

# Factors influencing the decision to choose a tourist destination: From the practical experience of Do Son tourist area, Hai Phong City, Vietnam

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**Citation:** Do Minh Thuy(2023). Factors influencing the decision to choose a tourist destination: From the practical experience of Do Son tourist area, Hai Phong City, Vietnam ,Educational Administration: Theory and Practice, 29(4) 6405-6412  
Doi: 10.53555/kuey.v29i4.11651

## ARTICLE INFO ABSTRACT

In the context of increasing competition among tourist destinations, understanding the factors influencing tourists' destination choices is crucial for sustainable tourism development. This article aims to analyze the factors affecting tourists' destination choices in the Do Son tourist area, Hai Phong city. Based on a synthesis of theories on tourism behavior and destination image, the study constructs a model including factors such as tourism resources, infrastructure, service prices, destination image, and promotional activities. The research results show that these factors all have a positive influence on tourists' destination choices, with destination image and service quality playing a prominent role. The study contributes practical evidence to support tourism management and development in the Do Son tourist area, and also offers some implications for enhancing the attractiveness and competitiveness of the destination in the current tourism development context.

**Keywords:** Tourist behavior, destination image, beach tourism, Do Son, Hai Phong city Room.

## 1. INTRODUCTION

Tourism is increasingly recognized as one of the most important service industries, playing a crucial role in promoting economic growth, creating jobs, and improving living standards in many countries. In the context of globalization and international economic integration, the tourism industry not only generates significant revenue for economies but also contributes to cultural exchange and enhances understanding between countries and regions. Numerous studies have shown that the development of tourism can create positive spillover effects on many other sectors such as trade, services, transportation, and urban development (World Tourism Organization, 2023; Sharpley, 2018). Therefore, studying tourist behavior and the factors influencing destination choices has become a vital topic in tourism research.

In the tourism decision-making process, destination selection is considered one of the most important steps in tourist behavior. According to consumer behavior theory, the decision to choose a destination is the result of evaluating various options based on factors related to the destination's characteristics and the tourist's perception of the value the destination offers (Kotler and Keller, 2016). Many studies have confirmed that the decision to choose a tourist destination is often influenced by factors such as tourism resources, service quality, infrastructure, price, safety level, and destination image (Crompton, 1979; Beerli and Martin, 2004). These factors not only affect the tourist's initial choice but also influence their satisfaction level and intention to return in the future (Chen and Tsai, 2007).

Among the factors influencing tourist behavior, destination image is considered one of the most important. Destination image reflects the overall perception of a tourist destination based on information, experiences, and personal feelings. A destination with a positive image is generally more likely to attract tourists than other destinations with similar conditions (Beerli and Martin, 2004; Pike and Ryan, 2004). Furthermore, destination image has a strong impact on tourist satisfaction and the intention to return in the future (Chen and Tsai, 2007).

Besides the destination's image, the quality of tourism services and infrastructure are also considered important factors influencing tourists' destination choices. Factors such as transportation systems, accommodation, food services, entertainment activities, and tourism support services can directly impact the

tourist's experience at the destination (Buhalis, 2000). When tourism infrastructure and services are developed comprehensively and are of high quality, tourists tend to appreciate the destination and are willing to return in the future (Dwyer and Kim, 2003).

In addition, price and travel costs also significantly influence tourists' destination choices, especially for domestic travel. Tourists tend to compare costs between destinations before making a final decision. Destinations with reasonable costs that match tourists' spending capacity often have a higher competitive advantage in the tourism market (Kotler and Keller, 2016; Dwyer and Kim, 2003).

In recent years, the rapid development of information and communication technology has significantly changed how tourists search for information and choose travel destinations. Online platforms, social networks, and digital media channels have become important sources of information, helping tourists learn about and evaluate destinations before making decisions (Xiang and Gretzel, 2010). This demonstrates the increasingly important role of tourism promotion and communication in shaping tourists' perceptions of destinations.

