et al, 2018; Bec et al, 2019) . In Vietnam, research in the field of tourism and tourism behavior in recent times has also received a lot of attention, the results from those studies have become one of the scientific bases for meaningful research. data managers in the field of tourism.

1.1.2 About the practical background

In the early days of February 2020, the Covid-19 epidemic broke out in the world, which had immediate effects on the tourism industry in Vietnam. Vietnam's tourism industry began to encounter difficulties that had never happened before. By 2022, basically, Vietnam will control the epidemic, then official tourism activities will have good signs. According to

experts, in order to create a driving force for the growth of domestic tourism, it is necessary to build attractive products and increase the experience for Vietnamese guests, businesses need to create a diversification of products and improve quality. types of services suitable to the needs of tourists. In that trend, An Giang province has set a very clear goal of "turning tourism into a spearhead economic sector in the direction of constantly improving quality, efficiency and competitiveness". In addition to favorable conditions in tourism development, An Giang province also has many difficulties with the statement that "tourism is still developing below its potential". With the advantages mentioned above, it can be seen that An Giang is a locality with many tourism resources and tourism management agencies in the province have also developed many strategies to promote the development of tourism activities. However, in fact, the number of tourists coming to An Giang every year is still low compared to the potential. In particular, the number, rate and frequency of tourists returning to An Giang is low, compared to other localities with similar tourism potential such as An Giang. Currently, researchers have also conducted research on tourism in An Giang. However, it can be seen that studies focus on exploiting specific types of tourism in An Giang province, not in-depth research on factors affecting tourists' behavior in tourism, this is considered an aspect of tourism. important as a basis for promoting tourism development in the province.

1.1.3 Research gaps

Firstly, previous studies often only tested the discrete impact relationship of each component in the destination image factor to the Revisit Intention, without considering the overall relationship. In addition, there are

relatively few studies evaluating the relationship of destination image with the mediating role in the relationship affecting the Revisit Intention.

Second, there are still quite a few studies using the travel constraints factor to analyze the relationship to destination image.

Third, “Memorable tourism experiences” is also quite limited in understanding the relationship of other factors in previous studies.

Fourth, for the sampling method, most of the previous studies used the convenience sampling method, but this will affect the reliability of the representativeness of the population. In addition, the data collected in a single location or at a few survey sites, therefore, does not fully reflect the behavior of visitors.

Fifth, the author has not found previous studies that have examined the concurrent relationship between destination image, travel constraints, Memorable tourism experiences, and Revisit Intention in provinces in Vietnam.

1.2 Objectives and research questions

1.2.1 Research objectives

- Overall research objective: analyze the relationship between Destination Image, travel constraints, Memorable tourism experiences and Revisit Intention to tourism destination An Giang Province, lay a scientific basis for the proposal of policy implications contributing to tourism development in An Giang province.
- The specific research objectives are:
 - o First, explore the impact relationship between Destination Image, Travel constraints, Memorable tourism experiences and Revisit Intention to tourism destination in An Giang province.

- Second, test the impact relationship between Destination Image, travel constraints, Memorable tourism experiences and Revisit Intention in An Giang province.
- Third, test the difference of demographic factors to the Revisit Intention at the destination in An Giang province.
- Fourthly, propose policy implications to increase Revisit Intention to destinations in An Giang province to contribute to the province's tourism development.

1.2.2 Research questions

- Question 1: Are the factors of Destination Image, Travel constraints, Memorable tourism experiences and Revisit Intention?
- Question 2: How is the relationship between the factors of Destination Image, Travel constraints, Memorable tourism experiences and Revisit Intention of tourists in An Giang Province?
- Question 3: Do demographic factors make a difference to Revisit Intention to destinations in An Giang province?
- Question 4: What should be done and how to increase tourists intending to Revisit Intention of An Giang province, thereby contributing to tourism development of An Giang province?

1.3 Research object and survey object

Research object: the thesis focuses on studying the relationship between Destination Image, Travel constraints, Memorable tourism experiences and Revisit Intention of domestic tourists in An Giang Province.

Survey subjects for qualitative research: are domestic tourists who have been to An Giang province; tourism management experts are working

at the Department of Culture, Sports and Tourism of An Giang province; Managers of accommodation, catering and travel service businesses.

Survey object for quantitative research: domestic tourists who have visited tourist destinations in An Giang province.

