

ASSESSING IMPACTS OF COVID-19 PANDEMIC ON VIETNAMESE TOURISTS' TRAVELING INTENTION

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Abstract

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Title of Publication Assessing impacts of COVID-19 pandemic on Vietnamese tourists' traveling intention		
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<p>Abstract</p> <p>The outbreak of COVID-19 pandemic from the beginning of the year 2020 has caused savage damages to the tourism industry not only in Vietnam but also around the world. As being one of the spearhead industries with fast-growing pace and huge potentials, this industry indeed calls for a deep understanding of on-going changes and current elements that can influence on tourists' intention for traveling so that service providers or tourism companies can launch suitable solutions to survive and progress during this recession. Therefore, this study aims at investigating factors that domestic travellers consider when they go traveling during and after the COVID-19 epidemic.</p> <p>The study uses primary data that is collected from the quantitative research method. To facilitate for the survey and research procedure, a hypothesis model is presented based on previous studies and preferences. Then, an online survey is conducted and published in Facebook groups of Vietnamese tourists' community to accumulate practical data from the population due to the face-to-face interactive restriction and the prevalence of Facebook in this nation. Besides, the survey is totally in Vietnamese to ensure the appropriate approach to Vietnamese travel enthusiasts only.</p> <p>The research findings ultimately answer research questions about factors that Vietnamese tourists concern when deciding to travel or planning to take a trip during and after the pandemic which are Family's matters, Traveling motivation, Traveling behaviour, Attitude and COVID-19 risk perception. On the other hand, the only change from tourists' perspective defined in this study is destination characteristics. Moreover, it is also determined that Vietnamese tourists have the intention to travel if it is necessary or as soon as the situation is under control. From there, the author gives conclusion and recommendations that tourism companies can accomplish to meet tourists' satisfaction and motivate them to travel safely.</p>		
<p>Keywords</p> <p>Covid-19 pandemic, Vietnamese tourists, travelling intention, factors of COVID-19 pandemic</p>		

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1 Introduction

1.1 Overview

Tourism was the most flourishing industry in the global market until being unexpectedly hit by the COVID-19 epidemic in 2020 (Uğur and Akbıyık 2020). According to Goodell (2020), all sectors are influenced detrimentally due to this serious biological crisis with unprecedented pace, but the travel and tourism industries have been anticipated to face the highest threat of degradation (Glossing et al. 2020).

The COVID-19 pandemic was first identified in a local market belonging to Wuhan City, China at the end of 2019. It was originally named SARS-CoV-2 to distinguish it from SARS-CoV-1, which caused the Severe Acute Respiratory Syndrome (SARS) outbreak 18 years ago (WHO 2020a, 2). On March 11, 2020 this coronavirus was declared as a global epidemic and assessed the highest risk level by The World Health Organization (WHO 2020b, 157). Since then, humankind witnessed an over 13-fold increase in the spreading pace, and the number of countries being infected escalated rapidly. According to this organization, besides being aggressively aware of the severity and levels of expansion, individuals with mild respiratory symptoms should be self-isolated. Social distance and boundary-closing policies should be considered to prevent the outbreak of the pandemic.

In terms of the impact of tourism on the Vietnamese economy, it is undeniable that tourism industry plays an integral role in the economic growth of Vietnam and its contribution to the national GDP accounts for roughly 8% annually in the previous decade (The World Bank, 2018, p.11). Besides, it proved to occupy the largest proportion in the service sector of Vietnam with a rapidly climbing quantity of both domestic and international tourists in the last decade (Le, 2020, 1174-1179). Thus, travel and tourism have for a long time received significant interest from the official state, travel firms and customers.

It is leading to the fact that the currently severe COVID-19 pandemic occurring since the beginning of 2020 has done enormous harms and significant shifts to the Vietnamese economy, the service industry and inhabitants' travelling habits. Due to the undeniable significance of the tourism sector among all facets and parties, it is essential and necessary for authority leaders and tourism enterprises to look more deeply and thoroughly into the COVID-19 outbreak's impacts on tourists' travelling procedures, especially the destination selection process, and launch prompt strategies to shield its vulnerability, approach customers' expectations and development with a view on both the COVID period and the post-COVID period.

1.2 Objectives of the study

The purpose of this thesis is to evaluate the impacts of the recent COVID-19 epidemic on domestic holiday makers' travelling decision-making process and visible changes in Vietnamese tourists' perception of travelling since the outbreak in 2019. Furthermore, the primary data is implemented via online surveys on a specific social media platform, namely Facebook, due to its popularity in Vietnam and its accessibility within the Vietnamese community.

In terms of tourists' perception, this study illustrates the requirements and concerns on possible elements influencing their decision when deciding to make a holiday trip such as proper prices, COVID-19 spread level, correctly updated information about the pandemic, and safety policies so that they are more likely to trust in the safety of the local destinations and to consider them as worth visiting.

1.3 Scope and delimitation

The tourism market and the influence of COVID-19 obviously covers a wide range of relative information and fields that are highly relevant. However, the scope of this study considers several facets related to the interconnection between customers' travelling intention and elements of the current COVID-19 pandemic, which ultimately impacts their decision-making process. Due to the applied quantitative research method, the volume of all respondents is limited to about 200 results. Each participant responds to the same survey posted and spread in a variety of travelling groups on Facebook.

The population of the study is Vietnamese tourists currently living in Vietnam. Therefore, the sample was restricted to Vietnamese nationals visiting at least one domestic place since January 2020 or planning to travel right after COVID-19 for recreational and entertainment purposes, not for working or studying intentions.

1.4 Practical application

The results of this thesis could potentially be used by travel agencies, hospitality service providers and travelling firms to grasp a better understanding of tourists' behaviours, their travelling decision-making process and feasible changes these days, especially since the outbreak of the COVID-19 pandemic.

Vietnam has implemented an international border restriction policy from March of 2020 and has been maintaining to enforce restrictions nationwide. Hence, domestic travellers are the

primary group of customers that are of interest and gaining a deep understanding of their behavioural modifications is vital in motivating them to travel and use tourism services.

1.5 Research questions

The objective is to assess how the COVID-19 pandemic affects the decision-making process and intention on travelling.

- Research question 1: How have Vietnamese tourists' characteristics changed since the outbreak of COVID-19?
- Research question 2: What aspects do tourists concern about when deciding to travel during and after COVID-19?

1.6 Research method

The theoretical section is conducted through a thorough selection of trustworthy materials, books, articles, journals, and previous studies and research about tourists' behaviours and their changes due to the COVID-19 pandemic. On the other hand, the empirical section is implemented by a quantitative research method, wherein primary data was collected from a survey published on large Vietnamese community groups on Facebook. The results are conveyed and analysed based on the respondents from that survey.

The sample chosen for this study is Vietnamese tourists who intend to travel or have travelled in Vietnam from January of 2020 when the COVID-19 epidemic started to strike the global economy as well as the Vietnam tourism industry witnessed devastating damages and huge shifts in every facet. Besides, the main reason to spread the survey online is that it is the most convenient channel to connect with a wide community of Vietnamese tourists due to its accessibility and prevalence in this country.

2 Overview

2.1 An overview of Domestic and Oversea tourism in Vietnam pre-COVID-19

Since Vietnam commenced the Doi Moi Economy in 1986, the authority has acknowledged the tourism industry as an essential contributor in the nationwide economic progress in the long run (Truong 2012, 28-45). Due to a fast economic growth rate, Vietnam has accomplished to be one of the most promising markets in the tourism facet within the South-East Asian region and neighbour nations in the recent period (Hampton et al. 2018, 359-376). Since then, Vietnam has launched and constantly modified a wide range of strategies to prosper either domestic or overseas tourism industries, which comprises marketing programmes towards destination communications, constructing and improving infrastructures and facilities in tourism attractions, motivating investment in tourism and hospitality as well as stimulating responsible tourism formulation (Thirumaran et al. 2014, 57-58).

A report published in World Economic Forum (2019) revealed that the Vietnam tourism industry ranked 63rd in a global rank of 140 nations altogether while witnessing an escalating growth of 17 levels in comparison with the year 2011.

Year	Domestic tourist		Foreign tourist		Total number of tourist	
	Number (million)	Growth (%)	Number (million)	Growth (%)	Number (million)	Growth (%)
2000	11.2		2.1		13.3	
2001	11.7	4.5	2.3	9.5	14.0	5.3
2002	13.0	11.1	2.6	13.0	15.6	11.4
2003	13.5	3.8	2.4	- 7.7	15.9	1.9
2004	14.5	7.4	2.9	20.8	17.4	9.4
2005	16.1	11.0	3.4	17.2	19.5	12.1
2006	17.5	8.7	3.5	2.9	21.0	7.7
2007	19.2	9.7	4.2	20.0	23.4	11.4
2008	20.5	6.8	4.2	0.0	24.7	5.6
2009	25.0	22.0	3.7	-11.9	28.7	16.2
2010	28.0	12.0	5.0	35.1	33.0	15.0
2011	30.0	7.1	6.0	20.0	36.0	9.1
2012	32.5	8.3	6.8	13.3	39.3	9.2
2013	35.0	7.7	7.5	10.3	42.5	8.1
2014	38.5	10.0	7.8	4.0	46.3	8.9
2015	57.0	48.1	7.9	1.3	64.9	40.2
2016	62.0	8.8	10.0	26.6	72.0	10.9
2017	73.0	17.7	12.9	29.0	85.9	19.3
2018	80.0	9.6	15.6	20.9	95.6	11.3
2019	85.0	6.3	18.0	15.4	103.0	7.7

Table 1 The quantity of visitors in Vietnam (Tourism Development in Vietnam: New Strategy for a Sustainable Pathway 2020)

As can be observed from Table 1, the total volume of domestic and foreign tourists in Vietnam rose enormously by about 10-fold from roughly 13 million in 2000 to 103 million in 2019. In addition, the number of domestic visitors each year was always 4-fold greater than that of overseas counterparts in the examined period. Last year, the number of visitors was

85 million for domestic tourists and 18 million for foreign tourists. To be more specific, during the past 20 years, 812 million tourists consisting of 683,2 million Vietnamese nationals, which accounted for around 84.9% and 128.9 million international holiday makers which occupied 15.1% were served in this country. Meanwhile, the flourishing pace increased drastically on a yearly basis that was demonstrated by the volume of visitors in the last 10 years was 3.2 times higher than the figure between 2000 and 2009, at 193.2 million individuals.

To summarize, the tourism industry has been growing with a remarkable pace in the last 20 years until 2019. It has proved its integral role and position in not only the service sector but also as a key contributor to the overall economic prosperity of Vietnam in the future.

2.2 COVID-19 condition in Vietnam

The history of tourism industry development has witnessed health crises, catastrophes and other global-sized obstacles that have caused enormous fluctuation and devastated the stability of the industry. However, the advent of the coronavirus in December 2019 and its subsequent outbreak since the beginning of 2020 has caused adverse damages for global citizens regardless of region, nationality, sex, financial background, etc. As per Johnson Yiu-Nam Lau (2021, 1), there were over 100 million confirmed positive cases of the SARS-CoV-2 infection around the world with around 2 million deaths while 2,693 infected cases were reported in Vietnam as of 11 April 2021 (WHO 2021, 1).

To face with this alarmingly serious condition and minimize its effects, Vietnamese officials have adopted and enacted regulations, rules, and contemporary restrictions on a regular basis to address this constantly changing scenario. According to GardaWorlds (2021), inhabitants in Vietnam are forced to wear facemasks and execute interpersonal distance when appearing in public areas; domestic visitors have to fill up the national health report forms before departure; worldwide tourists are continuously banned from entering except for international experts, managers and other distinguished individuals; rescuing flights are organized under government control and all of arrivals from overseas have to mandatorily quarantine for 14 days immediately in non-medical establishments prepared by the authority, to name but a few. Additionally, the authorities pay considerable attention to intensive tracing and tracking of those who interacted with infected or positive-suspicious cases and when the patient is confirmed, all contacting people and relating regions would be isolated to prevent the further spread of this virus (Nguyen, Cao & Nghiem 2020, 158-159).

However, the COVID-19 outbreak has influenced variedly in different regions or provinces in Vietnam. To exemplify, the Central area of Vietnam, particularly Da Nang City which was

heavily struck by the pandemic spread in Quarter 1-2020 experienced a plummet of 80% in the proportion of its disbursed Foreign Direct Investment (FDI), mostly in the tourism industry compared with the previous year's figure (PwC 2020, 2).

According to Vietnam National Administration of Tourism (2020), Vietnam tourism industry has been undergoing a dramatic drop of 68% in the number of overseas tourists coming in March 2020 compared to the similar period of the previous year. Moreover, a fall of nearly 50% was witnessed in the volume of domestic visitors in the first quarter of the year 2020 in comparison with 2019 that released the high risk of tourist bankruptcy and decommissioning.

2.3 COVID-19 condition in some famous tourism cities in Vietnam

As of October 2021, COVID-19 cases were reported mostly in the South of Vietnam, especially Ho Chi Minh City which is the top city for tourism industry of this country (Statistia 2021). The severity of COVID-19 pandemic officially started emerging from June 2021 in the economic, commercial and tourism centre of Vietnam. As reported by Aljazeera (2021), in mid-July, Ho Chi Minh City and Southern neighbourhood provinces went into strict lockdown when exposed cases surged drastically until the beginning of October 2021. Figure 1 shows the number of COVID-19 patients in regions within Vietnam until October of the year 2021.