In Vietnam, beach tourism is considered one of the tourism types with great development potential thanks to its advantages in natural resources and diverse coastal landscapes. Among them, Do Son tourist area in Hai Phong city is one of the famous beach tourist destinations in the North. With its favorable geographical location and long history of tourism development, Do Son has long been a familiar destination for many domestic tourists. However, in the context of increasingly fierce competition among beach tourist destinations in the region such as Ha Long, Cat Ba, Sam Son, and Cua Lo, Do Son tourist area needs to continuously enhance its attractiveness to attract tourists.

Although there have been many studies on tourism development in Vietnam, in-depth studies on factors influencing destination choice decisions in the Do Son tourist area are still relatively limited. Meanwhile, understanding the factors affecting tourists' destination choice behavior is crucial for developing tourism policies and strategies that are appropriate to the characteristics of each locality (Pike, 2008; Dwyer and Kim, 2003).

Stemming from the aforementioned issues, this study was conducted to analyze the factors influencing tourists' decisions in choosing tourist destinations in the Do Son tourist area, Hai Phong city. Based on a synthesis of theories on tourist behavior and destination image, the study develops an analytical framework to determine the extent of influence of different factors on tourists' destination choice decisions. The research results not only contribute empirical evidence to studies on tourism behavior but also provide important implications for tourism managers and businesses in enhancing the attractiveness and competitiveness of the Do Son tourist area in the context of current tourism development.

## 2. THEORETICAL FOUNDATION

### Decision on choosing a travel destination

The decision to choose a travel destination is considered one of the important aspects in the study of tourist behavior. According to consumer behavior theory, the decision to choose a destination is the result of evaluating and comparing various options before making a final choice. This process typically includes stages such as recognizing travel needs, searching for information, evaluating options, and making a decision (Kotler and Keller, 2016). In the field of tourism, the decision to choose a destination depends not only on the individual characteristics of the traveler but also on many factors related to the characteristics of the destination.

Previous studies have shown that tourists' destination choices are often influenced by both intrinsic and extrinsic factors. Intrinsic factors include travel motivations, personal preferences, previous travel experiences, and spending power. Meanwhile, extrinsic factors typically relate to destination characteristics such as tourism resources, service quality, infrastructure, price, and destination image (Crompton, 1979; Um and Crompton, 1990). These factors contribute to the attractiveness of a destination and can directly influence tourist choices. Furthermore, destination selection decisions are also influenced by tourists' perceptions and expectations regarding the travel experience. When tourists perceive a destination as capable of meeting their needs and expectations, the likelihood of choosing that destination is higher (Woodside and Lysonski, 1989). This indicates that building and maintaining destination attractiveness plays a crucial role in attracting tourists.

### Images of tourist destinations

Destination image is one of the most studied factors in the field of tourism. Destination image is understood as the overall perception of a tourist destination by visitors, formed through information, experiences, and personal feelings. According to Beerli and Martin (2004), destination image includes many different components such as perceptions of tourism resources, service quality, natural environment, local culture, and the level of safety of the destination.

Numerous studies have confirmed that destination image significantly influences tourists' destination choices. When a destination is perceived as attractive, safe, and offering a wide variety of tourist activities, tourists are more likely to choose it (Pike and Ryan, 2004). Furthermore, a positive destination image can increase tourist satisfaction and encourage future return visits (Chen and Tsai, 2007).

In the context of increasing competition among tourist destinations, building a positive destination image has become a crucial factor in enhancing the competitiveness of destinations in the tourism market. Many localities

have focused on developing destination brands and strengthening promotional activities to raise tourists' awareness of the destination (Pike, 2008).

### **Tourism resources and the attractiveness of the destination.**

Tourism resources are considered fundamental elements that create the attractiveness of a destination. These resources can include natural elements such as landscapes, climate, beaches, and ecosystems, as well as socio-cultural elements such as historical sites, traditional festivals, and local cultural values. According to many studies, the richness and uniqueness of tourism resources can increase the attractiveness of a destination and attract tourists (Dwyer and Kim, 2003).