1.4 Research scope

Scope of research content: Regarding the content, including theories on tourist behavior, tourist destination, Revisit Intention; studies related to Revisit Intention; tourism development practice and tourists returning to tourism destinations in An Giang province, neighboring provinces and other localities with similar tourism development conditions as An Giang province.

Research time range: secondary data were collected and processed between January 2000 and December 2020; Primary data was collected between May 2018 and August 2022.

Spatial scope: In terms of space, the research area focuses on tourism destinations in An Giang province.

1.5 Research Methods

For qualitative research method: the author's goal is to explore research concepts and relationships between research concepts, as well as develop scales for research concepts. Using group discussion of 10 tourists in An Giang; Using the method of hand-to-hand interviewing 08 managers in the field of tourism in An Giang.

For the preliminary quantitative research phase: To carry out this content, the author collects research data by distributing survey questionnaires to 150 visitors and is selected by convenient sampling method

until saturated, data was collected from May 3 to May 5, 2020. The author uses the statistical analysis tool SPSS 23.0 to test.

For the official quantitative research phase: With the principle of normative sampling, data was collected during the period from May 15 to May 27, 2020 and conducted by a group of 08 people including the author; 01 lecturer of An Giang University and 06 students of An Giang University participated in supporting the implementation. For this study, the author selected the subjects to participate in the official study as 450 domestic tourists at the locations. To perform these analyzes, the author uses the software SmartPls 3.0.

1.6 Meaning of the study

1.6.1 Scientific significance

Firstly, on the basis of a theoretical overview according to the stated research objectives, the author analyzes the statements to use as a basis for building a theoretical model.

Second, the thesis uses a combined qualitative and quantitative research method, besides, the author also uses new and highly applicable analytical tools, thereby contributing to the motivation for the research. Other studies use these tools to improve the reliability of the results.

Third, in addition to the author inheriting and adjusting the scale of Destination Image, Memorable tourism experiences, the study also builds a scale of Travel constraints based on tourists' own perceptions in An Giang province.

Fourth, the results of the study can contribute to theories and scale systems of research concepts on tourism behavior, and at the same time lay a

scientific basis for other related studies in the exploration of tourism. further explore other relationships related to data behavior

1.6.2 Practical significance

Firstly, to provide scientific judgments for the planning of policies and solutions to increase the attractiveness and attraction of tourists to An Giang province and other localities with similar characteristics. in the area.

Secondly, based on the research results, some managerial implications are proposed to help destination management organizations and individuals operating in the field of tourism to choose the appropriate method to attract tourists. with An Giang on the basis of effectively exploiting tourism resources associated with destinations in An Giang.

1.7 Research layout

The thesis layout includes: Chapter 1: Research overview; Chapter 2: Theoretical basis and research model; Chapter 3: Research Design; Chapter 4: Research results; Chapter 5: Governance results and implications.

CHAPTER 2: THEORETICAL BASIS AND RESEARCH MODEL

2.1 Concepts

2.1.1 Tourist destination

Buhalis (2000) states that a tourist destination has the following connotation: it is a defined geographical area, where political and legal factors are prescribed to develop standard activities. sales and marketing of tourism products; A tourist destination forms a chain of tourist activities and forms the brand of the destination.

2.1.2 Destination Images

The concept of destination image was introduced by Gunn (1972), Mayo (1973) and Hunt (1975) and has been largely analyzed by the tourism literature since then (Pike, 2002). It plays an important role, influencing destination choice, site experience, satisfaction, loyalty, and intention to return or recommend a destination (Baloglu & McCleary, 1999; Chen et al., 2014; Chi & Qu, 2008; Gallarza et al., 2002; Kozak & Baloglu, 2011; Li et al., 2015; Styliadis & Cherifi., 2018; Pike et al., 2018; Wang & Hsu, 2010; Zhang & associates, 2014).

2.1.3 Travel Constraints

Research on Travel Constraints is referring to various factors that hinder or reduce the frequency and enjoyment of tourists when participating in tourist activities at a certain destination. there. (Crawford & Godbey, 1987; Crawford et al., 1991; Gladwell & Bedini, 2004; Jackson & Scott, 1999).

2.1.4 Memorable tourism experiences

The memorable tourism experience is more important because only the remembered experience affects the visitor's future decision making (Kerstetter & Cho, 2004; Kim et al., 2010). When making decisions, visitors rely on past experiences and memories to shape future trips (Lehto et al., 2004; Wirtz et al., 2003). Sonmez and Graefe, and Oppermann (2000) find that past tourism memorable experiences appear to be a strong influence on behavioral intentions.

