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TOURISM PRODUCT CHOOSING BEHAVIOR OF VIETNAMESE TOURISTS

Specialized psychology

Code: 62.31.04.01

SUMMARY OF DOCTORAL DISSERTATION IN PSYCHOLOGY

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LIST OF RELEVANT SCIENTIFIC WORKS

1. Tourism demand from the viewpoint of Psychology, *Education Magazine*, issue 256/2011
2. Tourism product choosing behavior from the viewpoint of Psychology, *Education Magazine*, issue 320/2013
3. Tourism product choosing trend of Vietnamese people from the viewpoint of Psychology. *Social Psychology Magazine*, issue 10/2015
4. Tourism demand and criteria for choosing tourism products of Vietnamese tourists, *Social Psychology Magazine*, issue 11/2015

FOREWORD

1. Rationale

There are many issues to be clarified in the theory of product choosing behavior of tourists such as: components in expression of product choosing behavior of tourists; factors (especially psychological factors) affecting decision on tourism product choosing behavior of tourists, etc. Therefore, researching to diversify the theories on consumer behavior in general and product choosing behavior of tourists in particular is imperative.

In recent years, the tourism industry of Vietnam has been developing with increasing number of domestic and international tourists. In accordance with statistics by Vietnam National Administration of Tourism, there were 28 turns of domestic tourists in 2010 and 38.5 turns of domestic tourists in 2014. The Decision by the Prime Minister on "Vietnam Tourism development strategy up to 2020 and vision 2030" specified that: Up to 2020, the tourism industry will become the key and professional economic sector with synchronous and modern material facilities, high quality, diversified tourism product, have trademark, bear national cultural character and can compete with countries in the region and in the world and up to 2030, Vietnam strives to become a country with developed tourism.

We transfer from distribution market to free competitive market in accordance with the law of Supply - Demand. Therefore, research works on psychology of consumers in choosing tourism product is very necessary.

For the above mentioned reasons, the research of the theme *"Tourism product choosing behavior of Vietnamese tourists"* is necessary and meaningful.

2. Research purposes

To clarify expressions of the tourism product choosing behavior of Vietnamese tourists; to recommend measures for impacting expressions to change the tourism product choosing behavior of Vietnamese tourists.

3. Subject and object of the research

3.1. Subject of the research

Expressions of tourism product choosing behavior of tourists;

3.2. Object of the research

Vietnamese tourists;

Tourism managers and staff (tourguides, tour operators, etc.);

Lecturers at tourism staff training institutions.

4. Scientific hypothesis

It is possible to change the tourism product choosing behavior of tourists by impacting their awareness, helping them understand thoroughly features of tourism products, compare to their demand, motivation and actual conditions to make suitable choice.

5. Research tasks

5.1. To determine psychological issues on the tourism product choosing behavior.

5.2. To clarify expression levels of the tourism product choosing behavior of Vietnamese tourists and influence levels of some factors on the tourism product choosing behavior of Vietnamese tourists.

5.3. To recommend impacting measures for orienting the tourism product choosing behavior of tourists.

6. Limit of research scope

6.1. Limit of research subject

In this research, the tourism product is limited to Tour.

The dissertation only researches expressions of tourism product choosing behavior of tourists through: Awareness-Attitude-Action.

6.2. Limit of research location and object

The research surveys tourists who buy tours in Hanoi City

The research surveyed 550 Vietnamese tourists in the North.

6.3. Limit of time

The data used in the dissertation was collected and investigated by the author from May 2013 to August 2014.

7. Research methodology and methods

7.1. Research methodology

7.2. Research methods

7.2.1. Group of theoretical research methods *(Literature analysis method; Literature synthesis method)*

7.2.2. Group of practical research methods *(Questionnaire method; Method of interview; Observation method; Experiment method)*

7.2.3. Group of data processing method

Processing data collected from the group of reality discovering method through software SPSS 18.0.

8. New contributions of the dissertation

8.1. In terms of theory

Establish concept of tourism product choosing behavior of tourists; analyze expressions of tourism product choosing behavior of

tourists; factors affecting tourism product choosing behavior of Vietnamese tourists;

8.2. In terms of practice

Clarify levels of expressions in tourism product choosing behavior of Vietnamese tourists; the correlation among factors in expressions of the tourism product choosing behavior; factors affecting the tourism product choosing behavior of Vietnamese tourists. The dissertation recommends feasible solutions in order to help Tourism companies to occupy the market share (sell more products) in the current trend of global integration and competition.

The practical results of the dissertation are the reference for students of Tourism and for training programs of tourism companies.

9. Structure of the dissertation

Chapter 1
PSYCHOLOGICAL THEORIES IN RESEARCHING THE TOURISM PRODUCT CHOOSING BEHAVIOR OF TOURISTS

1.1. Overview of research

1.1.1. Foreign researches

1.1.1.1. Direction of researching psychological features of consumers

The authors, following this research direction, focus on clarifying psychological features of consumers such as: demand, taste, motivation, awareness, attitude, belief, etc. then to affirm the importance and meaning of applying consumer psychology in business.