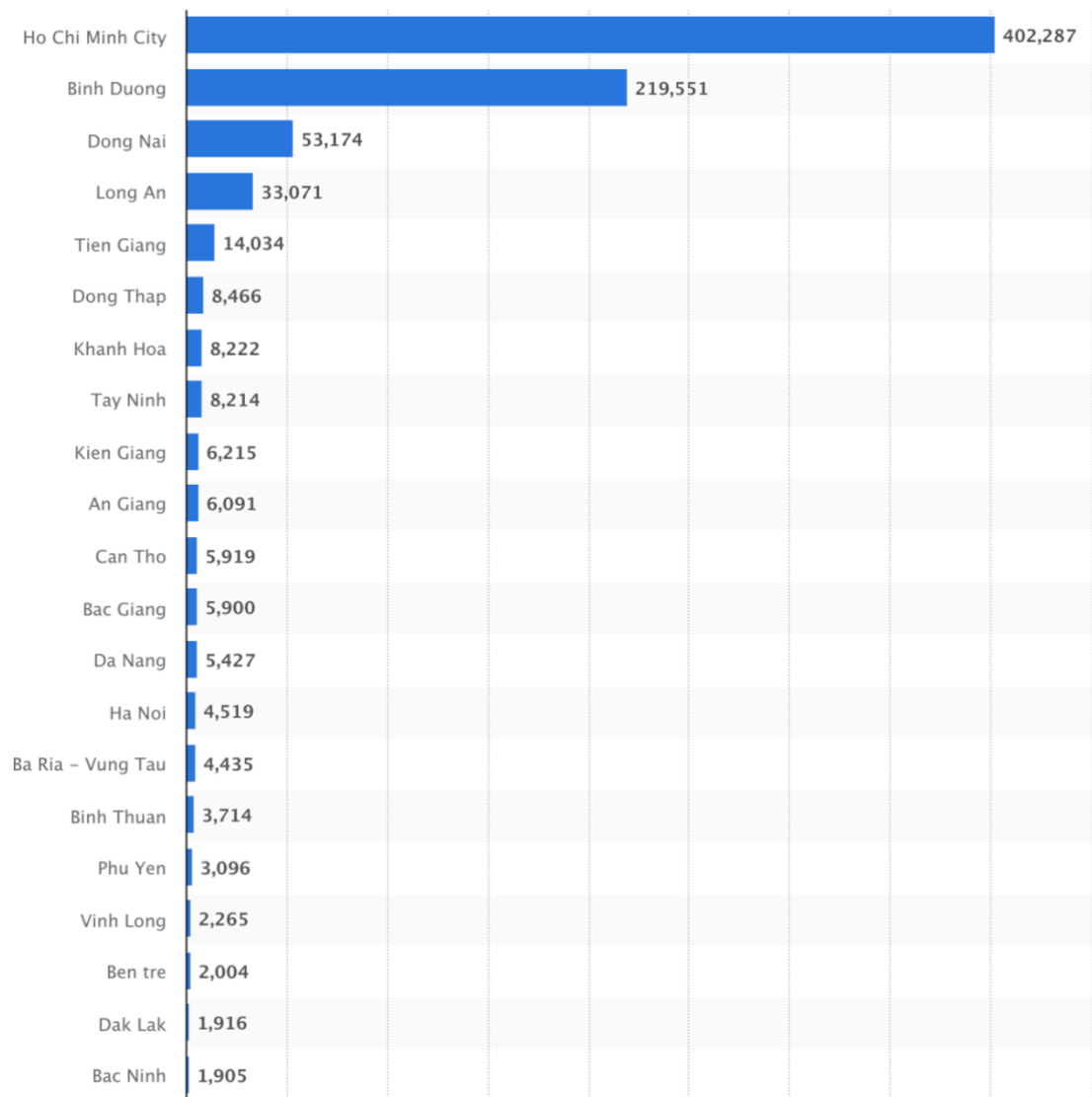


Figure 1 Regional confirmed COVID-19 cases in Vietnam until the October 8, 2021 (Aljazeera 2021)

3 Tourists' behaviour

3.1 Definition of tourists' behaviour

According to Cobble (2011), tourists' behaviour is a complicated and long process consisting of choosing, making a purchase and consuming the service or product. There are a number of elements considered by tourists when involved in this process, including social, culture, personal characteristics, psychology and economy, to name but a few. Furthermore, Mountinho published in his book "Consumer behaviour in Tourism" in 1993 that customers' behaviours in tourism and the service industry are considerably distinguished from other counterparts. The process leading to the final decision on purchasing is quite long and it, in most of cases, leans on the existing savings. Besides that, in this modern age, travellers are becoming more intelligent, experienced, and independent on traditional intermediaries due to a range of contemporary tools these days; however, their demand has been also escalating. Hence, from the supplier's perspective, it is essential to acknowledge the customers' perception of a tourist destination and upcoming journey based on personal factors, family factors, economic and social changes.

Woodside and Lysonski (1989) defined that the choice of travelling destination leans mainly on the situation and tourist's intention. To approach the latter, the destination preference has been built by marked emotions and positive or negative memories linked to the place that tourist had heard or felt by himself, for example, which then being verified their intention to make the final decision on where to set foot. In other words, personal characteristics play an integral part in this process.

According to Richards (2015, 341-342), the volume of the youth travelling has been significantly growing and youngsters all over the world have been more and more financially powerful in making their own decision regard to travel. To clarify the used terminology between traveller and tourist, he defined that traveller is meant much wider than tourist. He then indicated various categories of young tourists aged 16-29 among this segmentation including classic backpackers, visitors, abroad students and interns, exchange students and volunteers. This is an inevitable consequence of recent advances such as modern technologies, aviation industry development, internet accessibility, information explosion, higher living standards and globalization that are key contributors to motivate this mobility phenomenon on the global scale.

The approach of Buffa (2015) to tourists' attitudes and perspectives about factors driving them to choose a destination pointed out a wide range of crucial incentives involving the exploration of local traditions and cultures, tour of picturesque landscapes, contemplation

of customs and holidays, discovery of artistic and historic heritage as well as intercommunication with nature and indigenous community. Regarding these motivations, they are more likely attracted by being involved in the local community's activities and events, more concerned about the sustainability of trips in an effort to protect the natural environment and forgotten indigenous cultures, and they are also mindful that their spending and contribution should benefit the locals, for example through purchasing local souvenirs and products.

Furthermore, in these high-tech days, people tend to search for relevant information about the destination beforehand on social media platforms, on the Internet or from travel agencies. It has a considerably connection with their decision on choosing the destination if it provides sufficient Wi-Fi free of charge in the accommodation and tourist attraction, for instance, vacancy of digital facilities and new technological innovations (Bizirgiannia & Dionysopouloub 2013, 652). In 1999, a half of Internet users received the information about travelling from the Internet (Travel Industry Association 2000) which thoroughly altered the travellers' habit and their lifestyle in communications and information acquisition.

3.2 Common elements involved in destination choices

Acknowledging factors affecting customers' decision on how to choose a destination leads to more effective and productive marketing and planning strategies. One of the most popular categories applied is the "push and pull" model reported by Crompton (1979, 18-23). In accordance with Crompton, the push factor indicates initiative motivation that stimulates an individual to go travelling. Ryan (2007, 143-150) indicated that this facet encompasses elements represented for the need of customers in terms of entertainment, social bonding and interaction and psychological provocation. In addition, holiday-lovers are pushed to choose destinations that are supposed to be able to fulfil their expectation and satisfy their desires during a limited vacation (Leiper 1990, 367-387). Pull factors on the other hand can be portrayed as belonging to the destination and attracting tourists to a specific location once they have planned to travel already.

3.2.1 Family drives

Berkmand and Gilson (1986) indicated that family has the most pervasive impact on tourist's decision on decision making process due to their obvious influence and closeness. To be more specific, the social class which is reflected in a person's mindset and lifestyle on a daily basis comes from their family and relatives. It leads to the chain consequences about their information searching types, willingness for travelling expenditure and destination references from those networks and interactions. Similarly, Kozak and Duman (2012, 192-

204) revealed that vacation is viewed as a great chance to strengthen family's relationship and enhance their bonds.

According to Chan and Guo (2006), family bond plays an integral role in the traveling-decision-making process of Asian people. The tradition of family value is highlighted in the Asian society that resulting in great influences on Vietnamese domestic traveling culture and behaviours. Meanwhile, as published in a report by Nhan Dan online (2021), one of the largest online newspapers in Vietnam, 67% of survey's respondents replied they would prefer spending time with family members than going on long vacation trip without them. That shows the important role of family in individual's perspective.

3.2.2 Travel motivation

Substantial research has been conducted to invest the variables motivating tourists to travel. Gartner (cited by Pike 2008) stated that motivation launches a decision-making process, which takes place when an individual cannot be fulfilled with certain demands at home. And that is the precursor of tourists' satisfaction or dissatisfaction towards travelling. As supported by Chang (2007, 157-176), motivation emerges when tourists want to feel relieved and relax when travelling away from their casual life that results in the decision to go for a trip, which in turn results in satisfaction. In terms of social-psychological motives that stimulates tourists to travel, Crompton (cited by Saayman 2006) listed seven units: a sense of escape from the hustle and bustle of daily life, discovery, and reflecting on themselves, relaxation and involving in amusement, achieving a sense of esteem, bonding time with family, strengthening social connections and gaining a feeling of regression.

In addition, Maslow, one of the pioneers building the foundation for motivation factor, used five elements representing also fundamental needs of tourists which are safety needs, social needs, physiological needs, self-esteem and self-actualisation (Tikkanen 2007, 721-734).

3.2.3 Attitude and sentiment

In the theory of programmed behaviour progressed by Fishbein and Ajzen (1975), person's attitude and perception dictate his or her intention towards a behaviour. Moreover, attitude is believed to play an integral role in formulating travel motivation and tourism behaviours (Sirgy & Su 2000, 340-352). As supported by Gnoth (1997, 283-304), together with motivating variables and numerous contemporary elements, attitude indeed influences tourists' behaviours and it is an essential contribution that is built by human's emotional needs. It determines opinions and perspectives of humans right towards an object and push

them to define whether they prefer it or do not like it (Nguyen 2020, 250-251). According to Nguyen, tourists tend to make a purchase on service or products that they have positive perception towards.

In this respect, Phan (2010) summarized in her textbook about a close cycle of traveling motivations, demands and customers' feeling illustrated in Figure 2.

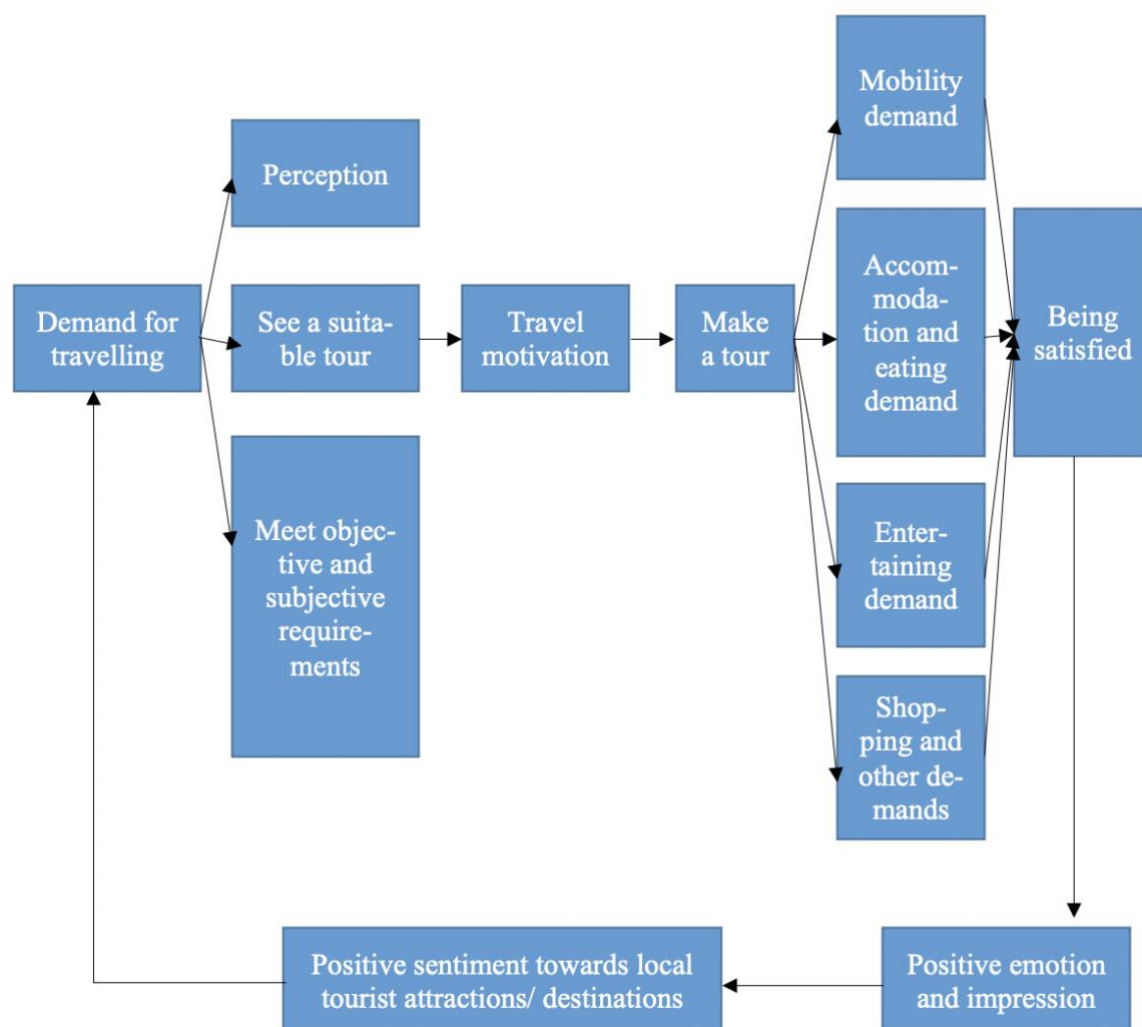


Figure 2 The circle of tourist's basically psychological phenomena (Phan 2010, 43)

3.2.4 Destination image

Another factor that plays an essential role in encouraging travellers to make decision for choosing a place for vacation is the image of destination (Crompton & Ankomah 1993, 461-476). As reported by Crompton and Ankomah, positive destination images do not only attract new customers as obviously, but those travellers are also more likely to repurchase for the holiday in their favourite area and even recommend to their companions and relatives. It is due to the fact that impressive destination portrait generates directly powerful influences on their satisfaction and perceived quality.

In agreement with Court and Lupton (1997), the more favourable the destination image that tourists assumed and felt during their stay, the more possible it is that it could modify and determine their next action, including their behavioural intentions to come back in the future.

In addition, the model revealed by Kotler, Bowen and Makens (1996) also illustrates the closed correspondence between satisfying impression and perceived quality from the customers' view. As an inevitable consequence, their satisfaction from the evaluation of perceived quality later will create their loyalty to the place. Whilst Lopes (2011) highlighted the vital role of destination image on the large scale, for instance national effects, because it undeniably influences the internal market and consequently the tourists' destination selection process.

On the other hand, Park, Jaworski and MacInnis (1986) highlight the essence of promoting a place's image to the accurate target market as a fundamental part of marketing and advertising destination. Furthermore, they also believe efficient acts could directly provoke the sales productivity and strengthen a strong bond of product life cycle strategies and sales.