2.1.5 Revisit Intention

Revisit intention is a behavior for organizations to identify potential customer groups for destination management organizations (Zhang, Fu, Cai,

& Lu, 2014). This behavior is always supported and influences the development in most tourist destinations today.

2.2 Behavioral theory overview

2.2.1 Theory of TRA

The theory that is widely developed and used for social psychology is the Theory of Reasoned Action (TRA) of Fishbein and Ajzen (1975). In the TRA model, behavioral intention (BI) is measured by the degree to which the action is performed (Fishbein & Ajzen, 1975). Behavioral intention is the factor that leads to actual behavior (B). Behavioral intention (BI) is governed by attitude (A) and subjective norm (SN).

2.2.2 Theory of TPB

Ajzen (1985) extended the theory and proposed a component for TPB. Theoretically, if people believe that they have little or no control over performing a behavior due to inadequate circumstances, they are less likely to intend to engage in the behavior, despite subjective attitudes and norms. This is positive (Madden & Ajzen, 1992). Therefore, the importance of these components in explaining behavioral intention varies across situations (Ajzen, 1991).

2.2.3 Theory of TIB

The TIB theory builds on this work and proposes some additions to the basic model proposed in TRA and TPB. According to Triandis, behavior in every situation is a function of intention, which includes habitual responses and the constraints and conditions of the situation.

2.2.4 Theory of consumer behavior

According to research by Schiffman and Kanuk (2004), consumer behavior is reflected in activities such as: searching process, purchasing

process, using, and evaluating products. Accordingly, the theory of consumer behavior is used to study how customers buy, which can be mentioned as: what customers will buy, when they decide to buy, and why they buy things.

2.2.5 Behavioral theory in tourism

According to Fratu (2011), consumer behavior in the field of tourism is one of the important aspects that need to be understood clearly and in detail in marketing and consumption activities for this type of product. this service.

2.3 Some empirical studies

2.3.1 Group of studies on the impact of each factor on the intention to return.

For this research group, the author finds that there are many appearances in the world and in Vietnam today. These studies use a single factor such as destination image; Travel Constraints to Memorable tourism experience to assess the extent of impact on Revisit intention. Group of studies on the relationship between destination image and Revisit intention; Group of studies on the impact relationship between Memorable tourism experience and Revisit intention; Group of studies on the relationship between Travel Constraints and Revisit intention.

2.3.2 Group of studies simultaneously affecting factors on intention to return.

In order to overcome the limitations from the single approach to the models affecting the Revisit intention, there have been many studies in the world and in Vietnam to assess the relationship at the same time. from various factors to the Revisit intention.

2.4 Relationship between research concepts

H₁: Travel Constraints directly and negatively impact on Destination image;

H₂: Travel Constraints directly and negatively impact on the Revisit intention;

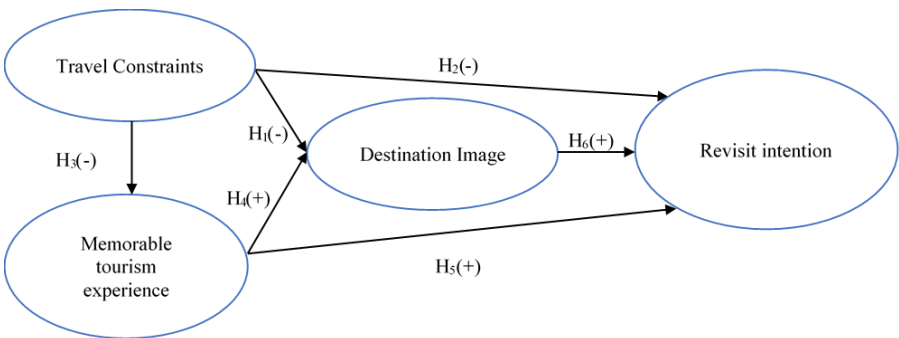
H₃: Travel Constraints directly and negatively impact on the Memorable tourism experience;

H₄: Memorable tourism experience have a positive impact on Destination Image;

H₅: Memorable tourism experience have a positive impact on the Revisit intention;

H₆: Destination image has a direct and positive impact on Revisit intention.

2.5 Proposed research model



CHAPTER 3: STUDY DESIGN

3.1 Research Process

The research process of the thesis is implemented by the author through 3 main steps: Step 1: Qualitative research; Step 2: Preliminary quantitative research; Step 3: Formal quantitative research.