1.1.1.2. Direction of researching factors affecting consumer behavior

These research works show that consumer behavior is a very complicated behavior which is affected by many factors from subjective factors to objective factors.

1.1.1.3. Direction of researching consumer behavior model

It can be seen that foreign psychologists have approached to research many different aspects of consumer behavior: psychological features of consumers, factors affecting consumer behavior and consumer behavior model, etc. In the viewpoint of psychology, all researches on consumer behavior show the important role of psychology in consumer behavior.

In summary, in the world, there are many authors researching consumer behavior from the viewpoint of psychology but up to now, there is no author researching the tourism product choosing behavior.

1.1.2. Domestic researches

Research works on consumer behavior in Vietnam is insignificant and unsystematic. Up to now, such researches only focus on the following three directions: *direction of researching psychological features of consumers; direction of researching factors affecting consumer behavior; and direction of researching consumer behavior model.*

1.1.2.1. Direction of researching psychological features of consumers

Each author has different approaches in researching psychological features of consumers but all of them emphasize the importance of psychology in consumer behavior structure. Researching psychological features of consumers is the foundation for companies to give out efficient business solutions.

1.1.2.2. Direction of researching factors affecting consumer behavior

Researches on factors affecting consumer behavior of Vietnamese authors once again affirm that: consumer behavior is a very complicated behavior which is affected by many subjective and objective factors.

1.1.2.3. Direction of researching consumer behavior model

Research works in this direction have approach to research consumer behavior in different viewpoints such as: psychological features of consumers; factors affecting consumer behavior and consumer behavior model. The author thinks that all 3 approaches to consumer behavior mentioned above help us to clearly understand consumer behavior in this viewpoint or the other viewpoint.However, in the author's opinion, the approach of behavior structure is the most complete, clear and profound approach. Therefore,in this dissertation, the author researches the tourism product choosing behavior of Vietnamese tourists from the viewpoint of approaching the behavior structure model.

1.2. Behavior and tourism product choosing behavior of tourists

1.2.1. Behavior

1.2.1.1. Conception on behavior in Western psychology

- Conception on behavior in classical behavior psychology

-Conception on behavior of new behavior psychologists

- Conception on behavior of Artifact psychology of B.F. Skinner

-Conception of behavior according to psychoanalysis

- Conception of behavior in Humanistic psychology

- Conception on behavior in Operational psychology

- Conception of business psychology

Consumption behavior is the operation expressed by consumers in: buying, using, and evaluating products and services that they expect to satisfy their demand [15, p. 148].

From the viewpoints of psychologists on behavior, the following conception on behavior can be mentioned: *Behavior is the conscious action, the expression of awareness, attitude and actions of human towards the surrounding world or towards themselves.*

1.2.2. Tourism product

* Tourism product

In viewpoint of Tourism psychology: Tourism product is all things and phenomena (material, spiritual) of individuals, companies or locations providing tourism to satisfy demand of tourists and bring profits and reputation to them. [81].

Tourism product has following typical features:

- Tourism product is the synthesis of business sectors.
- Tourism product is usually far away from consumers.
- Commonly, consumers buy tourism product before seeing the product.
- The time for buying, seeing and using tourism product is usually prolonged.
- Tourism product is unmovable, except souvenirs.
- Tourism product is impossible to store, except souvenirs.
- Buyers of tourism product are hardly loyalty to the product.
- Tourism product is changeable due to innovation and natural conditions.
- Tourism product is not usually identical.
- Tourism product is easily imitated.

*Structure of tourism product:*Tourism product is an overall thing including components which are not identical between tangibility and intangibility, including: - Tourism resources (Humanistic tourism resources and natural tourism resources); - Infrastructure, material - technical facilities for tourism; - Human.

* Tour

After reviewing different conceptions on tours, it is agreed to use the conception of the author Phan Vo Thu Tam on tour as follows: Tour (Tourism program) is a collection of preset services, goods which are connected to each other in order to satisfy at least two different demands during the tourism consumption of tourists with the designated accumulative price and sold before consumption of tourists[74, p. 112]

- *Basic components of tour (tourism program)*: A tourism program always gathers services and goods which are set up and associated in advance to satisfy

demand of tourists in the trip including: Transportation service; Stay service; Food and beverage service; Entertainment and visit service; Additional services.

- *Features of tour (tourism program)*[58, p. 172-173].

+ Intangibility of tourism program.
+ Non-identicalness of tourism program.
+ Dependence on prestige of providers.
+ Being copied and imitated easily.
+ Seasonableness.
+ Difficult sale of tourism program.

- *Importance of tourism program*:

For location of tourism

+ Create jobs for skilled and unskilled laborers that means direct and indirect laborers for the tourism industry
+ Bring income in foreign currency to the country
+ Encourage conservation of heritages and cultural tradition
+ Increase income for the state and local budgets

For tourists

+ Bring tourists various choices through exact combination of local tours and package tours
+ Create opportunities for communicating, learning about culture, heritage, history, relics, beauty spot, etc.
+ Create opportunities for exchanging, communicating with local people, expanding knowledge, strengthening solidarity, friendship among people.