Furthermore, tourism resources can influence the experience and satisfaction of tourists during their visit. When a destination has many attractive and diverse tourism resources, tourists will have more choices of tourism activities, thereby increasing the value of the trip experience (Buhalis, 2000). This shows that the conservation and effective exploitation of tourism resources are important for the sustainable development of the destination.

### **Tourism infrastructure and service quality**

Tourism infrastructure and service quality are crucial factors influencing the visitor experience at a destination. Tourism infrastructure includes transportation systems, accommodation facilities, restaurants, entertainment areas, and other tourism support services. When infrastructure is developed comprehensively and conveniently, visitors can easily access the destination and enjoy tourism services (Buhalis, 2000).

The quality of tourism services also plays a crucial role in creating tourist satisfaction. According to many studies, when tourists receive good quality service, they tend to have a positive opinion of the destination and are more likely to return in the future (Chen and Tsai, 2007). Conversely, if the quality of service is poor or does not meet tourist expectations, the destination may lose its competitive advantage.

Furthermore, tourism infrastructure and services can also influence the image of a destination. A destination with modern, convenient, and tourist-friendly service systems is generally rated higher than destinations with underdeveloped infrastructure (Dwyer and Kim, 2003).

### **Prices of tourism services**

Prices and travel costs are important factors influencing tourists' destination choices. During the selection process, tourists often compare costs between different locations to find an option that fits their budget. Destinations with reasonable costs that are commensurate with the quality of service tend to attract more tourists (Kotler and Keller, 2016).

Furthermore, service prices can influence tourists' perceptions of the value of a destination. When tourists feel that the cost is commensurate with the experience received, they tend to have a positive opinion of the destination and are willing to recommend it to others (Dwyer and Kim, 2003). Therefore, developing a reasonable pricing policy can help enhance the competitiveness of a destination in the tourism market.

### **Tourism promotion and communication activities**

In the context of rapidly developing information technology, tourism promotion and communication activities play an increasingly important role in attracting tourists. Tourism promotion campaigns through media, social networks, and online platforms can help tourists easily access information about destinations and form initial perceptions of tourist sites (Xiang and Gretzel, 2010).

Furthermore, promotional activities contribute to building and strengthening the destination's image in the minds of tourists. When a destination is widely promoted with a positive image, its ability to attract tourists increases significantly (Pike, 2008). This shows that investing in tourism communication and promotion is a crucial element in the tourism development strategy of localities.

Based on theoretical arguments and previous research results, it can be seen that tourists' decisions in choosing a tourist destination are influenced by various factors related to the characteristics of the destination. Factors such as tourism resources, infrastructure and services, price, destination image, and tourism promotion activities are considered important factors that can affect tourists' destination choices. Therefore, this study develops a research model to analyze the extent to which these factors influence tourists' decisions in choosing a tourist destination in the Do Son tourist area, Hai Phong city.

## **3. RESEARCH METHODOLOGY**

### **Research design**

This study was conducted using a quantitative approach to analyze the factors influencing tourists' decisions in choosing a tourist destination in the Do Son tourist area, Hai Phong city. The quantitative approach was chosen because it aligns with the objective of measuring the extent and direction of the impact of factors related to destination characteristics on tourist choice behavior. A questionnaire survey was used to collect data from tourists who have visited or are currently visiting the Do Son tourist area.

The research design is based on a synthesis of theories on tourist behavior and previous studies on destination choice. Based on this, the study identifies groups of factors that are likely to influence tourists' destination choices and tests the impact of these factors through a quantitative analysis model.

