

# Destination Attractiveness Impact Novelty-Seeking Motivation and Satisfaction of Tourists with Eco-Tourism in an Binh Islet, Vinh Long Province

Bui Van Trinh<sup>1</sup>, Nguyen Quoc Nghi<sup>1</sup>, Nguyen Thi Tu Trinh<sup>1</sup>

<sup>1</sup>Can Tho University, Vietnam

Corresponding Author: Nguyen Quoc Nghi

## ABSTRACT

Applying structural equation modeling, the study has shown that the attractiveness of An Binh islet has a positive influence on the novelty-seeking motivation, thereby positively impacts tourists' satisfaction with eco-tourism in An Binh islet, Vinh Long Province. Some policy suggestions have been proposed to motivate the novelty-seeking of visitors for eco-tourism in An Binh islet, Vinh Long Province

**Keywords:** attractiveness, novelty-seeking, satisfaction, eco-tourism.

## 1. INTRODUCTION

In the context of urbanization, eco-tourism has become a very popular type of tourism for both domestic and foreign tourists. Vinh Long is a land that has great potentials for eco-tourism development. For a long time, An Binh islet has been a popular eco-tourism destination. Arriving at An Binh islet, visitors can take a dinghy to go through the canals to visit fruit-laden orchards on both sides of the river; or ride a bicycle on tree-lined roads and enjoy the peace and freshness. At An Binh islet, the local people take the advantages of canals and orchards to develop tourist sites and homestay services. Owning a lot of tourism

resources has revealed that An Binh islet is "redundant" to develop eco-tourism. Therefore, this study was conducted to prove the impact of destination attractiveness on the motivation to seek novelty and tourist satisfaction with eco-tourism in An Binh islet. Since then, several policies were suggested to enhance tourists' motivation as well as the attractiveness of eco-tourism in An Binh islet.

## 2. RESEARCH METHODOLOGY

### 2.1 Research hypotheses

Many studies have demonstrated a positive relationship between the attractiveness of destinations and the motivation to seek the novelty of visitors (Kassean and Gassita, 2013; Kim and Brown, 2012). Besides, scientists have pointed out the positive impact of the novelty-seeking on tourist satisfaction (Assaker et al., 2011; Jang and Feng, 2007). Based on the literature review, research hypotheses H1 and H2 have been proposed. Hypothesis H1: The attractiveness of destinations positively affects the novelty-seeking motivation of visitors. Hypothesis H2: Novelty-seeking motivation positively impacts tourist satisfaction.

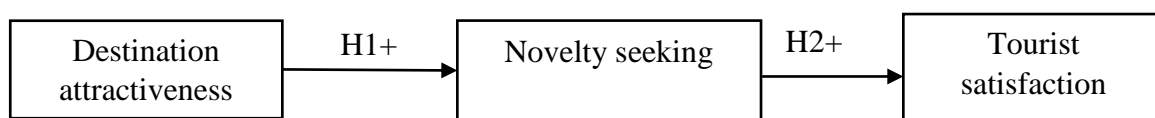


Figure 1: Proposed research model

**Table 1: Interpretation of observed variables in the research model**

Factor	Observed variables	Sign	Scale	Reference resources
Destination attractiveness (DA)	The primitive and natural beauty of An Binh islet.	DA1	Likert 1-5	Kassean and Gassita (2013), Kim and Brown (2012)
	The unique culinary and novel tourism products.	DA2	Likert 1-5	
	The friendly and hospitable local people.	DA3	Likert 1-5	
	The interesting culture and history.	DA4	Likert 1-5	
Novelty seeking (NS)	Desire to escape from the daily routine.	NS1	Likert 1-5	Jang and Feng (2007), Assaker et al. (2011)
	Enjoy discovering the novelty and uniqueness of An Binh islet.	NS2	Likert 1-5	
	Improve knowledge about the islet, canals, orchards, fields, etc.	NS3	Likert 1-5	
	Enjoy all the limits of lives on rivers.	NS4	Likert 1-5	
	Desire to experience activities in the countryside.	NS5	Likert 1-5	
Tourist satisfaction (TS)	I enjoyed the trip to An Binh islet.	TS1	Likert 1-5	Yoon and Uysal (2005), Assaker et al. (2011), Toyama and Yamada (2012)
	Experiences at An Binh islet exceeded my expectations.	TS2	Likert 1-5	
	An Binh islet gave unique travel experiences.	TS3	Likert 1-5	
	Tourist destinations brought comfort and convenience.	TS4	Likert 1-5	

Source: The author's proposal, 2019

## 2.2 Data and analytical methods

To test the research hypotheses, the analytical methods used include a reliability test using Cronbach's alpha coefficient, exploratory factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modeling (SEM). The SEM method requires a large sample size because it is based on the theory of sampling distribution (Raykov and Widaman, 1995). To ensure the reliability in testing the appropriateness of the SEM model, the sample size from 100 to 200 is satisfactory (Hoyle, 1995). From March 2019 to April 2019, the study used a quota sampling method combined with face-to-face interviews to collect data. Survey subjects are tourists who have visited and experienced eco-tours at An Binh islet, Vinh Long Province. The number of tourists surveyed was 204, of which 56 oversea visitors accounted for 27.45%. During the survey, demographic factors were taken into consideration to ensure the representativeness of the data.

