



Original Research Paper

Vol. 05 Issue 05 May - 2022

Manuscript ID: #0630

THE FACTORS IMPACT ON THE TRAVEL INTENTION OF HANOI'S PEOPLE AFTER COVID-19 PANDEMIC

Associate Professor Ph.D Hoang Thanh Tung

University of Labour & Social Affairs

Nguyen Dieu Huong

Newton Grammar School

Corresponding author: *Hoang Thanh Tung

Email: hoangthanhtung15@gmail.com

ABSTRACT

The article studies the factors that affect the intention to travel after the Covid-19 pandemic of Hanoi citizens. The research team uses a model of factors that affects the travel intention of people in Hanoi city after the Covid-19 pandemic, including (1) Attitude, (2) Social influence, (3) Image of Destination, (4) Risk perception, (5) Trip expenses, (6) Propulsion. With 303 participants in the survey, the research results show that the factor "The influence of propulsion" had the largest average score (3.99), indicating that the motivation of desire to relax and explore are vital factors that affect the travel intention of Hanoi people after the Covid-19 epidemic. The factor "Effect of perception of risk" has the lowest score (3.56) but shows some concerns such as weather forecasting, trip expenses' estimation, transportation problems, inadequate information, epidemic prevention, and food safety issues, which will not hinder people's intention to travel. That partly shows that Vietnam's tourism industry has been invested, cared for, and is on the way to development in recent years. From the research results, within the framework of the article, the research team also proposed some measures to stimulate tourism demand after the Covid-19 pandemic.

KEYWORDS

Factors affect; Travel; Intention to travel; After Covid-19 pandemic; Hanoi



This work is licensed under Creative Commons Attribution 4.0 License.

1. INTRODUCTION

Tourism has always been one of the industries with the most important influence on the socio-economic development of countries around the world in general and Vietnam in particular. Especially in the previous fifteen years, the growth rate of international and domestic tourists has brought a great source of budget revenue to the country, attracting investment capital and exporting goods. In addition, tourism brings many positive impacts to the development of related economic sectors, contributing to the implementation of poverty reduction policies (Phuong, H. 2021).

Before the Covid-19 pandemic broke out in Vietnam in 2020, Vietnam's tourism in 2019 was considered a "golden" feat in expansion as it received more than 18 million international visitors (increased by 16.2%), served 85 million domestic visitors (up 6% compared to last year's record), along with the total tourism revenue reached 755 trillion VND and an increase of 18.5% compared to 2018 (VNAT, 2020). Moreover, Vietnam has also received many awards such as "Asia's Leading Destination", "Asia's Leading Cultural Destination", "World's Leading Heritage Destination 2019", "Asia's leading Culinary Destination", etc.

However, the outbreak of the Covid-19 pandemic has harmed Vietnam's tourism industry. According to statistics from the National Administration of Tourism (2020), the total revenue in 2020 was only about 312,000 billion VND, and the growth rate declined 58.7% in comparison to 2019. By 2021, international visitors to Vietnam were estimated to be about 157.3 thousand turns of people, which was down 95.9% over the previous year, and total revenue from tourists reached VND 180,000 billion. In addition, many businesses had to go bankrupt or switch to other majors for their living. 60-70% of workers in the tourism industry had no jobs, and only about 20-30% of frame workers were kept.

Until 2022, the tourism industry has been preparing for the recovery from the pandemic although there are still many difficulties ahead. The government has issued plans and policies to stimulate demand and restore tourism and travel activities, guidance on safe and flexible adaptation in the fields of culture, sport, and tourism, as well as, promulgate a program to launch domestic tourism to adapt safely, flexibly, and effectively control the COVID-19 epidemic (Sieu, H. V., 2022). With the spirit of Resolution 128/NQ-CP: "Safely adapting, flexibly, and effectively controlling the COVID-19 epidemic" from October 2021, the whole of Vietnam has accepted to live with the pandemic safely, together with socio-economic activities that will take place normally. Thus, 2022 is predicted to be a landmark year for Vietnam's tourism industry when people's demand for travel increases after the Covid-19 pandemic. As a result, it is necessary to study the factors that affect people's intention to travel after the Covid-19 pandemic. Within the scope of the research paper, the authors will focus on research:

- Factors affect the intention to travel of Hanoi people.
- Evaluate and analyze the influence of factors on the intention to travel of Hanoi locals.
- Take some measures to stimulate tourism demand after the Covid-19 pandemic.

2. RESEARCH OVERVIEW

The research team conducted a review of relevant theories about travel intention, namely:

The Theory of Reasoned Action (TRA) is a research model from a psychosocial point of view that aims to identify the factors of the tendency toward conscious behavior (Ajzen & Fishbein, 1975), consisting of (i) Consumer's attitude toward the performance of the behavior; (ii) subjective norms of consumers.