### Research model

Based on theoretical arguments and the results of previous studies, this research proposes an analytical model to examine the relationship between factors related to tourist destinations and tourists' destination selection decisions. The research model focuses on five main groups of factors: tourism resources, infrastructure and service quality, tourism service prices, destination image, and tourism promotion activities. These factors are assumed to have a direct influence on tourists' destination selection decisions.

In the research model, the decision to choose a destination is considered the dependent variable, reflecting the willingness of tourists to choose Do Son tourist area as their destination. Factors such as tourism resources, infrastructure and services, service prices, destination image, and tourism promotion activities are considered independent variables, representing the main characteristics of the destination that may influence tourists' choice behavior.

### Research hypothesis system

Based on the theoretical framework presented, the study proposes a system of hypotheses to test the relationship between destination factors and tourists' destination selection decisions.

H1: Tourism resources have a positive influence on tourists' decisions when choosing a tourist destination in the Do Son tourist area.

H2: Tourism infrastructure and service quality have a positive influence on tourists' decisions when choosing a travel destination.

H3: Reasonable prices for tourism services have a positive impact on tourists' decisions when choosing a travel destination.

H4: Images of tourist destinations have a positive influence on tourists' decisions when choosing a tourist destination.

H5: Tourism promotion and communication activities have a positive influence on tourists' decisions when choosing a travel destination.

These hypotheses are based on the argument that when a destination has attractive tourism resources, convenient infrastructure, quality services, reasonable costs, and a positive image in the minds of tourists, the likelihood of tourists choosing that destination for their trip will be higher.

### Data analysis methods

The collected data was processed and analyzed through several key steps. First, descriptive statistics were performed to generalize the characteristics of the survey sample and the research variables. Next, the reliability of the measurement scale was tested to ensure that the observed variables accurately reflected the research concepts.

Next, exploratory factor analysis was used to determine the structure of the factor groups influencing tourists' destination selection decisions. Finally, linear regression analysis was applied to assess the extent and direction of the impact of the factors in the research model on tourists' destination selection decisions in the Do Son tourist area.

Through these analytical steps, the study can identify key factors influencing tourists' destination selection behavior, thereby providing a basis for proposing solutions to enhance the attractiveness of the Do Son tourist area in the future.

## 4. RESEARCH RESULTS AND DISCUSSION

### Descriptive statistics of research variables

Table 1 presents the descriptive statistics of the research variables used in the analytical model. These variables include tourism resources, infrastructure and service quality, service prices, destination image, tourism promotion activities, and tourists' destination choices. Statistical indicators presented include the number of observations, minimum value, maximum value, mean, and standard deviation to reflect the distribution characteristics of the survey data.

**Table 1. Descriptive statistics of the research variables**

Variable	Number of observations	Minimum value	The greatest value	Medium	Standard deviation
TNDL	286	2.00	5.00	3.96	0.61
CSHT	286	1.80	5.00	3.72	0.67
GCDV	286	1.75	5.00	3.58	0.70
HADD	286	2.00	5.00	4.02	0.59
QBDL	286	1.50	5.00	3.49	0.73
QDLC	286	2.00	5.00	3.88	0.64

Descriptive statistics show that all research variables have average values greater than 3.5 on a five-point Likert scale, reflecting the relatively positive assessment of tourists regarding the factors of the Do Son tourist destination. Among them, the destination image variable has the highest average value, reaching 4.02 points, indicating that tourists have a fairly positive perception of the image and attractiveness of the Do Son tourist area. This suggests that the destination image factor plays a crucial role in attracting tourists to this tourist area.

The tourism resource variable, with an average value of 3.96 points, reflects that tourists highly appreciate factors related to the natural landscape, beaches, and resort space of the Do Son tourist area. This is considered one of the important advantages of this destination in attracting domestic tourists.

Meanwhile, the variable representing infrastructure and service quality has an average value of 3.72 points. Although still rated quite positively, this result also shows that there is still room to improve the quality of services and tourism facilities in the Do Son area. Similarly, the variable representing service prices has an average value of 3.58 points, indicating that the cost of tourism in Do Son is considered relatively reasonable by tourists, but not truly outstanding compared to other destinations.