3.2 Research stages

3.2.1 Preliminary research stage

Qualitative research: The author conducts one-on-one interviews with managers in the field of tourism (8 peoples) to clarify concepts and scales used to measure research concepts. The author synthesizes the results from the interview content from the previous step, then the author conducts an interview with the target group (10 tourists) with the aim of finding out the lexical and semantic match with the target group. observed variables are built.

Preliminary quantitative research: The author conducted data collection. The first study with a small sample size by distributing survey questionnaires to 200 tourists and was selected by convenient sampling method. The study was carried out by preliminarily assessing the reliability and values of the scale by Cronbach's alpha reliability coefficient through SPSS 23.0 processing software to screen and remove observed variables that do not respond.

3.2.2 Formal Research Phase

Data analysis used the two-step approach recommended by Anderson and Gerbing (1988). The first step involves the analysis of the measurement model, the purpose of which is to evaluate the reliability and validity of the measures before using them in the full model.

The second step has the goal of examining the structural relationships between the latent structures. To achieve this goal, the author uses structural equation modeling method based on partial least squares analysis (PLS-SEM) research hypothesis.

3.3 Research sample

In this study, in order to ensure the observation size for the research, the author balanced the selection of observations after discussing and considering all the estimated parameters in the model, specifically: all The indicators used to measure observed variables are 70 (including 9 components – 36 observed variables in the “Destination image” component; 7 components – 25 observed variables in the “Memorable tourism experience” component. tourists”; 5 observed variables in Travel Constraints; 4 observed variables in Revisit intention. Based on the number of measured variables and the research concept, the observation scale for this study is $70 \times 5 = 350$ observations.

3.4 Research scale

The discussion results and the scale table to be used for quantitative research are generally described as follows: The scale of “Destination image” consists of 9 components (36 observed variables, with additional additional variables). observed variables compared to the original scale); The scale of “Memorable tourism experience” consists of 7 components (25 observed variables, with additional observed variables compared to the original scale); The scale of “Travel Constraints” includes 05 observed variables; The scale of “Revisit intention” includes 04 observed variables.

3.5 The reliability of the scale in preliminary quantitative research

After the preliminary quantification process, with the conduct of interviews with 200 tourists, the number of votes collected was 189 and the number of valid votes was 150. The author conducts Cronbach's Alpha reliability test and EFA exploratory factor analysis for those 4 scales including 36 observed variables (Destination Image Scale); 25 observed

variables (Memorable tourism experience); 05 observed variables (Travel Constraints Scale); 04 observed variables (Revisit intention Scale), the results show that all observed variables meet the requirements.

CHAPTER 4: RESEARCH RESULTS

4.1 Overall about tourism development in An Giang province

An Giang is located in the Mekong Delta, between the Tien and Hau rivers, belonging to the Mekong river system. In An Giang, handicrafts and traditional villages have appeared and existed for a long time. In particular, An Giang province has many rich festivals. The community of ethnic groups living in the territory of An Giang, the Kinh people make up the largest number, the Khmer, the Cham, the Chinese... Tourists come to An Giang with the main purpose of discovering the natural landscape of the river, the beauty of culture, cuisine and people of An Giang, such as a very low stay rate. There are many reasons for this situation such as: system of restaurants, hotels, small-scale accommodation establishments, lack of amusement parks, entertainment and modern shopping centers in key tourist areas; The system of tour operators in the province is small, operating without high professionalism...

4.2 Description of the study sample

With the principle of normative sampling, the survey was conducted from May 10 to May 20, 2020 and was conducted by a group of 08 people including the author; 01 lecturer of An Giang University and 06 students of An Giang University participated in supporting the implementation, of which the total number of votes collected was 403/450 votes, accounting for 89.56%. The number of votes collected after data

cleaning, removing 52 unsatisfactory votes, in which: 29 identical answers for most of the questions, 17 incomplete answers, 6 horizontal votes. Therefore, the number of valid votes is 351/403 votes, accounting for 87.09%. The results of testing the coefficients CA and CR for 07 concepts with 70 observed variables all met the requirements for the results of assessing the reliability of the scale.

4.3 Model analysis

4.3.1 Evaluation of the measurement model

- The coefficient of total variance extracted (AVE) of all factors is greater than 0.5 to meet the test requirements, ranging from 0,521 to 0,861.
- The discriminant value for the constructs was obtained. by the square root of the AVEs than the off-diagonal correlations.