3.2.5 Risk perception

Risk is identified as a subject that humankind feel uncertain about (Quintal et al. 2010). So, risk perception is pointed out as an expectedly probable loss with a certain possibility (Dholakia, 2001). In tourism industry, this concept encompasses anxiety, nervousness, fear, and the possible preparation for bad events (Ritchie et al. 2017, 274-289) so travellers tend to avoid making tours when high risk is determined or potentially suspected (Aliperti & Cruz 2018) as a result. As stated in 2020, Luo and Lam indicate that traveling in this pandemic situation is full of risk and threats of exposing health problems, especially coronavirus. In this respect, it provokes their travel anxiety of uncertainty that can also be triggered by individuals' risk perception.

According to Quintal et al. (2010, 797-803), they are motivated to research much more than regularly for information and news about the destination as well as the capability of tourist attractions to handle risks and uncertainty. To some extent, their behaviours of searching for the risk information about a destination eventually impacts their travelling intention (Griffin et al. 1999, 230-245). To justify, some researchers conducted surveys during SARS and H1N1 epidemic to measure the risk perception of tourists (Leppin & Aro 2009). Additionally, the previous Ebola virus pandemic illustrated a realistic perspective about the drastic decrease in the quantity of tourists entering African countries (Novelli, Burgess, Jones & Ritchie 2018).

3.2.6 Risk knowledge

As reported by Quintal (2010), the traveling decision-making procedure is really sophisticated and requires travellers to usually seek for necessary information in advance to acknowledge about their coming destinations' attributes and have possibilities to handle visible uncertainty. Risk-information-searching behaviour improves their insights about the risk knowledge belonging to the travel destinations as well as contemporary trends that ultimately influences their traveling intentions (Griffin et al. 1999).

3.3 Vietnamese tourists' characteristics

According to Michaud & Tunner (2006), a typical type of travelling called "bien che" is the result of social tourism subsidized by owners or entrepreneurs to address the combination of market-driven needs and central-planned demand economies. Specifically, it happens in most firms, organizations, offices, etc. belonging to the officials. When an employee is offered a full-time contract, a company's vacation is usually included in their well-being list that he will have a free-of-charge trip or holiday with his company's colleagues in a certain time of the year. It is vital because most of the employees' leisure time depends on his or her occupation.

Due to the national economic flourish, the middle class in metropolises has been emerging as the main group for tourist markets with high consumption demand (Bui & Jolliffe 2011, 15). Moreover, the exorbitant travelling price for overseas tours make them reluctant and steer their attention to domestic destination. It is a result of either social or economic components.

Moreover, Asian inhabitants in general and Vietnamese in particular, considerably lean on family values and traditions that plays a key effect on Vietnamese travelling behaviour (Reid 1999). It is a common consideration to travel with their family members or relatives to have more quality time and that, the chosen destination must meet all these members' expectation simultaneously. It is either a challenge or a feasibly profitable segmentation to approach.

Recent economic growth also increased residents' GDP per capita by seven times during the 15-year period, at \$700 in 2007, (GSO 2006) which led to a great benefit for Vietnamese tourism in terms of domestic visitors' budget and their willingness to pay, as the average expenditure per holiday maker was roughly \$42 per day in 2019 (Statista 2021).

Besides, possible elements interfering in visitors' decision-making procedure were indicated by Ryan (2003, 7) include income standard, climatic effects, and time. The first one

mentioned about salary and financial background of the tourists as in several tourist attraction, the cost is counted by dollar to fix with foreigners' budget, but it would be invalidly excess towards Vietnamese counterparts. Additionally, Martín and Belén (2005) revealed the mutuality between climate condition and travel demand. People are more pleased to go on a holiday when their favourable season meet their spare time because they feel more comfortable and enjoyable during the vacation.

In terms of psychological characteristics, Ministry of culture, sports and tourism in Vietnam published in their training document that domestic tourists consider traveling is a vacation or holiday after a long-and-hard-working period. Hence, Vietnamese travellers usually make a tour to take a rest with a mindset that "the customer is always right". As a result, they have some typical features such as:

- a distaste for tours with high intense and acting requirement
- a desire to stay in a higher-quality accommodation than their house, better matching their monetary expenditure
- a disfavour of interacting with other members in the same tour and communicating or exchanging experience
- a tendency to express their emotions and demonstrate themselves with others
- a tendency to take numerous photos or record videos at tourism destinations.

3.4 Factors Vietnamese tourists consider when choosing a destination

In a research conducted in 2011 by Bui and Jolliffe, there are six key factors in total that drives domestic tourists' decision in choosing vacation's destination including:

- company's vacation
- leisure time
- promotions and attractively discount packages
- expenditure encompassing financial statement, sharing cost, travelling tickets and contemporary price
- family effects comprising relatives' recommendation, motivation, and other members' free time
- favourable weather condition and safety for travelling, especially for family with children.

4 Hypothesis development

Based on the theoretical chapter related to factors having impacts on traveling intention and destination selection process, the hypothesis framework is built to present those relationships. Besides, it is also progressed through references and evidence of previous studies, but in different scenarios. Thus, it is principal to be thoroughly investigated when being applied in this unfamiliar and fluctuating pandemic outbreak. The conceptual model of the empirical research is posed in Figure 3.

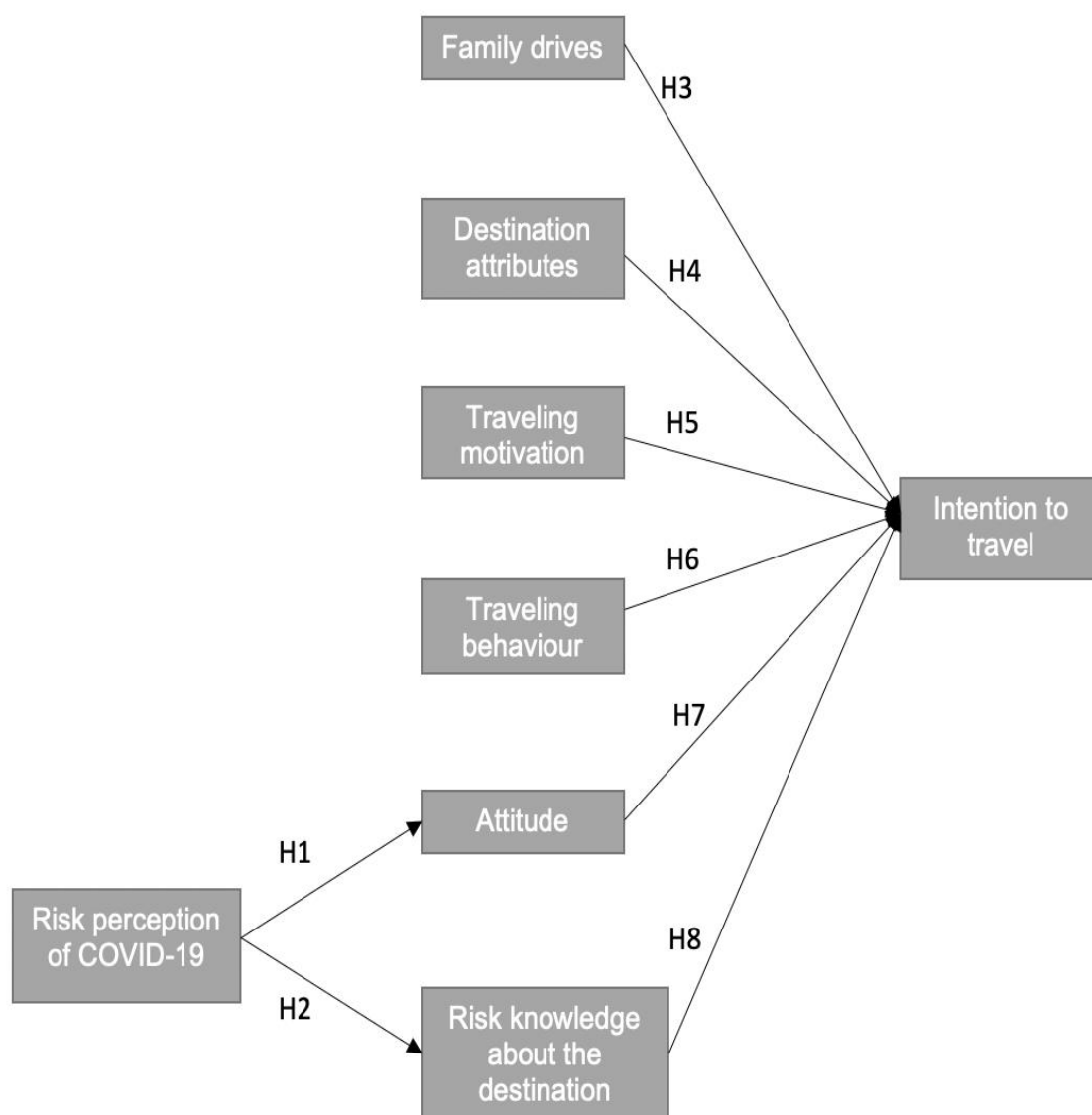


Figure 3 The conceptual modelling of the study

According to Figure 3, there are two major steps of this hypothesis framework. The first one is to investigate the influences of Risk perception on Attitude and the desire to grasp Risk knowledge about the destination. The second one is to evaluate the association between six factors that are expected to have impacts on the intention to travel in and after COVID-

19 condition. To clarify, the relationship and authors of each hypothesis is shown in the table 2.

Hypotheses	Path	Preference's author
H1	COVID-19 risk perception has an association with the positive attitude to go travel.	Luo and Lam (2020)
H2	COVID-10 risk perception has an association with the desire to accumulate risk knowledge about the destination.	Quintal et al. (2010)
H3	Family's matters have an association with the traveling intention in the COVID-19 pandemic.	Kozak and Duman (2012) Chan (2006)
H4	Destination's characteristics have an association with the traveling intention in the COVID-19 condition	Lopes (2011)
H5	Traveling motivation has an association with the traveling intention in the COVID-19 epidemic.	Chang (2007)
H6	Traveling behaviour has an association with the traveling intention in the COVID-19 pandemic.	Buffa (2015)
H7	Attitude of tourists have an association with the traveling intention in the COVID-19 outbreak.	Nguyen (2020) Phan (2010)
H8	Risk knowledge about the destination's condition has an association with the traveling intention in the COVID-19 pandemic.	Quintal (2010)

Table 2 Explanation of the hypotheses model of the study

5 Usage of social media among Vietnamese inhabitants (Facebook platform)

As per Consumer Barometer with Google (2015), about 80% Vietnamese citizens aged under 34 access the Internet at least once per day and around 70% of users regard the Internet as the most powerful tool for searching for information and reviewing products before making a purchase in any field.

Travelling decision, especially when choosing a geographical place to spend a long holiday, is always a sophisticated and time-consuming process. Hence, tourists are encouraged to grasp more knowledge and deeper perception in advance from a wide range of sources about their destination (Griffin et al. 2004, 23-61). In this day and age, this procedure is supported and facilitated via various online platforms and social media sources where a bunch of marketing posts and customers' opinions are published (Leder et al. 2015, 13-20). Therefore, to investigate Vietnamese tourists' perception and behaviour change during the pandemic, utilizing an online survey via a Facebook channel is an effective methodology to approach the target group and get more precise results.

As reported on Statista (2021), penetration rate of Vietnamese users on social media is over 73% and the number of Internet users as of 2021 is 72 million people. With the fast-paced progress of the Internet and the outburst of smartphone industry in this country, young and digital-savvy inhabitants have great chances to approach to the Internet and social media which gives this country the highest quantity of social media in the global scale (Nguyen 2021).

5.1 Booking online

In terms of the tourism industry, over 90% of holiday makers look for flight tickets on the website and roughly 80% of them are using the internet to observe reviews and recommendations of various accommodations and tourist attractions (Tran & Do 2017, 415). As per EVBN (2018, 20), Vietnam destination is a lucrative market with a high rate of E-commerce progress and high customers' demands. As reported, the proportion of room booking service through social media, online platforms or applications rose by 30%, up from 20% in the year 2016.

Likewise, Blomberge-Nygard and Anderson (2016, 139-151) demonstrate that nowadays, nearly 80% tourists tend to search for information and book a room or buy tickets beforehand via smartphone, tablet or website. In addition, Berne-Manero et al. (2018, 48) also indicate the rate of room online reservation witness an escalation of 10 times in

comparison with that of the last decade. Moreover, the statistics from this digital platform (Statista 2021) highlights the main age group of Online Travel Agencies (OTAs) is from 25 to 34 years old. As per Nguyen (2021), the online service grew so fast and potentially in Vietnamese energetically crowded market until the severe hit of COVID-19 from the beginning of 2020 that put a temporary end to this progress. However, the revenue of online traveling and booking service is forecast to observe a possible tendency of recovery from the year 2021, even it cannot return yet to the prosperous period before the outbreak. In addition, Nguyen (2021) conducted a survey towards room online reservation within Vietnam population and she declared that until June 2021, 37% of Vietnamese preferred to book hotel's rooms online while 51% of respondents used both booking online and travel agency service.

5.2 Facebook usage in Vietnam

Sharing of marketing experts, influencers, or tourism bloggers on social media such as Facebook remarkably make tourists reluctant before purchasing. To be particular, the youth tend to trust and be impacted strongly on online platforms upon travelling (Brooks 1957, 154).

One fifth of the Vietnamese population is involved with Facebook, which is equivalent to approximately 20 million users (Tran et al 2017, 414). As per Statista (2021), the number of Facebook users was about 45 million in 2017 before considerably climbing to about 66 million in 2021, then has been expected to slightly decrease on the yearly basis after 4 years (Figure 4). This proves a fact about the prevalent and popular effects as well as accessibility for spreading the thesis survey in this social media channel.