1.2.3. Tourism product choosing behavior

1.2.3.1. Tourists

Thus, "tourists are individuals (or groups of people) having demand, expectation, and motivation on tourism that are expressed through the behavior of preparing, using or consuming tourism product, service in order to carry out the given goals" [81, p. 14].

1.2.3.2. Choosing

Concept of choosing in psychological viewpoint is as follows:

Choosing is the process of accepting some product and expressed in awareness, attitude and action with regard to such product to make decision on accepting one or some suitable products in order satisfy human's expectation.

1.2.3.3. Tourism product choosing behavior of tourists

The behavior in choosing tourism products (Tour - Tourist Program) of visitors as viewed from psychological aspects can be describes as a process in which visitors find and analyze the information on type of tour, service quality, price, time, brand reputation and reliability of the supplier, and on the basis of such an analysis, make consumption decision to satisfy their demands, expressed in their perception, altitude and action.

Originating from the above definition, we simplify the concept as follows:

Tourism product choosing behavior

Tourists' awareness of tourism product	***Tourists' attitude towards tourism product***	***Tourists' choosing action towards tourism product***
- Product information includes: *Type of product; means of transport; Stay service; Food and beverage service; Time of using product; Price of product; Promotion program* - Prestige, trademark of companies	- Concern about product (Tour-Tourism program) - Interested in product (Tour- Tourism program)	- Choosing price - Choosing type of tourism - Choosing time - Choosing transport service quality - Choosing stay service quality - Choosing food and beverage service quality - Choosing additional services

*Figure **1.1**. Expressions of tourism product choosing behavior of tourists*

1.3. Factors affecting the tourism product choosing behavior of tourists

1.3.1. Tourism demand

1.3.2. Tourism motivation

1.3.3. Tourism purposes

1.3.4. Psychological features of tourists

CONCLUSION OF CHAPTER 1

Originating from the viewpoint of business psychology and tourism psychology as well as the approach of product choosing behavior structure, the dissertation has established an instrumental concept system. Accordingly,The behavior in choosing tourism products (Tour - Tourist Program) of visitors as viewed from psychological aspects can be describes as a process in which visitors find and analyze the information on type of tour, service quality, price, time, brand reputation and reliability of the supplier, and on the basis of such an analysis, make consumption decision to satisfy their demands, expressed in their perception, altitude and action.

The Dissertation not only points out the psychological structure model for the tourism product choosing behavior of Vietnamese tourists but also simplify the definition of the tourism product choosing behavior of Vietnamese tourists and points out factors affecting the tourism product choosing behavior of Vietnamese tourists such as: demand, motivation of tourists.

Chapter2
RESEARCH ORGANIZATION AND METHODS

2.1. Research organization

2.1.1. Overview on tourism and Tourism, travel companies in Hanoi

2.1.2. Phases of research

2.1.2.1. Phase of theoretical research *(Establishing theoretical foundation on the research subject)*

- Step 1: Overview of research issues
- Step 2: Learning about basic expressions of the tourism product choosing behavior and psychological factors affecting the tourism product choosing behavior.

Research methods: expert method, literature researching method

Research object: 15 teachers, researchers in fields of Consumption psychology, Tourism psychology, Tourism marketing; relevant documents.

Research contents: analyzing, synthesizing research works of many foreign and domestic authors on consumption behavior, product choosing behavior of consumers. Consult experts about the

product choosing behavior in general and tourism product choosing behavior of tourists in particular.

2.1.2.2. Phase of practical research

Design survey instrument including: questionnaire and interview sheet.

** Phase of trial survey:*

Purpose: to define the reliability and validity of the Questionnaire, to amend unqualified questions.

Methods: Survey method

Research object: 50 tourists buying tours at tourism - travel companies.

Contents: conduct trial survey by questionnaire and process the reliability and validity of the survey instrument.

Data processing: All collected data is processed by SPSS software, version 18.0. In this phase, we only care about the reliability and validity of the questionnaire through the use of reliability analysis technique of Cronbach's Alpha reliability scale and measure the reliability of the questionnaire.

The reliability of each individual scale is low if Alpha coefficient is < 0.4. The reliability of the entire scale is low if Alpha coefficient is <0.6. If Alpha coefficient of the scale is > 0.6, it means the scale is reliable.

** Phase of official survey*

- Quantity: 550 tourists

No.	Criteria		Quantity
1	Gender	Male	294
		Female	256
2	Age group	25-30	341
		31-40	180
		41-55	29
3	Occupation	Worker	161
		Intellectual	292
		Business	75
		Agriculture	22

- Time of survey: From 25/4/2013 to 10/8/2013

* Phase of data processing

Data collected from the survey will be processed by SPSS software, version 18.0. Parameters and statistical methods used in the

research are descriptive statistical analysis and deductive statistical analysis:

* Criteria and scale

Evaluating expressions of tourism product choosing behavior of Vietnamese tourists by 3 basic criteria:

- Tourists' awareness of: price; type of tourism; time; quality of services; prestige, trademark of company; solvency; demand on motivation.
- Tourists' attitude towards: service quality and serving; Tourism insurance.
- Tourists' choosing action towards: price; type; time; location; service quality; prestige-trademark of companies, etc.