## 3. RESEARCH RESULTS AND DISCUSSION

### 3.1 Reliability test of scales

**Step 1:** Test the reliability of all scales. Based on the test result, it can be shown that the Cronbach's alpha coefficients of the scales are greater than 0.7 and the observed variables all have item-total correlation values greater than 0.3. This indicates that the scales are reliable (Peterson, 1994;

Slater, 1995). Thus, 3 factors and 13 observed variables are used for the next exploratory factor analysis.

**Step 2:** Exploratory factor analysis (EFA). According to the EFA result, all observed variables achieved convergent and discriminant validity. This is shown by the following values, (1) Reliability of observed variables (Factor loading)  $> 0.5$ ; (2) Suitability of the model ( $0.5 < KMO = 0.904 < 1.0$ ); (3) Bartlett's test of correlation among observed variables (Sig. =  $0.00 < 0.05$ ); (4) Total variance explained =  $74.15\% > 50\%$ . Thereby, 3 factors are formed from 13 observed variables, there is no disturbance among variables so the factors' names are still the same as the proposed model.

**Step 3:** Confirmation factor analysis (CFA). Based on the result of CFA, the values are guaranteed as follows, Chi-square/df =  $1.908 < 2$  with  $P = 0.000 \leq 0.05$ ; TLI, CFI are 0.959 and 0.967 respectively, and all are greater than 0.9; RMSEA =  $0.067 < 0.08$ . This proves that the model is suitable for market data. The correlation coefficient between errors is less than 1 so the model achieves unidimensionality. The standardized regression weights of the factors are greater than 0.5 and the unstandardized regression weights are statistically significant, so the model reaches the convergent validity. Also, the correlation coefficients with standard deviations are  $< 0.9$  so the research model achieves the discriminant validity. The

values of composite reliability (Pc) and average variance extracted (Pvc) of the scales are satisfactory. It can be concluded that the research data is consistent with market data, reaching convergent validity, unidimensionality, discriminant validity, and reliability.

### 3.2 Test the research hypotheses by the structural equation modeling (SEM)

After the CFA step, SEM is used to test the research hypotheses. The analytical result is presented in Table 2.

Table 2: Test result on relationships among factors in the SEM model

Relationship	Estimated value	Unstandardized			Standardized regression weights	P-value	Hypothesis
		Standard S.E	error	Critical ratio			
NS <--- DA	0.660	0.072		9.220	0.683	***	H1
TS <--- NS	0.772	0.105		7.368	0.992	***	H2

Source: Survey data, 2019

Based on the result in Table 2, the attractiveness of destinations has a positive impact on the novelty-seeking motivation of visitors towards eco-tourism in An Binh islet, Vinh Long Province. It determines that the primitive nature, the natural beauty of the islet, interesting culture and history, unique culinary, novel tourism products, and hospitable people are essential criteria. They help promote the motivation to seek novelty when tourists take part in eco-tours in An Binh islet, Vinh Long Province. Besides, the research also points out that novelty-seeking motivation positively affects tourist satisfaction. This means the internal motivations of visitors related to the desire to learn novel and interesting things, experience the natural beauty, relax, meet and interact with new friends, explore culture and history, experience the river life are key elements. They all positively influence the satisfaction of visitors with eco-tourism in An Binh islet, Vinh Long Province.

### 4. CONCLUSION AND IMPLICATIONS

The study has proved that the attractiveness of An Binh islet has a positive impact on the novelty-seeking motivation of visitors. Besides, this motivation positively affects tourist satisfaction with eco-tourism in An Binh islet, Vinh Long Province. From the above results, some policy suggestions are proposed to enhance the novelty-seeking motivation of tourists for eco-tourism in An

Binh islet. Firstly, focus on promoting the eco-tourism image of the islet, especially the unique and typical features of the destination. Secondly, develop eco-tours with exciting activities for visitors to experience the river culture. Thirdly, apply modern communication tools to enhance the accessibility of tourists and improve the quality of information at tourist sites.

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