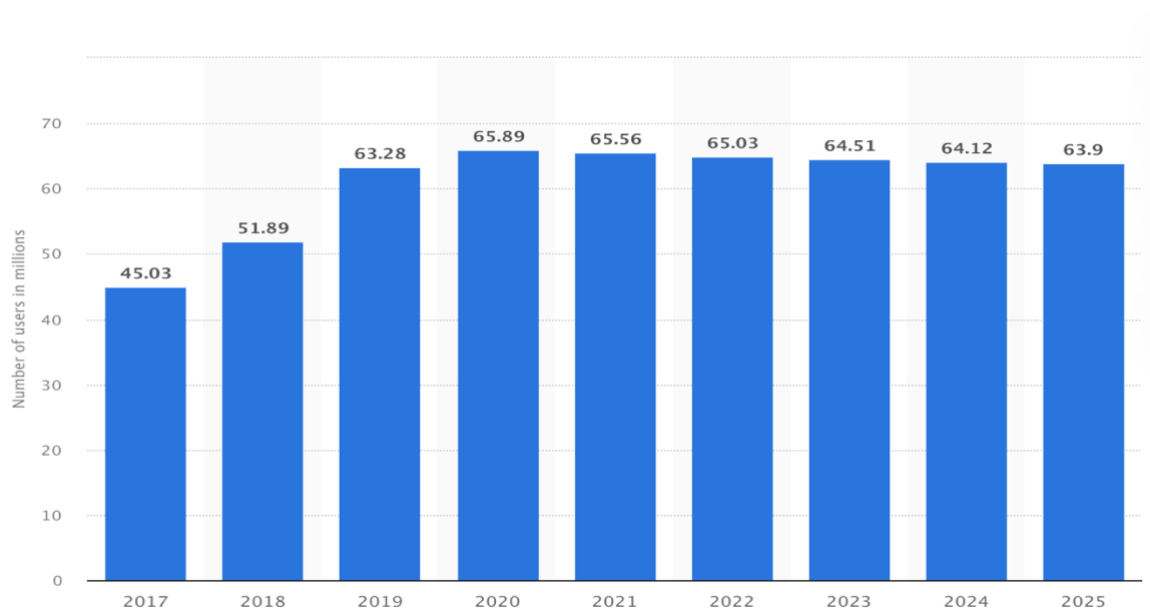


Figure 4 The number of Facebook users in Vietnam between 2017 and 2025 (Statista 2021)

6 Research methodology

As this study is to investigate the Vietnamese tourists' perception towards tourist attractions in Vietnam but mainly based on customers' perspective instead of companies' outlook, the most appropriate methodology to collect primary data from the large population is a quantitative research method. To be more specific, the empirical section will be conducted via online survey including rating scale questions, multiple choice and open-ended questions to accumulate comprehensively necessary information.

This study has applied the primary research methodology to figure out factors affecting tourists' destination selection and how the hospitality sector meets their expectations in this ever fast-changing COVID-19-induce scenario via customers' perspective. In terms of quantitative research, Williams (2011) highlighted that this type of research commencing with problem declaration, creating research question(s), searching relevant theory and statement, and culminating with analysing collected data for an empirical purpose. Unlike qualitative research leaning towards words and pictures, quantitative counterpart's type of data are mostly numbers and statistics for the goals of describing and explaining research questions as well as predicting consequences and solutions for the future functionality (Johnson & Christensen 2008, 34).

6.1 Stages of this research

There are 6 indicated steps that will be conducted correspondingly including:

- generating research questions
- searching for profound literature framework
- re-specify research question
- design an appropriate survey for data collecting
- accumulate and analyse data
- draw summaries and clarify relevant findings.

6.2 The mechanism

The type of quantitative methodology used is a survey containing a sampling questionnaire. As per Sukamolson (2007), a survey is a representative model of quantitative research method related to sampling questionnaire, for instance, for the purpose of obtaining

information from the population and lately analysing it to perceive their viewpoints and attributes.

The questionnaire of this survey for this study's empirical part is written in Vietnamese and composed in Webropol 3.0 then being posted on Facebook with the cover letter attached. The cover letter is written to express the author's main purposes, proper target groups and estimating time needed for the whole survey, besides attracting people to attend and complete the survey. After two weeks of collecting data, the file will be converted in MS Excel and uploaded in SPSS for statistical analysis.

The survey consists of 15 questions in varied forms such as rating scale and multiple-choice questions to grasp a holistic understanding about feasible variables for the sake of investigating. The ideal time scale to spread this survey is a half of a month and on Facebook channel due to its accessibility and prevalence in Vietnam. The author chose liable and large Facebook groups related to Vietnamese tourists' community to approach more potential and suitable respondents. To satisfy the requirements of research's population selection, those groups are only related to tourism and travelling in Vietnam where only share posts totally in Vietnamese and contents are completely about traveling stories or experience-sharing stories towards trips within Vietnam. Moreover, the quantity of group members is more than 600 thousand and they are not particular for any region of Vietnam in other to have a fair population. Two group adapting to these demands are chosen named Check in Vietnam with 1.3 million members and "Viet Nam oi!" group with around 612 thousand members.

Example of the measurement-scale questions is demonstrated in the Figure 5 and Figure 6 below:

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
11. Risk knowledge about COVID-19 at the destination *					
I want to know activities or events closed because of COVID-19 *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This place has high density of tourists *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
COVID-19 information is regularly updated *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This place has low-level of COVID-19 infection *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 5 Example about a measuring-scale question in English

11. Khi du lịch trong mùa COVID-19, tôi quan tâm về: *

	Hoàn toàn không đồng ý	Không đồng ý	Bình thường	Đồng ý	Hoàn toàn đồng ý
11.1 Những hoạt động hay sự kiện bị đóng cửa vì COVID-19 *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11.2 Liệu mật độ khách du lịch tại địa điểm đó có cao hay không *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11.3 Sự cập nhật thường xuyên thông tin về COVID-19 *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11.4 Liệu mức độ lây nhiễm COVID-19 tại địa điểm này có thấp hay không *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 6 Example about a measuring-scale question in Vietnamese

6.3 Reliability and Validity

In terms of the rigour of the data, it is measured by two concepts including reliability and validity of the quantitative research method. The former is the quality to evaluate whether the collected data is trustable and reliable to apply into real condition in the future. To measure it correctly, every respondent is given the same set of questions in a predetermined order, and it then is estimated on the SPSS application using the correlation between different results of the survey. This relationship is measured by Cronbach's α coefficient which is a statistic test that divide the data into two halves and then measure the correlation between the two groups. The value is from 0 to 1, the closer the coefficient to 1, the higher reliability estimate of the test is.

The latter is validity which means all the questions and the collecting data-process ultimately must meet the initial purpose of the study. In other words, it calculates how well the survey measures what it means to measure (Golafshani 2003). All of them have to reach one target or reflect accurately the research finding determined in the theoretical framework.

6.4 Sampling design

As per Hair et al. (2010), the sample size commonly ranges between 100 and 400 respondents. Therefore, it results in the method to count an ideal number of survey's repliers is multiplying five times of the quantity of examining variables. Based on that theory, this study needs about 160-200 answers to properly meet the standard because there are thirty-two measuring statements listed in the questionnaire.

6.5 Survey questionnaire

The survey questionnaire is designed with all mandatory questions and statements including one Yes/No question, four multiple-choice questions and mostly measuring questions.

Item No.	Construct	Item codes	Measurement Items
1	From February 2020 to now, did you make any travelling trip within Vietnam?		
	Yes	No	
2	Gender	GEN	Male/Female/Other
3	Age	AGE	Please select your generation group:
			<= 18 years old
			19-23 years old
			24-28 years old
			29-50 years old
			Other (please specify)
4	Employment	EMP	You are currently...?
			Employed (Please specify your occupation title)
			Self-employed (Please specify your industry)
			Out of work and looking for work
			Out of work but not currently looking for work
			A student
			Retired
			Other (please specify)

Table 3 Questionnaire about personal background

5			Who did you go travelling with?
			With my company
			Family
			Friends
			Colleagues
			By myself
6			How long was your stay?
			Day trip
			1-3 nights
			4-6 nights
			Longer than 1 week
7			What was your trip's purpose
			Visiting friends/family
			Business trip
			Company's vacation
			Family trip
			Weekend trip to getaway
			Other personal travel (please specify)

Table 4 Questionnaire about traveling experience from 2020 up to now

8	Destination attributes (DEA)	DEA1	This place is accessible currently (no barriers due to COVID-19)
		DEA2	This place has good image and reputation
		DEA3	This place has cheaper (reasonable) prices during pandemic
		DEA4	This place has good online reviews from social media
9	Traveling motivation (TMO)	TMO1	I am influenced by my family/ friends
		TMO2	I want to travel to see new places
		TMO3	I want to travel to increase my life's standard
		TMO4	I want to travel to learn more about my country
10	Family drives (FAD)	FAD1	To spend more time with family
		FAD2	To visit my children's favorite place
		FAD3	To travel in my children's vacation
		FAD4	Because my family recommend there
11	Risk knowledge about the destination (RIK)	RIK1	I want to know activities or events closed because of COVID-19
		RIK2	This place has high density of tourists
		RIK3	COVID-19 information is regularly updated
		RIK4	This place has low-level of COVID-19 infection
12	Traveling behaviour (TBE)	TBE1	I will avoid travelling during the outbreak
		TBE2	It is likely to be encouraged to avoid traveling because of health threats
		TBE3	Traveling is risky currently (continued)

13	Risk perception of COVID-19 (RPE)	RPE1	COVID-19 makes the senario more serious
		RPE2	The possibility of getting COVID-19 is high
		RPE3	I consider about COVID-19 and health problems when choosing destination
		RPE4	I am nervous about getting COVID-19 while travelling
		RPE5	During the pandemic, I prefer to shorten my trips
		RPE6	During the pandemic, I prefer not to visit large cities
14	Attitude (ATT)	ATT1	During the pandemic, it is nice to travel in short/medium time
		ATT2	During the pandemic, it is fun to travel in short/medium time
		ATT3	During the pandemic, short-traveling is positive
15	Intention to travel (INT)	INT1	I intend to travel whenever I can
		INT2	If it is neccesary to travel for work in short/medium time, I intend to do so
		INT3	If it is neccesary to for leisure in short/medium term , I intend to do so
		INT4	I would go traveling within 6 months after the pandemic

Table 5 Questionnaire about factors effecting on their traveling decision-making process

6.6 The respondents

Participants are Vietnamese tourists dwelling in this nation who paid a visit to any destination in Vietnam from January 2020 or plan to go travel within Vietnam in the post-COVID-19 scenario. Moreover, the survey is posted in large and reliable travelling communities, groups and fan pages on Facebook such as Check in Vietnam (with 1.3 million members) and “Viet Nam oi!” group (around 612 thousand members). Thus, respondents

are mainly those who usually keen on using the online platform for information searching and other related purposes.

6.7 The analysis

After accumulating primary data from the 2-week period survey publishment, the raw materials will be synthesized, conveyed, and finally, analysed with SPSS software.

SPSS is a classical tool for statistical analysis, which is user-friendly and multi-functional. The input document is the SPSS file conveyed directly from Webropol. After conveying and analysing the raw materials, the output results are various from formulation to display depending on the author's purposes.

7 Survey result

As described in the previous part, the empirical findings are conducted by the primary data collection method, specifically through a survey published on Facebook. The author estimated the potential data-collecting time was two weeks with 200 respondents (Hair et al. 2010) but, in reality, 234 answers were accumulated within merely ten days. As planned, all of respondents are Vietnamese and had paid a visit to Vietnam's destinations or at least consider and plan on going travelling when the COVID-19 condition is less serious.

Due to COVID-19 in Vietnam and the author's intention, the survey is posted completely online. Before officially publishing the survey, the whole questionnaire was checked thoroughly by the supervisor and pre-tested by the author's acquaintances and classmates.

7.1 Tests applied through the data analysis process

To examine the validity and reliability as well as providing the proper amount of necessary information, the author draws respondents' profiles, analyses descriptive information and runs officially three tests. Figure 7 express stages established in the empirical part.

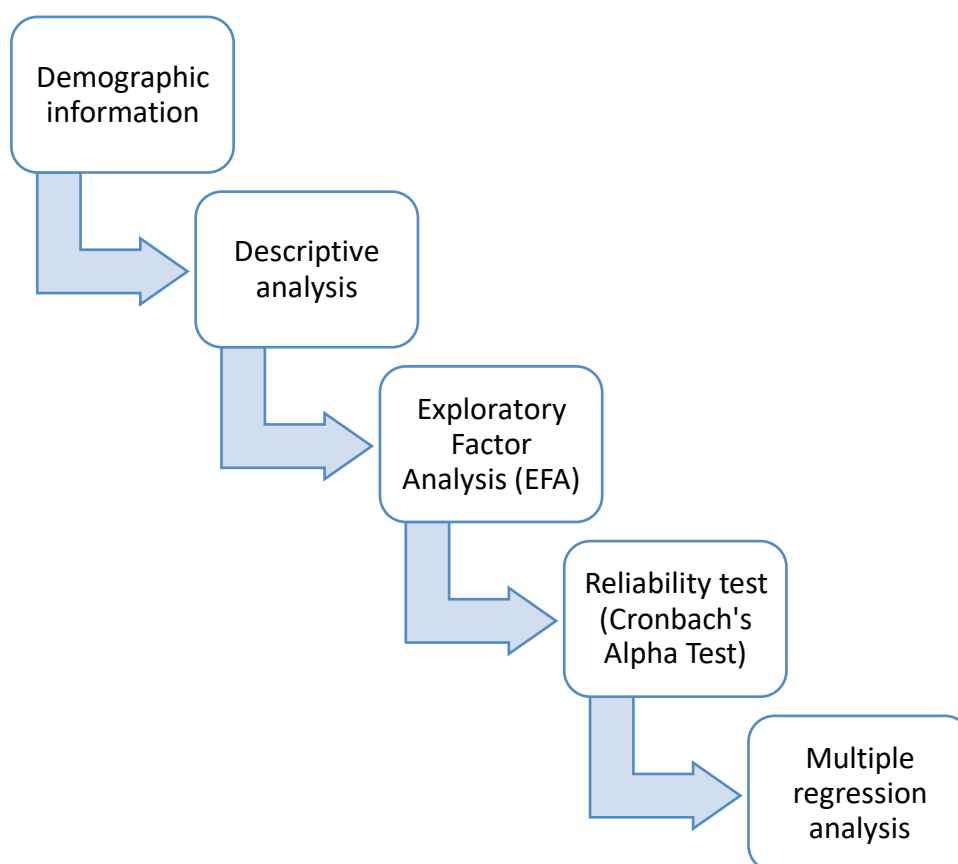


Figure 7 Conducted tests through the data analysis process

7.2 Demographic characteristics of the tourists

In this section, the respondents' general background is illustrated that assists to discover their tendency on travelling decision-making process and all 234 participants answer 15 compulsory questions in total. To begin with, the first question is whether the respondent has travelled since January of 2020, and about 72% of them said "Yes". On the contrary, 65 Vietnamese repliers did not pay a visit from the beginning of last year, or in other words, since the outbreak of the COVID-19 pandemic. In this respect, the major reason given is anxiety over the outbreak with 55 replies, accounting for 23.5 % and other minor reasons are working, studying and financial shortage, comprising about 2.1%, 1.7% and 0.4% of the whole examined population respectively (Figure 8).