4.3.2 Evaluation of structural model

- The results of VIF are all below the threshold of 10; The maximum value of VIF is 4,115 – Revisit Intention and the minimum value is 1, indicating that the latent variables do not have multicollinearity.
- The results show that, the Revisit Intention model has an R^2 value of 0,638, the adjusted R^2 value of the Revisit Intention model is 0,635.
- The author uses the communality index to evaluate the model's suitability with the structural model, the analysis results show that the communality index equivalent to AVE in the research model is 0,814 and greater than 0,5.
- Using the size index, the impact coefficient f^2 , the research results show that f^2 of the relationships has a value in the range (0,052 – 3,247), which proves the strength of the relationships.

4.3.3 Model result diagram

The GoF index of this research model is 0,552, greater than 0,36, so it can be concluded that it has a great influence on the model.

4.3.4 Hypothesis test results

For hypothesis H₁, the results indicate that Travel Constraints have a negative impact on Destination Image with $\beta = - 0,267$ and P Value = 0,000. Therefore, hypothesis H₁ is accepted.

For hypothesis H₂, the results indicate that Travel Constraints have a negative impact on Revisit Intention with $\beta = - 0,190$ and P Value = 0,001. Therefore, hypothesis H₂ is accepted.

For hypothesis H₃, the results indicate that Travel Constraints have a negative impact on Memorable tourism experience with $\beta = - 0,624$ and P Value = 0,000. Therefore, hypothesis H₃ is accepted.

For hypothesis H₄, the results indicate that Memorable tourism experience has a positive effect on Destination Image with $\beta = 0,678$ and P Value = 0,000. Therefore, hypothesis H₄ is accepted.

For hypothesis H₅, the results indicate that Memorable tourism experience has a positive effect on Revisit Intention with $\beta = 0,315$ and P Value = 0,000. Therefore, hypothesis H₅ is accepted.

For hypothesis H₆, the results indicate that Destination Image has a positive effect on Revisit Intention with $\beta = 0,368$ and P Value = 0,000. Therefore, hypothesis H₆ is accepted.

4.3.5 The difference of demographic factors

From the research results, in demographic factors (gender, age, occupation, education/professional level, income, form of travel, length of

stay, frequency of travel), then the factors of frequency of travel and age show a difference in the impact on the intention to return of tourists.

4.4 Discussion of research results

Discuss the research results based on the following contents: impact level of each factor in the model; the influence of demographic factors; mean value of each element in the model.

CHAPTER 5: CONCLUSION AND IMPLICATIONS

5.1 Conclusion

Based on behavioral theories in tourism, this study has been developed by the author in order to achieve the overall objectives of the study, which is to analyze the relationship between Destination Image, Travel Constraints Memorable tourism experience and Revisit Intention to An Giang province tourism destination, laying a scientific basis for proposing policy and governance implications that contribute to tourism development in An Giang Province. Based on the results, it basically shows that the research objectives have been solved. The hypotheses in the research model are accepted (with P Value from 0.000 to 0.001); it shows that the relationships among the components of Destination Image, Travel Constraints, Memorable tourism experience and Revisit Intention are confirmed. The research model has a good fit that explains 63.5% of the variation of the research data. From the research results, the author proposes a number of governance implications that businesses in the locality and neighboring areas as well as relevant authorities should consider in order to increase the Revisit Intention of the business to An Giang.

5.2 Implications

5.2.1 *Developing the image of An Giang destination attractive enough to attract tourists to return to An Giang province.*

According to the research results, it can be seen that the mean value of Destination Image is 3,715 quite high (this can be seen that tourists feel quite satisfied with the observed variables showing the elements of the Destination Image component.). Considering the value f^2 (effect size index) shows that Destination Image has the strongest impact on Revisit Intention with $f^2 = 0,091$, for Beta = 0.368 which is also the highest impact on Revisit Intention.

As for Accessibility to tourist destinations in An Giang province: to develop tourism in a modern and professional direction, meeting future development trends, An Giang province needs to pay attention to the overall planning of the infrastructure system, road traffic, waterways, wharves, etc... that creates a rational and systematic approach to exploiting and developing tourism.

For Tourism Environment in An Giang Province: In order to do this well, the author also has the following suggestions: Organize propaganda activities on attitudes and ways of communicating with tourists, especially the local community, because they are the ones who will bring tourists very useful information about them; Encouraging the local community, tourists to be aware of environmental hygiene at the attractions through signs, guide signs, equipping garbage disposal facilities at the attractions and other policies; Putting into use equipment and tools made of recyclable materials; Re-planning service business activities at attractions, avoiding spontaneous business cases that generally affect the landscape environment at attractions.