Tourism promotion activities had the lowest average value among the research variables, at 3.49 points. This indicates that tourism promotion and communication efforts in the Do Son tourist area still need improvement to enhance tourists' awareness of the destination. The variable "Destination Choice Decision" had an average value of 3.88 points, reflecting a fairly positive level of willingness among tourists to choose and return to Do Son.

### Reliability testing of the scale

Before conducting factor analysis and regression, the study performed reliability testing of the scales using Cronbach's Alpha coefficient to assess the degree of internal consistency of the observed variables within each factor group.

**Table 2. Results of scale reliability test**

Factor	Number of observed variables	Cronbach's Alpha
Tourism resources	4	0.842
Infrastructure and services	5	0.874
Service prices	4	0.826
Destination images	4	0.861
Tourism promotion activities	4	0.838
Decision on choosing a destination	3	0.812

The validation results showed that all scales had Cronbach's Alpha coefficients greater than 0.8. According to many studies in quantitative research methods, a Cronbach's Alpha coefficient greater than 0.7 is considered acceptable for the scale under study. Therefore, the scales in this study all achieved good reliability and can be used in subsequent analysis steps.

### Exploratory Factor Analysis

After verifying the reliability of the scale, the study conducted exploratory factor analysis to determine the structure of the groups of factors influencing tourists' decisions in choosing a travel destination.

**Table 3. Results of KMO and Bartlett tests.**

Target	Value
KMO coefficient	0.886
Bartlett's (Sig.) Test	0.000
Total Variance Extraction	68.42%

The results show that the KMO coefficient reached 0.886, greater than the threshold of 0.5, indicating that the data is suitable for exploratory factor analysis. Simultaneously, the Bartlett test had a Sig. value of 0.000, less than the significance level of 0.05, suggesting that the observed variables are correlated with each other overall. The total variance extracted reached 68.42%, meaning that the extracted factors can explain more than 68% of the data's variability, indicating that the factor model has a relatively good explanatory power.

### Correlation analysis between research variables

To assess the relationship between independent and dependent variables before performing regression analysis, the study conducted Pearson correlation analysis.

**Table 4. Correlation matrix between variables**

Variable	TNDL	CSHT	GCDV	HADD	QBDL	QDLC
TNDL	1,000					
CSHT	0.421	1,000				

GCDV	0.286	0.394	1,000			
HADD	0.517	0.446	0.302	1,000		
QBDL	0.338	0.371	0.289	0.428	1,000	
QDLC	0.481	0.436	0.352	0.563	0.397	1,000

The correlation analysis results show that all independent variables have a positive correlation with the destination choice decision variable. Among them, destination image has the highest correlation coefficient with destination choice decision, reaching 0.563. This indicates that when a destination image is positively perceived by tourists, the likelihood of them choosing that destination is higher.

### Results of the regression model in the study.

To test the research hypotheses, multiple linear regression analysis was used to assess the extent to which various factors influence tourists' decisions in choosing a travel destination.

**Table 5. Regression results of factors influencing destination selection decisions.**

Variable	Beta coefficient	Standard error	Value t	Significance level
TNDL	0.214	0.048	4.36	0.000
CSHT	0.176	0.051	3.54	0.001
GCDV	0.121	0.044	2.77	0.006
HADD	0.308	0.053	5.86	0.000
QBDL	0.149	0.046	3.22	0.002
Constant	0.587	0.214	2.74	0.007

Corrected  $R^2 = 0.582$

F = 61.37

Sig. = 0.000

The regression results show that all factors in the model have a positive and statistically significant impact on tourists' decisions regarding destination selection in the Do Son tourist area. Among them, destination image is the factor with the strongest impact, with a standardized Beta coefficient of 0.308. This indicates that when tourists perceive a destination image positively, the likelihood of choosing that destination for their trip increases significantly.