Theory of Planned Behavior - TPB (Theory of Planned Behavior) is built from the original TRA theory. The TPB model of Ajzen (1991) adds the element "Perceived behavioral control" along with two factors of attitude and subjective norm that will affect the behavioral intention of consumers.

The travel consumer behavior model of Engel, Kollat, and Blackwell (1968) comprises 8 stages: (1) The need to be satisfied, (2) Tourism's need to be prioritized, (3) The extent to which time, money, and effort are involved in the decision process, (4) Information seeking, (5) Evaluation and selection, (6) Choice decision, (7) The act of buying and consuming consumption, and (8) Postconsumption attitude.

Mathieson & Wall (1982) proposed a model of consumer behavior in tourism consisting of 5 stages: (1) Need/desire to make a trip, (2) Collect and evaluate information, (3) Decide planning the trip, (4) Preparing the trip, and (5) Assessing satisfaction and satisfaction after the trip.

In addition, the research team conducted a review of the experimental studies of My, L. H. (2021); Huong, D. T. L. (2016); Dong, N.H et al (2020); Tham, C. T., & Truong, V. T. (2020); Thoa, T. T. K (2015); Khanh, N. Q., et al (2021); Binh, N. T. (2021); Huong, H. T. T. & Manh, N. V. (2016). Through the research

review process, the research team selects the factors that affect the travel intention of Hanoi's people after the Covid-19 pandemic, including:

- (1) Attitude: An emotional state that expresses an individual's behavior through gestures, words, facial expressions, expressions of destinations, images, and other travel-related states.
- (2) Social influence: the behavior or intention of an individual, an organization, or a collective that has become an instruction and orientation for the behavior of another individual.
- (3) Image of Destination: impressions and perceptions of tourists towards the place they experience.
- (4) Perceived risk: the ability to represent a loss in achieving the desired outcome when traveling.
- (5) Trip Expenses: all payments made to complete a trip.
- (6) Propulsion: the motivation of desire to relax and explore.

3. RESEARCH METHODS

Based on identifying factors that affect the intention to travel of Hanoi people with the factors included in the model: (1) Attitude, (2) Social influence, (3) Image of Destination, (4) Risk perception, (5) Trip expenses, (6) Propulsion. The research team designed a survey for Hanoi residents to review their travel readiness after the Covid-19 pandemic, using the Likert5 scale with 1. Strongly disagree; 2. Disagree; 3. No comments; 4. Agree; 5: Strongly Agree.

In the in-depth interview method, after building a survey, the research team conducts in-depth interviews with 3 people who are experienced as long-time employees at travel companies in the tourism industry. After completing the survey form according to the suggestions of the tourism staff, the research team conducted a randomized trial survey for 10 people. The survey results showed that the majority of the respondents agreed with the factors that affect them, so the research team carried out a large-scale survey.

The data collection method conducted by the research team is based on two methods: the convenience sampling method and the "snowball" method, which is a method to find the next object based on suggestions or recommendations of the subjects just surveyed (people living and working in Hanoi city). The number of survey questionnaires collected by the research team was 303 votes.

After conducting the survey, the collected data will be aggregated, calculated, and reflected in charts, tables, and figures using Excel and SPSS software. With the design influence factors according to the Likert 5 scale when assessing the influence of the factors, the research team calculates:

$$\text{Distance value} = (\text{Maximum} - \text{Minimum}) / n = (5-1)/5 = 0.8$$

The average value of the calculated factors if it is in the range:

- + 1.00 - 1.80: Strongly disagree;
- + 1.81 - 2.60: Disagree;
- + 2.61 - 3.40: No opinion;
- + 3.41 - 4.20: Agree;
- + 4.21 - 5.00: Strongly agree

4. RESEARCH RESULTS

After surveying 303 participants, the authors synthesized the research results. General information about the survey participants is listed in Table 1.