As for the price of services in An Giang province: In fact, in recent years, tourist attractions in An Giang have implemented a policy of increasing ticket prices. Besides, the organization of selling tickets to visit Sam Mountain Resort, tickets to see bull racing in the Dolta festival... also really had a big impact on the reception of visitors in this area and unpleasant attitude. Cable car ticket price at Cam mountain is also quite high compared to the average income of people in the Mekong Delta. It is reasonable to collect fees and entrance fees to have funds for conservation and embellishment of monuments, but a policy on pricing is required to suit the actual situation of tourists. Because price is one of the factors that affect the behavior of tourists right at the destination as well as a factor to retain tourists to develop in the long-term business strategy.

5.2.2 Creating conditions to increase the experience for tourists in tourism activities in An Giang province

The key point of tourism is the mode of experience with the aim of helping visitors better understand the deep meaning of tourist sites/areas; join and participate in the festival activities. Therefore, in order to improve the Memorable tourism experience factor, it is necessary to pay attention to the following issues:

- Destination management agencies need to preserve the "integrity", the "historical" nature of tourist areas. This factor is the basic premise that can increase the experience in tourism activities.
- In monumental landscapes, establish a system of heritage languages, improve the role of narrators at attractions and preferably local human resources.

- Develop tourism types that emphasize the role of local communities, such as community-based tourism, agricultural tourism.
- Strengthening the promotion and development of craft villages in An Giang, Because this is a very meaningful tourism product, in introducing and preserving local traditional industries and at the same time helping tourists have more opportunities.

5.2.3 Limiting Travel Constraints in tourism in order to create favorable conditions for tourists to come to An Giang province

In the research model, the component of Tourism Barriers has a negative impact on "Memorable tourism experience" with (Beta coefficient = 0,624), "Destination image" with (Beta coefficient = 0,267), "Revisit Intention" with (Beta coefficient = 0,190), in which the strongest impact is on the Memorable Experience component of visitors, For the impact index f^2 , Travel Constraints have the greatest impact on Destination Image ($f^2=0,910$), followed by Memorable tourism experience ($f^2=0,637$) and finally Revisit Intention ($f^2=0,052$).

With favorable conditions for tourism development, An Giang province should focus on completing and supplementing nightlife activities in two cities that attract tourists, namely Long Xuyen City and Chau Doc City. Tourists will face certain difficulties if there is a lack of information at tourist destinations, destination management organizations in An Giang need to promote the province's tourism promotion to domestic tourists and international tourists, in order to promote the promotion of foreign language training, tourism businesses must focus on training and using long-term human resources to have investment plans and for individuals to invest their own time. Some attractions in An Giang province still have a chaotic situation

in the layout of trade stalls, street vendors, and environmental pollution problems. One of the reasons is that the management and inspection are still quite lax and there are no appropriate sanctions, which will be one of the barriers hindering tourism business in An Giang province.

5.3 Limitations and directions for further research

Firstly, the author conducted data collection for the study during the period affected by the COVID-19, so the survey subjects were limited to only focusing on domestic tourists, and the number of tourists.

Second, the research model built is limited to the research concepts of Destination Image, Travel Constraints, Memorable tourism experience, and Revisit Intention. Although according to the research results, the research model has a good fit to explain 63.5% of the variation of the research data, however, there may still be other factors involved in explaining the Revisit Intention but have not been included in this research model. Other studies may consider adding a few other factors such as tourism motivation, word of mouth...to increase the evidence for Revisit Intention.

Third, due to the research conducted at the time when there were objective factors (COVID-19 epidemic), therefore, with the strong impact and influence of the epidemic on tourism activities, especially in 2020-2021, there will be certain changes in the consumption behavior of tourists. However, this study has not been able to do this comparative study to identify these changes. This is also one of the next research directions on studying the behavior before and after the epidemic of tourists in An Giang province.

THE AUTHOR'S PUBLICATIONS RELATED TO DISSERTATION

Publications on Vietnamese national journals:

1. Nguyen Pham Hanh Phuc (2022), Study on the impact of travel constraints on individual travel intentions of tourists in An Giang province. *Asia – Pacific Economic Review*, pp 30-36.
2. Nguyen Pham Hanh Phuc, Truong Quoc Dung (2021), Factors affecting the revisit intention of domestic tourists to tourist attractions in An Giang province. *Journal of Finance – Marketing*, pp 64-74.

Scientific Research:

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