The above mentioned criteria are measured by the following scale: We calculate percentage and average mark from the sheet of surveying Vietnamese tourists about tourism product choosing behavior to evaluate the levels of expressing tour choosing behavior of Vietnamese tourists through 3 aspects which are awareness, attitude and action. In addition, it also evaluates the influence of psychological factors on tourism product choosing process of tourists. Depending on content, the system of questions will be measured by 3 levels or 5 levels in the scale. To assure objectiveness, reliability, the dissertation also evaluates the correlation among criteria to see whether the form and level of correlation among such criteria are proportional, inversely proportional, and tight or loosen.

2.2. Research methods

2.2.1. Theoretical research method

The main method used for theoretical research is the literature research method.This method is conducted with the following steps: analysis, synthesis, and systemization, generalization of theories and research works of foreign and domestic authors with regard to issues related to behavior, consumer behavior and product choosing behavior.

2.2.2. Practical research methods

- *Survey method*
- *Method of interview*
- *Experimental method*

Methodologies and practical basis of experiment:

Methodologies: the product choosing behavior is affected many factors in which product information plays an important role. The additional product information, especially information that increases the

significance of spiritual aspects (awareness, aesthetics, etc.) of products can promote the choice of tourists.

Practical basis: Service providers have not provide sufficient product information to tourists and are not aware of creating product's added value by "ideational" information for the choice such that many products have only particular information on price, time, schedule, and destination without information to increase the spiritual or conscious significance for the products.

- *Purpose*: To verify the impact of providing information on the product significance on the product choice of tourists; to verify the correctness of the scientific hypothesis.

-*Experimental hypothesis*: If tourists are provided with sufficient and deep information on tourism products, especially additional information creating significance of tourism products (called as added information), more tourists will make decision on choosing the products.

Defining variables in experiment

- (Added) information on tourism product is an independent variable (X).
- Ratio of choosing product is a dependent variable (a).

Experiment model:

To verify the impact of providing added information (X) on the ratio of choosing product (a), the experiment model is established as follows

Ya	X	Ya1
Yb	0	Yb1
Yab	X,0	Ya1/b1

Experiment model

In the experiment, use 1 tourism product (1 tour) with 2 versions:

1. Raw product: only including information on price, schedule, destination, etc. without information creating attractiveness, significance of the product (no added information); Marked as 0.

2. Product with added information; marked as X.

Ya is experiment group; This group will choose products with added information (X). Ya1 is the ratio of choosing product of members

in the group with product (X). Results in this group show the ratio of choosing product of tourists towards the products which have added information.

Yb is the control group. The control group will choose raw products. Yb1 is the ratio of choosing product of members towards raw products.

Thus, in accordance with the logic model, compare Ya1 and Yb1 to define which type of products is chosen more: added product or raw product?

However, because it is impossible to control all differences of tourists in the two groups, we cannot give out accurate conclusion if we only compare such 2 groups. Therefore, group 3 is designed for the experiment model: Yab.

Yab is the combined group. This group can choose both raw products and products with added information. Ya1/b1 is the ratio of choosing products of group members towards the 2 types of products (Ya1 - choosing products (X) and Yb1 - choosing raw products). Comparison of this ratio shows which type of products is chosen more.

Combining results of 3 groups can give out conclusion on the impact of added information on choosing products.

This model will be conducted 2 times on different groups.

The experiment model of the dissertation is designed in form of simulation and transformation based on 3 Salomon random groups.

	Pretest	*Independent*	*Posttest*
Experiment group	*Yb*	*X*	*Ya*
Control group 1	*Yb*	*O*	*Ya1*
Control group 2		*X*	*Ya2*

(Source: refer to Kambel D.T (1990), experiment models in social psychology and applied researches - Russian version. Norma Publishing House, Moscow)

Principles of experiment

Create the change of independent variable (X) by "enriching" the value of the tourism product through writing information on significance of the products, increasing the significance of the products and providing to tourists who buy tours (these activities have not been carried out yet), then evaluating the change of the dependent variable (Ya). Then, compare (Ya1/Yb1) of groups Ya and Yb; and compare (Ya1/Yb1) of group Yab.

Contents of experiment:

- Choose a raw tourism product (only including description of time, destination and journey) and such product with added information which increases the significance of the tour. At the same time, choose another raw product with the same price, time, destination and different idea arrangement from the first product.
- Contact with tourists who want to buy products. Recommend to each group independently.
- Provide group 1 with added-information product, group 2 with raw product and group 3 with both added-information product and raw product (2 similar products).

Process of experiment:

* *First experiment:*

- Choose experiment groups, control groups and combined groups.

Requirements on choosing groups:

- The groups chosen for experiment must be natural tourist groups who have demand on buy tours and contact tourism companies.
- Experiment groups and control groups must be chosen randomly.
- Experiment groups and control groups must be similar in quantity.

Performance of experiment:

- Sales personnel communicate with and introduce product information to each separate group of tourists.
- Total up the quantity of products chosen by tourists.
- Analyze, compare and draw conclusion.