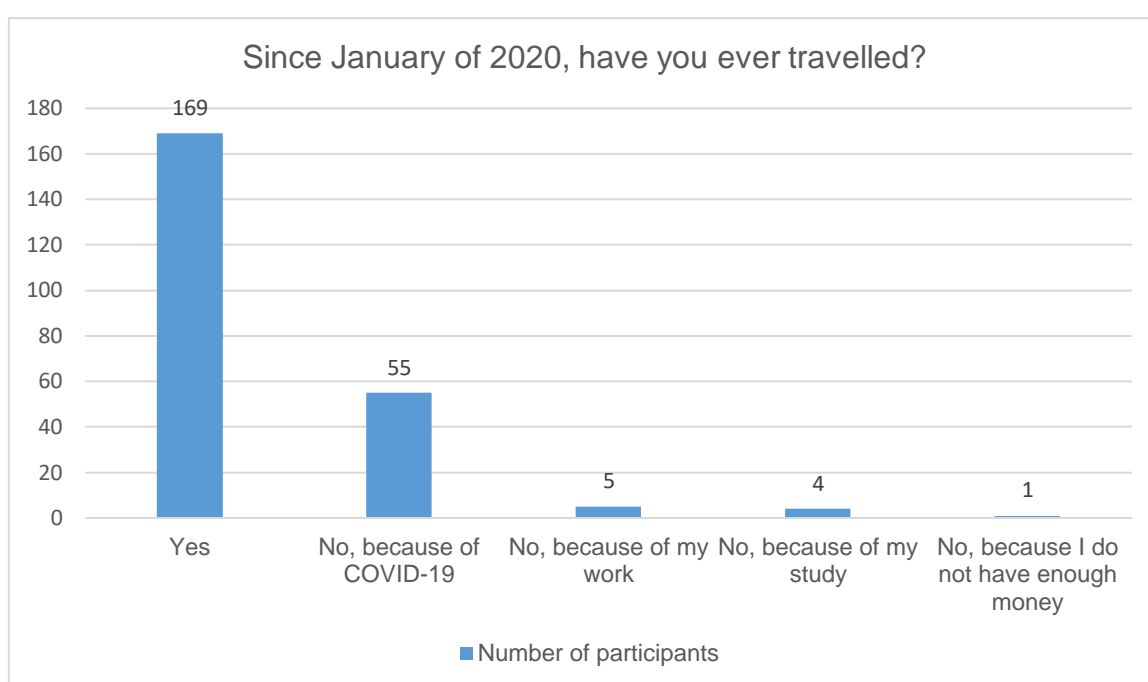


Figure 8 The number of respondents taking a trip

7.2.1 Sex

As can be seen from Figure 9, 144 female participants are reported in the survey which makes up over 60% of the total proportion, and the rest of them, 38% are male, with no other gender recorded. This data can be explained that Vietnamese women maybe more willing to fill out surveys on Facebook than men (Curtin et al.,2000, 413-428). In some extent, this percentage proves reversely a hypothesis belonging to Moriarty and Honnery (2005) about the correlation between gender and travelling habit. According to them, women tend to travel less regularly than men and their average distance of the trips is usually shorter in comparison with their counterparts. However, this tendency has been changing over time and differs from developed and developing nations. On the other hand, in a report written in 2018, Ng and Acker reveal that the quantity of Vietnamese female in Hanoi, one of the typically largest cities in Vietnam, implementing non-commute trips is higher than male. Moreover, this disparity may be a result of the prevalence of Vietnamese people's internet-using habits.

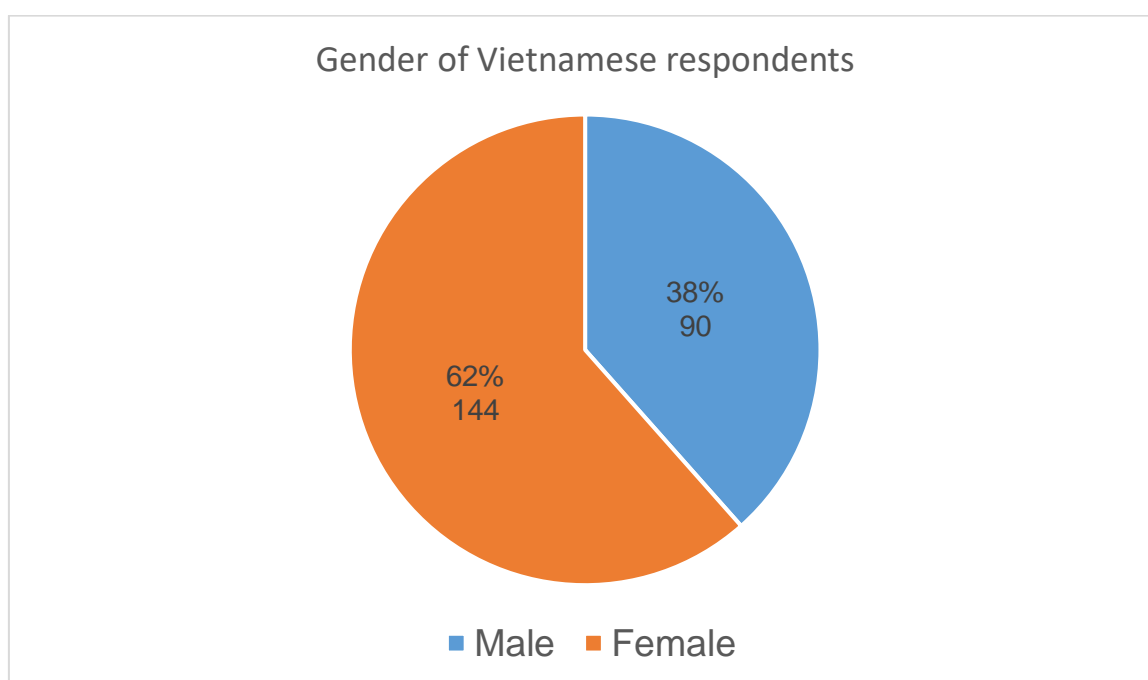


Figure 9 Respondents' profile about gender

7.2.2 Age

In terms of age, the whole number of respondents are divided into five age ranges based mainly on their generation groups, the possibility to make decisions and independent financial background. Figure 10 highlights the dominant volume of Vietnamese travellers from 19 to 40 years old, which comprises approximately three quarters of the total

respondents. In other words, 164 participants belong to Millennials generation and the early stage of Generation Z who are not significantly affected by family, relatives, or others, particularly with regard to financial condition. Additionally, a fifth of people who answered the survey were in the 41-50 year-old age group, which represents Generation Y. In comparison with Generation Y, the figure for those who are under 18 and over 50 is 10% in total, with the smallest proportion belonging to the latter group.

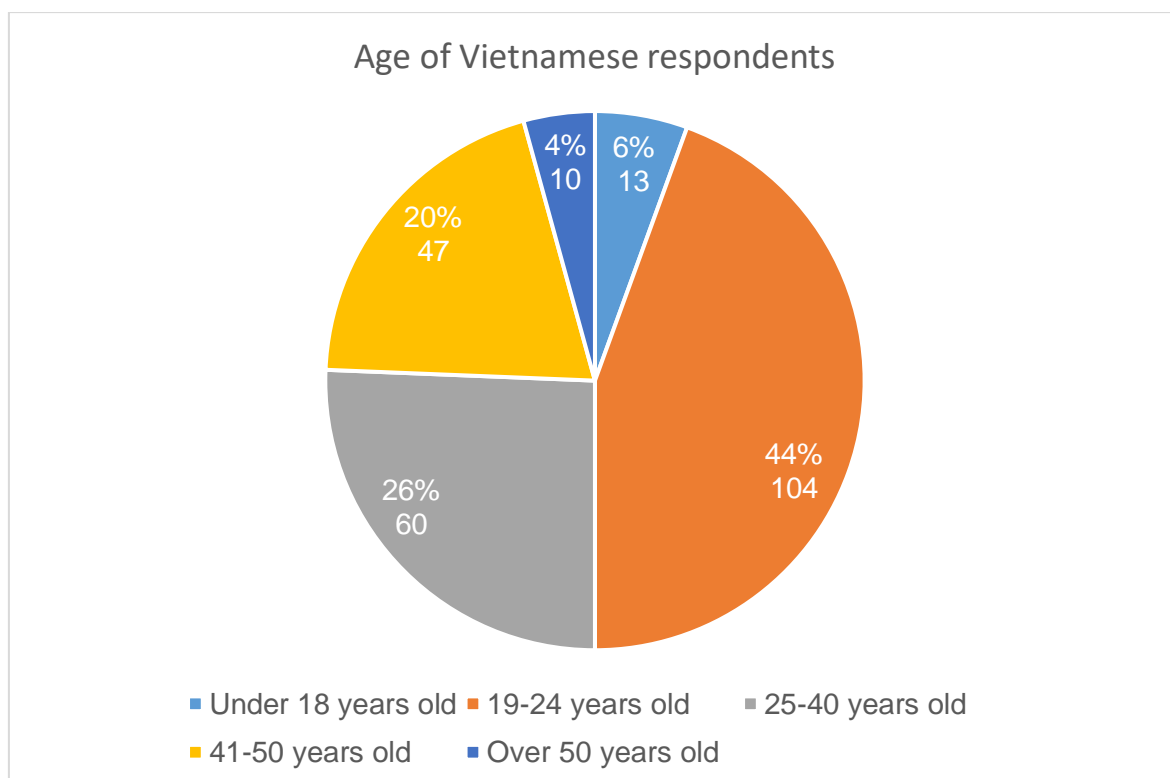


Figure 10 Respondents' profile about age

7.2.3 Employment

Regarding employment background, Figure 11 portrays the current working and studying condition of 234 respondents. Due to the COVID-19 pandemic, there is a unique option which is for those who are unemployed but do not desire to work during the pandemic to distinguish from those who are merely unemployed. Based on the bar chart, only 3 people chose the former one which is similar to that of the retired group. In addition, 5 respondents are unemployed and in the stage of seeking a job. Most of the chart is comprised of the student group and those who are currently working, represented by 98 and 105 respondents respectively. Moreover, 20 people say that they run their own business, which makes up nearly a tenth of the whole survey population.

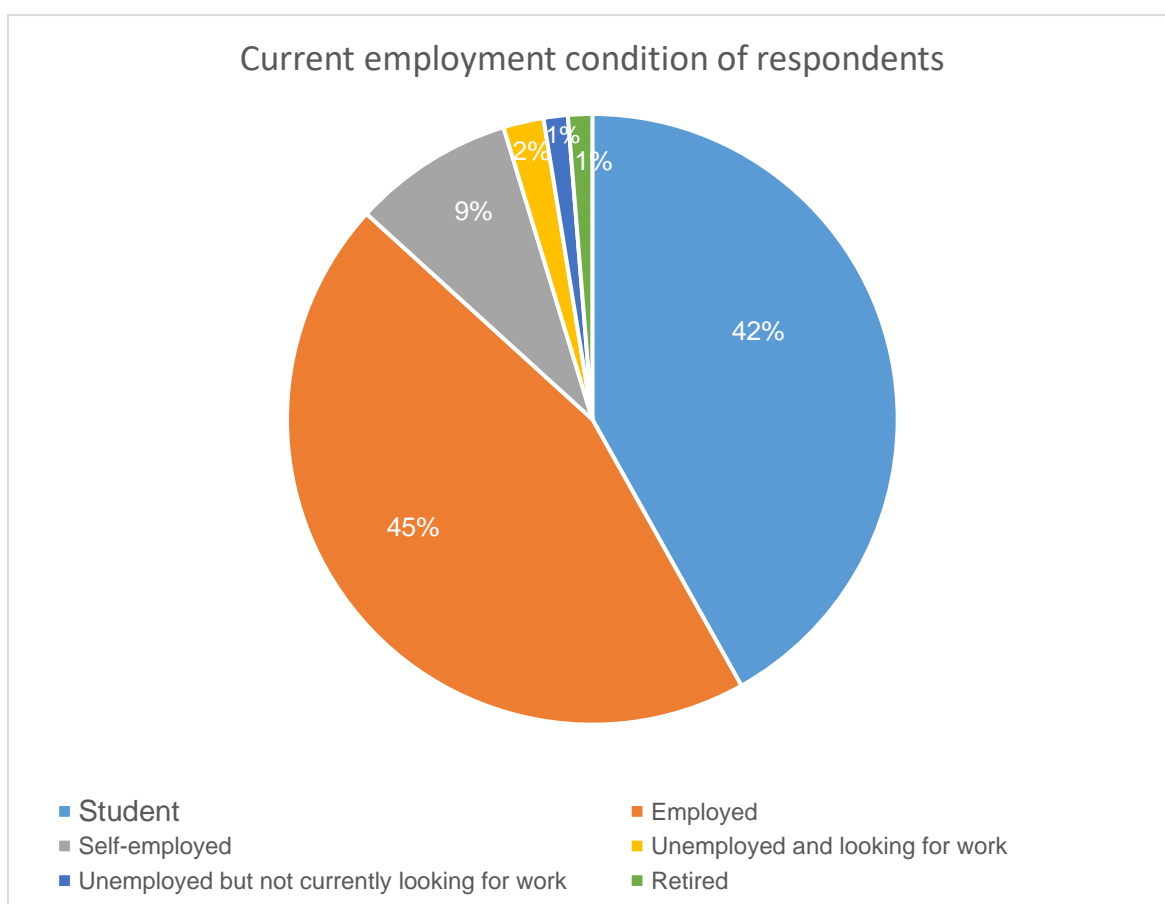


Figure 11 Respondents' profile about employment

7.2.4 Information towards travelling behaviour

To inspect respondents' travelling behaviours and their tendencies, three multiple-choice questions are conducted, and results are shown in Figure 12, Figure 13, and Figure 14.

In terms of travelling companions from Figure 12, 147 respondents reply they made a trip with their family and 134 people admitted they travel with their friends. The third largest group is travelling with their colleagues with 32 responses whereas 14 Vietnamese people say that they travel with their company.