Tourism resources also significantly influence destination selection decisions, with a Beta coefficient of 0.214. This indicates that natural landscapes, beaches, and other natural elements in the Do Son tourist area play a crucial role in attracting tourists.

Infrastructure and service quality have a Beta coefficient of 0.176, indicating that when the tourism service system improves, tourist satisfaction increases, thereby promoting destination choices. Tourism promotion activities also have a positive impact with a Beta coefficient of 0.149, showing that communication and promotional activities can contribute to raising tourist awareness of the destination.

Meanwhile, service prices had the lowest Beta coefficient but were still statistically significant. This indicates that travel costs remain an important factor in travelers' decision-making process, especially for domestic trips. The adjusted  $R^2$  value of 0.582 indicates that the research model can explain approximately 58.2% of the variation in tourists' destination choice decisions. This suggests that the research model provides a relatively good explanation for tourist destination selection behavior in the Do Son tourist area.

### Testing the research model

After estimating the multiple linear regression model, the study continued to perform several tests to assess the model's fit and ensure that the basic assumptions of the regression method were met. These tests included testing the overall fit of the model, testing for multicollinearity among independent variables, and evaluating the model's explanatory power for the dependent variable.

**Table 6. Results of the regression model goodness of fit test.**

Target	Value
Coefficient of determination $R^2$	0.589
$R^2$ correction	0.582
F value	61.37
Significance level (Sig.)	0.000
Number of observations	286

The test results showed an  $R^2$  value of 0.589 and an adjusted  $R^2$  value of 0.582, indicating that the model can explain approximately 58.2% of the variation in the dependent variable, which is tourists' decision to choose a tourist destination. This is a relatively good level of explanation for studies in the field of tourist behavior and tourism research.

In addition, the F-test value is 61.37 with a significance level of 0.000, which is less than the statistical significance level of 0.05. This indicates that the constructed regression model is statistically significant and the independent variables in the model are capable of explaining the variation in the dependent variable.

Furthermore, the study also conducted tests for multicollinearity among the independent variables to ensure that the variables in the model do not have excessively high linear correlations with each other. The test results showed that the variance inflation coefficients of all variables were less than 5, indicating that multicollinearity did not occur in the model and that the independent variables could be used concurrently in the regression analysis.

The validation results show that the research model fits the survey data and can be used to analyze the extent to which various factors influence tourists' decisions in choosing a travel destination.

### Testing the research hypothesis system.

Based on the regression analysis results, the study tests the research hypotheses proposed in the model. The hypotheses are tested based on the sign of the regression coefficients and the statistical significance level of the independent variables.

**Table 7. Summary of hypothesis testing results.**

Hypothesis	Hypothesis content	Result
H1	Tourism resources have a positive influence on the decision to choose a tourist destination.	Accept
H2	Infrastructure and service quality have a positive influence on destination selection decisions.	Accept
H3	Service prices have a positive influence on destination selection decisions.	Accept
H4	Destination images have a positive influence on destination selection decisions.	Accept
H5	Tourism promotion activities have a positive influence on destination selection decisions.	Accept

The analysis results show that all research hypotheses are accepted with statistical significance levels less than 0.05. This indicates that the factors included in the model all have a positive influence on tourists' decisions regarding destination selection in the Do Son tourist area.

In this model, destination image was the most influential factor in destination selection decisions, with the largest regression coefficient. This indicates that when tourists have a positive perception of a destination's image, the likelihood of choosing that destination for their trip increases significantly. This result is consistent with many previous studies suggesting that destination image plays a crucial role in shaping tourists' perceptions and choices.

Tourism resources are also a significant factor influencing destination choices. This shows that natural elements such as beaches, landscapes, and the tourism environment in Do Son remain important factors attracting tourists to this destination. At the same time, tourism infrastructure and service quality also positively impact destination choices, indicating that improving tourism services and amenities can contribute to enhancing the destination's attractiveness.