Verification experiment

- In order to affirm results of the impacting method and the conformity with principles and choosing methods in the impacting experiment, we conduct verification experiment on 3 different groups of tourists by the above model.
- In this experiment, the impacting methods are repeated with the experiment group and organized in similar form as the impacting experiment mentioned above. Results of the 3 groups in the verification experiment are compared to each other and results of the verification experiment are also compared to results of the first experiment to make conclusion on efficiency of the impacting method.

** General conclusion on experiment*

By analyzing results of 2 experiment rounds, draw conclusions; then affirm (or deny) the scientific hypothesis of the experiment and scientific hypothesis of the dissertation.

2.3.4. Mathematical statistics method

Process data collected from reality discovering method group through SPSS software, version 18.0.

CONCLUSION OF CHAPTER 2

The research is organized scientifically by particular phases, steps and combines many different research methods: literature research, questionnaire, interview, experiment, and data processing by SPSS software, version 18.0.Each method has private strengths and is possible to supplement, support each other that makes the research results sufficient and accurate. The data is processed by quantitative and qualitative methods assuring the reliability and scientism for conclusions of the dissertation. Then, it allows the research to receive objective, scientific and practical results.

Chapter 3
RESULTS OF PRACTICAL RESEARCH ON THE TOURISM PRODUCT CHOOSING BEHAVIOR OF VIETNAMESE TOURISTS

3.1. General evaluation on reality of tourism product choosing behavior of Vietnamese tourists

Results of surveying the reality of tour product choosing behavior of Vietnamese tourists are as follows:

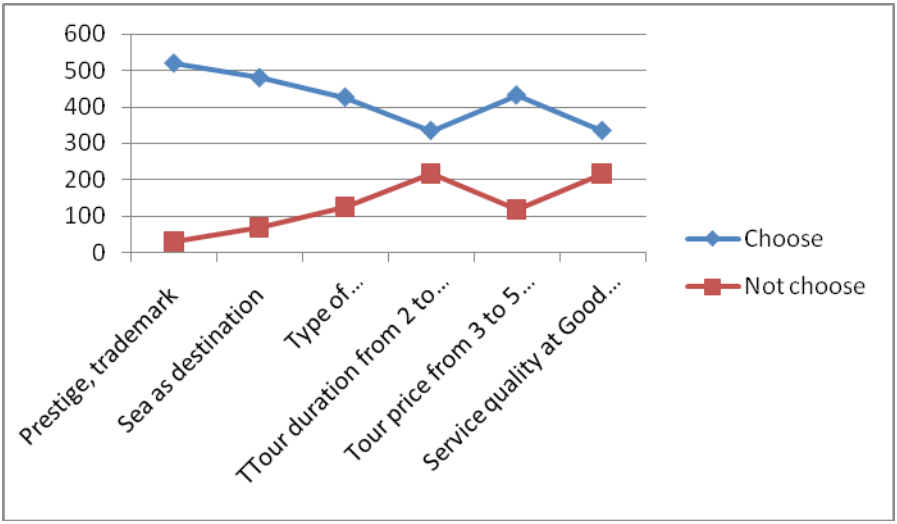

Chart 1: *Tourism product choosing behavior of Vietnamese tourists*

The above chart shows that Vietnamese tourists tend to concern much about and attach much importance to expressions such as destination, prestige and trademark, price, type of tourism rather than tour duration and service quality. This is also suitable to travelling habit of Vietnamese people at present in which they consider tourism as an essential part to improve their living standard.

3.2. Reality of expressing tourism product choosing behavior of Vietnamese tourists

3.2.1. Awareness

3.2.1.1. Learning about prestige, trademark of companies

Table 3.2: *Importance of learning about information on tourism companies*

No.	Contents	Level			$\overline{X}$	Rank
		Very important (1)	*Important (2)*	*Unimportant (3)*		
1	Prestige of companies	256	264	30	1.58	2
2	Address, telephone	281	230	29	1.50	1
3	Representative	155	338	57	1.82	4

4	Contract	224	214	112	1.79	3

Results show that prestige of companies only ranks the second in learning about information on companies. Prestige and trademark of companies rank the second with insignificant difference in choosing from the first factor which is address, telephone of companies. It can be said that prestige of companies is concerned about but address and telephone are the factors searched by tourists to carry out stages in their consumption behavior.

3.2.1.2. Awareness of product

Table 3.3. *Awareness of importance of services*

No.	Contents	Level			$\overline{X}$	Rank
		Important (1)	Normal (2)	Unimportant (3)		
1	Food and beverage service	299	206	45	**1.54**	**1**
2	Transportation service	276	202	72	**1.63**	**2**
3	Stay service	272	210	68	**1.63**	**2**
4	Additional services	223	246	81	**1.74**	**4**

Data in table 3.3 shows that the concern about choosing services is not very different. However, in terms of ranking, the food and beverage service is most concerned with the first rank, X = 1.54, and the transportation and stay services rank the second. This is also the clear feature in tourism consumption behavior of Vietnamese tourists.