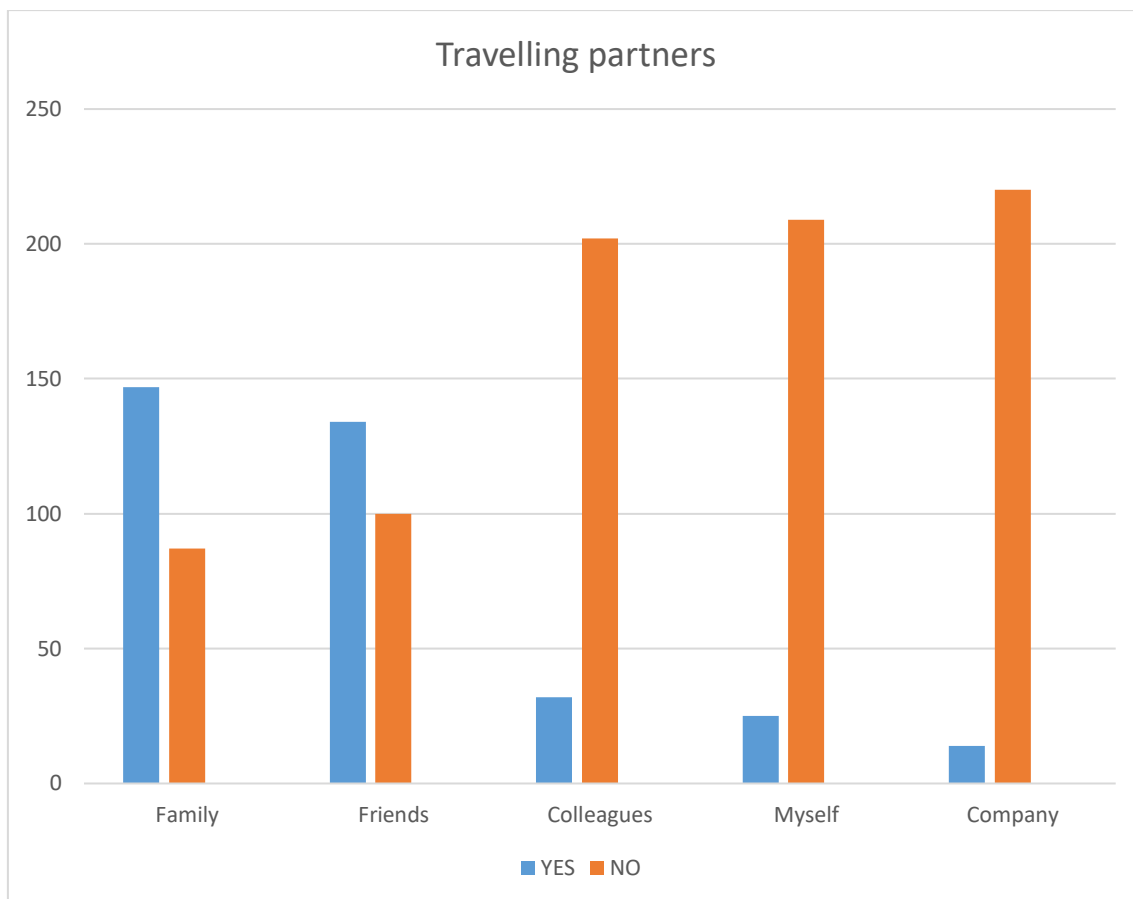


Figure 12 Travelling partners of respondents

Regarding the duration of the trip, the average length reported is about 1-3 nights, which represents the medium length of stay. On the other hand, both short one-day trip or long trips more than one week are taken not too often, by only 25 responses for each. And the second largest group with regard to trip duration is those traveling for 4 to 6 nights, with approximately 155 respondents confirmed (Figure 13).

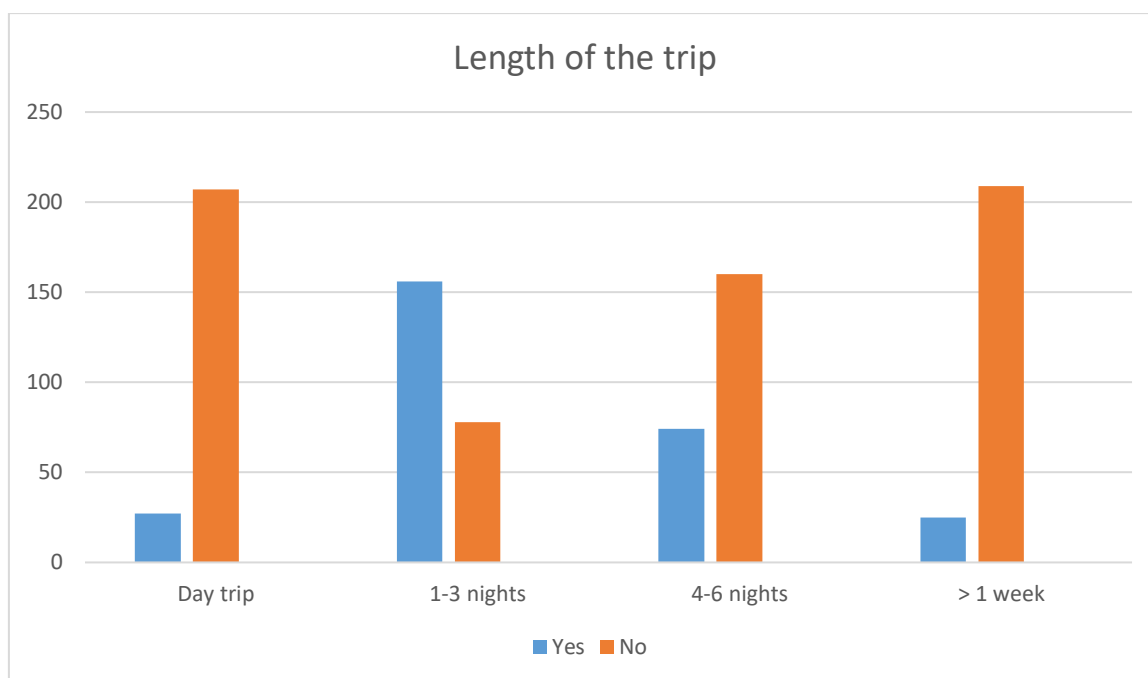


Figure 13 Travelling duration of respondents

As shown in Figure 14, about 125 people respond that they go traveling on the weekend as a getaway trip from daily life, which accounts for the highest proportion in this chart. Besides that, the number of respondents making family trips or taking a family/friend's visiting trip while traveling is marked at 110 and 50 respectively. The lowest volumes belong to groups of people who go for company's vacation, business trip or other purpose, at 45, 10 and 5 respectively.

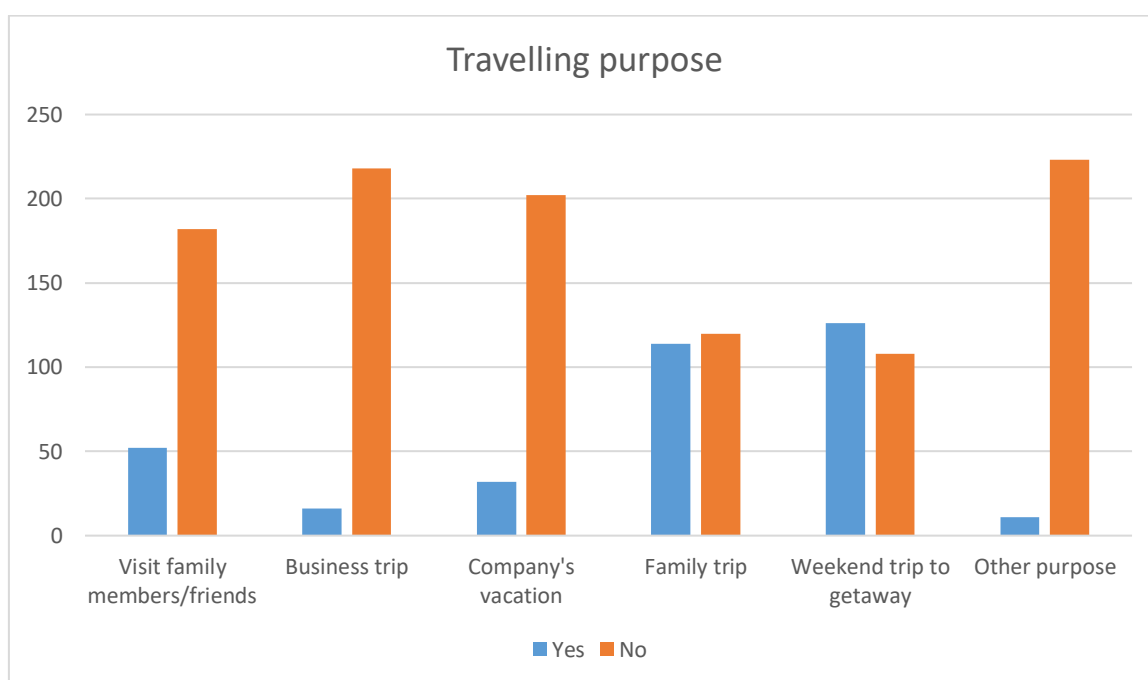


Figure 14 Traveling purposes of respondents

7.3 Descriptive Analysis

In this section, 234 respondents show their attitude about factors that they considered when making or planning a trip during the pandemic by answering all mandatorily measuring-scale questions. There are 8 primary scaling question comprising about from 3 to 6 statements for each and examined by 5 evaluating levels (Table 6).

Level	Represented meaning
1	Totally disagree
2	Disagree
3	Neutral
4	Agree
5	Totally agree

Table 6 Scaling-measurement model

In this part, the Mean and Standard Deviation are counted illustrating the average score and its dimension that respondents assess (Table 8). As can be seen from Table 7, Mean value of RPE and RIK components are mostly over 4.0 which means the majority of respondents agree that they care about the Risk perception of COVID-19 and Risk knowledge about the upcoming destination when deciding to go traveling. By contrast, DEA and FAD items record the lowest Mean values (nearly 3.0), which indicates many tourists say they are neutral with the Destination features and Family influences when traveling during this pandemic. Furthermore, TMO, TBE and INT achieve Mean values ranging from 3.7 to 4.2 which corresponds to slight agreement about factors related to Traveling motivation, Traveling behaviours during COVID-19 and Intention to go travel these days. Finally, statements about Attitude mark average Mean figures about 3.3 which demonstrates a neutral attitude towards planning to go travel this time.

Item No.	Item	Item codes	Measuring statements	Mean
1	Destination attributes (DEA)	DEA1	This place is accessible currently (no barriers due to COVID-19)	2,786325
		DEA2	This place has good image and reputation	3,183761
		DEA3	This place has cheaper (reasonable) prices during pandemic	2,863248
		DEA4	This place has good online reviews from social media	3,119658
2	Traveling motivation (TMO)	TMO1	I am influenced by my family/ friends	3,487179
		TMO2	I want to travel to see new places	4,004274
		TMO3	I want to travel to increase my life's standard	4,055556
		TMO4	I want to travel to learn more about my country	3,880342
3	Family drives (FAD)	FAD1	To spend more time with family	3,858974
		FAD2	To visit my children's favorite place	2,987179
		FAD3	To travel in my children's vacation	2,987179
		FAD4	Because my family recommend there (continued)	3,273504

4	Risk knowledge about the destination (RIK)	RIK1	I want to know activities or events closed because of COVID-19	3,982906
		RIK2	This place has high density of tourists	4,038462
		RIK3	COVID-19 information is regularly updated	4,128205
		RIK4	This place has low-level of COVID-19 infection	4,175214
5	Traveling behaviour (TBE)	TBE1	I will avoid travelling during the outbreak	3,705128
		TBE2	It is likely to be encouraged to avoid traveling because of health threats	4,209402
		TBE3	Traveling is risky currently	3,747863
6	Risk perception of COVID-19 (RPE)	RPE1	COVID-19 makes the scenario more serious	4,141026
		RPE2	The possibility of getting COVID-19 is high	4,149573
		RPE3	I consider about COVID-19 and health problems when choosing destination	4,222222
		RPE4	I am nervous about getting COVID-19 while travelling	4,217949
		RPE5	During the pandemic, I prefer to shorten my trips	4,217949

		RPE6	During the pandemic, I prefer not to visit large cities	3,739316
7	Attitude (ATT)	ATT1	During the pandemic, it is nice to travel in short/medium time	3,388889
		ATT2	During the pandemic, it is fun to travel in short/medium time	3,393162
		ATT3	During the pandemic, short-traveling is positive	3,183761
8	Intention to travel (INT)	INT1	I intend to travel whenever I can	3,807692
		INT2	If it is necessary to travel for work in short/medium time, I intend to do so	3,645299
		INT3	If it is necessary to for leisure in short/medium term, I intend to do so	3,905983
		INT4	I would go traveling within 6 months after the pandemic	3,692308

Table 7 Mean value of eight items

In more detail, Table 8 clarifies the statistic of Mean and Standard Deviation of each item. Std. Deviation is used to calculate the variation between the highest answers or the lowest answer and the Mean value.

	N	Minimum	Maximum	Mean	Std. Deviation
DEA1	234	1	5	2,786325	1,360567
DEA2	234	1	5	3,183761	1,312041
DEA3	234	1	5	2,863248	1,083675
DEA4	234	1	5	3,119658	1,162079
Valid (listwise)	N 234				
TMO1	234	1	5	3,487179	1,116520
TMO2	234	1	5	4,004274	1,062420
TMO3	234	1	5	4,055556	0,922484
TMO4	234	1	5	3,880342	1,057671
Valid (listwise)	N 234				
FAD1	234	1	5	3,858974	1,100812
FAD2	234	1	5	2,987179	1,285378
FAD3	234	1	5	2,987179	1,366304
FAD4	234	1	5	3,273504	1,143175
Valid (listwise)	N 234				(continued)

RIK1	234	1	5	3,982906	1,001997
RIK2	234	1	5	4,038462	0,968725
RIK3	234	1	5	4,128205	0,940628
RIK4	234	1	5	4,175214	0,930679
Valid (listwise)	N 234				
TBE1	234	1	5	3,705128	1,223261
TBE2	234	1	5	4,209402	0,964475
TBE3	234	1	5	3,747863	1,134939
Valid (listwise)	N 234				
RPE1	234	1	5	4,141026	0,927284
RPE2	234	1	5	4,149573	0,921291
RPE3	234	1	5	4,222222	0,870214
RPE4	234	1	5	4,217949	0,893190
RPE5	234	1	5	4,217949	1,056040
RPE6	234	1	5	3,739316	1,106164
Valid (listwise)	N 234				(continued)

ATT1	234	1	5	3,388889	1,252656
ATT2	234	1	5	3,393162	1,239253
ATT3	234	1	5	3,183761	1,184844
Valid (listwise)	N 234				
INT1	234	1	5	3,807692	1,061108
INT2	234	1	5	3,645299	1,030771
INT3	234	1	5	3,905983	0,958207
INT4	234	1	5	3,692308	1,149447
Valid (listwise)	N 234				

Table 8 Mean and Std. Deviation of assessed elements

7.4 Validity Test (Exploratory Factor Analysis) and Reliability Test (Cronbach's Alpha Test)

After running the Descriptive Analysis, eight main items are projected in the next step with Exploratory Factor Analysis methodology (EFA) to check the convergent value and discriminant value of examined variables.