Tourism promotion activities and service prices also have a positive influence on tourists' destination choices. This shows that communication activities, promoting the image of the destination, as well as reasonable pricing policies can contribute to boosting tourism demand and attracting tourists to the Do Son tourist area.

Overall, the research results show that tourists' decisions in choosing a tourist destination are influenced by various factors related to the characteristics of the destination. Factors such as destination image, tourism resources, infrastructure and services, service prices, and tourism promotion activities all play an important role in attracting tourists and enhancing the competitiveness of the tourist destination. These results provide an important empirical basis for proposing solutions to develop sustainable tourism in the Do Son tourist area in the future.

## 5. CONCLUSION AND POLICY IMPLICATIONS

This study aims to analyze the factors influencing tourists' decisions in choosing a tourist destination in the Do Son tourist area, Hai Phong city. Based on a synthesis of theories on tourist behavior and previous research in the field of tourism, the study developed an analytical model with five main groups of factors: tourism resources, infrastructure and service quality, service prices, destination image, and tourism promotion activities. Research data was collected through a survey of 286 tourists and analyzed using quantitative statistical methods.

The research results show that all factors in the model have a positive impact on tourists' decisions regarding destination selection in the Do Son tourist area. Among them, destination image is the factor with the strongest influence on tourists' decision-making. This indicates that tourists' positive perception of the destination's image and brand can play a crucial role in attracting tourists. In addition, tourism resources are also an

important factor influencing destination selection decisions. The advantages of the coastal landscape, natural environment, and resort space in Do Son have contributed to the destination's attractiveness to tourists.

Furthermore, tourism infrastructure and service quality also significantly influence tourists' destination choices. Research shows that when transportation systems, accommodation facilities, and tourism services improve, tourist satisfaction increases, thereby encouraging destination selection decisions. In addition, the price of tourism services also positively impacts destination selection behavior, indicating that reasonable travel costs can contribute to enhancing the competitiveness of a destination in the domestic tourism market. Tourism promotion and communication activities are also identified as a crucial factor influencing tourists' destination choices. In the context of rapidly developing information technology, communication and promotion activities through online platforms, social media, and mass media can help increase tourist awareness of destinations and boost tourism demand.

Based on the research findings, several policy implications are proposed to enhance the attractiveness of the Do Son tourist area. First, local authorities need to focus on building and developing the image of Do Son as a tourist destination in a more modern, friendly, and attractive direction for visitors. Building a tourism brand for the destination should be done comprehensively through appropriate communication and promotional strategies.

Secondly, it is necessary to continue exploiting and effectively developing the advantages of the natural tourism resources of the Do Son area, while focusing on environmental protection and sustainable tourism development. Investing in landscape improvement, enhancing the quality of the marine environment, and developing unique tourism products can contribute to increasing the attractiveness of the destination.

Thirdly, upgrading infrastructure and improving the quality of tourism services should also be prioritized in the local tourism development strategy. Accommodation facilities, food and beverage services, entertainment areas, and tourism support amenities need to be developed synchronously to enhance the visitor experience in Do Son.

Fourth, it is necessary to develop a reasonable pricing policy for tourism services to facilitate tourists' access to tourism products at destinations. Ensuring transparency in pricing and improving service quality commensurate with costs will contribute to increasing tourist satisfaction.

Finally, tourism promotion activities need to be enhanced through the application of digital technology and modern media platforms. Effectively utilizing online media channels, social networks, and tourism promotion programs can help improve the brand awareness of destinations and attract more tourists in the future.

Besides its theoretical and practical contributions, the study still has some limitations. Firstly, the research data was collected mainly from domestic tourists, so it does not fully reflect the perspectives of international tourists. Secondly, the study only considers a few key factors influencing destination choices, while tourist behavior can be affected by many other factors. Therefore, further studies could expand the scope of the survey and add more factors to improve the explanatory power of the research model.

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