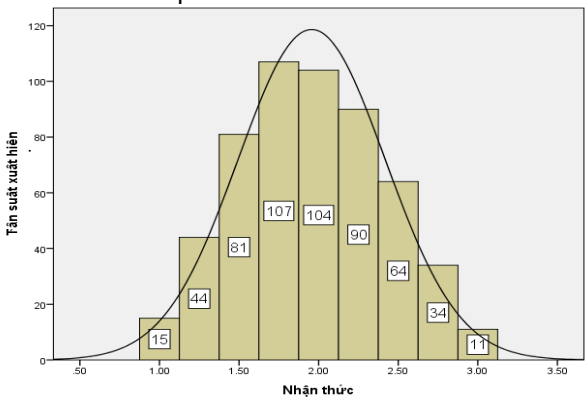

Chart 2: *Frequency of different awareness appearance of Vietnamese tourists*

Chart 1 shows that, various aspects of awareness in the tourism product choosing behavior of Vietnamese tourists are appreciated. Majority of tourists (303/350 opinions) evaluate at grade 2 or more in range of 1-3

3.2.2. Attitude

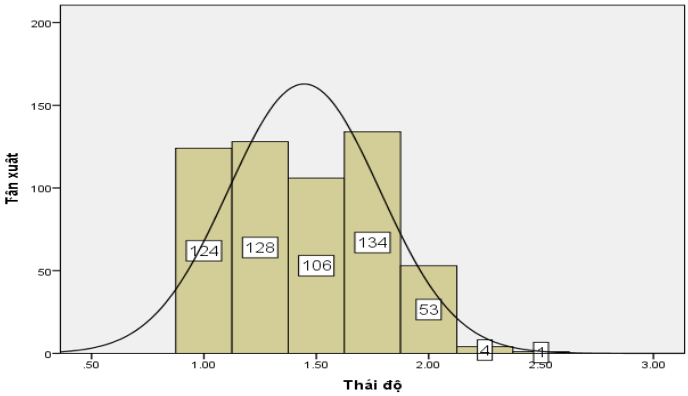

Chart 3: *Frequency of attitude in choosing tourism products*

Frequency of emotional appearance is nearly 100%, spreading from 1-2 grades on the grading system 3. It shows that their interest and excitement in choosing tourism products have not been highly appreciated.

3.2.3. Choosing action

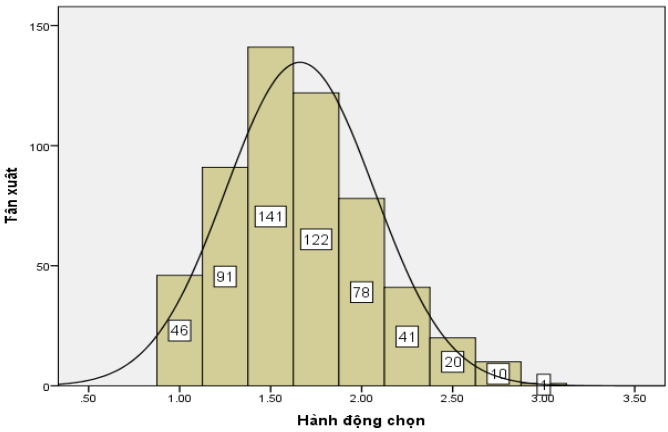

Chart 4: *Frequency of tourism product choosing action of tourists*

Studies in the choosing action of Vietnamese tourists are shown at Figure 3. It shows majority of their choosing behavior falls within range of 1 to 2, also indicates that choosing a tourism product by Vietnamese tourists is always dependent on obvious criteria and basis such as type of tourism; quality of products and services; prices; time; form of organization; means of transport, etc. in manner convenient for tourist condition.

3.2.4. Correlation among factors of the tourism product choosing behavior of Vietnamese tourists

Table 3.22: *Correlation among factors of the tourism product choosing behavior of Vietnamese tourists*

		Awareness	Attitude	Action
Awareness	Pearson Correlation	1	.163**	.444**
	Sig. (2-tailed)		.000	.000
	N	550	550	550
Attitude	Pearson Correlation	.163**	1	.282**
	Sig. (2-tailed)	.000		.000
	N	550	550	550
Action	Pearson Correlation	.444**	.282**	1
	Sig. (2-tailed)	.000	.000	
	N	550	550	550

**. Correlation is significant at the 0.01 level (2-tailed).

The table 3.21 shows that significant data (Sig.000) and correlation between emotion and behavior of .282 are proportional correlation.

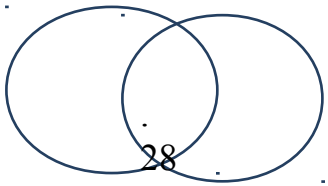

Chart 4: Correlation between attitude and choosing action of Vietnamese tourists

Awareness and choosing action are in proportional correlation (.444); it also indicates that the more adequate and proper awareness on tourism product, the more product are chosen by tourists. That correlation of

awareness (.444) is closer than correlation of emotion and choosing behavior (.282) shows that though Vietnamese tourists have concerned on their emotion when choosing tourism products, they often tend to trends, entertainment, form and safety rather than spiritual depth.