Exploratory Factor Analysis (EFA)

According to Haig (2014), since the first time applied by Spearman (1904, 201-215), EFA has become a significant tool to classify theories and investigate the validation of measurement methods. Hence, this test assists to eliminate variables from unrelated domains and assess the correlation between appropriate ones (Tucker & MacCallum, 1997). To analyse EFA, 4 criteria are evaluated with certain standards to demonstrate the validation and proper correlation for later usage including: Bartlett's Test (Sig.<0.05), Kaiser-Meyer-Olkin Measure of Sampling Adequacy ($0.5 \leq 0.864 \leq 1$), Cumulative percentage (>50%), Eigenvalues (>1). Moreover, in agreement with Hoelzle & Meyer (2013, 164-188), KMO value ≥ 0.70 is desired determining that the correlation matrix is factorable.

Table 9 displays results of the first two tests.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy			0.864
Bartlett's Test of Sphericity	Approx. Chi-Square		5123,457
	df		561
	Sig.		,000

Table 9 Results of Barlett's Test and Kaiser-Meyer-Olkin Measurement

Cronbach's alpha

Cronbach's alpha is a common method to measure the reliability of instruments and variables used in studies (Cronbach, 1951). As reported by Cortina (1993), it was prevalently assumed that an Alpha value of more than 0.7 is sufficient to simply being presented in the study without any further interpretation. As can be seen from Table 10, all of Cronbach's alpha values are over 0.7, which proves that eight examined factors have an acceptable level of self-consistency and can be used for the research analysis.

Next, statistics of Variance, Eigenvalues and Cronbach's alpha are shown in Table 10. Because all four criteria satisfy standard requirements mentioned above, all 8 measured items and their components show the appropriate validation and capacity used for evaluation through the survey.

Item	Factor	Factor loading	Initial Eigenvalues			Cronbach's alpha
			Total	% of Variance	Cumulative % of Variance	
1 (RPE)	RPE4	0.815	9.891	29.092	29.092	0.913
	RPE5	0.812				
	RPE6	0.801				
	RPE3	0.789				
	RPE2	0.750				
	RPE1	0.715				
2 (RIK)	RIK2	0.819	3.197	9.402	38.494	0.899
	RIK3	0.762				
	RIK5	0.710				
	RIK1	0.404				
	RIK4	0.689				
3 (FAD)	FAD3	0.831	3.002	8.830	47.324	0.836 (continued)
	FAD2	0.814				
	FAD4	0.789				
	FAD1	0.674				

4 (ATT)	ATT2	0.926	2.416	7.105	54.430	0.859
	ATT3	0.920				
	ATT1	0.851				
	ATT4	0.525				
5 (DEA)	DEA2	0.793	1.684	4.954	59.383	0.785
	DEA4	0.790				
	DEA3	0.790				
	DEA1	0.719				
6 (TBE)	TBE3	0.870	1.450	4.264	63.648	0.846
	TBE1	0.868				
	TBE2	0.688				
7 (TMO)	TMO3	0.754	1.189	3.497	67.144	0.716
	TMO4	0.736				
	TMO2	0.706				
	TMO1	0.655				
8 (INT)	INT2	0.672	1.087	3.197	70.342	0.745
	INT1	0.660				
	INT3	0.522				
	INT4	0.514				

Table 10 Eigenvalues and Cronbach's alpha results of 8 items

7.5 Regression Analysis

In this report, the author applies Linear Regression Analysis to investigate the connection and influencing levels between Dependent Variables and Independent Variables. According to Sarstedt and Mooi (2014), this analysis can help to clarify insights that just a few methods can and make anticipations about relevant issues in reality. In terms of academic words' meaning, dependent variables are those that can be affected by shifts in independent ones. Based on the hypothesis framework built in Chapter 4, each relationship has Independent

variables and Dependent variables and in Relationship 1, Risk perception is the independent variable while Attitude is the dependent one, for instance. As can be expected from the test, if the relationship is valid, it demonstrates that the perception about possible risks when making a trip probably has certain effects on the attitude of travellers and every change occurring on the risk perception can vary their attitude towards travelling.

To check the validity of these relationships and the effect of these independent variables on dependent variables, the author focused only on three values which are ANOVA^a, Model Summary^b and Coefficients^a. Following the hypothesis framework in Chapter 4 (Figure 3), the author implements three different Regression Tests for three main relationships to evaluate the correlations (Table 11). The p-value is the sig. of Coefficients^a can indicate the model is significant and the relationship is acceptable when it is less than 0.05 (Vasquez, 2020, 3). Regarding Table 11 and p-value evaluation, most of hypotheses are supported which can be trusted, applied, and analysed through the research except the connection between Destination Attribute (DEA) and Intention of travelling (INT) with the p-value is 0.446. Moreover, Figure 15 illustrates predicted relationships and p-value attached to each of them according to the hypothesis framework.

Relationship	Hypotheses	Independent Variable	Dependent Variable	P-value	Status
1	H1	RPE	ATT	0.000	Supported
2	H2	RPE	RIK	0.000	Supported
3	H3	FAD	INT	0.020	Supported
	H4	DEA		0.446	Not supported
	H5	TMO		0.006	Supported
	H6	TBE		0.033	Supported
	H7	ATT		0.000	Supported
	H8	RIK		0.000	Supported

Table 11 Relationship examination based on Hypothesis framework

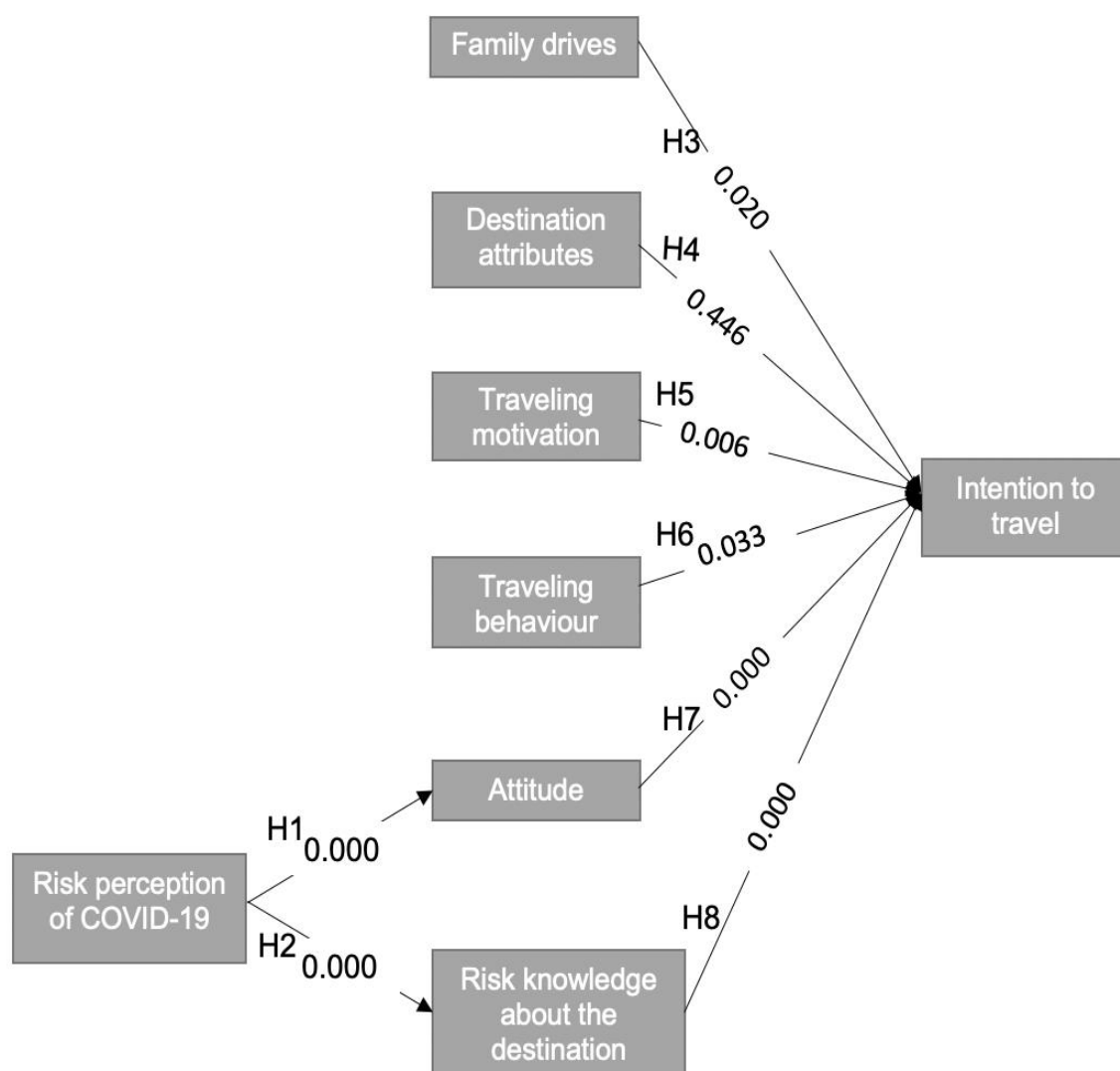


Figure 15 Results of relationships between elements of the study

7.5.1 Interpretation of Linear Regression Results of the relationship 1 (RPE → ATT)

As can be observed from Table 12, the R^2 is 0.055 which is closer to 0 so it implies that less of the variation in RPE can be used to explain for ATT; thus, RPE is low relevant to ATT. Therefore, it can be assumed that even tourists have a recognition and perception about threats of exposing to health troubles, particularly coronavirus, they are not likely to feel less positive to take a trip. In other words, the risks can stimulate their caution and careful preparation, but it cannot prevent them from travelling. On the other hand, Sig. = 0.000 which is lower than 0.05 from ANOVA column shows that this regression model is acceptable and reaches the proper standard to be used for the research. And the P-value

from Coefficients column also supports that RPE has a positive effect on ATT (Sig. = 0.000 <0.05)

	ANOVA^a	Model Summary^b			Coefficients^a	
	Sig.	R Square	Adjusted R Square	Durbin-Watson	Sig.	Standardized coefficients β
RPE → ATT	0.000b	0.055	0.051	1.875	0.000	0.235

Table 12 Interpretation of Regression Results of the relationship RPE - ATT

7.5.2 Interpretation of Linear Regression Results of the relationship 2 (RPE → RIK)

Table 13 illustrates outcomes of those tests on the connection between RPE and RIK. As can be observed from the table, ANOVA Sig. is 0.000 which proves that this relationship is significant. Moreover, from the Model Summary^b, the statistics collected from RPE item can explain considerably for RIK because R^2 and Adjusted R^2 are about 0.4 which are closer to value 1. Durbin-Watson value is 1.990 supposed to be relatively normal and there is positive autocorrelation (Kenton, 2021). Furthermore, the value Sig. of Coefficients^a is 0.000, which is under 0.05, indicates this variable has positive effects on ATT. To sum up for this step, any change from Risk perception item can impact on the desire to know about destination's condition related to health issues, recreational activities' schedule and exposing level if tourists want to travel.

	ANOVA^a	Model Summary^b			Coefficients^a	
	Sig.	R Square	Adjusted R Square	Durbin-Watson	Sig.	Standardized coefficients β
RPE → RIK	0.000b	0.405	0.403	1.990	0.000	0.636

Table 13 Interpretation of the Regression Results of the relationship RPE - RIK

7.5.3 Interpretation of Linear Regression Results of the relationship 3

Table 14 exhibits results of factors that have impacts on Intention of travelling (INT) consisting of Family drives (FAD), Destination attributes (DEA), Traveling motivation (TMO), Traveling behaviour (TBE), Attitude (ATT) and Risk knowledge (RIK). Firstly, the ANOVA Sig. value of 6 relationships is 0.000^b which is essential to determine the regression model of these items reaches the validity standard and can be used for the research's purpose. Secondly, all of the relevant components of Model Summary^b table are acceptable with R^2 and Adjusted R^2 values at 0.477 and 0.464 respectively. Hence, the answers of all items FAD, DEA, TMO, TBE, ATT, RIK are valid in explaining 47.7% of the variance for the collected results of INT throughout this process. Other than that, Durbin Watson value is 1.795 ($1 < 1.795 < 2$) which means this test's result does not violate the first order series autocorrelation assumption. Finally, Sig. values of Coefficients^a table are almost under 0.05 that proves their certain influences on the Intention factor. However, the association of Destination Attribute and Intention is counted 0.446 (>0.05), so Destination attributes item is the merely irrelevant variable in this step and has no impacts on INT. In other words, during COVID-19 pandemic, destination's characteristics such as superb online reviews, discount packages and good reputation do not matter seriously when tourists consider about traveling. Instead of that, while making decision to go travelling these days, they tend to be affected by family and their motivation while having regards for their attitude as well as the knowledge about current risks to proceed appropriate steps.

	ANOVA^a	Model Summary^b			Coefficients^a	
	Sig.	R ²	Adjusted R ²	Durbin-Watson	Sig.	Standardized coefficients β
FAD → INT	0.000b	0.477	0.464	1.795	0.020	0.129
DEA → INT					0.446	-0.038
TMO → INT					0.006	0.175
TBE → INT					0.033	0.120
ATT → INT					0.000	0.212
RIK → INT					0.000	0.355

Table 14 Interpretation of the Regression Results of the relationship 3

8 Summary

The main objective of this study was to investigate the extent to which certain factors have impacts on the destination-selection process and traveling intention during the extremely specific conditions of COVID-19 pandemic in Vietnam. As this is one of the most unstable and fatal epidemics in recent history taking place globally, including Vietnam, it has been causing major damages and significant changes in all facets, social and economic life as exemplified. Therefore, studying and analysing these elements has become an emerging issue that is not only helpful for businesses and entrepreneurs in view of the current scenario, but it also leaves practical and historical documents for the later generations about this struggling period.