Table 1. Descriptive statistics of survey respondents

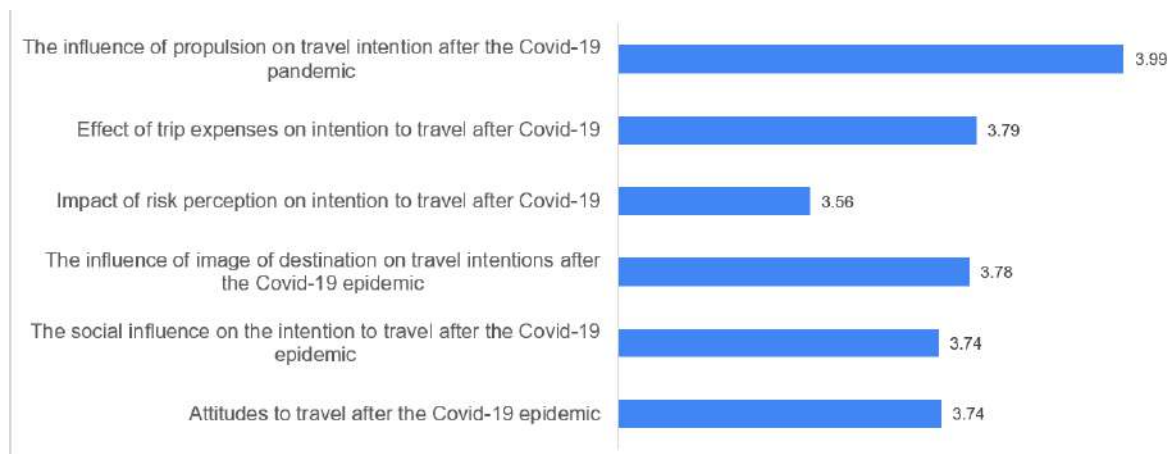
Characteristics of survey subjects		Number of people	Proportion (%)
Sex:	Female	213	70,3
	Man	90	29,7
Age range:	15 - 18	40	13,2
	19 - 22	148	48,8
	23 - 40	68	22,4

41 - 60	47	15,5
Time for traveling: Vacations Weekends Other periods	239 49 15	78,9 16,2 4,9
Means of traveling: By tour Self-arrange	40 263	13,2 86,8
Travel with: Family Friends Corporation Alone Other types	245 199 53 27 3	80,9 65,7 17,5 8,9 0,9
Income: Below 5 million VND From 5 to 10 million VND From 10 to 20 million VND Above 20 million VND	165 54 46 38	54,5 17,8 15,2 12,5

Source: Summary of research results

With the factors that affect the travel intention of people in Hanoi city after the Covid-19 pandemic, the scales were coded, and the authors used SPSS software to calculate the average value of the scales, the average value of the factors. The results are summarized and shown in Figure 1.

Figure 1. The average score of six factors

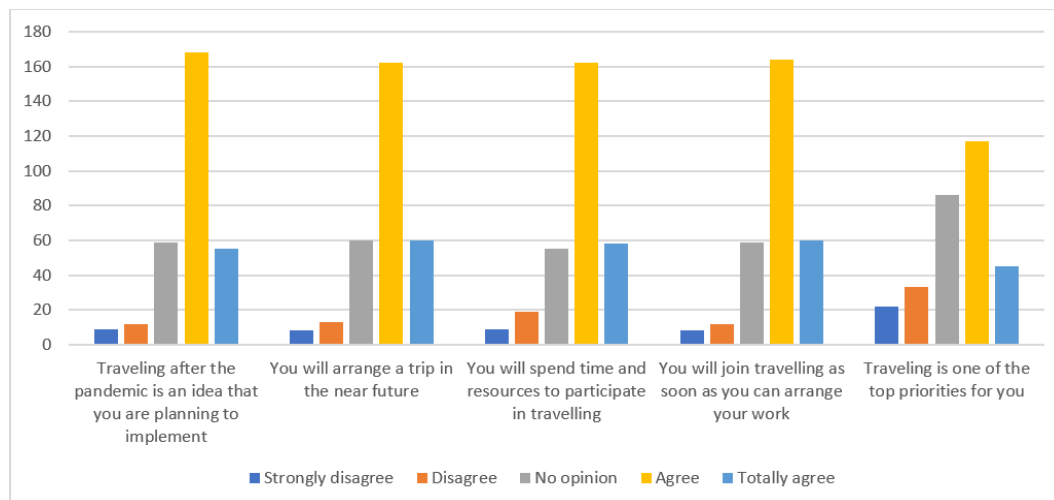


Source: Summary of research results

The survey results show that the average score of the factor "The influence of propulsion" is the highest at 3.99 points, meaning that the motivation to relax and explore is the essential factor that affects the intention to travel of Hanoi people after the Covid-19 pandemic. Next is the factor "Image of Destination" with an average score of 3.78 indicating cultural issues, climate, customs, entertainment services, and security issues of the destination as factors of interest. The factor "Effect of risk perception" has the lowest score: 3.56 points, but is still in the "agree" range, which shows some concerns such as weather forecasting, trip expenses, transportation problems, incomplete information, epidemic prevention, and food safety issues that will not hinder people's intention to travel. It also shows that tourism is a potential industry, and in the past, those factors that can be considered risks are no longer major obstacles. However, this factor still has the lowest score, so it is also

necessary to have solutions to make people feel more secure with factors that can be considered risks to the tourism industry.