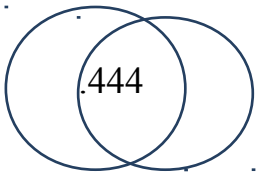

Chart 5: Correlation between awareness and choosing action of Vietnamese tourists

Awareness and emotion are also in proportional correlation with each other (.163), however such correlation is partially more loosen than correlation of awareness and choosing behavior.

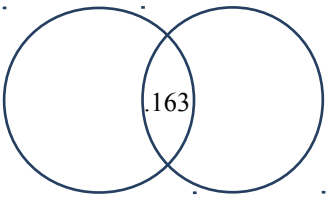

Chart 6: Correlation between awareness and attitude of Vietnamese tourists

From results of recurrent correlation of three factors which are Awareness, Emotion and Behavior, a regulating relation among the three factors can be withdrawn as bellows:

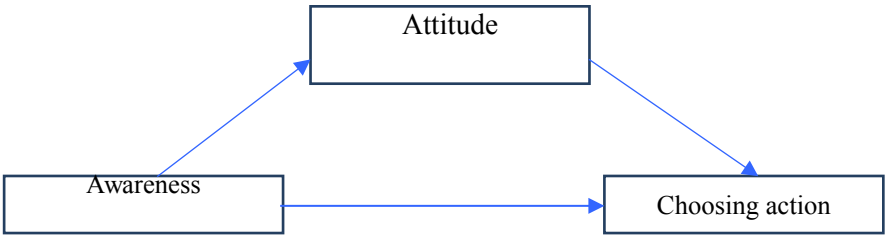

Chart 7: The regulating relation among awareness, attitude and choosing action of Vietnamese tourists

Chart 7 shows that choosing action is formed not only from Vietnamese tourists' awareness of tourism product but also partially from their emotion during making a decision of choosing.

3.3. Psychological factors affecting on the tourism product choosing behavior of Vietnamese tourists

3.3.1. Demand on tourism

Table 3.22: Awareness of demand on tourism of tourists

No.	Content	Level					$\overline{X}$	Rank
		1	2	3	4	5		
1	Obviousness on self's demand	365	115	32	20	18	***1.56***	***1***
2	Expected level (Strong promotion of demand)	137	271	111	30	22	***2.25***	***2***
3	Meaning of travelling for self	108	168	172	62	40	***2.56***	***3***
4	External effects for self's demand	98	157	129	104	62	***2.77***	***4***

Results show that tourists' awareness of self demand is ranked first. It means that obvious awareness of self's demand for tourism is the most important factor in choosing tourism product. Expected level - as strong promotion of demand - is ranked second. Awareness of meaning of travelling is ranked third and external effect is done forth.

3.3.2. Motivation for tourism

The tourism product choosing behavior is promoted by different motivations.

Table 3.23: Tourists' motivation of travelling

No.	Motivation	Priority level					$\overline{X}$	Rank
		1	2	3	4	5		
1	Condescending with people	335	144	48	9	14	**1.58**	**1**
2	Liking to discover new things	159	262	86	22	21	**2.06**	**2**
3	Relaxing and enjoying entertainment	222	137	137	32	32	**2.17**	**3**
4	Affirming self	106	133	127	94	90	**2.87**	**5**
5	Knowing more	209	124	79	63	75	**2.40**	**4**

Results show that tourists travel with various motivation. All five types of motivation have choice and there is not any significant difference. The most prioritized motivation is "being condescending with people" - with average mark of 1.58 as the first rank. It is a type of social motivation. Discovery motivation is ranked second, with average mark of 2.06 - rather far from the first rank.

3.3.3. Purposes of tourism

Table 3.24: Tourists' purposes of tourism

No.	Purposes	Choosing level					$\overline{X}$	Rank
		1	2	3	4	5		
1	Knowing more places	329	168	41	15	7	**1.60**	**1**
2	Having time for self relaxing	156	260	111	16	7	**2.01**	**2**
3	Acting and experiencing	141	163	166	56	24	**2.38**	**3**
4	Discovering culture, customs, traditions	122	165	127	91	45	**2.58**	**4**

Knowing more places is ranked first. Tourists often choose new places and want to experience at new locations. Knowing more places pertains to travel feature that is to move to a place far from their residence. Having time for relaxing self is ranked second and discovering culture is ranked last.

3.2.4. Experiment results

The first experiment results are expressed in the following table:

Table 3.25: The first experiment results

No	Group	Ratio of product choosing x	Ratio of product choosing X1	Not choosing
1	Experiment	0	71%	29%
2	Control	32%	0	68%
3	Combination	10,5 %	65 %	24,5%

The second experiment results:

In order to verify the first experiment results, the second experiment is carried out according to model of the first experiment. Results are shown at the following table.

Table 3.26: The second experiment results

No	Group	Ratio of product	Ratio of product	Not choosing

		choosing x	choosing X1	
1	Experiment	0	61%	39%
2	Control	42%		58%
3	Combination	15 %	65 %	20%

Thus, it can be concluded that product information affects on choosing of tourists. Products with adequate information shall foster choosing by tourists. Generated from such conclusion, scientific supposition of the experiment is recognized; accordingly scientific supposition of the dissertation is also asserted.