As written in the first chapter, tourism is believed as a spearhead industry being invested immensely due to its enormous flourishing potential for the national economy (The World Bank, 2018, p.11). In the same page with other nations, Vietnam tourism industry has been struck savagely since the outbreak of COVID-19 from the beginning of 2020 which drives tremendous destructions to this field. In 2020, Vietnam National Administration of Tourism reported that this industry has been threatened by relentless bankruptcy because of the significant drop of international and domestic tourists. Therefore, it is essential to figure out the underlying problems and factors that should be customized to make logical steps to save this promising industry during COVID-19, as well as in a post-COVID-19 condition.

In this chapter, the author summarizes the theory and data analysis from previous parts to have a comprehensive insight of this thesis's purpose and findings. Based on the research analysis results, factors have been accepted to have impacts on Travelling intention are Family drives, Traveling motivation, Traveling behaviour, Attitude and COVID-19 risk perception. The only factor rejected through the final tests is Destination attributes which also is the change in Vietnamese behaviour due to the specific condition of COVID-19 pandemic nowadays. Then, some recommendations are going to be proposed based on personal perspectives and information accumulated from existing studies.

8.1 Summary of the theoretical part

The theoretical chapter of this study mainly concentrates on the tourism conditions in Vietnam before and during COVID-19 and Vietnamese tourists' perspectives about this issue to grasp a comprehensive understanding about factors influencing their travelling decision. Therefore, an overview about the tourism industry in Vietnam pre-COVID-19 is researched and presented in detail from the beginning. In 2019, World Economic Forum indicated Vietnam tourism had made a significant progression to occupy the 63rd position in

the worldwide rankings within an 8-year period, which marked an improvement of 17 spots from 2011. Mentioned in Figure 1, Vietnamese tourists are more active than their international counterparts with regard to the number and frequency of taking traveling trips in Vietnam. Moreover, from the pandemic outbreak in March 2020, the government restrained commercial flights and closed international borders, which marked the official termination of overseas tourists' entrances. Hence, it is undeniable that the domestic group is currently the largest market in the remaining and flourishing strategy of Vietnam's tourism industry. (Nguyen, Cao & Nghiem 2020, 158-159). As the COVID-19 cases fluctuate dramatically over time and differently between regions, Figure 1 presents estimating exposed cases in Vietnam by city/province until October of 2021.

8.2 Summary of the empirical part

On the other hand, an effective way to preserve and enhance the condition of domestic tourism in Vietnam is to deeply understand Vietnamese tourists' behaviours, especially during and post-COVID-19 and offer appropriate solutions. Through the researching stage, the author clarifies the definition of tourists' behaviours in general and possible tendencies in these high-tech days. Other than that, some specific characteristics of domestic travellers are also described in Chapter 3.3 and 3.4.

Thanks to preferences and knowledge cumulated from previous studies, the author presents the hypothesis framework in Figure 3 with 2 main stages of relationships. The first one includes the Independent variable which is Risk perception of Covid-19 (RPE) and two Dependent variables which are Attitude (ATT) and Risk knowledge about the destination (RIK). The second one comprises of six Independent variables including Family drives (FAD), Destination attributes (DEA), Traveling motivation (TMO), Travelling behaviour (TBE), Attitude (ATT) and Risk perception of COVID-19 (RPE) and one Dependent variable which is Intention to travel (INT).

In order to answer research questions which are "How have Vietnamese tourists' characteristics changed since the outbreak of COVID-19?" and "What aspects are Vietnamese tourists concerned about when deciding to travel during and after COVID-19?", the empirical parts are conducted, and the interpretation is presented in chapter 7. The author used Quantitative research method to collect data from Vietnamese population so that it is more practical to the reality and more particular in a specific target market.

Meanwhile, the empirical part of this study encompasses 5 steps shown in Figure 7. After drawing respondents' profile and analysing descriptive feature, eight items are checked their validity and reliability through Exploratory Factor Analysis (EFA) and Cronbach's Alpha

Test. Based on these results, all eight items and their components are demonstrated to have proper validity and reliability to be used through this research procedure. Then the Regression Analysis is conducted to check hypotheses mentioned in Figure 3, Chapter 4. Ultimately, most of relationships are confirmed to have certain effects except from the association of Destination attribute and Intention with inappropriate Sig. value of Coefficients. Therefore, this relationship is rejected from being applied in the research which means that Vietnamese do not take destination's characteristics into account when deciding to travel like they used to do before the COVID-19 outbreak. In the meantime, family's matters, traveling motivation, traveling behaviour, attitude and COVID-19 risk perception are factors proved to have association with traveling intention during and after the pandemic.

Based on the theoretical and empirical part, it can be concluded that when making the decision to travel during and after COVID-19 pandemic, Vietnamese travellers are affected by their family, their traveling motivation, their positive attitude towards the current condition, their own traveling behaviours, and the risk perception of coronavirus. The only change recorded in this study's scope is the traveling destination's features which is represented by elements such as cheaper prices at the place, good reputation and positive online reviews or the entering ability during the pandemic. On the other hand, their intention towards COVID-19 condition is that they will still go traveling whenever it is possible or as soon as the situation is more stable and under control. Detailed summary about each relationship is reported in sections below.

8.2.1 Risk perception of COVID-19 (RPE) effects on the attitude to go travelling (ATT) and desire to obtain risk knowledge about the destination (RIK)

Table 12 illustrates that individual risk perception barely effects the attitude of tourists at only 5% of explanation ability even though the hypotheses 1 is accepted. Therefore, it shows the fact that even people are conscious about the COVID-19 threats, they can still have a positive attitude to go travel or plan to visit a destination during and after the pandemic when it is possible. Besides that, the severe level of the pandemic can have only minimal impacts on their optimistic state. On the other hand, it can probably be understood that the COVID-19 risk perception does not push Vietnamese tourists down noticeably because of the ways they receive information and its available amount. As written in a report about risk perception and risk attitude, Font and Gil (2009) argue that a matter influencing on risk perception does not always impact on risk attitude.

As shown in Table 13, risk perception of COVID-19 has positive effects and can also explain 40% of the variance for the awareness of Vietnamese tourists about a destination's risks during and after COVID-19. In other words, the more people acknowledge the pandemic risk, through social media for example, the more they tend to seek for information about the destination before making a final decision on whether they should go on holiday. Conversely, Cahyanto et al. (2016) revealed that the severity of the Ebola epidemic does not matter considerably to the travelling behaviours due to the US's authority quick response to its outbreak. On the other hand, Wang et al. (2019) struggled to clarify the self-protective performance based on the theory about protection motive when facing the possible threat of the spread of COVID-19 by tourists.

8.2.2 Factors effect on Travelling intention during COVID-19 (INT)

As presented in Table 14, items are accepted and confirmed based on the research analysis are family drives, travelling motivation, travelling behaviours, attitude and risk knowledge obtaining and the cooperation of those factors can describe 47.7% of the variance in travel intentions. All of these are proven to have positive impacts on the intention to travel and details are described in each section below.

Family drives

About family drives, it is apparent to see how significant of family members can have on the decision-making process of Vietnamese citizens (Berkmand & Gilson, 1986). From the Table 7, most of the respondents score 4.0 for the statement "I want to spend more time with family" with a mean of almost 4, which means they agree to this. Besides, the reason for the lower points of the other components can be explained as their marital status because they are relevant to family with children and considered by children's preferences. Meanwhile, Nyaupane et al. (2004) indicates it as an interpersonal constraint, and it tends to restrict people from travelling or planning to travel without their family. Therefore, it can be assumed that because of the COVID-19 pandemic, people are more likely to spend time traveling with their family to have quality moments and tighten the bond between them than traveling on other purposes.

Traveling motivation

In terms of travelling motivation, participants tend to agree that they want to travel to observe new places, improve their living standards and learn more deeply about Vietnam (Table 7). One of the reasons can be the international border closing policy to narrow the movement of people to control the transmission of COVID-19 virus so abroad trips are impossible all over the world. Furthermore, traveling motivation is various based on a wide range of

internal and external elements when travellers, nowadays, also must take into account the safety of the destination and their personal health, as discussed by Oabel (2021).

Travel behaviour towards COVID-19

Regarding the travel behaviour of Vietnamese during this pandemic, it is demonstrated from Table 8 that many of them tend to avoid travelling during the outbreak and they also recognize travelling currently as extremely risky. In this respect, some people strongly agree that they are encouraged to stay home and avoid travelling because the threat of getting infectious diseases (TBE 2 with Mean value is 4.2 and Std. Deviation is 0.96). In this context, some current studies indicate that tourists' behaviours may also be affected by the risk perception of COVID-19 such as the fear of travel, affective responses and cognitive (Chinazzi et al., 2020, 395-400). However, a report published by Zheng et al. (2021) supports that people facing the risk of infection tend to generate higher cautious behaviours about travelling rather than the outright avoidance of taking a trip. So, it can be assumed that even when coping with the threat of COVID-19, respondents still have a high intention and potential plan to travel.

Attitude

The direct relationship of Attitude with Intention to travel ($R^2 = 0.477$) shows moderate and positive effects ($\beta = 0.212$), which means the hypothesis 7 (H7) is confirmed and Statements about Attitude can be used to explain 47.7% of the variance in the answers of the Intention item. Hence, the more positive attitude they have, the higher tendency they have to go travel (Sandra et al., 2021, 977-978). However, from Table 7, the Mean value of the three statements belonging to Attitude item is about 3.0, which means that respondents are likely to have a neutral viewpoint towards positive attitude in this serious situation. In this aspect, Shen et al. (2009) also point out that the positive and strong effect of attitude on intention is much less significant. Likewise, a reported written by Dai & Jia (2021, 942-946) reveals a strong relationship of "Attitude-Emotion-Desire to travel-Travel intention". Regarding that related information, behavioural attitude can be seen as one of the integral factors to the traveling intention in the era of Covid-19.

Risk knowledge about the COVID-19 pandemic

As shown in Table 7, the Mean value of this item is about 4.0 and Std. Deviation is approximately 1 (Table 8), which displays that most of Vietnamese tourist agree and some even strongly agree to be informed about activities or events closed because of COVID-19, the density level and information-updated frequency of the destination and low-level of COVID-19 infection there. As discussed by Griffin et al. (1999), the information-seeking

behaviour and interpersonal communication facilitates tourists to widen their risk knowledge about the coming destination before approaching and eventually effects on travelling intention. Moreover, the path analysis also reveals a positive and moderate association with traveling aspiration in Table 14 ($R^2 = 0.477$ and $\beta = 0.355$).

9 Conclusion

The COVID-19 outbreak has been disordering and savagely hit the tourism industry not only in Vietnam but also in the global scales. This study investigates factors that affect traveling decision-making process during this pandemic and traveling intention in the post Covid-19 situation of Vietnamese travellers via an online survey. As can be seen from overall information, COVID-19 is a big obstacle to the development of tourism industry but on the other hand, it is also an advantage to flourish domestic tourism. Because of rising ticket cost and border closure, domestic destinations become more attractive and optimally safe for travel enthusiasts.

Due to its fast-expanding feature and serious consequences, Vietnam authority closed the outbound border and eliminated commercial flights that brings oversea tourists to this country. All international flights' expenditures have been escalating and many of them were cancelled due to the fluctuation of the pandemic. Moreover, this pandemic keeps people home and avoid crowding public areas together with social-distance policy; thus, if those policies are lifted, people will still maintain enthusiasm to go travel or implement their previous travelling plans.

From the demographic information, it does not matter about gender and age groups when concerning about the intention to go traveling during and after the pandemic. Moreover, they tend to take a family trip in vacations following Vietnamese traditional habit and their preferences. Therefore, it is noticeable for service providers to organize or offer family packages and benefits to satisfy this big group. In addition, most of them favour to go on 1-3 nights trips that meet their tendency to go at the weekend as a small incentive after a hustle working time, so resorts and hotels should have a thorough preparation for a wave of customers during weekends to accommodate them properly but not take a risk of gathering overcrowded groups simultaneously.

Because of a bunch of inconveniences and frustrating mental state during the long-social-distance period, it is promising that domestic tourists will go traveling as soon as the condition is more stable, and they are allowed to. As indicated by Zheng et al. (2021), people will pay more attention and be more cautious on self-protective solutions while traveling rather than locking themselves home. As long as they are upgraded regularly and precisely about the contemporary news and risks to grasp a deeper knowledge about the destination, they will be willing to take a trip when it is possible. Hence, tourism entrepreneurs should consider about official information transferring channels to gain travellers' trust, propagate them vital self-protection solutions and ultimately encourage them to go travelling safely.

The findings also suggest that people tend to care more about self-protection and hygiene issues in every step of traveling procedure. Therefore, touch-free model such as online payment, online reservation and touch-free deliveries is proposed to satisfy the standard of hygiene and cleanness to prevent catching, interacting directly or touching (Khan et al. 2020). In some extent, booking or paying beforehand helps to limit gatherings, queues and crowds which are extremely risky and non-sense these days.

In contrast to traveling trend in the last few years, during COVID-19, people tend to avoid big and energetic cities as well as interactive activities with the local to restrain the spread of coronavirus. Thus, it is essential for tour operators to navigate coming trips to small-scale destinations and cut down on gathering social events. Even though features about destination attributes is invalid and rejected at the final step of the testing process, it is still a considerable incentive if the tour operation agencies or accommodation suppliers can give reasonable discounts or acceptable offers to stimulate people to go travel more.

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Appendices

Cover letter

Hello everyone, my name is Chi Nguyen, I am currently studying for a bachelor's degree in Hospitality and Tourism Management at LAB University of Applied Sciences in Finland.

I am writing my graduation thesis about the topic "Factors affecting the choice of tourist destination of domestic tourists in Vietnam". This thesis aims to collect opinions from Vietnamese tourists on the factors affecting the decision and choice of domestic tourist about travelling destinations during the COVID-19 pandemic.

The survey questionnaire includes 14 questions related to factors affecting the tourist's choice about destinations in Vietnam during the COVID-19 pandemic, and it takes only 5-7 minutes to complete. A special thing is that the survey is for Vietnamese tourists, who are living in Vietnam and have travelled domestically or at least plan to go during or post COVID-19 (January 2020).

If you have any comments or questions related to the survey, please contact me directly via the email address: Chi.L.Nguyen@student.lab.fi

Thank you very much for spending the time completing my questionnaire. Your answers mean a lot to my research report and thesis on Vietnam's tourism industry during the time of the COVID-19 pandemic. Once again, thank you very much and have a great day!