Figure 2. Intention to travel after the pandemic of Hanoi inhabitants



Source: Research results

The survey results show that with the dependent variable "Intention to travel after the pandemic of Hanoi inhabitants", the scale with the least score is "Traveling is one of the top priorities for you" with 3.42 points. Next is the scale "You will spend time and resources to participate in traveling" with 3.79 points, and the three scales with close scores are "Traveling after the pandemic is an idea that you are planning to implement", "You will arrange a trip shortly in the future", and "You will join traveling as soon as you can arrange your work" with 3.81, 3.83 and 3.84 points respectively. From there, it can be seen that the average score of the factor "Intention to travel after the pandemic of people in Hanoi after the Covid-19 pandemic" is 3,738 - within the "agree" threshold. The results show that the participants in this survey have a willingness to travel after the Covid-19 pandemic.

5. Conclusion

The survey results show that all six factors included in the survey have different average scores but are within the "agree" threshold, in which the scores of the factors "Risk perception", "Social influence", and "Attitude" are low compared to other factors. The survey results with the dependent variable "Intention to travel after the pandemic of Hanoi inhabitants" show a positive result that all the average scales of the factor are in the "agree" threshold.

It can be seen that the willingness of Hanoi people to travel after the Covid-19 pandemic is relatively high. Through the results of the surveyed factors, the tourism business should have several measures to stimulate the demand of Hanoi residents, particularly Vietnamese people and international tourists. Generally speaking, within the framework of the article, the research team recommends some of the following measures:

- + Increase the number of promotion programs or stimulate tourism demand so that the tourism industry can return to the rhythm of development with the advantages and potentials of Vietnam in tourism.

- + Preserve and improve the excellent image of tourist attractions by protecting the surrounding environment and ecosystems, expanding forms of cultural entertainment, and tightening security at tourist sites.

- + Promote digital transformation in tourism, make full use of cyberspace to strengthen tourism promotion and marketing, expand "green" resorts and tourism activities, promote tourism image, and regularly update new tourism activities of protecting the environment.

- + Ameliorate and expand services and facilities at the tourist destinations, and collect comments from tourists. Thereby, managers can consider improvements in service and tourism activities.

- + Call for investment, especially from large corporations specializing in tourism and resort business, to increase the rate of renovation and expansion of forms and quality of tourism services.

REFERENCES

- Ajzen & Fishbein (1975), *Belief, attitude, intention and behavior: An introduction to theory and research*, Addison- Wesley, Reading, MA
- Ajzen, I. (1991), *The theory of Planned Behavior*, organizational Behavior and human decision processes, 50, 179-211.
- Bahram Ranjbarian và Javad Khazaei Pool (2015), *The Impact of Perceived Quality and Value on Tourists' Satisfaction and Intention to Revisit Nowshahr City of Iran*, Journal of Quality Assurance in Hospitality & Tourism ,16(1):103-117
- Binh, N. T. (2021), *Analysis of factors affecting the choice of destination in Phu Quoc of domestic tourists*, <https://thanhdiaivietnamhoc.com/phan-tich-cac-yeu-to-anh-huong-den-viec-lua-chon-diem-den-phu-quoc-cua-khach-du-lich-noi-dia>; accessed May 23, 2022
- Engel, J.F., Kollat, D.T. and Blackwell, R.D. (1968) *Consumer Behavior*. Holt, Rinehart & Winston, New York.
- Dong, N.H et al (2020), *Research on factors affecting Korean tourists' decision to choose a destination: The case of a destination in Central Vietnam*, Hue University
- Thuong, V.T.T. (2016), *Factors affecting the intention to return to tourist destinations of domestic tourists: Survey in Danang City*, Finance Journal online, Vol.1, No.5, 2021
- Huong, H. T. T. & Manh, N. V. (2016), *Factors affecting the choice of destination of Hanoi people: a case study of destinations in Hue, Da Nang*, Doctoral Thesis at National Economic University, Ha Noi
- Mathieson & Wall (1982), *Consumption Behaviours of Park Visitors and the Implications for Tourism Marketing: A Case in China*, Journal of Chinese Studies, Vol.2 No.1, February 27, 2013
- My, L. H. (2021), *Research on factors affecting people's intention to travel after the Covid-19 pandemic in Gia Lai province*, Industry and Trade Magazine, No.19, Aug 2021
- Khanh, N. Q et al (2021), *Research on factors affecting the choice of destination of tourists in the Southeast region: the case of Da Lat destination*, <https://vjol.info.vn/index.php/TCKH-DHH/article/view/57751>, accessed May 23.