CONCLUSION OF CHAPTER 3

1. Vietnamese tourists mostly concern about types of tourism products like sightseeing and shopping rather than other ones. Especially they prefer travelling to beaches, they pay attention to good price products (less than 5 million VND) and short-term travel (2-5 days) and use services at good level.

2. Majority of tourists choose tourism product with motivation of exchanging and expanding relations.

3. The correlations between awareness and attitude, awareness and choosing action, attitude and choosing action are proportional correlation. Especially, the correlation among Awareness, Attitude and Choosing action are regulating correlation.

4. The tourism product choosing behavior of Vietnamese tourists is influenced by various factors like Demand, Motivation, and Purposes of tourism.

5. Impacting experiment by putting tourism product in relevant stories, cases, and circumstances will increase value of the product and experiment results show that decision on choosing these products increase significantly.

CONCLUSION AND RECOMMENDATIONS

1. CONCLUSION

1.1. Tourism product - Tour (Tourism program) is a collection of preset services, goods which are connected to each other in order to satisfy at least two different demands during the tourism consumption of tourists with the designated accumulative price and sold before consumption of tourists.

1.2. The behavior in choosing tourism products (Tour - Tourist Program) of visitors as viewed from psychological aspects can be describes as a process in which visitors find and analyze the information on type of tour, service quality, price, time, brand reputation and reliability of the supplier, and on

the basis of such an analysis, make consumption decision to satisfy their demands, expressed in their perception, altitude and action.

Making decision on choosing tourism product of Vietnamese tourists is influenced by psychological factors like demand, motivation, and psychology by age, gender and career, etc.

1.3. Tourism product choosing behavior of Vietnamese tourists is expressed through 3 aspects:

Awareness isexpressed by learning about prestige and trademarks of tourism companies. Tourists tend to search and to pay attention to brand of supplier. Results show that corporate prestige is ranked second in learning about corporate information. It affirms that consumers concern about prestige and trademark (soft power) of a company before making decision of using its service.

Attitude of Vietnamese tourists in making a choosing decision in the status of a component in the tourism product choosing behavior structure is not obvious. It shows that tourism products are typical service products, depending much on attitude and professionalism of servants to bring about emotion for tourists.

Results show the difference in gender, age and career variables with this choice.

Within the framework of the dissertation, we realize that trends of choosing tours by Vietnamese tourists are as follows:

Trends of tourism product choice is categorized according to the following criteria: destination, tour duration, type of activities, price and quality. As found in this thesis, the general trend of Vietnamese visitors is *to opt for coastal tours, with the length between 2 and 5 days;* and with activities of *sightseeing and shopping after stressful and tiring working period,* and a service quality ensured to be *good*. The correlations of Perception, Altitude and Actionof tourism production choice of Vietnamese visitors are positive. Tour choice is mostly governed by Vietnamese visitors' perception on tourism products, meanwhile altitude and emotion explain partially the decision of visitors on tourism product choice.

1.4. Correlation between Awareness, Attitude and Choosing action is a proportional one. However, correlation between awareness and action is closer than between attitude and action or between awareness and attitude.

Relation between the three factors constituting the tourism product choosing behavior is a regulating relation.

1.5. The tourism product choosing behavior is fostered bydifferentmotivations. All five types of motivation have choice and have not have significant difference. The most prioritized motivation is "being condescending with people". It is a type of social motivation.

Purposeoflearning more in travel is ranked first. Tourists often choose new places and want to experience in new destinations to discover the surrounding world and discover themselves.

1.6. Providing additional information (enriched information on products) would have powerful impacts on visitors' decision of choice. Tourism products with adequate information, especially details on historic figures and events or cultural events of the country or regions are more likely to be chosen by visitors. Extended information can help shorten the time for visitors' determination of choice and boost their confidence, while bringing about a more satisfactory feeling to visitors as well.

2. RECOMMENDATIONS

2.1. For tourism companies

Tourism companies need to regularly innovate tourism products by enriching information of such products, connecting the satisfaction of basic demand and pure entertainment demand to the demand on learning about, discovering cultural stories, historical events or historical characters by putting such products into circumstances, cases and stories.

Consultants and sales personnel should be trained to comply properly with engineering and process of consultancy, to understand well demand of tourists and to learn different values of products created by the company through enriching product information and to know how to exploit such different values to direct tourists in order to stimulate curiousness, discovery; to evoke and to orient demands of tourists.

2.2. For tourism personnel training institutions

It is necessary to concern about innovation of training contents, programs in the open direction and satisfaction of social demand in the operational direction.

Facilitate students to contact with companies in order to exchange experiment so that they will understand about the career, form the love for the career, attitude and responsibility for the career, and create motivation and source of inspiration so that they are confident to start up.

Establish tourism culture for them (use services of destinations in travelling) to contribute to development of the local tourism industry in particular and tourism industry of the country in general. Then, they are responsible for propagandizing tourists in order to change awareness, thinking, and habit of tourists in travelling.